

Launch of an air-tight built-in indoor garden system

## ***Interior Farm for Easily Growing Vegetables and Herbs Indoors***

Nurturing, harvesting and eating fresh vegetables while also enjoying time spent with the family

Sumitomo Forestry Co., Ltd. announced the launch of sales of its air-tight built-in *Interior Farm* system for easily growing vegetables and herbs indoors starting October 18.

It can be integrated with a kitchen cupboard or living-dining room sideboard to enhance interior spaces, and is the first built-in product of its kind within the industry (according to Company research). Enabling steady cultivation of vegetables regardless of the season, this air-tight garden system reduces the chance of failure during cultivation and is integrated with other furniture. The Company is offering the system to customers contemplating Sumitomo Forestry Home houses.

This product is offered as a furniture piece in colors and designs to match residential interiors. It incorporates a gardening system developed by Panasonic Corporation integrated into a sideboard from Sumitomo Forestry Crest Co. Ltd. (President and Representative Director: Yoshihiro Yoshioka; Head Office: Nagoya City, Aichi Prefecture; a wholly-owned Sumitomo Forestry subsidiary), which manufactures and sells wood building materials.

Innovative design of the cabinet includes features required for cultivation including the ventilation and air circulation needed to grow vegetables along with LED lighting. Other features include the latest technology such as hydroponic cultivation using liquid fertilizer, sensor-controlled temperature and humidity, and IT-based management. This highly unique furniture (patent pending) can offer customers a new style of living.

A test model has been installed in the living-dining room of a model home in Shinyurigaoka since April 2013. In collaboration with Panasonic, Sumitomo Forestry has aimed to verify the design, usability, market acceptability and customer preferences regarding the system. Through miniaturization of the liquid fertilizer delivery and other necessary systems compared with the test version, allowing for greater storage space, and other improvements have been made for ease of maintenance. Fertilization timing and maintenance procedures have been clarified, and the design has been enhanced to better integrate with the home interior to create a commercial product.

It is possible to grow over 30 varieties of vegetables and herbs including lettuce, mizuna, parsley, and basil. Customers can grow whatever they prefer either for ornamentation or for harvest and eating. There are a variety of ways the system can be used enjoyably, and it can involve the whole family.



*Interior Farm*  
(Okura Land model home)

## ■ Product Overview

Product name	<i>Interior Farm</i> , an air-tight built-in indoor gardening system
Launch date	October 18, 2014
Sales area	Nationwide (excludes Hokkaido and Okinawa)
Sideboard size	1,050 mm (height) × 1,688 mm (width) × 510 mm (depth)
Retail price	798,000 yen (excluding tax)

## Features

- Highly compatible with interior designs by integration into kitchen cupboards, living-dining room sideboards, etc.
- A system which allows indoor cultivation of vegetables and herbs. Because insects are excluded, there is no need to use pesticides, making it possible to grow plants in a safe and hygienic environment.
- Possible to grow your favorite vegetables you want to eat irrespective of the season or weather.
- The pleasure of watching the vegetables grow, harvesting, and tasting them provides an opportunity to involve the whole family.
- Temperature and humidity are automatically sensor-controlled. Messages are sent to your smartphone or computer regarding liquid fertilization, eliminating hassle.
- Elderly people who have fewer opportunities to go out can partake in the joy of gardening.
- Indoor cultivation is possible even in areas of high density housing where outdoor growing space is limited and in areas with poor sunlight.

## Equipment overview

- Lighting
  - LED lighting \*With automatic on/off function
- Plant numbers
  - From 4 to 10 plants (depending on the varieties)
- Temperature control
  - Water temperature is controlled automatically by sensor.
- CO<sub>2</sub> control
  - Air ventilation is automatic to ensure supply of CO<sub>2</sub>
- Network connectivity
  - Connects to a Panasonic server (enabling the monitoring of growth, temperature and humidity, and the storage of cultivation instructions)
- Cultivation management
  - Real-time remote monitoring is possible with a network-connected camera (photographs taken every hour)
- Plant varieties
  - Around 30 varieties are planned
  - Vegetables: Lettuce, mizuna, shungiku, bok-choy, etc.
  - Herbs: Rocket, basil, watercress, parsley, etc.
  - \* Harvesting is expected within approximately 20 days from seedling stage

This product will be displayed at the Umeda Sumai Haku housing fair, held from October 18 and simultaneously at the Okura Land model home (Sakura, Setagaya-ku, Tokyo) and the Shinyurigaoka model home (test version; Asao-ku, Kawasaki City, Kanagawa Prefecture). The displays will highlight the system's integration with the room interior.

### **About Sumitomo Forestry**

Founded in 1691, Sumitomo Forestry Co., Ltd. and its Group companies have broadened business activities focused on wood. Based on its corporate philosophy—“utilize timber as a renewable, healthy and environmentally friendly natural resource, and contributes to a prosperous society through all types of housing-related services”— and with its approximately 250,000 hectares of owned and managed forest, the global network that spans more than 20 countries and expertise and technology in housing-related businesses, Sumitomo Forestry Group is developing the Forestry and Environment Business, the Timber and Building Materials Business, the Housing Business, the Overseas Business, the Lifestyle Service Business and other businesses both in Japan and abroad. Adding such businesses as wooden biomass power generation and Timber Solution, it will continue to pursue the potential of timber.

President and Representative Director: Akira Ichikawa

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