GROWERTALKS

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Selecta One Getting IP Protection for its New Rooting System

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Selecta One has developed a very cool new system for sending rooted cuttings across international borders along the same lines of rooting cuttings in paper pockets … almost the way you can germinate seeds between two layers of paper towels. Called RCS 2.0 (for rooted cutting system), the technology should be showing up in Europe as we speak and will come to the U.S. as soon as USDA gives it the okay.

Selecta One said they've already been granted patents in Europe and the U.S., and has applications pending in Colombia, China and India, making it look like they'll be utilizing this technology across the globe.

"The granted patents mark an important milestone for us," said Per Klemm, CEO of Selecta One. "They underline the substance and originality of our development and strengthen the basis on which we will continue to advance RCS 2.0 internationally. For us, intellectual property is not only about protecting innovation, but about building a robust foundation for its long-term strategic and commercial development."

In January, U.S. approval was 12 to 18 months off and Selecta One was working on automation for transplanting the little paper-wrapped rooted cuttings. As for the benefits: rooting offshore and shipping 3,000 rooted cuttings in a box that would normally hold just 200. **GT**