

ZIPGROW™

FARMWALL BUYERS GUIDE



ZIP GROW™



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Why Living Farm Walls™?

LET'S FACE IT. YOUR WALLS ARE UGLY...

When you walk through your town or city, what do you see?

We see wasted walls.

We see massively **undervalued** real estate.

We see the **barren brick, stucco, wood or steel.**

All this in a market place that demands **fresh, local** produce.

We also see, potential. **A LOT OF POTENTIAL**

We know we can bring these walls to life and meet the market demand for local food at the same time.



We see wasted walls ...

Think about it. Brick does not have to be as good as it gets.

Our walls, fences, and facades could be **so much more**.

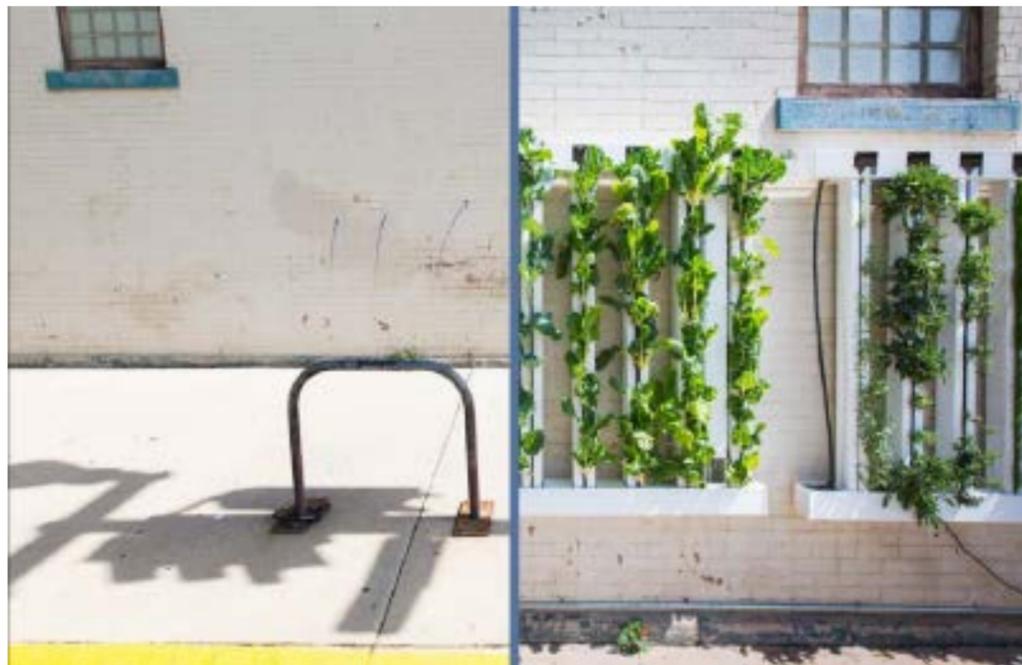
They could be verdant, beautifully textured with a dozen kind of leaves, speckled with tomatoes and marigolds. Splashes of purple cabbage leaves and vines dripping color onto the pavement below.

Here at ZipGrow™ Inc. Our team views the walls around us as *blank canvases* that can be turned into beautiful masterpieces of vibrantly colored plants.

Plant that feed people. Plants that clean our air. **Plants that spark conversations.**

But, what do most of our walls look like in this Country?

Lifeless walls covered in brick, old paint, fresh graffiti. A one-dimensional expression.



IT'S TIME TO EVOLVE OUR UNDERSTANDING OF FARMING.

Mankind has been mastering both the agriculture and architecture for millennia, and it's about time we put the two together.

Why should gardens be limited to horizontal spaces?

The walls of the city don't have to be passive containment - they can be dynamic, active, helping local business owners bring in extra revenue and helping restaurant owners source the freshest ingredients for their dishes.

Restaurants can grow their own herbs right outside instead of buying them off the back of a truck. Though, restaurants aren't the only beneficiary of living, breathing walls.

