

State-of-the art vegetation for buildings and urban landscapes
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A German SME, experienced in sustainable urban development, and specialized in new and innovative solutions to revegetate urban spaces, has developed an eco-shading system for buildings using trees that grow horizontally. The company conducted in-depth research in order to test several different types of plants in various feasibility studies and concluded that trees can grow not only vertically but horizontally as well. As a result of their tests, this ingenious new product was developed and has been refined into an eye-catching, but also high-tech plant care system.

The patented product includes an integrated irrigation system and multiple sensors to permanently and automatically nurture the plants. The company is continuing to develop and improve its green products and processes in close cooperation with universities and research institutions, as well as with commercial partners on foreign markets, in order to select plants according to the climatic situation of each targeted region. The company has already received numerous awards and prizes for its visionary technology.



The sensors are connected to embedded software, which collects data on the plant's specific parameters. The company can adapt its product to different countries and climatic conditions in order to meet individual customer's needs and demands. The current cost of one product is high (several thousand Euro per m² of plantation), but the costs are constantly decreasing as the company has already received several orders.

This eco-vegetation urban vegetation solution has various innovative features:-

- integration of plants and other botanical components into so far unused urban spaces
- customized to client
- combinable with facade near greening systems that are already available on the market, to build a two-layer facade greening system.

The main advantages of the two layers greening system are:-

- better shading and natural cooling effect and higher biodiversity
- better air filtration
- greater traffic noise absorption
- novel and impressive design components for facades.

The company is mainly looking for distribution partners (for example facade greening companies, landscape architects, gardening centres, etc.) in other countries in order to establish the product on the international market. Of particular interest are areas with a high population density and a high level of air pollution (e.g. capital cities, or cities in Asia or the Gulf region). Partners could also be: event organisations (which could use this ingenious system for events and exhibitions); architects (for long-term greening of buildings); urban planners and environmental authorities (for provision of consultancy).





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