



# EVERY. DROP. COUNTS. DOUBLE!

SUSTAINABLE. MEASURABLE. EFFICIENT.

**FLORJA Smart Gardening** creates a direct connection between plants and technology with any internet-enabled device. This enables, among other things, **precise irrigation** including automation options, real-time monitoring of the plants without having to be on site and flexibly controllable access options for multiple users.

## Smart plant management with FLORJA means:

- measurement of individual plant needs via **state-of-the-art sensor technology** (soil moisture, soil temperature, salinity, ...) – top quality made in Europe
- **individual watering and care plans** based on intelligent FLORJA algorithms
- combination with online data (e.g. latest site-specific weather data) and parameters from the **comprehensive FLORJA knowledge database**
- **open cloud platform** (clear visualization, intuitive user interface, integration of existing irrigation systems and any LoRaWAN devices)
- easy installation through **true plug & play**, cost-effective and reliable

“WE HAVE INSTALLED SENSORS IN THE GARDEN OF VARIOUS CUSTOMERS AND CAN NOW USE THE FLORJA PLATFORM TO MONITOR THE CONDITION OF THE PLANTS IN REAL TIME. THIS MAKES CARE PLANNING MUCH EASIER – DAILY AND WEEKLY PLANNING HAS BECOME MUCH MORE EFFICIENT. FURTHERMORE, WE HAVE DIRECT COMMUNICATION CHANNELS TO THE CUSTOMER, WHICH HAS GIVEN OUR CUSTOMER LOYALTY PROGRAM A REAL BOOST.”

C. MÜLLER, MÜLLER LEBENSRAUM GARTEN GMBH

## SUCCESS STORY RESOURCE CONSERVATION

**Bavarian metropolis, above vs. below:** By taking measurements at two depths on the tree, it was recognized that – even though irrigation was done as planned – **the water does NOT reach the roots**. The tree is damaged and water is wasted without effect. Irrigation timing as well as water volume need to be adjusted.



## SUCCESS STORY COST EFFICIENCY

**City of The Hague (NL), irrigation planning:** Over a period of only four months, **300,000 liters of water and over € 50,000 in external service costs were saved** in three streets. In the future, irrigation planning and implementation will be controlled and monitored using real-time data from a significant number of trees.



## SUCCESS STORY CARE OPTIMIZATION

**City of Sinsheim (DE), above vs. below:** After installing the sensors, it became clear that the **existing irrigation rhythms were not optimal** and the current moisture levels were not sufficient. The irrigation schedule and application rates were changed and will be further optimized. Initial results are very positive.



# SUSTAINABLE AND DATA-BASED

## SMART PLANT MANAGEMENT IN REAL TIME

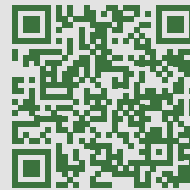
### SUCCESS STORY STAFFING NEEDS

**Landscape Garden Oberhain (DE), irrigation scheduling:** The (botanical) landscape garden is monitored with 70+ sensors in real time. Irrigation and fertilization are controlled intelligently or on demand with the data. Since the garden is **managed by only one person**, dashboard and reports are essential.



### SUCCESS STORY CUSTOMER RELATIONSHIP

**Monrovia Nurseries (USA), customer care:** Customer loyalty programs can be optimized and customers can be advised in real time. Using the FLORJA CRM platform, it is possible both to serve **statutory warranty claims** more quickly and to offer **added value to customers** via services and products.



### SUCCESS STORY DAMAGE PREVENTION

**City of Bremen (DE), project oaks 100+ years:** After installing of sensors in various parts of the city, measures for **regular, species-appropriate watering** were implemented. Thanks to meaningful real-time data, the valuable old trees are now optimally cared for in summer (irrigation) and winter (salt damage).



"WITH FLORJA, WE MANAGED TO OPTIMIZE OUR IRRIGATION SCHEDULES, SAVING TIME AND MONEY. THE INSTALLATION WAS TRULY PLUG & PLAY – 5 TREES IN DIFFERENT LOCATIONS 'ONLINE' IN LESS THAN 2 HOURS."

CITY OF SINSHEIM

## YOUR BENEFITS AT A GLANCE



\* REAL-TIME AND HISTORICAL SENSOR DATA SUPPLEMENTED BY EXTERNAL DATA (E.G. WEATHER FORECAST)



Winner of the  
TASPO awards 2019  
Best product for the  
generation Y

### TEST FLORJA NOW

FLORJA offers a **reliable** and **cost-effective** solution that supports your resource conservation goals.

Act **sustainably** now for the sake of the environment and your community – arrange your individual test!

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SMART GARDENING