



DISCOVER DIACHEM

WE EMBRACE AGRICULTURE. IMPROVING AND GROWING STRONGER. TOGETHER, EVERY DAY.





We are aware of how delicate our work is, because it touches something precious and fragile: **the Earth**. Having respect for our planet means having respect for ourselves, because it is from the Earth that our livelihood comes—what we bring to the table every day, **the food that nourishes our families and the generations of tomorrow**.

Why is Diachem part of everyday life? How does it contribute to protecting and safeguarding our Earth?

Agriculture has been undergoing a significant period of transformation and reassessment for several years, accompanied by a serious reflection on the need **to restore its bond with nature**—of which agriculture must be an ally.

Not only because the reckless depletion of natural resources represents a potential boomerang, but also because nature itself, when studied and understood, can offer a range of solutions to the challenges farmers face every day in nourishing and protecting crops, as well as in preserving or enhancing soil fertility, which has been severely tested by centuries of intensive exploitation.

For these reasons, our daily actions are grounded in **respect**: respect for nature, which we know, observe, and care for. Respect for the work of farmers, whom we consider our partners and with whom we engage in constant dialogue to face together the challenges that arise each day.



Respect for people, starting with us. People who live in a world in constant evolution—one that sets new milestones and new goals and calls on us to look to the future with responsibility and foresight. Without compromise.

What is the connection between Diachem and sustainable growth?

How can Diachem improve and innovate agriculture day after day?

We therefore chose to do the most human, embracing, natural, and inclusive thing: to embrace agriculture.

This is our promise, this is our vision, this is our present.

An embrace that protects, includes, supports, and looks ahead.

An embrace that, thanks to the constant involvement of new partners and collaborations, can expand day by day, encompassing new fields and new realities—always with the aim of being present, active, and committed to our core mission, and with the desire to grow together.

With this awareness, we commit ourselves every day to creating sustainable solutions for the agriculture of tomorrow: by developing our in-house know-how and leveraging different technologies to offer solutions that respond to the specific needs of those who live and work the land.

This is who we are at Diachem: an open organization built on human connection and expertise at the service of agriculture.

Evolving day by day.



CARE

DIACHEM is a family-owned, 100% Italian company with over 60 years of experience in the field of crop protection products and plant nutrition.

Even before being a company, Diachem is first and foremost a new way of conceiving action in the agricultural sector.

A strategy built on care, cooperation, and synergy — between crop protection products and plant nutrients, between traditional solutions and biosolutions.

Not merely an industrial entity, but a reality made up of people who look to agriculture, understand its critical issues and challenges, and are ready to listen and engage in dialogue.

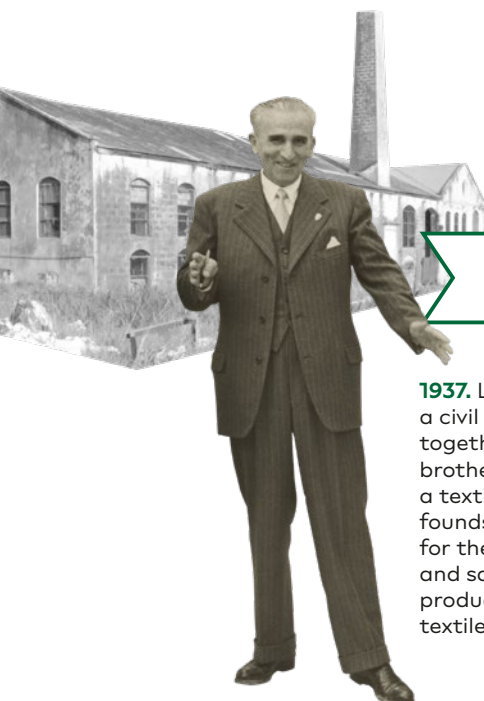
To protect and nourish, to defend and support: there is no effectiveness without synergy. There is no growth without cooperation.

For us, this is the concept of an **integrated approach**, a winning strategy shaped by sixty years of history and ongoing dialogue with farmers and with nature.

It is a paradigm shift that places **care** at its core: care for the plant, care for the soil, care for the work itself.

This mindset underpins all our solutions: a combined approach designed to achieve long-lasting results and to effectively improve field performance.

All of this is in full respect for the environment, giving nature what nature asks for.



1947. The company takes the name CHIMIBERG (Chimica di Bergamo).

Chimiberg S.p.A.

