

GROWERTALKS

GT in Brief

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Industry Veterans Form New Greenhouse Company

Chris Beytes

That new venture is the interestingly named Alchemy Greenhouse Solutions, the brainchild of Bill Vietas, James Parris and Michael Kovalycsik, who have more than 100 years of combined greenhouse industry experience. The three greenhouse industry veterans have partnered to provide “innovative and cost-effective solutions for greenhouse construction, renovations, heating and cooling, maintenance and equipment.” They say they’ll be working with top manufacturers in North America and Europe, allowing customers to choose from a wide range of greenhouse designs and equipment options.

“Our collective knowledge of greenhouse structures and systems gives us an enormous advantage in making efficient and economical decisions, and we have years of experience serving clients from all industry segments,” Bill Vietas said. Bill is CEO of the new venture. James is Director of Sales and Michael is Director of Business Development.

As for their status as industry veterans, Bill worked his way up to president of Rough Brothers in Cincinnati. James has a long history of selling for both Rough Brothers and Stuppy. And Michael’s experience ranges from X.S. Smith and BFG Supply to Delta T Solutions and Stuppy. So they sound like they’ll combine for an experienced—and congenial—team.

When asked about the name, James replied, “The name initially came from the idea of alchemy, based on the science of turning metals into gold. We expanded on this from a greenhouse-related point of view to ‘Combining metals (structures, glazing materials and systems) to create gold (the crop for our customers).’”

To learn more, go to alchemyghsolutions.com. **GT**