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Global horticulture suppliers GreenV acquires Green Simplicity

29 May 2023 | News

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GreenV, the internationally operating group of horticulture suppliers, will acquire a 100% stake in Green Simplicity, a Netherlands-based relatively young knowledge and technology company founded in 2014.

Green Simplicity Research offers research systems that enable clients to determine the ideal growth conditions for crop cultivation in a fully controlled environment. The primary focus of Green Simplicity Concepts is on the development of concepts and the implementation of large-scale controlled daylight-free agricultural systems.

Green Simplicity Research's research systems let growers and breeders test the performance of their own crops in a (fully) controlled environment with a variety of variables, like LED lighting, humidity, irrigation, CO2Â and temperature. Using a single variable such as dehumidification or lighting, or a fully controlled environment in an automated multi-layered cultivation system without daylight, Green Simplicity Concepts can offer a suitable solution for production upscaling.

The acquisition will enable GreenV to acquire a comprehensive set of knowledge and technology which it will use in the development of new cultivation concepts aimed at maximizing crop yields by utilizing a variety of innovations in automation, climate control, lighting and software. These innovations will accelerate crop growth and yield in both environments with and without daylight (conventional greenhouses and indoor farms).

A new innovative 'hub' within GreenV, Green Simplicity will collaborate closely with the indoor farming activities, as well as other group companies: Prins Group and Prins USA (greenhouse construction), Stolze (installation engineering), HT Verboom

(internal transport systems), Voshol Warmte- en Elektrotechniek and JV Energy Solutions (climate and installation engineering).

Wessel van Paassen, founder and director of Green Simplicity, said "Collaboration with these companies opens up unprecedented opportunities for the future. In the past, we have worked with HT Verboom on several projects, so we were already familiar with GreenV. Currently, we are a small knowledge, data, and technology company. By joining GreenV, we not only gain access to a wide range of relationships and potential clients, but also are able to deliver and scale up our concepts and test environments on site for clients".