

Miele

Get into the future field of "vertical farming"

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Photo: Agrilution

Miele takes over the business operations of the Munich-based newcomer Agrilution and thus enters the future field of "vertical farming". This is what futurologists mean by multi-storey greenhouses for local and space-saving supply, for example in urban areas. With the "Plantcube" from Agrilution, this revolutionary concept is also moving into your home. The fully automated greenhouses are no bigger than a standard fridge, offer perfect growing conditions with minimal effort - and are a design highlight for the kitchen or living room. With the concept of Agrilution, Miele further expands its competence in the area of creative enjoyment and "healthy lifestyle". "More and more people live in urban areas, but at the same time strive for a conscious life and individual freedom," says Maximilian Lössl, who founded Agrilution with his partner Philipp Wagner. "And our 'Plantcube' brings fresher salads, herbs and microgreens directly into the kitchen." "Microgreens" mean seedlings that are harvested after just a few days and therefore offer a special wealth of aroma and nutrients. Agrilution currently offers 25 different salads, herbs and microgreens, including unusual varieties such as red Pak Choi or Wasabina leaf mustard. Lössl says that first harvests are possible one to three weeks after the start of a "Plantcube", after which it can even be harvested daily. Only controlled and genetically unmodified seeds are used. The food-safe seed mats that Agrilution produces in Munich itself consist of 100 percent recycled textile residues. And while a single lettuce needs up to 120 liters of water in the field, with this amount a complete Plantcube can be fully utilized for a whole year. Plantcubes have been on the market since March 2019.

Founders and staff remain on board

The Miele Group entered this business immediately after the opening of insolvency proceedings on December 1. Agrilution GmbH itself applied for this after an upcoming financing round could not be realized as planned. In the course of this insolvency, the Miele Group took over the brand, the know-how and other assets (so-called asset deal) and transferred it to the newly formed Agrilution Systems GmbH. The 100 percent subsidiary of Miele Venture Capital GmbH also takes over almost all employees on the basis of a buyer concept. "I am pleased that, with the opening of the bankruptcy proceedings, it was practically possible to find a viable solution for the future-oriented technology of Agrilution," said insolvency administrator Dr. Christian Gerloff, Gerloff Liebler law firm, Munich. The managing directors are Agrilution founders Maximilian Lössl and Philipp Wagner. At Miele, Agrilution is supported by Gernot Trettenbrein, head of the Miele Group's home appliances business unit and managing director of Miele Venture Capital GmbH. "With a view to creative cooking, new taste experiences, conscious nutrition and an urban lifestyle, the Plantcubes open up exciting new opportunities for people," says Gernot Trettenbrein. That is why this concept fits Miele perfectly. "We believe in the idea, the product and the business model - and in long-term cooperation with the two founders and their team," continued Trettenbrein. Conversely, you also feel at Miele at the right address. Co-founder Philipp Wagner: "Miele is a strong and reliable partner with whom we can push our business concept forward enormously, both technically and in marketing."

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