



Organic Planter Mix

On Solid Ground

EARTH

24 carefully selected bio-nutrients, that
keep plants spirits fed for 6 weeks.

For UrbanEarth Planters

Crafting the Perfect Soil

With the design set and the prototype in production, we traveled to Denver, Colorado to craft a soil blend alongside some of the pickiest growers – cannabis farmers. We needed to craft a mixture that is shippable, retains moisture while providing adequate drainage, and could feed plants' spirits for up to six weeks. Through a three-cycle growth study, we found the ideal batch comprised of 24 select bio-nutrients, including coconut coir, worm castings, oyster shells, rice hulls, yucca, dried molasses, mycorrhizae, and more. Upon testing our planter mix against pasteurized soils found in big-box retailers, we determined that our mixture was the best peat-free soil on the market, ensuring the protection of delicate ecosystems.



Ready to Grow

No Mess. No Stress. Just Watercress.

Lastly, we addressed the most critical part of the growing experience, the planting. The seed tray evolved from an earlier UrbnEarth product that utilized permaculture seedballs as the sowing medium. We worked with a net-zero emission paper mill to produce a straw-based paper without the use of harsh chemicals. The only ingredients in the trays are straw, water, and an enzyme, which digests the straw into a pulp consistency. Organic seeds are embedded within a water-soluble film, integrated into the tray, and then covered with planter mix. Once complete, we performed a full ergonomic study and compared the Planter experience to traditional growing kits.