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Urban Crops Announces Corporate Name Change to Urban Crop Solutions

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As of today Urban Crops will change its name to Urban Crop Solutions, highlighting the core of the company being a global turnkey solution provider in automated plant growth infrastructure and plant growth recipes. In alignment with the adoption of the new name Urban Crop Solutions has also launched a new website: urbancropsolutions.com.

“We are very excited about the introduction of our new company name and believe that the name Urban Crop Solutions allows us to better represent our business model, being an independent turnkey vertical farming solution provider with an extensive after sales model”, explains Maarten Vandecruys, co-founder and managing director of Urban Crop Solutions. “Being categorized as a solution provider better aligns with our philosophy and core values of delivering reliable and qualitative products and services” adds Frederic Bulcaen, co-founder and chairman of Urban Crop Solutions. “All our products and installations are engineered and manufactured to be industry-proof.”

We are very excited about the introduction of our new company name and believe that the name Urban Crop Solutions allows us to better represent our business model, being an independent turnkey vertical farming solution provider with an extensive after sales model.

Maarten Vandecruys, co-founder and managing director

Urban Crop Solutions with headquarters in Beveren-Leie (Waregem, Belgium), in the middle of the Western European vegetable industry and surrounded by international well-reputed machine building companies, develops since 2014 tailored plant growth installations. These systems are turnkey, robotized and able to be integrated in existing production facilities or food processing units. Urban Crop Solutions also has its own range of standard growth container products. Being a total solution provider Urban Crop Solutions can also supply seeds, substrates and nutrients for clients that have limited or no knowledge or experience with farming. Currently the company has a growing list of more than 180 varieties of

crops that can be grown in closed environment vertical farms and that have been validated. These plant recipes (ranging from leafy greens, vegetables, medicinal plants to flowers) are developed specifically for indoor farming applications and sometimes exclusively for clients by its team of plant scientists. Urban Crop Solutions has started activities in Miami (Florida, US) in 2016 and expects to have an own subsidiary in Japan in Q2 2017.

Growing crops in a climate controlled multi-layer environment with own developed LED lights achieves shorter growth cycles, higher water efficiency, flexible but guaranteed harvests and safe and healthy crops (no pesticides or herbicides needed). The grow infrastructure can be installed in new buildings, as well as in existing (industrial) buildings or unused spaces. Above all, it gives the clients the possibility to grow, harvest and consume locally, every day and in any chosen quantity.

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