

Press release



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Rockwool B.V.

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Three times more sustainable: sustainable manufacture, sustainable cultivation, sustainable recycling

Grodan is actively committed to sustainable horticulture

More and more consumers are demanding healthy and tasty products that are good for both people and the environment. Grodan is promoting cultivation of these products with stone wool substrates that have been specially designed for Precision Growing, a growing method that delivers maximum results with minimal resources. What is more, Grodan's products are produced sustainably and can be recycled sustainably after use. In short: Grodan is actively committed to sustainable horticulture.

Grodan, the supplier of innovative stone wool substrates to the horticultural sector, has made sustainability a top priority. Grodan products and advice are specially geared towards Precision Growing: a sustainable growing method which makes efficient use of water, nutrients, crop protection products, energy and space. Plants grown on these substrates therefore need much less watering and feeding than those grown on other media. Stone wool is also ideal for closed growing systems in which water is recirculated and reused. All this makes crop cultivation absolutely controllable. Because the products are also free of impurities, growers can be sure to get their crops off to a clean start and will need fewer input materials like crop protection products.

Efficient process

The basic material for Grodan's substrates is basalt - volcanic rock that is extracted in non-protected areas according to strict environmental regulations. This rock is turned into stone wool slabs, blocks and plugs in an efficient manufacturing process. One cubic metre of basalt produces fifty cubic metres of stone wool - sufficient for the cultivation of 350,000 kg of tomatoes or 1 million cucumbers. "During this process we try to keep our environmental impact as low as possible by limiting our energy consumption and CO₂ emissions," says Vincent Deenen, Director Marketing at Grodan. "Our ambition is to ensure that all substrate is recycled after use. In the Netherlands almost 100% of used stone wool is now being recycled."

Mark of recognition

Grodan's quest for sustainability throughout the entire life cycle of its products has earned it a number of international environmental certificates. One of the most important of these is the Ecolabel, the EU's environmental quality mark for non-food products. The Ecolabel is proof that Grodan's products meet all the strict European requirements for the origin, production and recycling of inorganic growing media such as stone wool. It gives customers the guarantee they have made sustainable choice. Deenen adds: "We see a certificate like the EU Ecolabel as a mark of recognition of the fact that with our entire range of sustainable products we are actively committed to sustainable horticulture and a liveable world - not only for ourselves but for future generations too."

Grodan has developed a new sustainability brochure in which you can read more about how Grodan is actively working towards a good living environment, now and in the future. Order the Grodan sustainability brochure at www.grodan.com

All our deliveries are subject to Rockwool BV's general terms and conditions of sale. To read these terms and conditions and for additional information about the Kiwa product certificate, see www.grodan.com

Grodan is part of Rockwool B.V.

Corporate information:

Grodan supplies innovative cultivation solutions for the professional horticultural sector, consisting of a combination of clean and steerable stone wool substrate, advice and consultancy services. These solutions are mainly applied for the cultivation of vegetables and flowers, such as tomatoes, cucumbers, sweet peppers, aubergines, roses and gerberas.

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 to obtain a copy of Grodan's sustainability brochure:

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