Grocery stores, offices, government buildings, even schools can all experience the benefits of living walls and put their wall space to good use.

Families can now grow their own garden using nothing more than their backyard fences.



We see wasted beauty.

What if, when you walked through your city. You walked through a canyon of plant life rather than cold, bare corridors of buildings?

Can you imagine... Entire city blocks covered in fresh greens, herbs or even flowers?

We can. **We can because it is happening.**



It's happening because the innovative designers, builders, farmers and even chefs are making it happen.

This is the next step in green design and in our society's quest to create truly sustainable cityscapes.

Farm Walls™ In Action

Altitude Chophouse & Brewery's Living Farm Wall Empowers Hyper-Local Cuisine

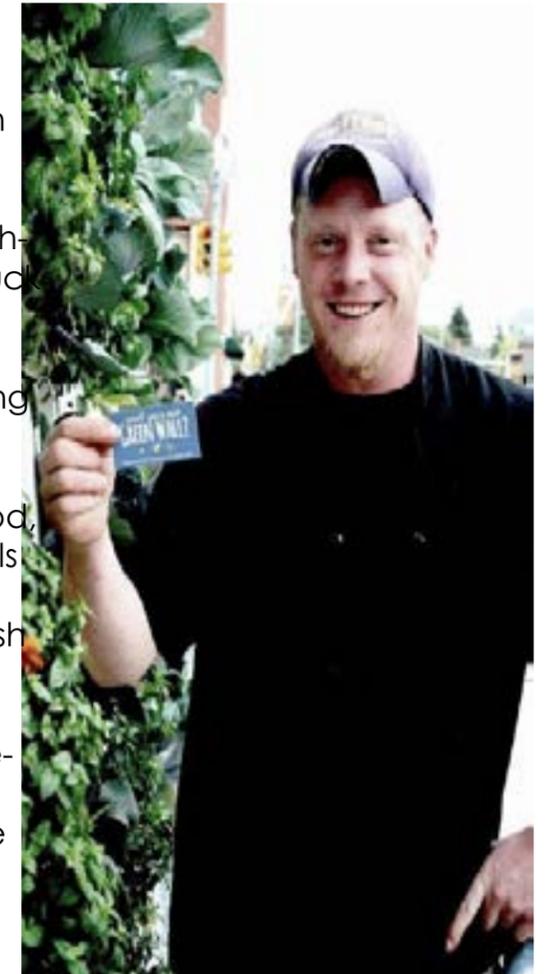
For many restaurants, sourcing quality ingredients is incredibly difficult, especially when they're not in an urban center.

Even Altitude Chophouse & Brewery, one of the highest-quality restaurants in Laramie, Wyoming; was still using large food distributors.

But they also had an unused painted brick wall along the south side of their restaurant.

With their commitment to supporting local, fresh food, a living wall was a no-brainer for Altitude. In the wall's first year, they harvested fresh greens, herbs, and tomatoes all summer and fall despite Laramie's harsh growing climate.

Not only did the wall produce an abundance of delicious ingredients, it also provided a stunning visual reminder of Altitude's mission to continually improve both their restaurant and community.



The building blocks of tomorrow's designers



ZipGrow™ FarmWall technology represents an incredible opportunity for landscape designers and architects to make their designs come to life. In fact, it's revolutionizing the landscape design industry.

WHY? THE TECH IS SIMPLE. YET REMARKABLE. IT'S AFFORDABLE, AND YET REFINED.

It's been intentionally designed as a building block, a Lego™ or Lincoln Log™, if you will, not only for a new age of farmer, but for landscape architects, green builders, and even restaurant owners.

The simple design creates an extremely durable but highly mobile product that is a fifth or a third of the cost of traditional living wall structures.

Unlike traditional living wall technologies, which are very limited in what they can grow, ZipGrow Farm Walls™ can grow a wide range of crops and ornamental plants while providing fresh produce to communities all over the world.