1967. CHIMIBERG changes its name to DIACHEM S.p.A. (Development Industrial & Agricultural Chemicals), with its production facility in Albano S. Alessandro (BG).

1986. The production and packaging lines are transferred to the CIFA industrial complex (formerly Ciba-Geigy) in Caravaggio.

1937

1947

1957

1967

1980

19

1937. Luigi Dubbini, a civil engineer, together with his brother Amleto, a textile chemist, founds a company for the production and sale of chemical products for the textile industry.



1957. Ezio Dubbini, Luigi's son, expands the business into the production and marketing of agrochemical products.

1980. Ezio's three sons, GianLuigi, Marco, and Paolo, join the company.



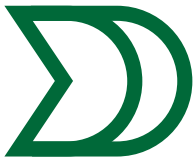
Looking to the future:
nature in support of agriculture.

To continue along this path, in 2017 Diachem acquired Pireco Productie B.V., a Dutch company based in Lelystad, specialized in the research and production of natural biostimulants and products based on plant extracts with low environmental impact.

After the acquisition, in 2023 Pireco transferred the production of granular products to Caravaggio, at Diachem's facilities. With Pireco, we began pursuing **ecological and sustainable solutions** for a wide range of pests and crop issues in both conventional and organic agriculture and horticulture.

Since its founding, Pireco has been committed to **"bringing nature back into agriculture"**, aiming to sustainably nourish both current and future generations.

EVOLUTION



2012. The new office building is inaugurated in Caravaggio (BG).

2024. – DIACHEM undergoes rebranding. The Italian brands Diagro and Chimiberg are discontinued. The company updates its logo and adopts a new payoff: **we embrace agriculture.**



2006. Dubbini and a partner found a new company, DIAGRO Srl, specializing in products for plant nutrition.

pireco

2017. The group acquires PIRECO, a Dutch company specializing in the research and production of natural biostimulants and products based on plant extracts.





INTEGRATED

For us, **"integration"** is the key word.

Diachem is specialized in the production of crop protection products, plant nutrients, and solutions for organic agriculture, with which it offers **integrated and sustainable solutions for the agriculture of tomorrow.**

Diachem's original products are developed at the Caravaggio (Bergamo) industrial site, which has been the group's production hub since 1986. The strict separation between production and packaging departments, with dedicated lines and rigorous procedures, ensures high product quality while minimizing the potential risk of "cross-contamination".

The Laboratory also guarantees full control at every stage of formulation, with analyses that certify compliance with the required specifications.

Our facility is a center of excellence, where we develop all our integrated solutions to protect and nourish crops.

› What is an integrated approach?

Having an integrated approach means offering more targeted, effective, sustainable, and environmentally friendly strategies for both crop protection and nutrition. It is about harmonizing innovation and nature, leveraging the strengths of each solution. This approach allows for optimizing field resources, reducing environmental impact, increasing crop resilience, and providing farmers with practical tools to face production and climate challenges.

› What is a plant nutrient?

A plant nutrient is like a vitamin for plants. It is a product that supports plant nutrition, improving the absorption of nutrients, stress resistance, and the quality of the harvest.

› What is a crop protection product?

A crop protection product is like medicine for plants. Crops can get sick too, so they need to be protected from pathogens, insects, and weeds, which can cause significant losses in both yield and quality.



Many **fake news**, as well as prejudices, circulate around our sector. *"Chemicals are harmful, damage health, ruin fruits, kill insects, pollute the soil"*: these are just a few of the recurring statements. Every day, we work seriously and professionally to counter them, **showing with facts and data that they are nothing more than misinformation.**

› Who authorizes crop protection products?

Each new active substance must first be approved at European level, after the competent authorities have issued a favorable opinion. Subsequently, the Italian Ministry of Health, through a specific decree, authorizes the manufacturing company to place the proposed formulations on the market.

› Why are they also incorrectly called pesticides?

The term comes from the English word "pesticides," meaning pest killers. Originally, it was used almost as a synonym for insecticides. The Italian adaptation has led to a negative perception of these products, making it seem as if they themselves were the real "pests." More accurate terms are "crop protection products" or "plant protection products".

› Could agriculture be practiced without fertilizers?

Yes, but the results would be disastrous. For example, it would not be possible to produce enough food for the entire world population. While fertilization is not the only factor in achieving this goal, it is certainly one of the most important.

