

New Life CA Selects AEssenseGrows' Aeroponic System for Its Socially Conscious Cannabis Business

The East Bay Cannabis Producer Selected Complete AEssenseGrows Automated System for Precision Cruise Control of Indoor Sterile Grow Environments

SUNNYVALE, CALIFORNIA, UNITED STATES, August 12, 2019 /EINPresswire.com/ -- [AEssenseGrows](#), an AgTech company specializing in precision automated aeroponic platforms for consistent high-yield plant production, announced today that New Life CA, a socially conscious California cannabis company, has purchased the AEssenseGrows AEtrium system for its operations. New Life determined the AEssenseGrows equipment could best deliver the precision and controls needed to grow superior cannabis at its East Bay facility.

"We wanted a cultivation system that was easy to use and provided a great degree of control over and visibility into the grow environment," said Carlton Williams, founder of New Life. "The AEssenseGrows system meets those requirements with the automation and precision delivered with its revolutionary Guardian Grow Manager software."

Williams added: "In addition to our own cultivation, New Life is dedicated to fostering opportunities for those in our community considering entering the cannabis industry, and we've worked with non-profits to help individuals establish equity requirements and build business plans. I always encourage these budding entrepreneurs to consider an indoor platform like the AEssenseGrows system."



Carlton Williams of New Life CA checks on plants growing in the AEssenseGrows AEtrium system.

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New Life is a vertically integrated, state-licensed cultivation, distribution and non-store front company based in Oakland, Calif.

The AEssenseGrows AEtrium system delivers cruise-control automation to simplify aeroponics and amplify its inherent benefits. The company's Guardian Grow Manager central management software monitors grow conditions 24/7 and, if needed, automatically adjusts key variables such as lighting, nutrients, and environment to maintain optimal conditions for the grow recipe.

"The AEtrium System can help cultivators achieve breakthrough aeroponic yields and lowest cost of production at the same time," said Phil Gibson, AEssenseGrows vice president of Marketing. "Whether for large corporation's or smaller, community-based growers like New Life, we are committed to helping our customers gain a competitive advantage through the integration of plant science and advanced technology."



About AEssenseGrows

AEssenseGrows (pronounced "essence grows"), founded in 2014, is a precision AgTech company based in Sunnyvale, CA. AEssenseGrows provides accelerated plant growth SmartFarm platforms and software automation delivering pure, zero pesticide, year-round, enriched growth to fresh produce and medicinal plant producers globally. With AEssenseGrows, you can precisely control your production operations at your fingertips from anywhere in the world.

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