

## History

- 2011 Grodan introduces Precision Growing concept and changes its pay-off to: *Passionate about Precision Growing*
- 2011 Introduction of the Vision technology for the propagation market, e.g. Grodan Pro plug
- 2011 Launch of GroTeam campaign
- 2011 Introduction of Grodan Vitaflor for Rose growers
- 2011 Grodan enters collaboration with Horti Alliance
- 2011 Grodan B.V. legally merges into Rockwool B.V. but keeps its trade name Grodan
- 2010 Grodan becomes Founding Father of Greenport Holland International
- 2010 Launch of 3xsustainable campaign
- 2010 Grodan opens production facility in Malkinia, Poland
- 2010 Introduction Grodan Grofit
- 2009 40th Anniversary Grodan
- 2009 Grodan is active worldwide in over 60 countries
- 2009 Introduction Flortop Rosa
- 2009 Introduction Next Generation Substrates: Classic & Classic Forte
- 2008 Grodan becomes a member of the Avag
- 2008 Grodan is the first substrate supplier to be awarded the European Ecolabel
- 2008 Reorganization of the distribution structure in exporting countries
- 2007 Change of name from Agro Dynamics to Grodan Inc.
- 2007 Introduction of the Plantop Blocks, based on the Next Generation technology
- 2007 Introduction of the Grodan 6 phase advice model
- 2007 Introduction of the Next Generation Substrates, e.g. Grotop Master, Grotop Expert and Grodan Vital
- 2006 Grodan and Grodan A/S merge into Grodan
- 2005 Introduction of new assortment of slabs based on Delta Technology (homogeneity)
- 2004 Introduction of Gronow Crop module (support service)
- 2003 Grodan receives the KIWA certificate in the Netherlands (Dutch quality standard for products)
- 2003 Introduction of new blocks based on Delta Technology (homogeneity)
- 2003 Establishment of Substratus Korea Ltd. (advice)
- 2002 Introduction of Gronow Water and Gronow Climate
- 2002 Rockwool/Grodan changes its name to Grodan, Grodania A/S becomes Grodan A/S and Rockwool/Grodan Iberica SA becomes Grodan Med S.A.
- 2001 Grodan is the first substrate supplier to receive the Dutch *Milieukeur* certificate
- 2000 Grodan takes over Agro Dynamics, distributor in the North American market
- 1999 Grodan opens offices in Almería (Spain)
- 1999 Bio-soluble fibres integrated in all products
- 1997 Grodan takes over the Pargro brand
- 1995 Introduction of Vitagreen blocks
- 1993 Grodan opens offices in Poland
- 1993 ISO 9001 certification for Grodan
- 1993 Introduction of dual-density slabs, introduction of Master slabs and the Water Content Meter
- 1991 Take-over of Substra Nederland BV
- 1991 Introduction of bricks by way of a recycling solution. A unique and durable recycling solution because it results in a new and economically profitable product
- 1989 Grodan introduces a multiyear slab (WPL Wrapped Played Long-Life) with a vertical fibre

- 1988 Establishment Rockwool Grodan Iberica S.A. in Spain
- 1988 Pallet products, introduction of products with vertical fibres
- 1985 Establishment Grodania A/S in Denmark
- 1983 Grodan introduces a one year product (WPS-Wrapped Played Short-life) with a horizontal fibre
- 1980 The first roses are cultivated on stone wool substrate
- 1978 Grodan starts its production in the Netherlands
- 1977 Grodan opens offices in the Netherlands
- 1969 Grodan introduces stone wool substrate to the horticultural sector, opening of offices in Denmark
- 1969 First test using stone wool substrate for growing plants in Denmark and the Netherlands, in cooperation with universities
- 1865 Rockwool starts to manufacture stone wool
- 1840 In Hawaii, American physicists discover stone wool, which is naturally formed during a volcanic eruption