



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.

Experience

The UrbnEarth Planter concept is designed to provide a delightful growing experience from order to harvest. There is no need for users to seek information on gardening websites on how to plant, how to harvest or best practices. Information is on the UrbnEarth iOS/Android application, and serendipitous notifications/alerts will tell users to take a manageable action such as refilling a water tank.

