



Your Committed Enabler

RED Horticulture Partners with Panasonic Industry Europe to Revolutionize Smart Lighting Solutions for Greenhouses

Wireless Communication Modules in innovative LED lighting systems

MUNICH, APRIL 2025

Panasonic Industry Europe is proud to announce its collaboration with RED Horticulture, an international scale up company specializing in innovative smart lighting solutions for greenhouse horticulture. This partnership will integrate Panasonic Industry's Bluetooth™ wireless modules into RED's advanced lighting systems, further enhancing crop yields and promoting sustainable agricultural practices.

RED Horticulture is empowering growers by providing solutions that maximize crop potential while minimizing energy consumption. By combining advanced hardware, patented software and agronomic expertise, RED is at the forefront of revolutionizing greenhouse horticulture. As part of this mission, Panasonic Industry's wireless communication modules are playing an important role in ensuring RED's lighting systems operate efficiently in demanding greenhouse environments.

"Partnering with RED Horticulture allows us to contribute to their mission to provide more sustainable and energy-efficient lighting solutions to a world where high-tech greenhouses are vital for ensuring producing healthy food in the present and future," said Chetan Joshi, Lead Product Manager of Panasonic Industry. "Our experience in driving radio performance in Bluetooth Mesh and other mesh networking protocols aligned perfectly with RED's requirement for seamless networking for growth lighting control efficiency in horticulture."

The collaboration with Panasonic Industry will offer RED enhanced reliability and performance, with a proven track record of zero failures in harsh greenhouse conditions. RED's choice of Panasonic Industry was driven by the sense of customer satisfaction, technical support and the quality standard of the products provided.

"As the horticulture market faces increasing pressures, particularly in the energy prices, our commitment to innovate in dynamic lighting for cost reduction, with an easy wireless retrofit is more vital than ever. Panasonic Industry's expertise in IoT solutions complements our vision for a sustainable future in greenhouse horticulture," stated Timo Spruijt, CCO at RED Horticulture. "Through strategic partnerships like this, we aim to continuously develop dynamic and practical solutions designed to meet the complex challenges growers face."

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This strategic partnership between Panasonic Industry and RED Horticulture highlights both companies' commitment to advancing solutions that enhance productivity and promote sustainability in the agricultural sector.

About Panasonic Industry Europe GmbH

Panasonic Industry Europe GmbH is part of the global Panasonic Industry organization, one of the eight major operating companies within Panasonic Holding. Panasonic Industry Europe provides products and services for industrial customers all over Europe.

Panasonic Industry Europe is committed to enabling customers to achieve their goals in a broad range of industrial sectors such as mobility, infrastructure, automation, medical, appliances, smart living, and security. With the know-how of devices and solution technologies, cultivated through a global mindset and over a century of tradition, Panasonic Industry collaborates closely with customers to create a sustainable future.

Panasonic Industry Europe's broad and diverse product portfolio encompasses key electronic component sectors including electromechanical and passive components, batteries and other energy products, sensors and wireless connectivity modules, thermal management materials and custom solutions, as well as automation devices & solutions.

More about Panasonic Industry Europe: <http://industry.panasonic.eu>

About the Panasonic Group

Founded in 1918 and today a global leader in developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, automotive, industry, communications, and energy sectors worldwide, the Panasonic Group switched to an operating company system on April 1, 2022, with Panasonic Holdings Corporation serving as a holding company and eight companies positioned under its umbrella.

The Group reported consolidated net sales of Euro 54.12 billion (8,496.4 billion yen) for the year ended March 31, 2024. To learn more about the Panasonic Group, please visit: <https://holdings.panasonic/global/>

About RED Horticulture

At RED we envision a world where sustainable and efficient high-tech greenhouses flourish as the standard production environment for healthy food. A protected setting in which our innovative lighting technologies ensure the continuous production of high-quality nutritious food for the growing global population.

Combining high-tech innovation with advanced hardware, proprietary software and agronomic expertise, we enable growers to improve crop performance and energy efficiency using our innovative and smart lighting solutions.

We strive to collaborate with growers, experts, expert companies and various leading research organizations to always provide our customers with the best solution. Together, we are committed to sustainable greenhouse farming.

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Kommentiert [VS1]: To be added by RED