



## Ball Seed® Partners with TTA to Distribute the NEW ‘CuttingEdge’ Cutting-Sticking Machine

This latest technology saves greenhouses labor and is now easy to order through Ball Seed. See live demonstrations at Cultivate’24 and Ball Seed Customer Days.



**WEST CHICAGO, ILLINOIS, June 2024:** [Ball Seed](#), North America’s leading horticultural distributor, always looks for ways to help greenhouse businesses save on labor and reduce costs. That is why Ball Seed is proud to announce a distribution partnership with major technology provider [TTA](#) to launch the company’s new CuttingEdge automated sticking machine for planting rooted and unrooted cuttings to the North American market. Engineered for accuracy and increased productivity, CuttingEdge brings a new level of precision to greenhouse production.

“Growers are feeling the pressure of labor costs, and we are working with our customers on ways to make better use of their labor by understanding what is the right volume of unrooted cuttings that makes automation a solution,” says **Jim Kennedy**, Sales Director of Ball Seed. “TTA’s latest technology is another step in their commitment to greenhouse production automation, and Ball Seed is motivated to connect our customers with the types of solutions that meet their operation needs.”

The CuttingEdge includes:

- An in-feed chain conveyor for plug trays
- TTA’s CuttingVision system for evaluating cuttings
- A robotic arm for planting approved cuttings

The system requires minimal data to create a robust cutting-detection model with unmatched flexibility based on AI and deep learning. According to TTA, one CuttingEdge machine can stick at least 2,500 cuttings per hour.

“TTA is committed to bringing the process of automatic sticking to the highest possible level in cooperation with horticultural leaders,” says **Peter Rietveld**, Chief Business Development Officer at TTA. “Our partnership with Ball Seed is valuable to us. It will bring this technology to a wider audience, improve the sticking process, and save time and labor costs throughout the industry.”

To further showcase this robust technology, live demonstrations of CuttingEdge will be available to attendees in Columbus, Ohio, at Cultivate’24 (Booth TTA #447), July 13-16; and it will be a featured machine demonstration at the [Ball Seed Customer Days](#) event, July 25 & 26, in West Chicago, Illinois.

More information about the CuttingEdge from TTA can be found at the company’s website [www.tta-usa.com](http://www.tta-usa.com). Contact your Ball Seed sales representative with questions at 800 879-BALL.

*About TTA*

*TTA is a leading technology provider that helps the world’s most ambitious Agtech entrepreneurs define the future. From our locations in North America, The Netherlands, and Australia, we*

*work globally with our clients as one team with a shared ambition to achieve extraordinary results and redefine our industry. Since our founding in 1996, we have been known for our game-changing innovations, and we proudly maintain the highest level of automation solutions in the industry. Visit [www.tta-usa.com](http://www.tta-usa.com) to learn more.*

*About Ball Seed®*

*Ball Seed is North America's leading wholesale horticultural distributor. We combine extensive experience, innovative thinking, and world-class customer service to ensure professional growers have the best products, most efficient tools, and dynamic growing solutions. Visit [www.ballseed.com](http://www.ballseed.com) for more information and check live availability and order through Ball Seed WebTrack®.*