

Urban gardening trend growing stronger as easy to use IoT kitchen gardens become mainstream.



Tregren's T6 kitchen garden

(ESPOO, 7th of February 2019) – The ever growing urban gardening trend is hitting the cities across the globe with an increasing intensity. We see this trend bringing green buildings, urban farms and now automated gardens in to our kitchens. Incorporating the latest technologies in lighting and IoT have enabled the development of affordable kitchen gardens to be used in everyone's home.

The growing popularity of the kitchen gardens can be traced to their compact size, fast growth and ease of use. Another factor fueling this development is the number of companies entering the kitchen garden category. The consumers are the beneficiary of this as big multinational corporations compete side by side with innovative start-ups.

Tregren Ltd. is no new comer to the kitchen garden category as the first product was launched already 2010 and since then more than 100 000 products have been delivered across the globe. Tregren is the first company to bringing these fully automated IoT gardens to the consumers.

“We could sense the potential already last year when we introduced our new T-series Kitchen Garden to our B2B customers at Ambiente-fair in Frankfurt. We are happy to see years of hard work is bearing fruit. We have put a lot of emphasis on creating a product that anyone can use to grow their greens in

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their kitchen, this without any previous knowledge of gardening. We let the technology do the work and you can enjoy the healthy and tasty results.” says Tregren’s CEO and founder Markus Nilsson

The success of T-series kitchen gardens is based on IoT combined with the innovative use of hydroponic cultivation. The unique benefits are three times faster growth, big stable yields and the possibility to grow more than 100 different species of plants. This can be achieved without any previous knowledge of gardening as the intelligent software optimizes the growing conditions for different species of plants. The Smart Gardener™ application is the remote control to your T-series kitchen garden as it create the right growing conditions for the different plant species grown.

“Every plant has its own special needs. Some plants need a lot of water when others don’t. Some plants need more light than others and some need to grow in a nutrient-rich environment to flourish, whereas for others this can be harmful. This is something that can be seen as challenging, even to the extent that we don’t consider gardening as an option. With our smart kitchen garden, we wanted to omit this hurdle and provide an easy and effective solution to gardening for everyone. We believe that the T-series will do the same for urban gardening that iPhone did to mobile phones” says Tregren’s CEO and founder Markus Nilsson.

The T-series isn’t only about good yields and intuitive usability, but it is also about design. The T-series consists of three products, the T3, T6 and T12. The T3 is the perfect product for small households. The T6 is the family friendly kitchen garden, where your family can have all of their favorite herbs growing in your kitchen all year round. The T12 is designed for high yield households and public places where continuous harvest is needed. The recommended price is 89€ for T3, 139€ for T6 and 179€ for T12. The Smart Gardener™ works with both Android and iOS devices.

Pictures can be downloaded from www.tregren.com/media

Tregren T3



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Tregren

Tregren T6



Tregren T12



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Tregren T-series takes a new approach to urban gardening, incorporating innovative technologies, effortless usability and contemporary design into a unified product. Easy to set up, easy to take care of and guaranteed success enabled by Active Growing Technology™ and the Smart Gardener™ application makes T-series a unique product of the future.

Tregren develops and manufactures consumer products intended for cultivation in urban areas, particularly indoors. The products are examples of a new kind of Nordic design where functionality and form support each other. Tregren's product philosophy is based on consumer-friendly functional design. Tregren operates in more than fifteen countries and more than one hundred thousand products developed by Tregren have been sold since the company was established in 2010. The products are developed in Finland and manufactured in EU. For more information, visit www.tregren.com

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