



**PRESS RELEASE**

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## ROSE DRUMMOND LIGHTS A NEW PATH WITH SOLLUM TECHNOLOGIES

SOLLUM'S DYNAMIC LED GROW LIGHT SOLUTION CHOSEN BY  
ROSE DRUMMOND FOR ITS MIXED GREENHOUSE PRODUCTION

Montréal, Québec, Canada, April 13, 2022 – Priding themselves on offering a unique experience to their customers, [Rose Drummond](#) (Drummondville, Québec) has chosen [Sollum Technologies'](#) equally unique LED grow light solution to advance their business goals.



The Drummondville-based company Rose Drummond offers a boutique area full of fine and distinctive products, most of which are purchased locally, a café area with a menu made up of mostly local foods, many of which are grown in their greenhouses adjacent to the business, as well as a florist area offering plants and floral arrangements, some of which are also produced in their own greenhouses. Hoping to bring operations to the next level, the company decided to implement Sollum's smart LED grow light solution on over 1000 m<sup>2</sup> of their 4175 m<sup>2</sup> of greenhouse space, where they will grow roses, gerberas, alstroemerias, tomatoes

and cucumbers.

Wishing to explore new directions for the business he acquired in 2020, Gilles Soucy was looking for a cutting-edge lighting solution that would enable a wider variety of crops and increase productivity. "Besides offering us an innovative lighting solution that meets all our specifications and beyond, Sollum™ also shares our core values for and boldly trying new things," says Mr. Soucy.



On Sollum's side, gaining Rose Drummond as a client is a testament to the diverse applications of Sollum's technology. "What becomes obvious from looking at our client base is that our lighting solution is 100% flexible," says Vice President [Kassim Tremblay](#), Business Development for Sollum. "Our solution can be tailored to any business, including large and intensive productions, to more diversified productions such as Rose Drummond's."

### About Rose Drummond

Founded in 1996, Rose Drummond combines the activities of a flower shop, a café and a floral and vegetable growing centre offering customers a wide variety of products and services to delight the senses in a unique and warm family environment. Since acquiring Rose Drummond in 2020, Mr. Soucy is determined to renew and enhance all the attractions of this local business through innovative initiatives providing a modern flair to the client experience. For more information, please visit our [Instagram](#) or [Facebook](#) page.

### 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 centres 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).

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#### Sources

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