



Plantinova[®]

PLANT LAB BCN

.....

YOUR PARTNER
FOR CREATIVE BREEDING
AND MARKET SUCCESS

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Your partner for creative breeding and market success

Obtaining profit from breeding in today's ornamental market is limited by the short life cycle of the varieties and the easy way the competitors can quickly incorporate the latest innovations. Breeders need to supply better, different and added-value varieties; and need to do it fast!

On the other hand, to deal with global distribution and strong competition, young plant companies can only be more competitive by integrating an *Open Innovation Model*, it means, creating and capturing value by systematically collaborating with outside partners at the same time of maximizing the own bred genetics.

Co-creation is the key word for business models in the future. A good innovation strategy requires teams and resources fully dedicated to explore, design, prototype and present new value propositions to propagators, growers, landscapers, wholesalers and end consumers.

This is PLANT LAB BCN: a modern design & innovation centre offering a full range of services to plant Breeder's and plant Developers.

What do you need? We do it safe, simple and fast

No matter if you are a single plant discoverer or a professional breeding organization; we have a simple and flexible range of services to take care of your genetics in a safe and confidential basis.

You can choose to use Plantinova as a Licensing office or just contract specific experimental services; we have a solution for each partnership situation.

Do you want to know in advance the timing for the introduction of a new variety? We have a system to help you in positioning the product and recommending the service required to shorten the process.

Our price fixing system is based in unitary cost calculation (i.e. per variety, per crop, per bench) so you can make your own decision and estimate the cost of services in advance. In addition, we have created a program to reward your loyalty and the success of your products; this means the more we cooperate the more services you will get added on.

As easy as this.

Services to Breeders and Plant Discoverers



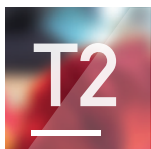
SEEDLING TEST

We offer to test and select seedlings or breeding lines in our facilities and on confidential basis. Oriented to breeders missing space or located far away from the market. Also for breeders located in northern areas who can benefit of selecting in Mediterranean conditions by reducing 2-3 months the breeding process.



CANDIDATES TRIAL

This is our standard Breeder's Trials to evaluate candidate varieties and select potential new varieties in semi-commercial conditions. It includes growing of plants, collection of technical data & pictures and assisted selection with Key customers.



COMMERCIAL TRIALS

Commercial trials are designed to promote commercial and pre-commercial varieties to potential licensees, growers and retailers. Plants are grown in commercial pot sizes and big containers when required. On request we can also include comparison varieties in the trials or heat tolerant testing thorough the summer.



REGIONAL TRIALS

Testing and selecting in Barcelona offers multiple advantages and covers a large number of geographical zones; but it is also advisable to test the varieties in the main consumption markets. Thorough network of key customers and partners, we offer the possibility to test the varieties under specific climatic conditions (heat&humid, cold&wet, others).





VARIETY CLEANING AND TESTING

Breeder is supposed to provide clean material of the commercial varieties for further propagation and licensing. If you need assistance in establishing the initial propagation material, Plantinova can do it for you.



ELITE STOCK PRODUCTION

Royalty returns for a newly introduced variety is only guaranteed when a reliable source of elite material has been established. In connection with associated Labs, we provide a centralized source of elite stock with the corresponding virus testing and true-to-type testing.



LICENSING AND IP MANAGEMENT

Protection of innovation and commercial exploitation of the varieties is the basis for business of breeders and Plant developers. When contracting Plantinova as Licensing Agent, the following scope of services is generated:

- PBR, Plant Patent and/or Trademark applications on behalf of the Breeder
- Testing Agreements with potential licensees
- Definition of Licence structure and distribution strategies
- Licence and sales agreements for the exploitation of the varieties
- Collection and settlement of royalties
- Monitoring and control activities





PRODUCT DESIGN

Do you have a special variety or crop and you don't know how to position them in the market? Want to know the consumer reaction to it? This is a service specially designed for you. Using the tools of Design Thinking we can help you in product positioning, product design, prototyping and packaging and refinement with retailers/consumer testing if required.



OPEN DAYS AND PROMOTIONAL EVENTS

Our Trial facilities are designed to host several companies simultaneously showing and promoting their products. If you are not contracting our technical services but interested in promoting your genetics through our Open Day events, this service offers you the possibility to have a customized space, show room display and access to common facilities.



PLANT LAB BCN

the best facilities to test products
for warm-temperate areas

Testing and evaluating varieties under Mediterranean conditions offer the possibility to use the trial results in a large number of geo-zones and developing markets: South Europe, Eastern Europe, Turkey, North Africa, USDA zones 7-10, South America, Middle East and some areas of Asia-Pacific.

The new setup of PLANT LAB BCN is designed to showcase the best genetics to an increasing number of industry experts and decision-makers by growing any type of plant for today gardening demand:

- Landscape plants for low maintenance gardens
- Perennials and shrubs
- Bedding plants for patios and terraces
- Pot plants for indoor decoration
- Edibles and vegetables for hobby market
- Vertical gardens and roof gardens

Our aim is to provide a professional and creative environment for breeders, growers and retailers joining with a mutual goal: to create the best products for the plant consumers of the future.



- ZONE 1** T0 and T1 testing greenhouse
- ZONE 2** The Plaza: welcome and connecting area
- ZONE 3** Outdoor Trials and heat tolerant testing
- ZONE 4** T2 commercial trials and Show Room Greenhouse
- ZONE 5** Low maintenance Garden and Shrub display