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Press Release

Swiss Eco-Tech Company Boum Launches New Smart Garden System for International Markets from 2026

Swiss eco-tech company Boum is launching Boum Core, its newly developed smart irrigation system, marking the company's entry into international markets. Growing herbs and vegetables on balconies and around the home is becoming easier than ever. Boum Core sets new standards in usability, design and performance for potted herbs, vegetables and flowers.

Growing vegetables and herbs for beginners and busy lifestyles

With Boum Core, Boum introduces an entry-level version of its popular plant care system. Compared to previous Boum systems, Boum Core is more compact and significantly more affordable, making smart plant care accessible to a broader audience.

The new Boum Core system includes a 32-litre water tank, a solar-powered control unit and two self-watering planters with a capacity of 13 litres each. The control unit is powered by a solar panel and connects via Wi-Fi, providing real-time data on water consumption and water levels. An integrated pump distributes water to the planters, while capillary wicks ensure that plants automatically absorb the optimal amount of water they need. The control unit also functions as a rainwater collector. The system is operated via the Boum mobile app, which provides tailored guidance on plant care, fertilisation and climate conditions based on the specific plants being grown.

Lightweight and compact

Compared to existing Boum systems, Boum Core is significantly lighter and more compact. The tank, control unit and planters all fit into a single box. The planters are made from lightweight plastic and can be easily repositioned as needed. With 13 litres of soil volume, they offer ideal conditions for growing herbs, vegetables and flowers. This makes Boum Core particularly well suited for urban balconies and smaller terraces.

Personal expert support and sensor-based AI

The Boum app provides comprehensive support for plant care. It informs users how long the available water reserves will last and indicates individually for each plant when fertilisation is required.

If questions arise, Boum customers can choose between direct support via in-app chat with Boum experts or instant assistance from the newly developed AI assistant. What makes this

unique is that the AI assistant, named “Herby”, can use climate and water consumption data from the system to generate its responses.

Durable, repairable and expandable

Boum Core features a modular design. UV- and frost-resistant materials combined with automatic software updates create a durable system that continuously evolves over time.

Boum Core is fully compatible with existing Boum systems, allowing seamless expansion with Boum Pro planters and tanks. It can be used either as an ideal entry-level product or as an elegant addition to existing Boum installations.

Boum Core Pre-Sale Website:

www.boum.garden/pages/boum-core

Further information:

Maximilian Stickroth

CEO - Boum AG

Gewerbestrasse 12

3012 Bern

maximilian.stickroth@boum.garden

Tel. +41 78 329 1856

About Boum AG

Boum AG was founded in 2021 as a spin-off of the University of Bern. The company’s mission is to enable people to grow and experience plants at home by combining technology and ecology. Boum’s plant care systems are already used successfully by more than 1,000 customers in Switzerland to green balconies and terraces. With Boum Core, the company is entering the international retail market.









