

PRESS RELEASE

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Priva Kompano rebrands to Octiva

Dutch technology company Priva and Belgian R&D group Octinion merged their horticultural robotics activities under “Priva Kompano” in 2021 and now revealed their new name: Octiva.

Priva Kompano becomes Octiva

Dutch technology company Priva and Belgian R&D group Octinion announced their merger in 2021, after which the horticultural robotics activities were first continued under the Priva Kompano flag. The new brand, Octiva, combines Octinion and Priva, with the “i” of innovation as a bridge between both parts of the name, as well as the common denominator.



A new brand to better connect with the mission

The Octiva mission is clear: helping growers make our food supply more sustainable and more efficient. The logo therefore has some organic elements in there, in terms of curving of the letters and logo, but also in the color scheme. The new brand was revealed externally during Delphy's Field Day.

ABOUT OCTIVA

Octiva creates robotic labor automation solutions for the Controlled Environment Agriculture market in close collaboration and at the service of innovative growers. Octiva was created in 2021 from a merger from Priva's robotic solutions and Octinion's agricultural robotics. Priva is one of the global leaders in horticulture process control, Octinion is known for building ground-breaking agricultural robotics. With teams in De Lier (The Netherlands) and Leuven (Belgium), Octiva has about 40 employees. www.octiva.tech