› What studies are required to register a crop protection product?

A new active substance requires 10 to 15 years of research and investment, with costs ranging from USD 100 to 200 million. The proposing company must demonstrate that the new product is effective against the target pests without harming the crops themselves. In addition, multiple toxicological tests must be carried out to assess the molecule's intrinsic hazard to aquatic organisms, birds, earthworms, bees, mammals, and other non-target organisms

› Can crop protection products be used on every crop?

No. Each crop protection product has specific conditions of use, both in terms of the crops that can be treated and the pests it is able to control.

› Is it true that crop protection products are not used in organic farming?

No, crop protection products are also used in organic farming. The difference lies in their origin: in organic agriculture, only products of natural origin may be used.



STRATEGIES

MISSION STATEMENT

In 2024, we chose to renew our image, making it more contemporary and consistent with our vision and mission. We decided to simplify, to synthesize, and to move beyond distinctions that, although meaningful at the time they were created, today risked weakening the strength of our brand in the markets.

The new Diachem brand brings together the complementary experience of the former Chimiberg and Diagro brands: on the one hand, the expertise developed in the formulation of crop protection products; on the other, research focused on the development of agronutrients and biosolutions. Together, these two worlds integrate and complement each other, finding in Diachem a shared identity.

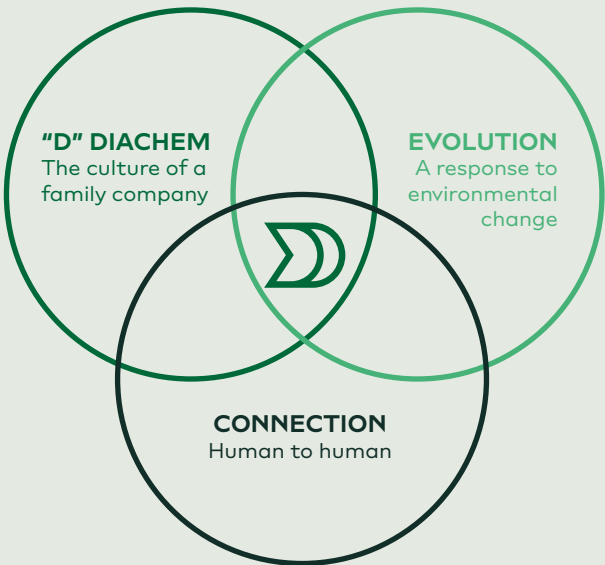
The new logo therefore represents a synthesis of the company's evolutionary journey: the double "D" that distinguishes it symbolizes Diachem, but also the Dubbini family, founders and owners of the company, whose members are directly involved in its management, in the most authentic dimension of a "family company."

The first "D" recalls the shape of the arrow that characterized the previous logo and is transformed here into a dynamic element, projecting toward a truly sustainable future, while its curved shape evokes an approach based on harmony, capable of integrating different aspects.



We have therefore reached a new communicative dimension, one that is entirely human, and which finds its fullest expression in the new payoff:
"We embrace agriculture".

Finally, we also updated the color palette: leaving red behind, the new logo is now dressed in green, a symbol of vitality, nature, and harmony, perfectly aligned with our values.



Our production site is currently being expanded: from the current 14,000 m², we will grow to reach 18,900 m².

The project involves the construction of new buildings for formulation and packaging, warehouses for storage, and a new service building. There will be four new structures, each with a maximum height of 10 meters. The largest, covering 10,000 square meters, will house the intensive warehouse and the herbicide production line. The remaining space will be divided between two halls for the non-herbicide production line and the new service building (changing rooms and canteen).

In early February 2025, construction activities began for the expansion of CZ18, which will include new departments dedicated to the formulation and packaging of nutritional and biological products, primarily those of our sister company Pireco. Once fully operational, the expansion will double production capacity, as well as increase the workforce, focusing on a goal that combines traditional and innovative products that are also eco-sustainable, implemented through rational and effective adjustments, in line with our low environmental impact approach.

PHASE 1

Enhancement of formulation lines for SC/SL/OD
 Dedicated formulation line for biosolutions
 Dedicated formulation line for agronutrients
 Dedicated packaging lines for biosolutions

PHASE 2

Enhancement of formulation lines for EC and solids
 New 4.0 warehouse
 New service building



The expansion design adopts the best solutions in terms of quality, energy efficiency, and environmental integration, including the implementation of green roofs and plantings for environmental mitigation. All the new buildings will feature rooftop gardens and green roofs to help reduce urban heat islands.



