

First order for OptiFreeze

OptiFreeze AB (“OptiFreeze”) has received the first order of the product OptiCept™ from a leading multinational company in the flower industry. The order is a result from a newly signed Letter of Intent agreement between OptiFreeze and the company.

The price paid by the customer is in line with the general price list, with a market introduction discount. The special price is given for the first product considering the potential value of the plant propagation market. In the future, the revenues will also come in a royalty fee per treated cuttings with the OptiFreeze technology. The increased value of each cutting will be shared between the two parties. In addition to this, there will be an income for OptiFreeze for the sales of OptiCap for each line in the future.

The intention is that more OptiCept™ lines will be installed at the customer’s cutting farms. This will start during 2019. The system will be used to develop the process to handle more varieties at the actual site and fully commercialize the OptiFlower technology in plant propagation for the entire flower and plant industry.

The sales agreement is a result of the dedicated and committed work from both sides, following a joint project that has started in 2017 in OptiFlower segment.

Lund, September 14, 2018
Eda Demir Westman, CEO