



**PRESS KIT  
JUNE 2018**



EXPERIENCE HOW EASY IT IS TO GROW AROMATICS HERBS IN YOUR  
KITCHEN ALL YEAR ROUND !

Véritable® garden is a culinary paradise, that combines flavour, design, sustainable innovation.  
You will (re) discover the freshly harvested aromatic herbs, small veggies and much more...

**Welcome to Véritable® world !**

Enjoy  
fresh & healthy

all year round !

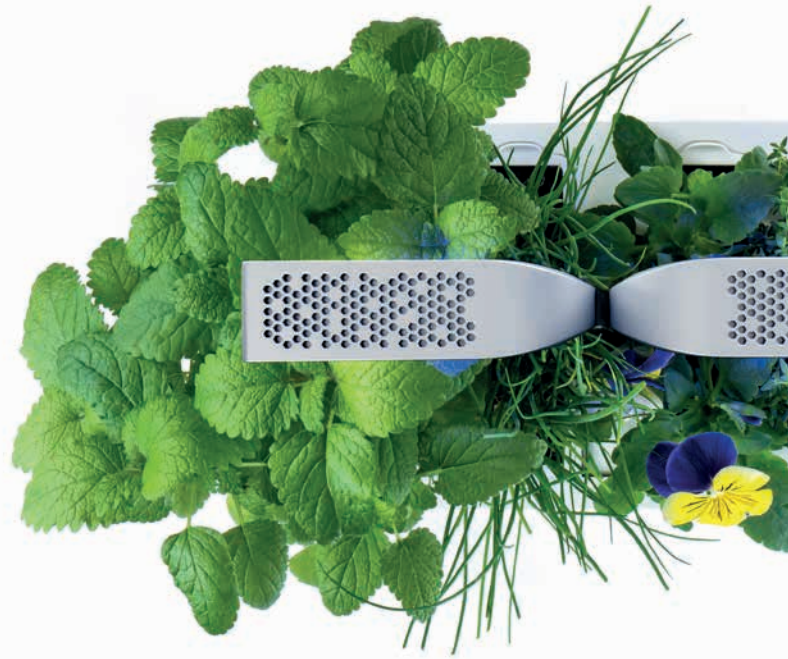
AROMATICS HERBS

EDIBLE FLOWERS

GREENS

BABY VEGETABLES

SMALL FRUITS



Awaken  
your senses  
in your kitchen



Technology

dedicated to

nature





# URBAN FARMING, MAJOR CHALLENGE OF THE 21<sup>ST</sup> CENTURY

## Feed the world of tomorrow

Nowadays, more than 50% of the world population lives and eat in urban areas. In France and UK, more than 80% of the population lives in agglomerations. This urbanization leads to a fast lifestyle evolution and creates new needs.

## Healthy and local products

All city and country dwellers are looking for fresh, healthy and local produce, with organic and/or identified origin, and reliable producers. Moreover, the current agri-food offer and classical distribution channels makes everyone needs hard to meet.

## Accessible to everyone !

Growing within our agglomerations enables many benefits. These new ways of growing are healthy (with permaculture, organic or at least ecological treatments), more ecological and economic (water consumption control and reduction, no soils leaching ...) and have an important social and societal impact. Bringing producers and consumers together has a positive impact on our ecosystem.

Consumers more interested + producers more involved = higher quality products

## Véritable®, leader in indoor garden for private individuals

« Véritable® is specialized in urban farming at the individual level : consumer becomes producer. We developed a range of indoor gardens which enable to grow, harvest and enjoy fresh products all year round in your kitchen. »

Nicolas GÉHIN, Véritable® CEO





## No more excuses !

Don't have a green thumb ? Not enough time or space to take care of a garden ? Véritable® garden has been created for you.

Sweet Basil, Cilantro, Cherry Tomato,...You can grow simply a wide range of plants all year round.

Véritable® uses a technology dedicated to nature and consumers, in order to respond to the increasing demand of fresh, local and healthy products. The Véritable® Smart indoor Garden is autonomous and created for everyone. This system brings all essential elements to your plants : automated irrigation, nutrients and specific light for a quick growth and a the development of tasty flavours.

Growing aromatic herbs, edible flowers and baby vegetables is then possible thanks to the Véritable® ready-to-use refills Lingots®.

## Technology dedicated to flavour

The Véritable® Garden is a combination of technologies coming from a research and development program. By providing the perfect growing conditions for each type of plants, it ensures high quality, plentiful harvests, great aroma and flavour.

The LED technology works with an automated day/night cycle. It enhances the plants growth thanks to a special and adapted spectrum of light.

