

GENIE

Kitchen Garden



Effortless Indoor Gardening

ACTIVE GROWING TECHNOLOGY™



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Kitchen Garden

DESIGN BY SEBASTIAN JANSSON

DEVELOPED AND MANUFACTURED IN FINLAND



ACTIVE GROWING TECHNOLOGY™

Effortless Indoor Gardening

TREGREN PROVIDES EFFORTLESS AND FLOURISHING INDOOR GARDENING.

Genie kitchen garden is developed for easy indoor gardening. The Active Growing Technology, an integral part of Genie, ensures that everyone can be a successful gardener without any prior experience.

The compact and contemporary design of Genie and its user-friendly functionalities bring urban gardening to every home.

Fresh, Tasty and Ecological

THE ESSENCE OF ANY GOOD MEAL IS FRESH, HIGH QUALITY INGREDIENTS.

Greens such as lettuce, herbs, and vegetables can only be of the highest quality when they are fresh.


Additionally, local food production reduces remarkably our carbon footprint. These are some of the main the reasons why urban gardening is a rapidly growing megatrend.

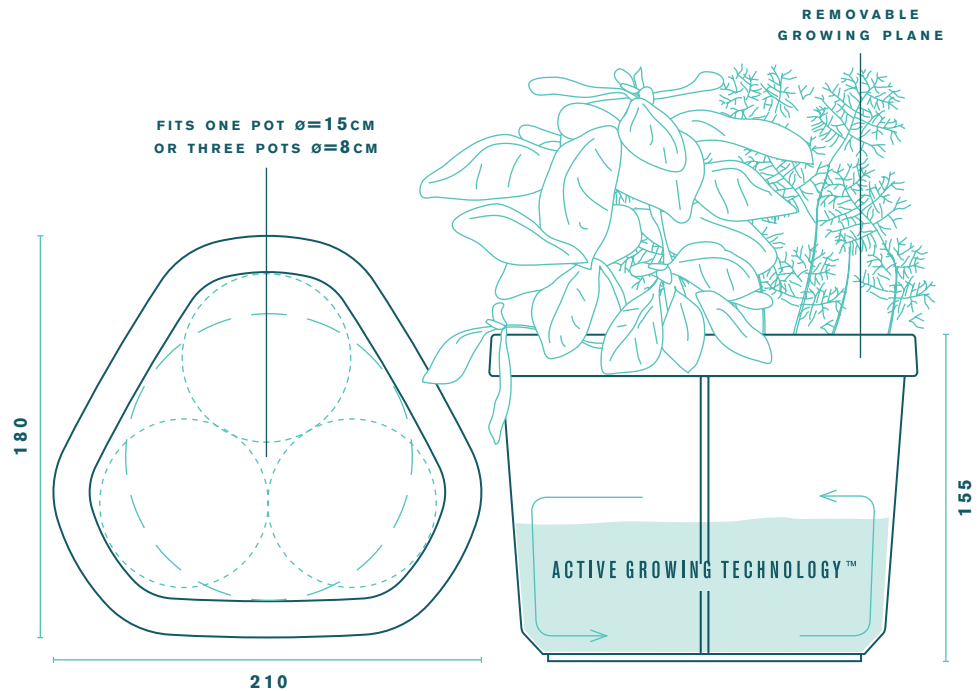
Food production is becoming local again, as the origin and purity of the food is becoming increasingly relevant. What would be more locally produced than the greens that you grow in your own home?

Genie is the perfect solution for indoor gardening.

GENIE Kitchen Garden

THE ENERGY-SAVING, SMART AND ECOLOGICAL GENIE TAKES NEW APPROACH ON INDOOR GARDENING, INCORPORATING SUSTAINABLE MATERIALS, INNOVATIVE TECHNOLOGY, EFFORTLESS USABILITY AND CONTEMPORARY DESIGN.

PRODUCT	SPECIFICATION
Genie	Kitchen Garden
GENERAL DIMENSIONS	MATERIAL
D: 180 · W: 210 · H: 155	Bio-composite, UPM ForMi
POWER SOURCE	WATER VOLUME
4 x AA batteries	1 liter
AVAILABLE COLORS	
	
Natural White · Anthrasite Grey · Jet Black · Lemon Yellow	



GENIE Growing Lamp

PRODUCT	SPECIFICATION
Genie	Growing Light
GENERAL DIMENSIONS	MATERIAL
D: 180 · W: 210 · H: 440	Bio-composite, UPM ForMi
ELECTRIC POWER	LUMINOUS FLUX
5,5W, 110V or 230V	800 lumens
AVAILABLE COLORS	
	
