

"Instead of four people cleaning with a broom, we now send one guy out"

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"Cleaning ground cloth is a challenge. We're always looking for better and more efficient ways to do it," says Rodney Bierhuizen, co-owner of Canadian pot plant grower Sunrise Greenhouses. "Before, we did it with a broom and a pressure washer. Now, instead of four people having to clean, we send one guy out."

Rodney Bierhuizen of Sunrise Greenhouses was one of the first in North America to implement the Terrazza Geotex PRO® for cleaning geotextile surfaces across greenhouse operations. After over a year of use, the machine has become fully integrated into the maintenance strategy at the Canadian greenhouse company. The cleaning system at Sunrise is a standard part of the turnaround process between crops, meaning the machine is deployed two to three times a year per site.

"We clean about 20 to 30,000 square feet per day," Rodney explains. "It's not just sweeping—it's weeding edges and disinfecting. The quality is consistent. You can put a broom in someone's hands and a pressure washer, and the result will be different every time. With the Geotex PRO, the quality is much more consistent."



Nolle Coessens and Dany Mestdag (Terrazza MC). In the middle Rodney Bierhuizen (Sunrise Greenhouses)

Recurring challenge

Sunrise Greenhouses, based in the Niagara region, operates multiple greenhouse sites, including three rental facilities and a home facility with mobile benches. Across these locations—totaling approximately 15 acres of field production—cleaning has always been a recurring challenge, particularly when it comes to maintaining geotextile ground cloth.

The machine helping them meet this challenge is the Geotex PRO, developed by Belgian manufacturer Terrazza MC, which is specialized in the development of innovative cleaning concepts using only water, thus eliminating the need for chemicals. The machine is offered in North America by AMA Horticulture Inc. (AMA Hort). Founded in 1982, AMA a leading family-run wholesale supplier for professional horticulture in North America. Based in Kingsville, Ontario, Canada, the company has grown into a dynamic, solution-oriented supplier known for its deep expertise and customer-focused approach.

The Geotex PRO is designed to clean geotextile surfaces without the use of chemicals or high-pressure systems, the concept that Terrazza MC has specialized in since its erection in 2006. It uses a low-rotation brush system and can be used in both wet and dry modes. Rodney notes that Sunrise uses the electric version for indoor use due to the absence of fumes and finds battery performance sufficient for full-day operation using two sets. "It's really simple to use. The batteries go in easily, and switching brushes takes seconds. We use three brushes: yellow to loosen debris, then apply disinfectant, and finally green for scrubbing algae."

"Every time the greenhouse is cleaned, the cloths are being cleaned completely," says Rodney. He emphasizes that the machine sees use well beyond traditional greenhouse floors. "We've even used it to clean loading docks. You start with one area and then realize it works so well you want to try it elsewhere."

Ecological approach

The Geotex PRO uses a brush system rather than chemicals, high-pressure water, or thermal treatment. According to Dany Mestdag, CEO of Terrazza MC, "The Geotex PRO® operates 100% ecologically. No detergents or herbicides are used—only mechanical action with the appropriate brush type. This makes it suitable for use around plants, workers, and animals."

Various brush types can be mounted, including the Terrazza Geo TECH® brush for geotextile surfaces, the Weedee® brush for weed removal, and the Sweeper® and AXI® brushes for different cleaning intensities. "After over a year of use, we're only now seeing slight wear on the yellow brush. We expect to get at least two to three years out of them," Rodney shares.

Local connection

Sunrise's adoption of the Geotex PRO was facilitated by AMA Hort, a long-standing horticultural supplier based in Leamington, Ontario. AMA is also Sunrise's Ellepot supplier, which made the connection to the cleaning system a logical step. "When we saw they were the distributor for the product, we already had a connection there," Rodney explains. "They're a bit of a drive from us—but by Canadian standards, that's basically next door."

The collaboration between Belgian company Terrazza MC and AMA Horticulture is based on a shared vision on sustainability and quality, which they say is the foundation for international success.

Both companies emphasize quality and ecological responsibility as core values. The collaboration enables AMA to offer Canadian growers European-made equipment that aligns with the sustainability requirements of modern greenhouse production. "And thanks to AMA Horticulture's extensive distribution network, our machines are now successfully making their way into greenhouses, nurseries, and landscaping businesses across Canada and the U.S. At their turn, landscapers and growers in Canada and the United States, now have access to high-quality, 100% ecological cleaning machines that increase efficiency without harming the environment", says Dany.

"We developed the Geotex PRO for growers who require consistent cleaning results without compromising environmental safety. The low brush rotation speed combined with controlled vertical pressure provides effective yet gentle cleaning."

Growing efficiency through automation

Labour remains a pain point in the horticulture industry, and Sunrise has taken significant steps to mitigate the pressure. "We no longer have to send people out scrubbing the floors with a broom. It's hard to find people willing to do that kind of work anymore."

Automation is a larger theme at Sunrise. With tighter labor markets and larger production footprints per grower, automation and mechanization remain at the forefront of greenhouse operations. As Rodney puts it, "We're not trying to replace the grower, we're trying to expand their capabilities. Thirty years ago, a grower might manage 30,000 square feet. Now that's 200,000."

In addition to the Geotex PRO, another example of this is the acquisition of an ISO-TTA sticking robot, Rodney continues. "We also have in-house developed packaging equipment by Bold Robotics and are currently working on a multifunctional grower boom. The idea is to support the grower—not replace them—but help them manage much larger areas more effectively."



The Terrazza Geotex PRO® (photo from Terrazza MC)



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Expanding market presence and product line

While the Geotex PRO is now active in the North American market, Terrazza MC is preparing for the next step. "We are introducing the Greeny PRO® to North America at Cultivate 2025," says Dany. The Greeny PRO is designed specifically for nursery table cleaning and already drew interest at GreenTech Amsterdam.

The launch is part of Terrazza MC's strategy to expanding its specialized cleaning technology portfolio for horticultural applications. Dany adds, "Our machines are purpose-built for horticultural surfaces—container fields, ground cloth, concrete alleys, and now nursery tables. Each application requires a different brush configuration and mechanical approach."

Cultivate 2025

Both AMA and Terrazza MC will be present at Cultivate 2025, where the Geotex PRO and Greeny PRO will be available for hands-on demonstrations. Growers visiting the event will have the opportunity to see the machines in action and discuss practical applications.

For those looking to address ground cloth maintenance, algae removal, or improve consistency in sanitation, AMA and Terrazza MC will be available to answer questions at the event or through their respective networks.

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