



Ledgnd and PPG shake hands to a fruitful partnership

Powerplus Group, LED specialists and Ledgnd, cultivation experts, have joined forces to form an international partnership in a bid to meet the growth demands of the horticulture market, whilst supporting growers worldwide with the installation of LED lighting and the benefits that come hand in hand with this transition.

Horticulture is experiencing an enormous growth and a wealth of interesting developments in all corners of the globe; however, crippling energy prices and Brexit have made it increasingly difficult for growers to meet demand and optimise production.

PPG is a British installer of LED lighting for the horticulture industry and is taking the lead in scaling up British plant production. Working with Ledgnd, who specialise in supporting growers on the cultivation level, the partnership will aim to inform growers on the electrotechnical level on how they can move from the open air to the greenhouse.

A representative at PPG said: "Our goal is to work alongside Ledgnd to provide the electrical engineering plans and the installation of the LED lighting, with the aim of encouraging more farmers to switch from agriculture to horticulture. The Government has prepared Grants for this, with the aim of raising British horticulture to a higher level and scaling up production. We are excited to be part of this move."

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Ledgnd will support the growers on the cultivation level offering intensity, integration, and optimisation of LED lighting in the greenhouse.

Ramón van de Vrie, director of Ledgnd said: "Because of the extensive knowledge of the electrotechnical aspect of lighting that PPG has to offer, it was a logical step for Ledgnd to enter in a partnership with PPG.

"The combination of the electrotechnical knowledge of PPG and the cultivation technical knowledge of Ledgnd offers growers in the United Kingdom and Europe the possibility to be supported by two companies, who together can offer an optimal and customised plan for each unique situation and come to the best LED choice with clear results for the grower."

Furthermore, ex-scientists of the University of Wageningen who work with Ledgnd will discuss the cultivation under LED lighting with the growers. This knowledge enables Ledgnd to provide growers with a good interpretation of the data and it ensures that the growers get to see clear and understandable plant models with predictions for the cultivation result.

The two companies will continue to work together outside of the United Kingdom, to create electrotechnical plans that match the greenhouse and plant needs.

Ends

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