It's no secret, ZipGrow™ towers empower creative minds, and we can't wait to see what these landscape architects can create.

How Do Living Farm Walls™ Work?

SIMPLE.

ACCESSIBLE.

BEAUTIFUL.

ZipGrow™ has designed the FarmWall to be as simple as possible so that everyone can enjoy growing beautiful plants. It's designed to be installed on ANY vertical surface without altering the structural integrity of the wall in any way. With the new mounting hooks, the ZipGrow™ FarmWall can be taken down with ease.

Water and nutrients circulate through the systems, trickling down from the top gutter into the towers and through the roots, which are anchored in a specifically designed media. The Matrix Media™ acts as soil, giving the plant something to attach to and maximizing the transport of nutrients to plant roots. The nutrient solution is continually recirculated through the system in a closed loop, making the FarmWall very efficient and very sustainable.

Plants CAN be pruned or harvested while in the towers.
Removing the Matrix Media™ to plant new seedlings IS SUPER EASY.



HOW DOES IT WORK???

Water trickles down to the plant roots



Plants absorb water and nutrients



Water is recirculated by a pump

Growing Techniques For The Future



This type of growing style is called Hydroponics and it's essentially a method of growing plants without soil. Plants receive nutrients from fertilizers added to the systems water.

This technique allows for the creation of a highly efficient growing environment where the amount of nutrients supplied to the plant roots can be controlled; stimulating faster growth and optimized plant production, regardless of the crop.

Aquaponics is a form of hydroponics that uses fish waste to fertilize the plants.



Farm Walls™ can accommodate both styles of growing systems. Our latest FarmWall product comes standard as a hydroponic system but can be easily modified as an aquaponics system. By using soil-less growing techniques of hydroponics or aquaponics, we can achieve faster growth and improved yields.

The closed loop circulation method used makes this ZipGrow™ Farmwall a highly sustainable solution. For example, the use of a recycled nutrient solution promotes both water and nutrient conservation, which helps save water and money.

This is one of the most efficient growing systems EVER created; we are so excited to see the impact ZipGrow Farm Walls™ have on the evolution of both future landscape design and agriculture.

Where Can I Install A Farm Wall™?

Make any wall come to life...

Because they are designed to emphasize flexibility and creativity, ZipGrow™ Farm Walls can be used both indoors and outdoors.

If outdoors, they should be installed on the North facing wall for the best exposure to sunlight. Growing indoors may require the use of supplemental lighting to ensure superior plant growth,

Page at 63 Main in Sag Harbor, New York is the first restaurant in the area to implement aquaponic living walls. The restaurant now features two eye catching and productive displays; one inside the restaurant, where customers can see their food growing, and a rooftop living wall, which provides even more fresh greens and herbs to fulfill the kitchen's demand.

From restaurant walls to public pavilions, living walls beautify and compliment any design.



Farm Walls™ In Action

REINVENTING FRESHNESS IN SAG HARBOR, NY

PAGE
AT 63 MAIN

Page at 63 Main recognizes the importance and value of utilizing food that is close to the source. Aquaponic farming allows us to bring the source in-house and utilize clean, organic produce from our own garden. Our aquaponic system incorporates a ZipGrow™ FarmWall in the Atrium Room, a rooftop Farm Wall, as well as a grow room, where seedlings and FarmWall components are cultivated.

A brief list of produce that has been grown in their aquaponic system:

Lettuces: Amish Deer Tongue, Bronze Arrowhead, Crisp Mint, Baby Oakleaf, Forellenschluss, Flame, Red Velvet, Red Romaine.

Herbs: Cinnamon Basil, Common Mint, Black Cumin, St. Johns Wort, Rue.

Vegetables: Mizuna, Pac Choy, Rainbow Chard, Red Russian Kale, Apollo Arugula, and more...