CU

In the era where information travels fast—and is not always accurate—we at Diachem believe that providing serious and accessible scientific communication is a duty. Especially in a sector as important as agriculture.

Website and Blog

We designed our website to be a useful and in-depth resource, not only for technical content but also for informative purposes. You can also find our blog, which we named "**Gaia**", because that's exactly what we talk about: our Mother Earth. Each article serves as a reference point for exploring eco-friendly and innovative practices for a more sustainable agricultural future.

Visit diachemagro.com

Social

Every day, we put ourselves forward—not just as professionals in the sector, but above all as people serving other people. Social media helps us stay up to date with new communication trends, while providing information that is immediate yet still rich in value.

You can find us on Instagram, Facebook, LinkedIn, and YouTube.

Newsletter

A strategic tool to maintain direct and constant contact with distributors, retailers, and farmers, providing technical updates, product news, and agronomic advice. A simple and effective channel to create value, support daily fieldwork, and keep you informed about company developments.

You can subscribe directly through our website.

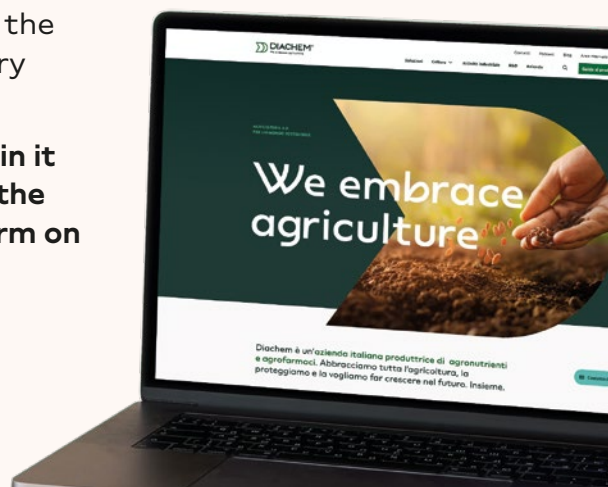
Catalog

If you want to know everything about our integrated solutions, there is only one thing to do: browse our catalog. It contains the technical and safety data sheets for each of our products, as well as their application methods, all updated according to the latest industry regulations.

You can obtain it by filling out the dedicated form on our website.



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CULTURE

Podcast

"Fatti di Terra" is our podcast dedicated to those who live, love, and work the land. It is a project created to give voice to the many challenges of today's agriculture, presented with expertise, passion, and accessible language. Episode by episode, through interviews with experts, researchers, technicians, and farmers, we address the most current and delicate topics in the sector: from climate change to sustainable crop management, from technological innovation to best field practices. Our goal is clear: **to inform, deepen understanding, and encourage discussion**, offering practical and useful insights to those who work every day to ensure healthy, high-quality food while fully respecting the environment. With "Fatti di Terra", we aim to create an open dialogue space where science and experience meet, and where agriculture is told in all its facets, balancing tradition and the future.

Recently, we also introduced a small mascot: Landy, who gathers and answers all the questions and curiosities of our listeners.

We are available on all major music platforms:
listen to us by scanning the QR code on the side.



Events

Being present in the field means creating unique opportunities to meet farmers, technicians, and partners up close, fostering direct dialogue, knowledge sharing, and technical insights into the most innovative solutions. We strongly believe in these moments of connection, which build trust, enhance skills, and even create new collaborations locally. That is why we organize various events and initiatives, both at our headquarters to showcase our company, and across Italy to bring our expertise directly to the field.

You can find out where to meet us by following us on social media or visiting our website.

Schools and Community

We carry out numerous partnership projects, internships, and school-to-work programs with various high schools and universities to nurture young talents who will one day become professionals in our sector. We also support and assist local organizations to foster the healthy and sustainable growth of the communities in which we have established our roots.





we embrace agriculture

For over 70 years, we have been an Italian family-owned company evolving alongside agriculture. Our mission is to create sustainable solutions for the agriculture of today and tomorrow. That is why we support farmers in their daily challenges, aiming for more productive crops while respecting nature, and promoting food safety through daily investments in research and innovation.

Improving and growing stronger together, every day.



diachemagro.com



 **DIACHEM[®]**