



PRESS KIT 2021



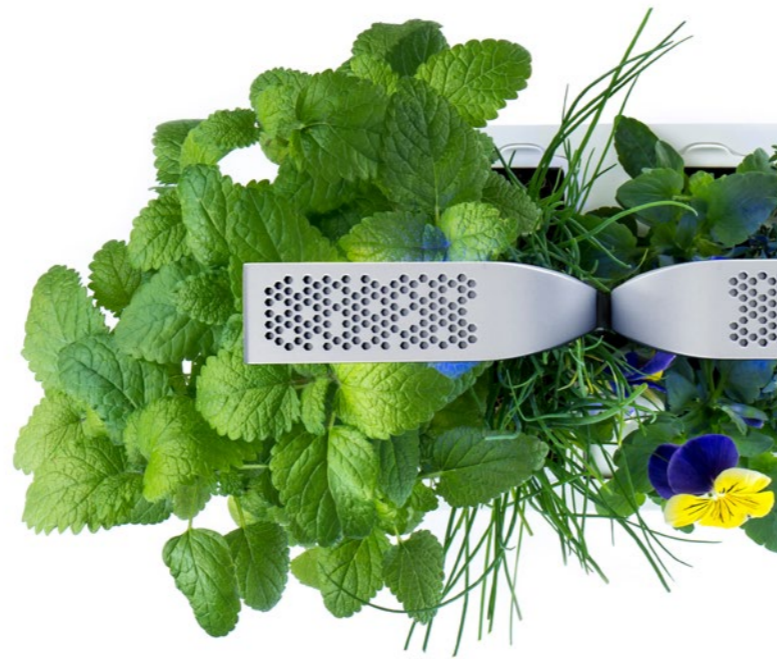
EXPERIENCE HOW EASY IT IS TO GROW HERBS AND VEGETABLES IN
YOUR KITCHEN, YEAR ROUND, WITH NO EFFORT!

Véritable® designs culinary innovations that combines great flavours with beautiful and sustainable design. You will (re)discover the taste of freshly harvested aromatic herbs, small vegetables, greens and much more...

Welcome to Véritable® world !

Enjoy
fresh & healthy
food

all year round !



URBAN FARMING, A MAJOR CHALLENGE OF THE 21ST CENTURY

Feed the world of tomorrow

Nowadays, more than 50% of the world population lives and eats in urban areas. In France and the UK, more than 80% of the population lives in conurbations. This urbanization leads to a fast lifestyle evolution and creates new needs.

Healthy and local products

All city and country dwellers are looking for fresh, healthy and organic local products, from identified origin. Moreover, the current agri-food offer and classical distribution channels makes everyone needs hard to meet.

Quality food for everyone

Growing food within our cities enables many benefits. These new ways of growing are healthier (eg. permaculture, organic treatments), more sustainable and economical (water consumption control, no nutrient leaching in soil...) and have an important social and societal impact. Bringing producers and consumers together has a positive impact on our ecosystem.

More interested consumers + more involved producers = higher quality products.

Véritable®, leader in smart indoor gardens

« Véritable® is specialized in urban farming at the individual scale : the consumer becomes the producer. We developed a range of smart indoor gardens to grow, harvest and enjoy fresh products all year round in your kitchen. »

Nicolas GÉHIN, CEO

Awaken
your senses



Technology
dedicated to
nature





SMART INDOOR GARDENS



Véritable®'s unique technology lets you effortlessly grow aromatic herbs, edible flowers, greens, small fruits and vegetables directly in your kitchen. Perfectly autonomous and intelligent, with the Véritable®'s gardens it has never been easier to enjoy fresh and healthy products all year round.

The system carries all essential elements providing the perfect growing conditions for each type of plant. This combination of technologies comes from a 2-year Research & Development program. It ensures high quality, plentiful harvests, great aromas and flavours.



EFFICIENT AND AUTONOMOUS LIGHTING

LED grow lights SAVORYLIGHT™
Automatic day and night light cycle: 16 hours of day / 8 hours of night
height adjustable lighting masts



ADAPT'LIGHT™ TECHNOLOGY

The light sensors adjust the LEDs' intensity based on your home natural light. Plants receive the right amount of light all day long between the sunlight and the LED light.



