



PRESS RELEASE
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**ROELANDS PLANT FARMS SELECTS
SOLLUM TECHNOLOGIES FOR A 12-ACRE EXPANSION
IN VINE CROP PROPAGATION**

ONE OF ONTARIO'S LARGEST PROPAGATORS EXPANDS
ITS LAMBTON SHORES FACILITY FOLLOWING A SUCCESSFUL TRIAL
WITH SOLLUM'S ADVANCED DYNAMIC LED LIGHTING.

Montréal, Québec, Canada— February 11, 2026 — [Sollum Technologies](#) is pleased to share that [Roelands Plant Farms](#), one of the largest and most trusted propagators in



Ontario, has selected Sollum's advanced dynamic LED lighting solution for a 12-acre expansion at its Lambton Shores facility. The company specializes in the high-performance propagation of vine crops, including tomatoes, cucumbers and peppers.

On the agronomic performance front, Sollum's 360 Support team collaborated closely with Roelands Plant Farms throughout the evaluation. Together, they observed plant responses, adjusted strategies and ensured that the lighting aligned with the day-to-day challenges of propagation by responding to changing conditions, and by adjusting the spectrum, intensity, timing and daily light integral (DLI) with unmatched precision and in real time. The results confirmed that

lighting plays a decisive role in establishing strong healthy plants prior to transplanting, and that Sollum's advanced dynamic control supports uniformity, vigor and predictable growth conditions across trays.

"Propagation requires a high degree of precision and responsiveness" said Sollum Technologies' Chief Horticulture Specialist, [Abhay Thosar](#). "Roelands Plant Farms carefully assessed how dynamic lighting influences morphology, how it responds to daily lighting variations, as well as how agronomic guidance translates into early-stage



consistency. Their decision to expand reflects their confidence in our advanced technology and our team."



On the economic performance front, Sollum's all-inclusive price includes full access to the SUNaaS® platform, and eliminates additional investments in third-party controls that are required by other lighting providers. The post-trial financial analysis confirmed that Sollum's

solution delivered a superior ROI throughout the lifetime of the investment, making it the most economical choice for the long term over competing integrated ecosystems.

"Our goal is to provide our customers with healthy, consistent-quality young plants that are ready for success and as a business, we need to achieve this in a profitable manner," said [Edward Thoren](#), head grower at Roelands Plant Farms. "During the trial, we saw the benefits of dynamic in the early stages, and we appreciated Sollum's presence and support throughout. This, coupled with significant cost savings, made the decision to move forward a natural one."

Sollum's advanced dynamic LED lighting is designed to support growers, even during the most critical stages of the growing process. Its unmatched flexibility and real-time responsiveness, coupled with robust technical and agronomic support and long-term economic benefits, help propagators maintain quality and confidence throughout all growing seasons.



To learn more about Sollum's dynamic LED solution, please contact:

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About Sollum Technologies

As the leader in advanced, dynamic LED lighting for commercial greenhouses, Sollum Technologies offers a unique proposition. The comprehensive solution provides the flexibility to adapt lighting in real time to meet crop needs at every stage of growth, supports producers operational and financial goals in a sustainable manner, and offers



unmatched technical and agronomic guidance. Designed and manufactured in North America, Sollum's technology is deployed across major greenhouse operations to support year-round production, consistent quality, and smarter energy use. Founded in 2015, Sollum is headquartered in Montréal with regional offices in Ontario and Georgia, USA. For more information visit sollum.tech.

– 30 –

Sources

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