



## **Bosch SmartGrow: Discover the world of superfoods with VarioTray**

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The indoor gardening solution enables consumers to enjoy a conscious healthy lifestyle

- ▶ Microgreens flourish in just seven days thanks to new accessory VarioTray – a simple and fast way to grow superfoods at home.
- ▶ Constantly growing portfolio of seed capsules, ranging from herbs, edible flowers to fruits. Customers can choose from over 50 different seed varieties including the new microgreens
- ▶ Learn tips and tricks for harvesting with the Bosch SmartGrow app and draw inspiration from delicious recipes

MUNICH, Germany – The origin and quality of food plays a crucial role, especially when it comes to the well-being of the whole family. And for those wanting peace of mind, growing herbs, leafy greens or fruit at home is the best possible way to have fresh and healthy ingredients close at hand in the kitchen. But often there is not enough time to put tender loving care into growing these plants. Especially for city-dwellers, it is often not easy to find the right space with suitable conditions for flowerpots or vegetable patches. Even if they have a balcony or garden, fresh herbs may not make it past winter at the latest.

### **Greater flexibility with the VarioTray and SmartGrow app – customize the SmartGrow experience to your needs**

In creating SmartGrow, Bosch has redefined the indoor gardening segment with an all-in-one solution for home-grown herbs and salad greens. Even without a garden, a balcony or a green thumb, ornamental and edible plants can flourish all year round. As a result of its simple, carefully thought-out design, SmartGrow does not need to stay in the kitchen to fit in well with its surroundings.

Thanks to a new accessory, VarioTray, the world of healthy nutrition now enjoys even greater variety. The module, specially developed for superfoods, is easy to use and allows owners to start planting right away.

After just seven days in ideal growing conditions, the microgreens – whether leaf radish, pak choi or broccoli – can be harvested and prepared, thus giving dishes a concentrated vitamin boost.

Especially noteworthy: with the VarioTray, customers can even grow fruits, herbs, salads and flowers simultaneously while growing microgreens. In fact there are no limits to the potential creativity behind the next meal. With the experimental kit, customers can try out their own seeds. The Bosch SmartGrow app completes the experience: from creative lifestyle ideas, recipes and nutritional content to tips and tricks for a rich harvest.

### **Bosch SmartGrow: smart solution, green innovation and design all-rounder**

In cutting out transport processes, reducing the use of packaging material and allowing to use the plants immediately after harvest. SmartGrow is an especially fresh and transparent solution for everyday nutrition. The smart indoor gardening kit is also a simple and straightforward option for consumers looking to grow and use their own healthy ingredients. In terms of the plants' taste and texture, SmartGrow achieves superior results by providing natural conditions to the greatest extent possible. The lighting level is automatically adjusted according to the growth phase – always with the right spectrum, optimum intensity and ideal duration. At the same time, the automatic watering system ensures that the plants' roots receive the right amount of water, oxygen and nutrients, from germination to seedling age through to harvesting. Even when the owner is on holiday, Bosch's SmartGrow can automatically tend their precious plants without needing help from the neighbours – by simply switching to holiday mode, they can enjoy their time away without a care in the world.

The Bosch SmartGrow is currently available to consumers in Austria and Germany, with more countries to follow. There are two models: SmartGrow 3 and SmartGrow 6, with the capacity to grow three and 6 plants respectively. The growing portfolio of accessories and seed variety keeps SmartGrow attractive to a healthy lifestyle now and in future.

The new VarioTray accessory along with the new microgreen seeds and new seed capsules will be available from autumn 2019 onwards. The SmartGrow app can be downloaded for iOS and Android systems. For more information about how to order kits, accessories and capsules of seeds online, visit [www.bosch-home.com/smart-indoor-gardening](http://www.bosch-home.com/smart-indoor-gardening).

Product	Model number	Colour	Features	RRP
SmartGrow	MSGP6	White	<ul style="list-style-type: none"> <li>• Equipped for six capsules of seeds</li> <li>• Perfect lighting and watering conditions for every plant and growth phase</li> <li>• Tastier and healthier potherbs thanks to ideal growth all year round</li> <li>• More than 50 different varieties of seeds packaged in capsules</li> <li>• Two height modules</li> </ul>	For the latest prices, visit: <a href="https://www.bosch-home.com/smart-indoor-gardening">https://www.bosch-home.com/smart-indoor-gardening</a>
SmartGrow	MSGP3	White	<ul style="list-style-type: none"> <li>• Equipped for three capsules of seeds</li> <li>• Perfect lighting and watering conditions for every plant and growth phase</li> <li>• Tastier and healthier potherbs thanks to ideal growth all year round</li> <li>• More than 50 different varieties of seeds packaged in capsules</li> <li>• Two height modules</li> </ul>	For the latest prices, visit: <a href="https://www.bosch-home.com/smart-indoor-gardening">https://www.bosch-home.com/smart-indoor-gardening</a>
VarioTray	MSGZSCT1	White	<ul style="list-style-type: none"> <li>• Simple way to grow microgreen superfoods at the same time as herbs, salads, edible flowers and fruits</li> <li>• Harvest the microgreens in just seven days and get a concentrated vitamin boost</li> <li>• Compatible with SmartGrow MSGP6</li> </ul>	For the latest prices, visit: <a href="https://www.bosch-home.com/smart-indoor-gardening">https://www.bosch-home.com/smart-indoor-gardening</a>

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*The name Bosch is known worldwide as a symbol of excellent quality and reliability. For over 85 years, its home appliances have also honoured this claim: Bosch is Europe's leading household appliances manufacturer. Its products are based exclusively on the real requirements of modern households. Thanks to trendsetting technology and surprisingly simple solutions, they effortlessly achieve perfect results and simplify everyday life. In addition, high quality, precisely finished materials and a timeless, internationally acclaimed design ensure noticeable quality and sustainability. A recognised high service quality cements the trust of the user in the brand and underpins the Bosch guiding principle, "invented for life".*

*For more information, visit [www.bosch-home.com](http://www.bosch-home.com).*