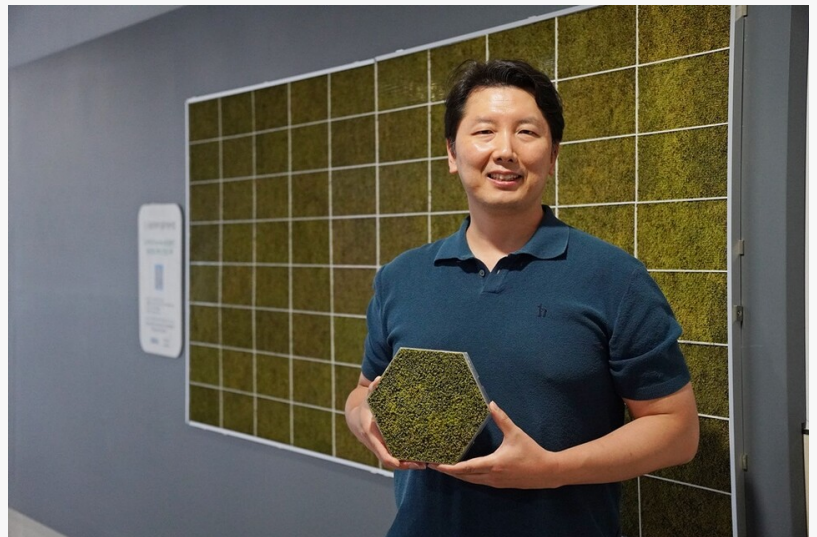


[Pangyo Interview] Taiga Inc. Leads Popularization of Global Indoor Greenery with Soil-Free Moss Module ‘Moss Hexa’

“Our Platform Eliminates Maintenance Hurdles and Quarantine Barriers by Deploying Low-Cost, Soil-Free Moss Modules for B2B and B2C Global Indoor Markets.”

PANGYO, GYEONGGI-DO, SOUTH KOREA, August 20, 2026 /EINPresswire.com/ -- [Taiga Inc.](#) (brand name [Mosslab](#)), a startup addressing green-space imbalances in daily life, is accelerating its global market expansion through Moss Hexa, a modular, soil-free moss system. Founded to address the green space disparity where 60 percent of the world population prefers greenery while green spaces account for only 10 percent of the daily environments where they mostly stay, Taiga Inc. works to bridge this gap.

[John Lee](#), CEO of Taiga Inc., founded the company inspired by his father’s advice and insights, who operated a landscaping business for 20 years. Pointing out that while nature provides comfort without the management, labor, and costs involved in transplanting nature into cities—which turns greenery into an exclusive domain for the upper class—his father encouraged him to create popular green space solutions for the general public using moss. Recognizing that simply transplanting rural greenery into cities



CEO John Lee of Taiga Inc.



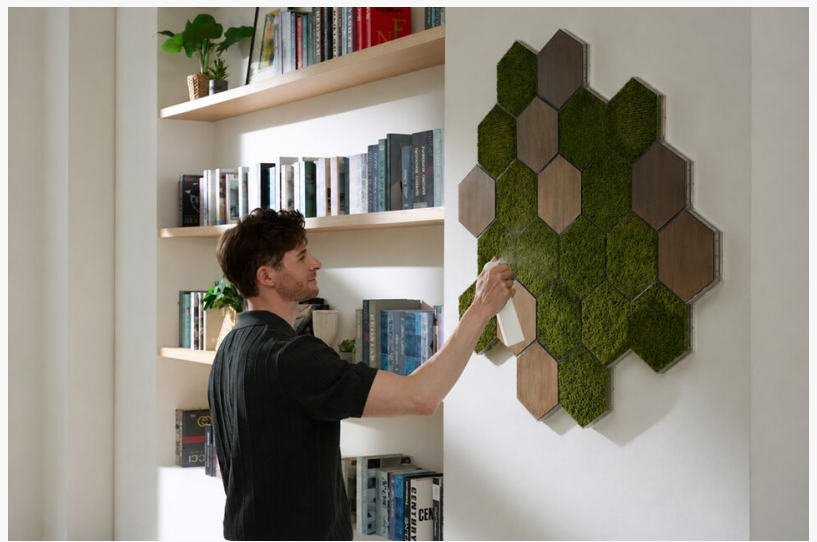
An illustration of Taiga Moss Hexa in real life, with the device turned on for ambient illumination | Image provided by Taiga Inc.

does not increase overall green space, he devoted himself to developing soil-free products that can be mass-produced and exported internationally. By applying its proprietary technology that requires no soil, Taiga Inc. overcame quarantine barriers and currently exports products to seven countries, including the US.

Moss Hexa, launched this time, aims at popularizing green walls that were previously expensive and difficult to maintain. Embodying a vision akin to Nespresso's in espresso capsules, the company lowered prices to one-tenth of existing market products so anyone can easily enjoy high-quality indoor greenery. This system is an integrated solution that lets users combine live moss panels with mood lighting, wood panels, and mirror panels to suit their preferences. Users can install it on walls in minutes, without additional tools or professional assistance, to customize their spaces. Furthermore, as soil-free air plants, they pose no concerns of mold or pests and can survive up to a year without watering or light, dramatically improving maintenance convenience.

The product development process also progressed thoroughly in response to market and consumer feedback. The company concluded that while it launched initial products like Moss Air and Moss Echo to market based on internal ideas, fully meeting specific consumer demands proved challenging. Accordingly, from the prototype stages, the company unveiled Moss Hexa at global exhibitions—such as CES, IFA in Germany, and GITEX—to gather consumer feedback. To commercialize the product, the company conducted Proof of Concept (PoC) programs with Panasonic in Japan and Samsung C&T Corporation's Engineering & Construction Group in Korea, optimizing product specifications tailored to business targets.

