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PRESS RELEASE
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**GEN V SELECTS SOLLUM TECHNOLOGIES
TO SUPPORT CUCUMBER, LETTUCE AND
PROPAGATION PRODUCTION AT ITS STE-CLOTILDE
GREENHOUSE OPERATION.**

THE QUÉBEC-BASED GREENHOUSE GROUP CHOOSES SOLLUM'S ADVANCED DYNAMIC LED LIGHTING FOLLOWING A JOINT TECHNICAL EVALUATION ON CROP QUALITY AND OPERATIONAL FLEXIBILITY.

Montréal, Québec, Canada— March 17, 2026 — [Sollum Technologies](#) is pleased to announce that [Gen V](#), a Québec-based greenhouse producer dedicated to sustainable and innovative vegetable production, has selected Sollum's advanced dynamic LED lighting to support cucumber, deep-water and propagated young plants at its facilities located in Ste-Clothilde.

The Gen V team recognized that Sollum's ability to control the spectrum, intensity, timing, and daily light integral (DLI) in real time, and with the greatest precision, enables the implementation of highly tailored lighting strategies, which are essential for meeting the exact needs of each crop at each stage of growth. Specifically, they saw the value in how Sollum's dynamic lighting enhances early plant development, improves crop uniformity, and maintains consistent quality to achieve optimal performance.

"This project reflects the values we share with Gen V," said [Kassim Tremblay](#), Senior Vice President of Sales at Sollum Technologies. "They are strongly committed to quality and sustainability, and they expect the same from their partners. The Sollum team collaborated closely with the Gen V team to ensure that our dynamic lighting approach supported their goals in all crop areas. We look forward to continuing our collaboration, and contributing to their next phase of growth."

As a Québec-grown company, Sollum's proximity and local support were also important to Gen V. The company emphasizes the value of having a partner who understands the region's operational realities and can provide hands-on support throughout the deployment and the production cycles.



At Cultures Gen V, our products are alive and thriving. So are our values. Responsible production is at the heart of our promise, honouring sustainability for our planet and respect for our community”, said [Simon Terrault](#), General Manager at Gen V. “We looked for a lighting system that could adapt to each crop and changing conditions. Sollum’s dynamic solution, combined with the expertise and the involvement of their team, has given us confidence as we enter this next chapter. It is aligned with our needs to grow more locally.”

Sollum’s advanced dynamic LED lighting is designed to meet the needs of multi-crop facilities, providing precision, flexibility and consistent performance in each section of the greenhouse, and in changing conditions. The system aligns with Gen V’s focus on innovation, local production and long-term operational sustainability.

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. For more information visit sollum.tech.

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Sources

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