AUTOMATIC WATERING

Passive hydroponic system
Autonomous 1 to 4 weeks
An alarm warns you when it is time to fill the water reservoir



VÉRITABLE® APP

Follow your plants growth
Set up lighting for better comfort and efficiency
Tips for every step (seedling, harvesting, cooking, etc)
Useful reminders (watering, Lingot® replacement, etc)
Creative cooking recipes



READY-TO-USE LINGOTS®

Ready-to-use pre-sown soil with nutrients included
Grow 2 or 4 different plants at the same time
4 to 6 months harvests – 1 harvest per week
Certified organic seeds
Pesticide-free – GMO-free – 100% natural



A garden for everyone

With its ultra compact size, Exky® can grow 2 Lingots® at the same time and is suited to a couple of city dwellers. More productive, Véritable® can grow 4 Lingots® to feed a family of four. CLASSIC, SMART and CONNECT technologies allow everyone to enjoy their garden according to their lifestyle.

Easy and quick set-up



Plug-in



Fill-in



Insert Lingots®



Harvest after 3 weeks

The design accuracy : an harmony between ergonomics, function and style

« A well-designed product must create emotion and be intuitive. Elegant and inspired by nature, the Véritable® gardens have a large growing area and compact dimensions adapted to city dwellers' kitchen. Our quest of performance has led us towards a productive and decorative product, but also very easy to use and educational »

Chloé VERNEUIL, Designer & Co-founder





THE LINGOTS®

A COLLECTION OF 70 EDIBLE PLANTS



The Lingot® is a patented innovation. This ready-to-use refill contains all the essentials: organic soil-less media, organic seeds and nutrients.

Everything is included. There is nothing to add. It is pesticide-free, GMO-free, 100% biodegradable and compostable.

The Lingots® ensure bountiful harvests thanks to its optimized parameters (water holding capacity, oxygenation, pH, number of seeds, spacing and depth of seedling). Depending on the species, a Lingot® produce 3 to 6 months of crops, with an average of one harvest per week.

The ever expanding Lingot® collection is an invitation to flavour exploration. From the most classic to the most original ones, your cooking becomes quickly very creative.



ESSENTIAL AROMATIC HERBS



REMARKABLE AROMATIC HERBS



GREENS



BABY VEGETABLES



ASIAN FLAVOURS



EDIBLE FLOWERS



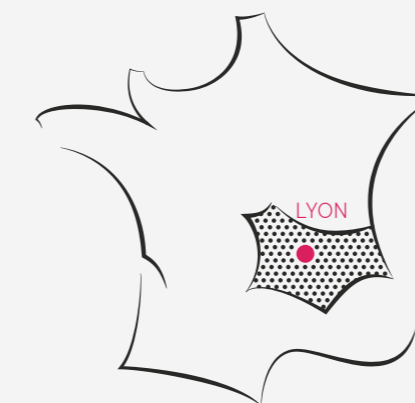
SMALL FRUITS



SUGGESTED RETAIL PRICE

The products are available for purchase and retail for :

- Exky® CLASSIC: 99,90€
- Exky® SMART: 129,90€
- Véritable® CLASSIC: 149,90€
- Véritable® SMART: 199,90€
- Véritable® CONNECT: 259,90€
- Lingot®: 6,95 - 7,95€



MADE IN FRANCE

Véritable® is committed to grow its economic ecosystem. Established in the Rhône-Alpes-Auvergne region, the company manufacture its products in France.

Research & Development, product design, marketing, assembly and logistics are all carried out internally. Reliable French partners lead the industrial manufacturing operations with whom they share the same passion for high quality and eco-design.



AWARDS



ABOUT VÉRITABLE®

Véritable was co-founded in 2015 by Nicolas GEHIN, CEO, Electronics Engineer and Chloé Verneuil, COO, Industrial Designer. They both attended the Master program in Innovation and Technology at EM Lyon Business School. The project was from their personal need to grow healthy and tasty food despite their brown thumb.

After crowdfunding campaign in 2015 on Kickstarter, the company closed its first fundraising of 750K€ in march 2017 followed by a second one of 3M€ in july 2019 in order to expand internationally and diversify the product range. Currently Veritable's products are distributed in 20 countries.





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