Taiga Inc. executes regional entry strategies tailored to different markets. In the US, given environmental conditions in which individuals create green spaces directly, the company focuses on B2C markets. It plans to launch a Kickstarter campaign in October to reconfirm market responses. Conversely, in Korea and Japan, where building owners or governments must create green spaces due to strict environmental regulations, the company focuses on B2B markets, collaborating with construction companies, real estate developers, and architects. In the second half of this year, the company will launch full-scale consumer verification by installing Moss Hexa in actual commercial buildings alongside Samsung C&T Corporation's Engineering & Construction Group.



An illustration of Taiga Moss Hexa used in real life, with an owner tending its moss | Image provided by Taiga Inc.

In this business verification process, Pangyo Techno Valley in Gyeonggi Province serves as a solid testbed for realizing ideas and receiving rapid feedback from customers and experts to drive improvements. Taiga Inc.'s products are installed and operated on basement level 1 and the 5th floor of the Gyeonggi Startup Campus building. Expecting to be selected for Thailand's open innovation program in the future, Taiga Inc. plans to expand into Southeast Asian markets and continue to broaden its overseas networks by participating in Global Media Meetups worldwide.

Pangyo TV met with Taiga Inc. CEO John Lee at the Startup Campus in Pangyo Techno Valley to discuss their modular moss ecosystem, soil-free technology, and global market expansion strategy. Reporter Thomas Frederiksen conducted the interview.

Q1. Thomas Frederiksen, Reporter: Hello, everyone, and welcome back to the Startup Campus in Pangyo Techno Valley. I'm joined today by John Lee, CEO of Taiga Inc. Welcome! Could you tell me a little bit about your company?

A. John Lee, CEO of Taiga Inc.: Taiga Inc. is a startup working to solve the "green imbalance" in our daily lives. Around 60% of the world's population loves green nature, yet green space accounts for only about 10% of the environments where people actually live their daily lives. We are addressing this green disparity through our unique material—moss—by bringing innovative products to market and growing step by step.

Q2. What has Taiga done to help solve this issue?

A. John Lee: When we first started, we thought creating multi-functional products that combined various features with plants would make nature more accessible to consumers. However, after selling products integrated with diverse functions—such as Moss Air and Moss Eco—over several years, we realized that consumers ultimately wanted a simple, easy-to-maintain greenery solution that would complement and elevate their interior design. To meet these exact needs, we designed our latest solution, 'Moss Hexa.' It is intentionally simplified so that anyone can quickly create their own custom green wall without tools or professional assistance.

Q3. Your latest version is Moss Hexa. What are the key features and technological advantages of this solution?

A. John Lee: Our core technology uses soil-free moss plants, eliminating consumer worries about mold or pests. Furthermore, it can survive for a full year without water or direct sunlight, allowing people to enjoy greenery effortlessly—even when traveling or in environments where watering is difficult. Unlike traditional plant companies that only sell plants, our key differentiator with Moss Hexa is its comprehensive interior solution. Users can mix and match Moss Hexa greenery panels with wood, light, and mirror panels to beautifully customize their spaces.

Q4. What inspired you to develop this modular approach?

A. John Lee: The key innovation behind planning this product was that it needed to function like Nespresso coffee capsules. Conventional living green walls have traditionally been expensive, high-maintenance luxuries reserved for wealthy clientele. By developing a scalable solution that reduces cost to one-tenth of traditional options, our vision is to establish ourselves as the “Nespresso capsule coffee” of the plant and greenery industry.

Q5. How did you validate this concept during development?

A. John Lee: For Moss Hexa, we took a different approach: starting from the early prototype stage last year, we showcased it at major international exhibitions including Dubai, CES, and IFA to gather direct feedback from consumers. Additionally, in the B2B market, we conducted Proof of Concept (PoC) programs with major corporate partners, including Panasonic in Japan and Samsung C&T in Korea. These PoC initiatives allowed us to precisely refine product specifications to meet market and customer requirements.

Q6. Which specific global markets are you targeting for future growth, and how do your strategies differ by region?

A. John Lee: Our approach varies by region. In the United States, we are focusing on the B2C market and launching Moss Hexa on Kickstarter this October to validate consumer demand, as individuals actively seek personal solutions for their spaces. Conversely, in markets such as South Korea and Japan, building owners and commercial developers are subject to strict environmental regulations that require green coverage. In these B2B markets, developers look for cost-effective, low-maintenance green solutions, which is why we are actively conducting PoC collaborations with Panasonic and Samsung C&T.

Q7. What motivated you to start this business, and how does your core soil-free tech address traditional landscaping limitations?

A. John Lee: This business originally started at the request of my father, who spent 20 years in the landscaping business in Korea. He pointed out that while nature provides comfort for free, transplanting natural elements into cities becomes an expensive luxury. He suggested using moss to create an accessible, mass-market green solution. Furthermore, urbanization uproots rural greenery and moves it into urban centers without increasing the global green footprint. Because traditional plants cannot easily cross international borders due to soil regulations and quarantine restrictions, our soil-free technology allows us to export worldwide without soil restrictions, and we currently ship to 7 countries, including the US.

Q8. Finally, what does being located in Pangyo Techno Valley mean for Taiga Inc., and what are the advantages of operating here?

A. John Lee: Success begins with consumer choice. Pangyo serves as an outstanding testbed for

receiving that market validation. While an idea starts with the founder, Pangyo provides an environment where you can realize ideas, receive feedback from surrounding experts and real customers, and test whether the market will truly choose your product. That testbed role is its greatest value. In fact, our Moss Hexa products are currently installed on the B1 and 5th floors of this building.

Kim Seung Yeon

Gyeonggi Business & Science Accelerator

+82 31-776-4834

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