

Innovative Designer Garden for the Kitchen

The Plantcube introduces Vertical Farming to the Home

It is always spring in the kitchen. The smart Plantcube of the Munich-based company Agrilution brings the revolutionary concept of Vertical Farming into your home. The fully automated growing cabinet provides the perfect conditions for Leafy Greens, Vegetables and Herbs to grow. With unrivalled freshness, unbeatable flavour and a much richer supply of nutrients, harvested ready for consumption on the spot. New levels of enjoyment for cooking, a healthy diet and a conscious lifestyle.

The Personal Vertical Farm of Agrilution

No bigger than a standard fridge, the Plantcube provides a self-contained ecosystem with controlled lighting and climate and also an automated hydroponic watering system. This makes every day a perfect spring day for the plants inside, whatever the season. Free of any pesticides and other environmental impacts, they also grow two to three times faster than they do when grown in the conventional way. A two-layer drawer system makes it possible to plant 9 different Greens on each level. When the Plantcube is fully utilised, it can accommodate a total of 18 Seedbars containing your favourite individual Greens from the range. The Seedbars are the fully biodegradable substrate in which the seeds are already integrated.



Agrilution Plantcube, Photo: ©TheSubdivision

The user-friendly and self-explanatory Agrilution App gives an insight into the growth process and tips on harvesting or maintenance that is required – but also makes it very easy to order new Seedbars. Cinema Mode also allows the device to be switched to a very quiet and dark setting for two hours.

The Plantcube can be flexibly fitted in your kitchen or positioned free-standing as you wish. With its clean lines and characteristic lighting, it makes a unique design statement and meets the highest standards in form and function.



AgriLution Plantcube in a kitchen, Photo: ©CASA & ©TheSubdivision

Eating Healthy and Sustainably

More and more people are increasingly keen to adopt a healthy diet and a responsible lifestyle. Particularly in urban settings, it is often the case that healthy food grown locally can no longer be supplied. The Personal Vertical Farm from Agrilution, the Plantcube, delivers a solution straight to your own home: with nutrient-rich Greens that are packed full of flavour and supply a substantial amount of the micronutrients that you need every day to live healthy – 365 days a year. Outstanding freshness and great flavour without any need for transportation, cold chains or plastic waste. One kilogram of salad in the field consumes 240 litres of water before it is harvested and on average travels 1000 kilometres before it ends up on the supermarket shelf. By contrast, the Plantcube requires 98% less water and the Greens can be consumed fresh immediately without any transportation. This means that every Plantcube user is making a vital contribution to the environment and nature.

"Agrilution is based on sustainability and easing the burden on the environment as far as possible through innovative technology. All our company's processes are geared towards this. By delivering optimum plant growth and supplying the maximum amount of nutrients, we help people to eat healthy and therefore boost their personal health and wellbeing," emphasises Agrilution CEO Max Loessl.

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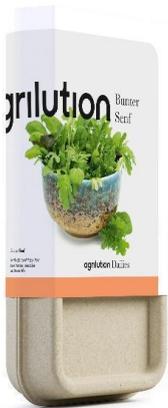
Thanks to their optimum growth conditions, the Leafy Greens, Herbs and Microgreens have a particularly rich supply of nutrients, containing on average 30% more vitamins, antioxidants and trace elements. The Greens from the Plantcube are therefore not only extremely healthy, they also provide an unrivalled experience for the palate. Their texture and flavour make them very appealing for gourmet chefs and vegetarian, vegan cuisine, but also for ambitious hobby cooks and people who are very conscious of what they eat.

“The Microgreens from the Plantcube have such an intense flavour that we can chop up even the smallest plants and use the stalks and leaves in different dishes,” explains gourmet chef Bobby Bräuer, who holds two Michelin stars. With the Plantcube, Agrilution is setting new standards for nutrition, health and cuisine.



Plants in the Agrilution Plantcube,
Photo: ©TheSubdivision

The Plant Portfolio



The constantly expanding plant portfolio, which currently comprises 37 different Greens, has four categories for a quick overview: Essentials, Dailies, Chefs and Balance. Designed to cater for people’s daily needs, the Agrilution Greens grow on portioned Seedbars.



