

# Leading European Vertical Farming Company Retains Strategic Advisor to Explore Strategic Options

*Vertical farm & contract research co Urban Crop Solutions has retained Contain to explore strategic options to elevate its status as a tech leader in indoor ag.*

RENO, NV, UNITED STATES, May 19, 2021 /EINPresswire.com/ -- Award winning Belgian vertical farming and contract research company, [Urban Crop Solutions](#) ("UCS") has retained [Contain](#), Inc., to explore strategic options to elevate its status as a leading European technology player in the fast emerging global indoor farming space.



Urban Crop Solutions Tech

"We are delighted to have been awarded this mandate by UCS", says Nicola Kerslake, founder of Contain. "It is a mark of the UCS management's professionalism and dedication that they are open to exploring options from merger or acquisition to adding strategic investors to take this industry leading firm to the next level."

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We have long realised that we would need to decide between remaining independent and joining a larger organization to scale...this is the optimal time to make this move."

*Frederic Bulcaen, Chairman and founder of UCS*

UCS' clients range from global billion-dollar companies to research institutions and start-ups across multiple industries in Europe, North America, and Southeast Asia. The growth of the business is attributed to a strong management and scientific team who have created best-in-class products and services made possible by application expertise and trade secrets. UCS expects to more than triple its revenues and reach breakeven profitability this year.

UCS offers two key solution and product channels:

-Plant biotechnology research: capabilities to simulate any growth environment and create growth recipe applications to address business and market opportunities in all crop verticals for use across numerous industries. UCS has developed innovative research applications such as growth performance of wheat, tobacco and cotton plants in controlled environments, growth recipe for green roof succulent plants on substrates and use of residual flows from waste to grow food.

-Vertical farming technology: indoor growing installations of hydroponic modules with growing surface areas ranging from 70 to over 5,000 square meters with an end-to-end customer support model. UCS has 4 different classes of product size that can be customized to meet the size or configuration requirements of any customer.

Maarten Vandecruys, founder and CTO of UCS, comments, "Now that we have our solutions and services in place, it is important that we pursue the best strategic options for the future of our organisation and team."

"As a Board, we have long realised that we would need to decide between remaining independent and joining a larger organization to scale. There is such great momentum in indoor farming that this is the optimal time to make this move", explains Frederic Bulcaen, Chairman and founder of UCS.

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Urban Crop Solutions Container Farm



Urban Crop Solutions Grow System

## About Urban Crop Solutions

Urban Crop Solutions BV is a privately held Belgian company founded in 2014. It offers end-to-end solutions for indoor hydroponic vertical farming via full-service customized and scalable solutions to multi-industry customers in two key product and service areas. Plant research products and services help customers select the right plant varieties or create new growth recipes for specific client needs or market opportunities. Indoor plant growing solutions and services range from concept design through business planning, manufacturing, installation, training, and after-sales servicing and support.

<https://urbancropsolutions.com>

## About Contain, Inc.

Contain Inc is a US-based fintech platform dedicated to indoor agriculture, growing crops in warehouses, greenhouses and container farms. The Company serves the controlled environment agriculture industry in several capacities; it works with leading equipment vendors and with a wide pool of lenders to aid indoor growers in finding funding for their farms. It is also home to microlearning platform Rooted Global, which works with majors such as Danone and Dole to enable employees to grow a little of their own food at home. Most recently, the Company launched a used equipment trading platform, Equipped, to take the drama out of buying and selling used indoor farming equipment. The Company graduated from the 2019 Techstars Farm to Fork program, backed by Cargill and Ecolab.

<https://contain.ag>

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