



Bulbo the company

The Brand

GROW DIFFERENTLY

We believe in a tangible greener future through innovation. A life with plants is vibrant and full of joy. Bulbo redefines the interaction between humans and the vegetal world by combining cultivation, design and technology. We bring inspiration and nourishment into people's homes by way of light and nature.

WE PUT ITALIAN SUNLIGHT IN LAMP

Inspired by nature and designed in Italy, Bulbo lights channel all the richness of the sun's rays into easy-to-use tools. We appeal to food lovers, hobby gardeners, first time growers and green thumb experts. Regardless of where you are in the world, and in the growing game, Bulbo will take your relationship with plants to the next level while adding a decorative touch. Enjoy nature indoors all year round, even on the cloudiest days.

IT JUST WORKS

Our unique technology is tried and true, modeled after that which does it best: nature. Thanks to our researched light frequencies, our energy efficient LED grow lights give your plants the ideal light nutrition they need. We keep your vegetables, herbs, flowers, and succulents happy and healthy at every stage, from seed to blossom.

Our Lights and Accessories

CYNARA

The **Cynara** is a handcrafted spotlight of energy-efficient LED light (7W) that is easily placed directly into your growing container or simply suspended overhead by its cord from an existing interior support. It comes in different cord and color combinations.

[Read more](#)

QUADRA

The **Quadra** is sleek and adaptable. Entirely made of high quality aluminium and available in two different sizes (44 cm/14W or 64 cm/21W), it can be used freestanding with its stylish beechwood base, wall-fixed, or ceiling-fixed for maximum flexibility of your indoor garden. [Read more](#)

SYSTEMA

The **Systema** provides automated lighting (14 hour on/10 hours off) for growing collections of indoor plants. At 40 cm long and 2,1 cm high, this adaptable and discreet LED grow light is easily recessed into any interior structure or shelf.

[Read more](#)

START KIT

Our **Start Kits** provide a curated collection of tools to start your own indoor garden from seed. Each kit includes seeds, soil, a classic ceramic container (in various colors) and a self-regulating water dispenser to make growing easy.

[Read more](#)

Our LED Technology

Our coloured light is the result of a combination of different light frequencies selected specifically to **activate the process of photosynthesis and to stimulate plant growth**, even in spaces with little natural light or no light.

Since 2012, in the labs of the **Department of Agricultural Sciences at the University of Bologna-Alma Mater Studiorum**, a specific light spectrum was studied to reproduce what plants naturally absorb from sunlight. **Blue frequencies** stimulate the production of leaves in the first stage of growth, whereas **red frequencies** promote the flowering phase that later leads to fruit development.

Years of research have proved that with a unique red and blue light mix plants grow best. They have high contents of chlorophyll for greener leaves, plenty of water in the leaves to make them crunchy and long-lasting, high production of essential oils for more fragrant herbs, and comparatively high levels of polyphenols, a beneficial nutritional compound.

LED lights have a lot of advantages for indoor gardening, including **minimal energy consumption**. They are **easily manipulated** to mimic the goodness of the sun rays and they **emit cold light** which is safe for plants. The colored spectrum is not harmful to human eyes but rather brings about positive effects of **color therapy**.

The Story

The Bulbo life began in 2010 as a technological research project spearheaded by then-student Lorenzo Antonioni at the Politecnico di Milano with the aim of exploring the interaction between light and plant life through the eyes of a designer. A couple of years later, in order to turn his visions into a business, he teamed up with three friends from diverse backgrounds and founded the start-up Bulbo.

In 2012 Bulbo won the Spinner European Competition which provides funds to young entrepreneurs in order to promote research and create business opportunities in the field of technology.

From there, Bulbo has been collaborating with the Department of Agricultural Sciences at the University of Bologna for on-going scientific research.

Prototyping and production followed soon after. By the end of 2013 the first grow lights, the Cynara and the Quadra, were launched on the European market.

In 2014 Bulbo won the TIM #Wcap Programme, a grant and acceleration programme promoted by Telecom Italia, the country's biggest telecommunications provider.

By the summer of 2015 Bulbo moved to the Netherlands, one of the best places in the world for tradition and know-how in lighting applied to agriculture, to open up new partnerships and enlarge their commercial network.