LoRaWan® Solutions Help Growers Grow

The World's Best Roses Require World-Class Technology

For over 115 years, a horticulture company has honored their commitment to produce the best roses in the world. Their mission to grow the best roses flows throughout their entire organization - from their planting and harvesting methods to their technology and operational standards. In order to maintain their standard of excellence, they explored new IoT technologies that have introduced new growth scenarios they never before thought possible.

The Challenge | Monitoring Temperature and Avoiding Fires in Greenhouses

With the floriculture market projected to reach a value of $103.9 billion in 2026 - and in conjunction with their past greenhouse success - the organization realized that there was no room for error, or risk, in their operations.

As one of the biggest rose greenhouses in the Netherlands, their primary challenge was to monitor the horizontal temperature distribution within their greenhouses. In order to maximize their production per square meter, they required sensors that were not affected by solar interference to ensure correct measurements.

Greenhouses are also prone to devastating fires due to their high temperatures and combustible materials, so they also required sensors that were fine-tuned to detect the first hint of smoke or fire.

The Solution | MultiTech Solutions Provide Critical Environmental Data

After considering several solutions, the company opted for a simple and open universal platform. One that allowed them to receive data from four critical environmental conditions: temperature, humidity, CO2, and light intensity all using solar-powered wireless sensors.

Equipped with a MultiTech Conduit IoT gateway, the new system utilized the power of LoRaWAN® protocol to receive fine-grained data on all their critical conditions.

The Results | Complete Visibility and Connectivity Create The Perfect Climate

Since implementing the solution, the growers have access to the kind of information they need to optimize the climate in the greenhouse, resulting in better quality, production, and cost savings. The system provides a complete IoT chain: sensor nodes, communication to cloud, central data storage, central device management, and data presentation.

The Team | Device Provisioning, Activation and Installation Services

We are the trusted advisor for a safe, secure, and efficient workplace. MCA offers a carefully researched portfolio of voice, data, and security solutions. As your trusted advisor, we reduce the time and effort needed to research, install, and maintain the right solutions to make your growing operations better. The MCA advantage is our extensive service portfolio and certified professionals that support the solution life-cycle from start to finish.

MCA has enabled hundreds of organizations in the agriculture sector to use secure wireless communications technology to improve operational efficiencies. Better communications keep critical systems running longer, enable faster repairs, and reduce operating costs. Reach out to MCA to procure, provision, activate, and install all the devices your organization needs to succeed in a technology driven world.

Industry Profile

· Agribusinesses
· Farming Operations

Technology Solutions

· MultiTech Conduit®
· MultiTech LoRa mCard™
· MultiTech LENS®
· MultiTech LoRa Antenna
· MultiTech LoRa Sensors
· Mobile Mark LMW202

Targeted Results

· Real-Time Sensor Data
· Lower Power Wide Area
· Remote Management
· Cost Savings and ROI

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