The **Chef’s Line** delivers exceptional flavours, sophistication and an exquisite taste sensation and offers particularly unusual plants such as Sorrel, Wasabina, Daikon Radish and many other Microgreens.

The **Dailies** already include all Greens ideal for a creamy Basil and Rocket Pesto, a mixed salad or a Buddha Bowl.

The **Essentials** provide the absolute “must-grows” that are needed in every kitchen: from Asian Tatsoi and Rucola to Mediterranean Basil, Coriander or Thyme.

The **Balance** herbs and teas ensure an inner balance and personal wellbeing. The Seedbundles such as Immunity Boost, Vitality or Deep Breath invigorate the mind and body with Herbs like Sage, Korean Mint or Summer Savory.

Agrilution Seedbar in sustainable packaging
Photo: ©TheSubdivision

Agrilution – A Company With A Real Passion

Maximilian Loessl grew up as the son of a development aid worker in China and experienced from an early age the real contrast between the comfort of technology and abject poverty and malnutrition. He was instantly impressed by the idea of Vertical Farming and he came up with the vision of bringing the revolutionary concept to every home in the long term. He wanted to create a perfect ecosystem which will allow everyone to grow their own nutritious plants.

Agrilution was launched in Munich in 2013. With his co-founder Philipp Wagner, Loessl assembled a team of scientists, engineers and salespeople to develop a viable indoor growing cabinet. Today this team has more than 40 members.



Maximilian Loessl
Founder and CEO of Agrilution
Photo: ©Agrilution

What really motivates the dedicated businessman is his deep conviction to make a vital contribution for the future: "For the first time, our generation is able to harness technology to learn so much more about plants, how they grow and what they need. It will be the knowledge we gain from this that will allow us to make the world's nutrition healthier and more efficient over the long term." His expertise and passion make Loessl an internationally acclaimed speaker at food symposia and on expert panels that focus on Vertical Farming.

Agrilution has been part of the Miele Group since December 2019. "Miele is a strong and reliable partner, and working together will be enormously beneficial for our business concept, in terms of both technology and marketing," say the Agrilution founders with great delight. The business concept, the values as well as the shared visions of the future are the perfect fit. The Plantcube has also been available in Switzerland, Austria and the Benelux region since November 2020. The international expansion is being promoted together with Miele.

Presented to the public for the first time at IMM Cologne 2019, the new company, which has already won multiple awards, works with more than 200 prestigious kitchen studios such as Bulthaup, Siematic and Valcucine. The innovative Plantcube is used successfully – by both top chefs and nutritionists and, above all, in private households.

GLOSSARY

Vertical Farming:

Vertical Farming is where plants are produced under controlled conditions in an enclosed space without any soil. This requires approx. 60% less fertiliser and approx. 98% less water. Furthermore, as areas for cultivation become ever more scarce, Vertical Farming is all about growing plants above each other (vertically), so in a way that saves space, and bringing the food as close as possible to where it will be consumed.

Personal Vertical Farming from Agrilution:

Agrilution has thought this concept all the way through and is bringing the idea to the place of consumption: to your own home. This eliminates the need for transportation, cold chains or plastic waste, and the plants are harvested and eaten at home with the ultimate level of freshness – without losing any healthy nutrients.

Agrilution Plantcube and Seedbars at a Glance

Plantcube:

- Dimensions: 82-84 cm x 60 cm x 62 cm (HxWxD), weight: 75 kg
- 2 ergonomic pull-out plant drawers
- 9 plant types can be planted on each level
- Removable water tank (15-litre capacity)
- Wi-Fi connection required
- Retail price: €2,999.00 (RRP)

Seedbars:

- Seedbars for Herbs, Leafy Greens and Microgreens
- Latest plant portfolio from Agrilution with 40+ different Seedbars
- Price per pack of 3 Seedbars between €4.99 and €8.99



Agrilution Plantcube, Photo: ©TheSubdivision

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