

Rockwool B.V.

Postbus 1160
6040 KD Roermond
the Netherlands
T +31 (0)475 35 30 10
F +31 (0)475 35 35 66
E info@grodan.com
www.grodan.com
KvK Roermond 13014428

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Precision Growing: doing more with less

All Grodan substrate solutions are aimed at doing more with less, with respect for people and the planet. Or, as Grodan calls it: 'Precision Growing'. This cultivation method supports growers and propagators in achieving sustainable cultivation. However, the ultimate form of Precision Growing is only possible if suppliers to the horticultural sector offer solutions which are maximally tuned into each other. Collaboration is therefore *the* key to successful Precision Growing.

The consumers of today and tomorrow are increasingly opting for quality produce that is healthy and safe, but also cultivated sustainably. For growers and propagators wanting to respond to this development and reduce their own costs at the same time, Precision Growing offers the solution. It is the most efficient and effective form of growing focussed on the use of minimum input materials to generate maximum output. Growing costs decrease, crop yield and quality increase. In addition, this form of growing actively contributes to sustainable horticulture.

Correlation

Three factors have a profound influence on the quality and yield of produce: seed variety, the greenhouse climate and Root Zone Management. These have to be properly correlated in order to achieve optimal results. For this reason, Grodan considers collaboration with the chain to be so vital: "Collaboration forms the basis for the success of Precision Growing. We would like to meet with other suppliers to the horticultural sector to see how we can offer growers solutions that are optimally geared. This will allow us to further support growers and propagators in efficient, effective and sustainable cultivation," says Vincent Deenen, Marketing Director.

Root Zone Management

Within Precision Growing, Grodan focuses on Root Zone Management, or in other words, steering of the root environment. "Everything that happens in the stone wool slab has an impact on the functioning of the root environment and thus the development of the plant. So, Grodan continually investigates how its products, tools and services can respond to this perfectly, so that the plant is given the very best care, without wasting resources," Deenen adds.

Precision Growing with Grodan Tools & Services

Grodan shares its years of built up expertise and experience with growers in the form of Tools & Services which focus on Precision Growing. This provides growers and propagators with the necessary tools for optimal Root Zone Management. As well as tailor-made advice from specialist crop consultants, Grodan also offers support via other channels, for e.g. seminars, training courses, (digital) newsletters, articles in trade journals, Gronow (digital coach) and WCM-user advice. In combination with top quality substrates made by Grodan, which in addition, are produced and recycled in a sustainable manner, Precision Growing results in products consumers ask for.

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Corporate information:

Grodan supplies innovative and sustainable Root Zone Management solutions for the professional horticultural sector, based on Precision Growing principles. These solutions are, amongst others, applied for the cultivation of vegetables and flowers, such as tomatoes, cucumbers, sweet peppers, aubergines, roses and gerberas. High tech stone wool substrates are offered together with tailor-made advice and tools to support Precision Growing and thus a sustainable cultivation. Sustainability plays a prominent role within Grodan, from the production of Grodan substrates to its sustainable end of life solutions.

Grodan, founded in 1969, is active in more than sixty countries worldwide. The head office is located in Roermond, the Netherlands.

For more information and images, please contact:

Leilah Thiar, Communication Manager

Tel: + 31 (0) 475 357481, e-mail: leilah.thiar@grodan.com, www.grodan.com