

## PRESS RELEASE

For immediate distribution

### MAJOR BREAKTHROUGH ON THE INTERNATIONAL MARKET

THE NETHERLAND'S MAAREL ORCHIDS CHOOSES SOLLUM'S DYNAMIC LED LIGHTING SOLUTION

Montréal, Québec, Canada, March 16, 2022 – [Sollum Technologies](#), a leader in dynamic LED grow lights solution for greenhouse producers, breaks into the International market with [Maarel Orchids](#) in the Netherlands. With close to 22 acres of greenhouse facilities producing more than 115,000 orchids weekly, Maarel Orchids is a key player in the worldwide hub of horticulture with a strong focus on innovation and sustainability.

Maarel Orchids' state-of-the-art facilities use a fully automated flower sorting system that maximizes efficiency and minimizes costs. Maarel is no stranger to putting cutting-edge technology at the forefront of their business strategy. "We pride ourselves on aiming for perfection in our greenhouse operations so we can consistently produce the highest quality orchids," says [Rene Vissers](#), Managing Director, Maarel Orchids. "Sollum's dynamic LED lighting solution gives us the ability to control every aspect of our lighting so that it continuously meets the needs of our plants, even as they change."



As a global hot spot for cut flower cultivation, the Netherlands presents a highly sought-after market for the top horticultural lighting companies. Sollum was recommended to Maarel by [Ledgnd](#), a brand independent lighting advisor company based in the Netherlands that matches LED light providers to growers. "As a strategic partner of Maarel Orchids we recommended Sollum because they had the most complete lighting solution for the needs of this project," says [Ramón van de Vrie](#), director of Ledgnd. "Now we intend to make sure that the integration of the lighting is successful so we can work towards the results in the cultivation that we and Maarel Orchids are aiming for."

[Louis Brun](#), CEO of Sollum Technologies, sees the events as a key breakthrough for Sollum on the international market, saying "Maarel provides the perfect example of the high-



quality ornamental production we have come to expect from the Netherlands and being recognized by them as well as Ledgnd as the top choice of lighting providers for this project is a true testament to our company's ability to meet the diverse needs of our clients and their high standards."

The project with Maarel follows various gains made by Sollum on the North American continent: in Québec and Ontario in Canada, as well as in the United States.

### **About Maarel Orchids**

In the heart of the Westland, we grow 25 varieties of twelve-centimeter Phalaenopsis with an average of two branches and fourteen flowers. Our strength lies in that sharp focus. For example, we grow uniform, large batches of pot orchids with a constant quality that retailers can rely on. We achieve this by working fully automated and sustainably. By automating our cultivation process, we guarantee constant and well-plannable cultivation. Moreover, with a ditto cost. Whether it is cloudy or sunny, the climate in the greenhouse is set in such a way that it does not affect the growth of the Phalaenopsis. An important core value of our nursery is sustainability. Our production process is therefore maximally sustainable and organic. For more information, visit [maarelorchids.nl](https://maarelorchids.nl).

### **About Ledgnd**

Ledgnd B.V. is the brand independent lighting advisor for growers. Ledgnd has a team of plant scientists, horticultural veterans, and LED experts. With that team Ledgnd supports the grower to achieve a successful implementation of LED in their greenhouse. For more information, visit [Ledgnd.com](https://Ledgnd.com).

### **About Sollum Technologies**

Inspired by nature, Sollum Technologies was founded in 2015 to offer greenhouse growers the only smart LED lighting solution which dynamically recreates, perfects, and modulates the full spectrum of the Sun's natural light. The company is based in Montréal (Québec, Canada), where its design, development, and manufacturing activities are concentrated. Sollum™ works closely with its clients and research centers to create recipes that are adapted to the growth cycle of each crop, regardless of its native climate or the location of the greenhouse. Its SUN as a Service® cloud platform enables multi-zone light management so growers can implement several different recipes simultaneously in the same greenhouse. The platform also automatically adapts the lighting of each zone to the ambient light to match recipe targets. Sollum's award-winning lighting solution thereby



provides unparalleled value in terms of energy savings, productivity, and superior produce quality through a flexible, adaptive, and easy-to-use application, with great respect for the environment. For more information, visit [sollum.tech](http://sollum.tech).

– 30 –

#### Sources

##### Sollum Technologies

###### Marketing Contact

Jenny Zammit

+1.514.975.7308

[j.zammit@sollum.tech](mailto:j.zammit@sollum.tech)

###### Media Contact

Valérie Gonzalo

+1.514.626.6976

[Media@sollum.tech](mailto:Media@sollum.tech)

©2022 Sollum Technologies. All rights reserved. SUN as a Service, LED to Nature and the Sollum logo are registered or trademarks of Sollum Technologies.



465 St-Jean Street, Suite 502, Montréal (Québec), Canada H2Y 2R6  
+1 866 220 5455 | [sollum.tech](http://sollum.tech)