

# Production & Development

Having an opportunity to work with a diverse group of partners and existing customers allowed us to create a product that solved problems instead of creating new ones. With so many moving parts from the technology stack, to the industrial design down to the soil component, we were able to have hundreds of eyes on the prototypes at all times.





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.