## Easy and quick process



Plug-in



Fill-in



Insert Lingots®

...



Harvest & taste

## Perfect lighting in any situation

Do you want to place your indoor garden close to a window, in your conservatory, or in a bright room?

Choose the **SMART Véritable® Garden** :  
in direct sunlight it decreases the intensity to distribute the perfect amount of light to your plants throughout the day.



LED



AUTONOMOUS



LINGOT®



EFFICIENT

## The design accuracy : harmony between ergonomics, functions and style

*« A well-designed product must both create emotion and being intuitive. Elegant and inspired by nature, the Véritable® Garden contains a large growing area and compact dimensions adapted to everyone's kitchen. Our quest of performance has led us towards a productive and decorative product, but also very easy to use, including its pedagogical aspect. »*

Chloé VERNEUIL, Designer for Véritable®





LINGOTS®

The Lingots® are ready-to-use refills (patent pending). Their formulation is specific to each variety of plants. They contain all necessary ingredients in order to provide your plants the best conditions to grow: organic or untreated seeds, a natural substrate and essential nutrients.

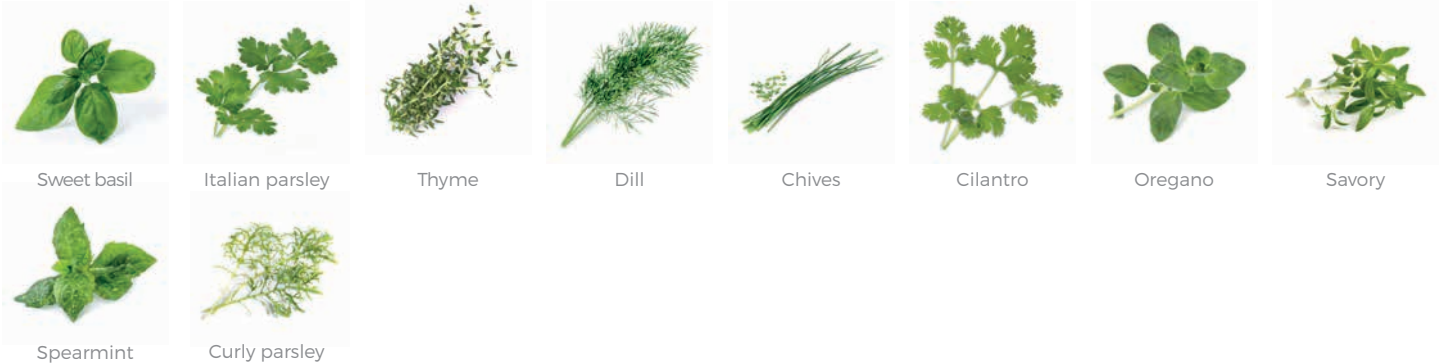


The Lingots® ensure high harvests thanks to optimized parameters (water holding capacity and substrate oxygenation, pH, number of seeds, spacing and depth of seedlings, etc). Depending of the species, Lingots® produce 4 to 6 months harvest.

These Lingots® do not contain any pesticides nor GMOs. They are 100% biodegradable and compostable.

Growing 4 different plants at the same time, through a wide range of more than 30 Lingots®, allows everyone to choose their favorite herbs or explore new flavours.

## ESSENTIAL AROMATIC HERBS



## REMARKABLE AROMATIC HERBS



## GREENS



Golden frill mustard

## EDIBLE FLOWERS



Pansy

Zucchini flowers

Petunia

## BABY VEGETABLES



Cherry tomato

Mini bell pepper

Hot chili

## SMALL FRUITS



Strawberry





## PRICE

The Indoor Gardens are available for purchase now and retail for :

- CLASSIC Véritable® Garden : £139
- SMART Véritable® Garden : £175
- SMART COPPER Véritable® Garden : £189
- CONNECT Véritable® Garden : £226
  
- Lingot® : from £5,95€ to £6,45



Established in 2016, Véritable® is a start-up based in Lyon.  
We proudly design, manufacture and assemble our products in France.



## AWARDS



Winner of the  
Grand Prix de  
l'Innovation,  
Foire de Paris



Label  
Observateur  
du Design



First Prize FoodTech  
Innovafood, Pôle  
de compétitivité  
Terralia



Winner of  
Réseau  
Entreprendre  
2016



Member of  
Réseau Lyon  
French Tech



## ABOUT VÉRITABLE

Véritable was co funded in 2015 by Nicolas GEHIN, current CEO, and Chloé Verneuil, managing director. Nicolas holds an Electronics Engineer degree and Chloe studied Industrial Design. They both attended the Master® program in Innovation and Technology Management at EM Lyon Business School.



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