Natural White · Anthrasite Grey · Jet Black · Lemon Yellow	

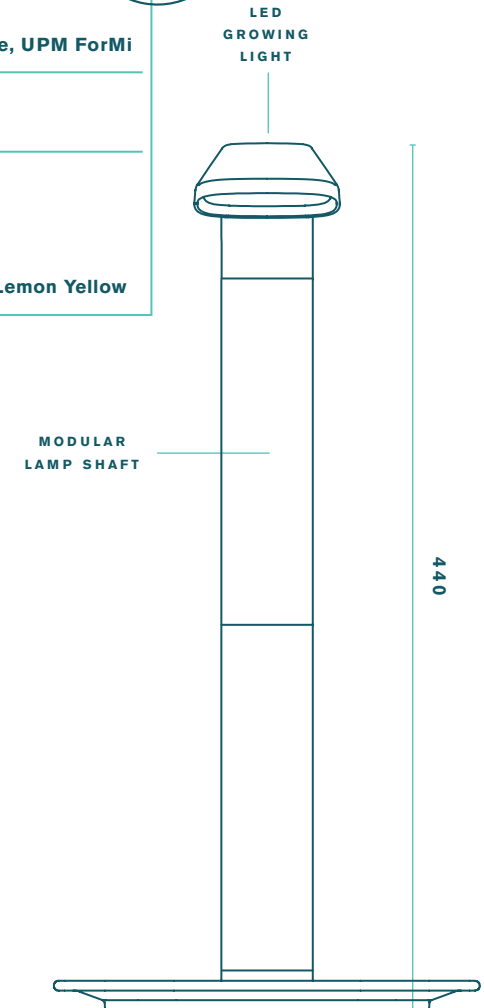


ACTIVE GROWING TECHNOLOGY™

GENIE GROWING LIGHT

In Genie growing light we use the latest technology in LED lighting. These LEDs ensure that the power consumption is minimal and that light spectrum is optimal for plants.

With only an effect of 5,5W the lamp gives out 800 lumens of the optimal spectrum which is all the light the plants need.



Ingenious and Multifunctional

GENIE IS DESIGNED FOR A WIDE VARIETY OF PLANTS, FROM FLOWERS TO VEGGIES. THE ACTIVE GROWING TECHNOLOGY ENSURES THAT THE DIFFERENT TYPES OF PLANTS PROSPER WITHOUT EXTRA EFFORT FROM YOU.

Genie can be used both indoors as well as outdoors. This is enabled by the smart watering system, working with batteries.

The specially design nutrients ensure a continuously high yield without any extra effort.

Genie is designed to be used with plants grown elsewhere or growing from seeds. You can fit pots with a diameter up to 15cm in Genie.

In order to speed up the growth and to get bigger crops you can buy the latest growing light as a complimentary accessory.



ACTIVE GROWING TECHNOLOGY™

DEVELOPED BY TREGREN AND FAMILIAR FROM GREENHOUSES, ACTIVE GROWING TECHNOLOGY IS BASED ON ENHANCED HYDROPONICS.

The Active Growing Technology enables up to two times faster growth compared to traditional growing methods. Best of all, growing herbs, lettuce and plants is effortless and does not require previous experience.

A key component for effortless maintenance is the nutrients designed for indoor gardening. To make it easy we have created a nutrient that you add to the water every third week. The nutrient ensures that the water always has the correct nutrient balance for plants and you will get continuous yield month after month. Only 15 minutes of maintenance per month will ensure successful and enjoyable home growing.

Compact and Advanced

GENIE IS A SMALL AND SOPHISTICATED HERB GARDEN DESIGNED FOR BOTH OUTDOOR AND INDOOR USE, UTILIZING ACTIVE GROWING TECHNOLOGY.

DESIGNED, DEVELOPED AND MANUFACTURED IN FINLAND

The primary focus in developing the Genie was to keep the industrial production in Finland and to use the domestic expertise within product design, development and material innovation. Consequently, the UPM's bio-composite was chosen as material for the main structures. Genie is manufactured from renewable cellulose fibre based UPM ForMi.

SMARTER WITH BIO-COMPOSITE

UPM's ForMi material fulfils the quality requirements and environmental criteria. The bio-composite also looks and feels vibrant compared with traditional polymers. The benefit of this bio-composite is its ecology, thus the material may contain up to 60% of wooden fibers.

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The standard Genie growing light can be used in two different heights 30cm and 44cm. With additional lamp shaft modules you raise the lamp to the height 58cm and 72 cm. The lamp shafts are easy and quick to change as no tools are needed. Genie growing light can also be used for normal pots.



Design by **SEBASTIAN JANSSON**



DESIGNER SEBASTIAN JANSSON

Sebastian Jansson is an emerging and versatile designer. His nascent vision is both contemporary and international in its expression of form, material and presentation. He has participated in a range of activities that has already defined him as one of the bright sparks of Finland for a generation of young designers compelled to escape the shadow of Scandinavian modernism. Jansson has studied industrial design at Aalto University, Politecnico di Milano and ENSCI-Les Ateliers. Today Jansson is based in Helsinki, directing design of products, spatial environments and branding.

Jansson has headed the industrial design of Genie and a complete makeover of Tregren's brand identity. The collaboration initiated from the brief for developing an affordable and compact consumer product for active home growing. The gently angular form, appropriate dimensions and redefined product architecture create a precise entity of components. Incorporating sustainable materials, innovative features, effortless usability and contemporary aesthetics, Genie is a solid and sound product.

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