

TATA STEEL



## Case study

### Meteor Systems

- Project:** Growing Together with Advantica Horti Control®
- Applications:** Greenhouse cultivation systems (growing gutters)
- Customer:** Meteor Systems, Netherlands
- Products:** Advantica Horti Control® steel
- Year:** 2025





# Meteor Systems

## Growing Innovation Together: Two Decades of Partnership in Horticulture

For more than 20 years, Tata Steel has worked with Meteor Systems, a global leader in complete cultivation systems for greenhouse horticulture. When Meteor Systems identified challenges with coatings in demanding cleaning environments, Tata Steel provided the technical expertise to help find a solution. This collaboration resulted in the launch of Advantica Horti Control®, a specialised coating for steel growing gutters that combines durability, hygiene and light reflectance.

Founded in 1997, Meteor Systems has grown into a leading player in the international horticultural sector. The company develops and produces complete cultivation systems for greenhouse horticulture, including growing gutters, irrigation solutions and the associated suspension and support structures. Its end-users are growers worldwide, but greenhouse builders, turn-key suppliers and dealers also form an essential link in the chain.

What characterises Meteor Systems is its constant focus on innovation, customer orientation and building sustainable relationships. Its ambition is to remain healthy and future-proof through long-term cooperation with customers and chain partners, always striving for shared success.

### A Partnership of More Than Twenty Years

The relationship between Meteor Systems and Tata Steel dates back to 2003, when Meteor

Systems was looking for a reliable supplier of high-quality steel for its growing gutters. Tata Steel's plant turned out not only to be geographically well positioned, but also an excellent match in terms of expertise.

What began as a practical choice has since grown into a close partnership, with both companies evolving together within the market.

The collaboration is characterised by mutual trust, open communication and a long-term relationship on both a personal and business level. A dedicated account manager at Tata Steel plays an important role:

*“The strength of our cooperation lies not only in the company Tata Steel, but also in the people behind it. Our dedicated account manager understands what we need and actively thinks along with us.”*

### Developing Advantica Horti Control®

A clear example of this partnership is the launch of Advantica Horti Control®, a coating specifically developed for steel growing gutters in horticulture.

Meteor Systems faced the challenge that growing gutters were increasingly being cleaned with aggressive agents such as hydrogen peroxide, which compromised existing coatings and caused rust. This prompted a joint search for a durable and resilient solution.

Working closely with Tata Steel, the companies explored options for a coating that could withstand these conditions while meeting the high standards of the sector. Laboratory validation confirmed its resistance to H<sub>2</sub>O<sub>2</sub> and other cleaning agents, ensuring compliance with horticultural hygiene requirements. Through close consultation, joint testing and open feedback, a high-performance coating was created that delivers superior results in practice.

Meteor Systems was one of the first companies in the horticultural sector to apply this new coating solution and was therefore able to offer its customers an innovative product.



### Results and Impact

While exact revenue figures cannot be disclosed, it is clear that the application of Advantica Horti Control® has contributed to customer satisfaction and reinforced Meteor Systems' reputation as an innovator worldwide. Moreover, the collaboration with Tata Steel Nederland is seen as an added value in customer discussions:

“Tata Steel is a renowned name for us. That reputation reflects on our product.”

The partnership also strengthens Meteor Systems' market position by combining its innovative system designs with Tata Steel's expertise in advanced coated steels. A practical example of this joint approach is the development of Advantica Horti Control®. Market feedback highlighted the need for coatings that could withstand intensive cleaning while also improving greenhouse performance. Tata Steel applied insights from previous testing with Advantica L Control® and carried out further validation in its own laboratories. These trials confirmed key performance advantages, including durability under hydrogen peroxide cleaning and the added benefit of high light reflectance from the bright white coating. This ensured the final product was proven in practice and ready to meet the immediate needs of growers.



### A Shared Ambition for Sustainability

Both parties are also explicitly focused on the future. Discussions are already taking place about the use of “greener steel”, steel produced with lower CO<sub>2</sub> emissions. While demand from the horticultural sector is still limited, both companies expect this to change in the coming years.

Meteor Systems underlines the importance of openly communicating the progress that is being made, particularly the sustainable steps already taken and those still to come. For both companies, sharing these developments with the sector is essential to raise awareness and to support the horticultural industry in its transition. In this way, Meteor Systems and Tata Steel not only respond to today's customer needs, but also help prepare the market for a more sustainable future.

### Together supporting the horticultural sector, today and tomorrow

For Meteor Systems, the strength of the collaboration lies in continuity and personal contact, which makes the partnership distinctive.

Although other suppliers are available, Tata Steel remains a valuable partner thanks to its reliability, consistent product quality and involvement in joint development. At the same time, both companies recognise the dynamics of the market, where jointly developed solutions may also become available to competitors. Rather than seeing this as a limitation, the partnership views it as a driver to remain innovative and maintain their leading position in the sector.

For Meteor Systems, the collaboration with Tata Steel stands out for its reliability, innovation and partnership. Together, the two companies are committed to supporting the horticultural sector today and in the future.

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