
Zasso secures Equity Financing from Green Towers and Ergas Ventures



Zasso Digital Herbicide – a leading platform developer for electric weed management - today announced that it has agreed an equity investment by Green Towers GmbH and Ergas Ventures LLC. The proceeds from the financing will be used to accelerate Zasso's continued growth and market expansion. This investment underlines Zasso's commitment to developing pioneering, eco-friendly solutions for weed control.

– “We are proud to get two well-regarded investors on board who will not only support Zasso with an equity investment, but also serve on the company's advisory board.” – says Dirk Vandenhirtz, CEO of Zasso GmbH.

“Zasso has built a robust solution addressing the critical need for non-chemical weed management across a wide range of end-markets,” said Jean-Pierre Ergas, Partner of Ergas Ventures LLC. “The company has an especially impressive portfolio of proven, efficient - sustainable and scalable applications. I am excited to renew my commitment to Zasso as they continue to drive tremendous growth in the business.” –

About Zasso

Zasso Group specializes in clean plant control technologies for agriculture, silviculture, home, traffic and urban areas. Zasso's methods target both the shoots and the even more critical roots of undesired plants systemically by employing advanced lightweight high-voltage methods. Our ground-breaking systems deliver efficient and robust solutions and add an innovative approach to the dwindling number of available methods for environmentally sympathetic plant control.

„Electroherb reshapes weed control and plant management for both current and future challenges.“

About Green Towers GmbH

Green Towers GmbH is a family-owned company specialising in investment in various private equity projects with a focus on sustainability.

About Ergas Ventures LLC

Ergas Ventures LLC is a Franco-American family business, incorporated in the US and already an existing investor in Zasso Group AG. Jean-Pierre Ergas, Managing Partner of Ergas Ventures LLC, is the former Chairman and CEO of industrial firms including Cegeedur and Cebal in France, American National Can and Bway Corporation in the US, as well as former Chairman of Alcan Europe.”