

Concentrating on the respective core business brings an exit for viRaTec.

After a project phase from autumn 2015, we founded viRaTec in 2016 to bring the Smart Home and Internet of Things (IoT) trends to the garden. In August 2017, viRaTec won the polymer specialist REHAU for a partnership.

After 6 months of agile development time and marketing preparation, the joint mission reality and the smart irrigation system MIYO was launched on the market. MIYO combines the innovative spirit of a start-up and the expertise of an industry-experienced industrial company.

The gardening season of 2018 was marked by numerous cross-media marketing activities in the DACH region. Based on this brand awareness the webshop www.smart-garden.shop was launched. The subsequent numerous positive product reviews confirmed our expectations for next summer.

After one of the world's leading garden fair, spoga + gafa in Cologne, launched the end of the 2018 gardening season and the 2019 pre-season preparation in September, viRaTec and REHAU took stock and found that the strategic goals of REHAU and viRaTec had diverged. While viRaTec will continue to work very close to the end customer and will aim for technology leadership with innovative solutions in the field of intelligent irrigation systems, REHAU will focus more on its core business of gardening and trade in high-quality, smart infrastructure solutions for the garden. Therefore, the viRaTec shareholders and the new REHAU management team quickly concluded that they did not want to further deepen the partnership. REHAU withdraws from the participation in viRaTec and paves the way for new partnerships and business models.

REHAU's head of product management garden technology and during the close and good partnership ordered co-managing director of viRaTec, Matthias Sturm, further emphasizes: *"The Smart Garden project team has done a great job in recent months and makes a valuable contribution to MIYO young smart garden market. We benefited greatly from each other and learned a lot. Together, we have gained a lot of important experience in the development and B2C marketing of digital products, which will now enhance each one in their own way, as well as strengthened new challenges."*

REHAU and viRaTec will continue to be in partnership and active in the marketplace.

Consultation note and further information:

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