Press release

Selecta one and Ellepot A/S partner to scale RCS® 2.0 across global plant production

Strategic partnership combines customer-focused innovation with industrial expertise, access to new crop sectors and a shared vision for smarter production

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Selecta one and Ellepot A/S have entered into a long-term strategic partnership to develop and scale RCS® 2.0 internationally. The collaboration combines Selecta one's substrate-free rooting technology and expertise in young plant production with Ellepot's industrial capabilities, global customer network and digital development. Together, the companies aim to make RCS® 2.0 accessible to more growers and develop its potential across different crop sectors.

Developed by Selecta one and first presented in 2025, RCS® 2.0 roots cuttings in biodegradable paper pockets without conventional rooting substrate. The compact rooted cuttings can be shipped without propagation trays and planted manually or using compatible automation. This reduces transport volume and material requirements and gives growers additional flexibility in sustainably handling young plants.

Industrial strength and access to major crop sectors

Ellepot brings more than 30 years of experience in integrated propagation systems, combining paper, machinery, trays and customer service. Its technology is used in more than 130 countries to produce over 10 billion Ellepots annually. Building on its in-house development and manufacturing and its international sales and service network, Ellepot aims to become a system provider for RCS® 2.0 and the industrial partner growers can turn to for materials, production technology and implementation support.

The partnership creates a route to markets beyond Selecta one's core ornamental business. Ellepot's relationships across forestry, vegetable and fruit production offer opportunities to develop RCS® 2.0 applications with growers in these sectors, including soft fruits. Crop-specific development and practical trials will help translate the technology's potential into solutions suited to different production systems and customer needs.

"For us, leading by innovation means developing solutions that create real value for our customers. In Ellepot, we have found the ideal industrial partner to expand the reach of RCS® 2.0 and support its successful implementation at scale. Lars Steen Pedersen recognised the potential of RCS® 2.0 early on and played an important role in laying the foundations for this partnership. I particularly appreciate his personal commitment and his vision of positioning Ellepot as both a system provider for RCS® 2.0 and an industrial partner supporting our customers. We share a customer-focused way of thinking and the ambition to improve the entire production process," says Per Klemm, CEO of Selecta one.

A framework for international expansion

Under the agreement, Ellepot becomes Selecta one's exclusive partner for RCS® 2.0 paper, paper pockets and related physical components and solutions in ornamental and non-ornamental markets. Ellepot will exclusively manage and coordinate the establishment of on-site RCS® 2.0 pocket production at customer locations and hold worldwide exclusivity for commercialising RCS® 2.0 in non-ornamental markets. The partnership covers further development, market introduction and scaling of the system.

Connecting innovation with smarter production

Ellepot also brings digital capabilities to the partnership. Through Ellepot Live and its broader Grow Smart programme, connected production data can help growers monitor equipment performance, improve planning, strengthen traceability and optimise workflows. Over time, this creates a basis for smarter, more repeatable RCS® 2.0 production performance.

"We share the ambition to make innovation work in the grower's daily production. By bringing together Selecta one's rooting technology with our industrial systems, customer relationships and Grow Smart development, we can help growers adopt new solutions and continuously improve their operations. We see considerable potential to develop RCS® 2.0 across crop sectors," says Lars Steen Pedersen, CEO of Ellepot A/S.

Further information about RCS® 2.0 and contacts for applications, trials and implementation are available at www.selecta-one.com/en/rcs-2-0.

About Selecta one

Selecta one is an international breeder, grower and marketer of ornamental plants, including bedding and balcony plants, houseplants, perennials and cut flowers. Guided by the ambition of leading by innovation, the company develops varieties, concepts and production solutions that create value for growers and partners across the horticultural supply chain.

About Ellepot

Based in Denmark, Ellepot A/S develops integrated propagation solutions for professional growers in forestry, vegetables, ornamental plants and fruit crops. Its offering combines paper, machinery, trays and international service with the digital capabilities of Ellepot Live and the development of its Grow Smart ecosystem.

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