

Local Company Offers Major Innovation in Green Wall Technology

Written by Jake Glimco
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LiveWall® - A New Way To Grow Vertically

Davenport, IA/ June 27, 2012 – Whether you're converting to energy saving light bulbs, driving gas efficient cars, or recycling more everyone seems to be looking to make their world a little greener these days. Now, one Quad Cities based company has another innovative product available which will make a huge impact on the green movement in the Midwest. Established as a licensed grower for LiveRoof® in 2007, Roof Top Sedums is now a representative for the new green wall product, LiveWall®.

LiveWall® is different from other vertical growing systems in that it is designed to grow healthy plants. Traditional green walls consist of either trellis or cable systems that rely on vines growing vertically from the ground upward to cover a building wall. Some other vertical growing systems require the plants to grow in an unnatural horizontal orientation, by planting into pockets or mail-slotted compartments mounted sideways onto the wall of a building. After 4 years of research and development, LiveWall ® answered the question, "How can healthy plants be grown on a vertical surface and attach to a building wall?"

Co-founder Teresa Nelson explains, "We are excited to have the launch of this new product available here in the Quad Cities. This development is a big innovation in the green industry and is so versatile that it can be bought by the Do-It-Yourselfers for a personal fence, screen, or wall installation. LiveWall® can be planted with perennials, annuals, tropicals, vegetables, and even herbs. It can be custom designed to create unique wall installations on large commercial buildings or purchased as a smaller kit, with or without irrigation. We are excited about the unlimited possibilities."

Inspired by traditional window boxes, LiveWall® features rows of easy to install planters oriented upwards to mimic natural plant growth. LiveWall® uses an integrated irrigation system with nozzles to deliver water resembling traditional rain flow over the plants. Planter inserts can be pre-planted and fully-grown ahead of time, so they look immediately beautiful and lush upon install, and easy to switch out as the seasons change. Even during the dormant season, LiveWall® retains an attractive look, because the planters are offset and designed to have a brick-like effect.

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About Roof Top Sedums: Roof Top Sedums was established in 2007 and is a Regional LiveRoof® Licensed Grower servicing Iowa, Western Illinois, Eastern Nebraska, Eastern Kansas, and most of Missouri. The business is 100% women-owned and certified nationally as a Women's Business Enterprise as well as an Iowa Targeted Small Business. Co-founder Roxanne Nagel explains, "Green roofs have become widely accepted as an integral part of sustainable renovations. We are equally excited about the future of LiveWall® and our role to provide an exceptional product in our region." For more information on projects previously grown by Roof Top Sedums or information about the LiveRoof® System, visit www.rooftoppedums.com

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