Choosing Your Farm Wall™

GROWING TECHNIQUES FOR THE FUTURE

ZipGrow Farm Walls™ come with variations in the number of towers that they house, this allows anyone to grow with a FarmWall, regardless of the size of their kitchen, patio, fence, or walkway. As well as giving growers as much produce as they need.

The standard number of towers for a ZipGrow™ FarmWall is eight, although four-tower and two-tower Farm Walls™ are selectable as well. Multiple ZipGrow Farm Walls™ can be lined up and even connected, so that any number of towers is possible.



Caring For a Farm Wall™

The Farm Wall™ will arrive in two or three separate boxes, depending on how many towers you wish to have in it. The mounting hardware comes in the largest box and can be applied to any vertical surface, so long as the surface has studs.



The FarmWall gutters are simple to assemble and are hung on the wall simply by sliding each gutter onto the bracket which you have mounted to the wall.



SIX WEEKS FROM THE TIME YOU START SEEDS YOU COULD BE HARVESTING FRESH PRODUCE FROM YOUR FARMWALL.

MAKE THAT SIX WEEKS FROM TODAY!



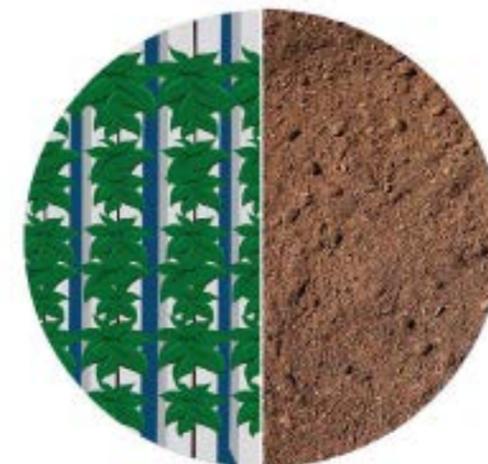
Setting Up The Farm Wall™

The Farm Wall requires simple upkeep with very little mess. Plant 8-10 seedlings in any ZipGrow™ Tower by “zipping” the media out with the pulling hook. When the seedlings are wedged between the folded media, they can be easily zipped back into the tower, and the tower can be set inside the FarmWall.

Weekly maintenance includes topping of the water tank, checking the plants for pests or diseases, and cleaning any salt build up from the drippers. The table below shows the time that you can expect to spend maintaining the Farm Wall each week.

	TIME SPENT PER WEEK (HOURS)	
	Soil Garden (50 Sq/Ft)	FarmWall (8-Tower)
Weeding	1.0	0.0
Watering	3.0	0.0
Controlling Pests	0.5	0.25

Higher Production



Lower Production



Farm Wall FAQ

Q: WHERE IS THE BEST PLACE TO INSTALL MY ZIPGROW FARM WALL™?

A: ZipGrow Farm Walls™ function best when they are in warm environments with high sun exposure. Though, they will grow in any location where other plants can grow (or can't usually grow). Choosing the correct crops for each unique location is very important.

Q: WHAT CAN I GROW?

A: We have successfully grown a large variety of crops including; greens, herbs, tomatoes and other fruiting crops, grains as well as grasses. We do not recommend "root crops" as the edible root often becomes deformed - though growing these plants can be done. *Please note, that fruiting crops may require trellising or other supports, during the growing period.*

Q: HOW HARD IS IT TO INSTALL?

A: ZipGrow Farm Walls™ were recently redesigned to be as easy to install as possible. Installation rates will vary depending on construction experience, but even the most inexperienced builders can easily accomplish a Zip-Grow Farm Wall™ installation in one afternoon.

Q: IS IT HARD TO MAINTAIN?

A: These systems are so easy to maintain that they are operated with almost no up-keep. Using the Tower Top-Off Tank allows users to simply fill the tank and watch the wall produce. Nutrients must be added regularly, as with any hydroponic system. We recommend regular testing of the pH, electro conductivity and nutrient levels for optimum results.

Contact Us



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