

PRESS RELEASE

Created in Sardinia an innovative and eco-friendly green decorative branch. Twelve Energy presents: “**Smeralda Green Show**”

9th January 2017 The name is *Smeralda Green Show*, the new flower product completely *Made in Sardinia*. Decorative branches exclusively cultivated and produced by Twelve Energy, the company that owns the biggest photovoltaic greenhouse park in the world in Sardinia, in the town of Villasor.

Smeralda Green Show is a bright green branch with no thorns, an innovative and unique product in the flower-art scenario. It has an extremely long vase-life thanks to the fact that it is an alive product, with green shoot and leaves on the top of the stem.

It is cultivated in a very particular condition, in partial shade generated from photovoltaic panels that are placed on the roof of particular greenhouses. For this reason the plants of Smeralda Green Show, looking for the light, become curved and curly, drawing beautiful and elegant shapes with their long green stems.

Top florists recognized at first sight the huge artistic potential and value of this modern cut product, they say it is a real novelty in the field that allows to create top-end decorations and high value flower compositions with little effort and cost.

Its beautiful emerald green tint is the one that today's flower trends indicate as a modern fashion color.

The stems of Smeralda Green Show grows very fast, up to 1 cm a day even after they have been cut (placed in a vase with water and under enough light), that's why it's considered an alive stem in motion, that changes shape by 'dancing' and growing day after day.

Smeralda Green Show can be considered the most sustainable and eco-friendly decorative product, it is the result of **Twelve Energy's** activity of research and development in the floriculture sector, with the aim of producing highly innovative and sustainable products which can bring Sardinia among the leaders in the European floriculture market.

The greenhouse park extends over an area of 61 hectares, of which 26 hectares are occupied by greenhouses where varieties of Smeralda Green Show, Corallo and Corallo Erecta rose berries and cut roses (Patrucco Selection) are cultivated.

Today Twelve Energy, which employs around 30 people, counts on a photovoltaic greenhouse park (located in the area of "Su Scioffu" in Villasor - Cagliari - Italy) with a total capacity of 20 MWp, able and enough to cover the annual power requirements of 10,000 households, saving 25,000 tons of CO2 (equal to saving a forest of 3,200 hectares). The project has been entirely financed with owned capitals, without any local funds, thanks to an investment of over 70 million Euros. It is the first investment in Italy by the Indian company HINDUSTAN POWER PROJECT PRIVATE Ltd, formerly Moser Baer Clean Energy Limited (leader in the renewable energy sector) together with the USA giant GENERAL ELECTRIC.

Twelve Energy welcomes you in its stand where you can see and know more about Smeralda Green Show at the IPM ESSEN - Hall: 5.0 - Stand 5B32.

With kind request of publication