

# GROWERTALKS

## GT in Brief

12/1/2017

### Ball Seed to Distribute Philips LEDs

*Chris Beytes*

Ball Seed announced a partnership with the company to distribute Philips' GreenPower LED lighting as a complement to their seed, cuttings, plugs, liners and grower hardgoods.

"The addition of Philips LED horticulture lighting to Ball Seed's wholesale offering supports Ball Seed's mission to deliver growing solutions that drive production efficiency," said Ron DeKok, Business Development Director Horticulture at Philips Lighting. "Ball will now be in a position to demonstrate to their customers how to use the science of light and Philips LEDs to optimize crop production throughout the growing process."

Philips says that the ongoing expansion of their LED Horticulture Partner network demonstrates their commitment to continue leading the horticulture industry as the innovative LED lighting solutions provider and partner for the greenhouse industry. **GT**