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Kick-off Grodan 40th anniversary with a renewed website

Within a corporate environment in which we are continuously looking ahead, developing and innovating, milestones encourage us to reflect on the achievements already made. Forty years ago, Grodan discovered how stone wool could be used as a substrate in professional horticulture. Since then, the company has developed into a market leader and built a name as a reliable partner, knowledge platform and innovator.

In search of an alternative for soil, Rockwool, the parent company of Grodan, experimented with cultivation on stone wool substrate. This because, during the latter half of the last century, horticulture struggled increasingly with pressure caused by plant diseases. At the time, methods for cleaning the soil were on the first hand too expensive and labour intensive and on the other hand they caused damage to the environment. The experiments on stone wool substrate were very successful. The first products for this application were developed in Denmark in 1969. The introduction of substrate growing was an immediate success. Hardly surprising because it did not just result in more production but indirectly it also saves water and nutrients.

Over the last 40 years, the substrate was further developed into its current state: a durable growing medium that enables growers to realize an optimum harvest in a controllable manner. The wishes and requirements of growers are a connecting thread across four decades of Grodan and were the starting point for a whole series of developments and innovations in greenhouse farming and substrate growing. This success is based on continuous interaction between high-quality products, a high level of know-how and reliability. Currently, Grodan supplies from Roermond (Netherlands) customers in over sixty countries, using a worldwide partner network. This forms a solid basis for healthy continued growth together with customers, distributors and suppliers.

Renewed website

During the second half of 2009, Grodan celebrates its fortieth anniversary, during which customers and professional glasshouse horticulture as a sector will take central stage. The festivities will start with the launching of a renewed website. This is an important means of communication, which enables the company to provide its many contacts in glasshouse horticulture with even better service.

The website is in the first place, a source of information for growers but also acts as a platform for distributors, consultants, the press and government agencies. Apart from extensive product information, the visitor can find information on additional services and advice on further optimisation of production, up-to-date news and on the efforts of Grodan regarding sustainability. "Easy-reference and user-friendly were key in developing the renewed Grodan website", explains Vincent Deenen, Marketing Director at Grodan, "the clear layout per subject with relevant links per page, ensure that the visitor is able to find the required information in just a few clicks." The website is available in English and Dutch.

Corporate information:

Grodan focuses on professional horticulture and provides innovative growing solutions that consist of a combination of clean and controllable stone wool substrate, advice and supporting services. In professional horticulture, Grodan substrates are the ultimate alternative for soil. This environmentally friendly production method provides higher yields and better quality, as well as savings on nutrients, water and energy; in brief an entirely controllable cultivation. The solutions as provided by Grodan are predominantly applied in the cultivation of vegetables and flowers, such as tomato, cucumber, pepper, egg plant, rose and gerbera. Grodan was founded in 1969 and is active in over 60 countries worldwide. The Grodan head offices are in Roermond, the Netherlands.

Grodan is an integral part of the Rockwool Group, worldwide market leader in stone wool products. The various different Rockwool companies produce a large number of varying stone wool applications in which the special qualities of the material are optimally exploited. With over 20 factories in three continents and a turnover of over 1.8 billion Euros, the company employs around 8,500 workers. The Rockwool Group head offices are near Copenhagen in Denmark.

More information and visual material:

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