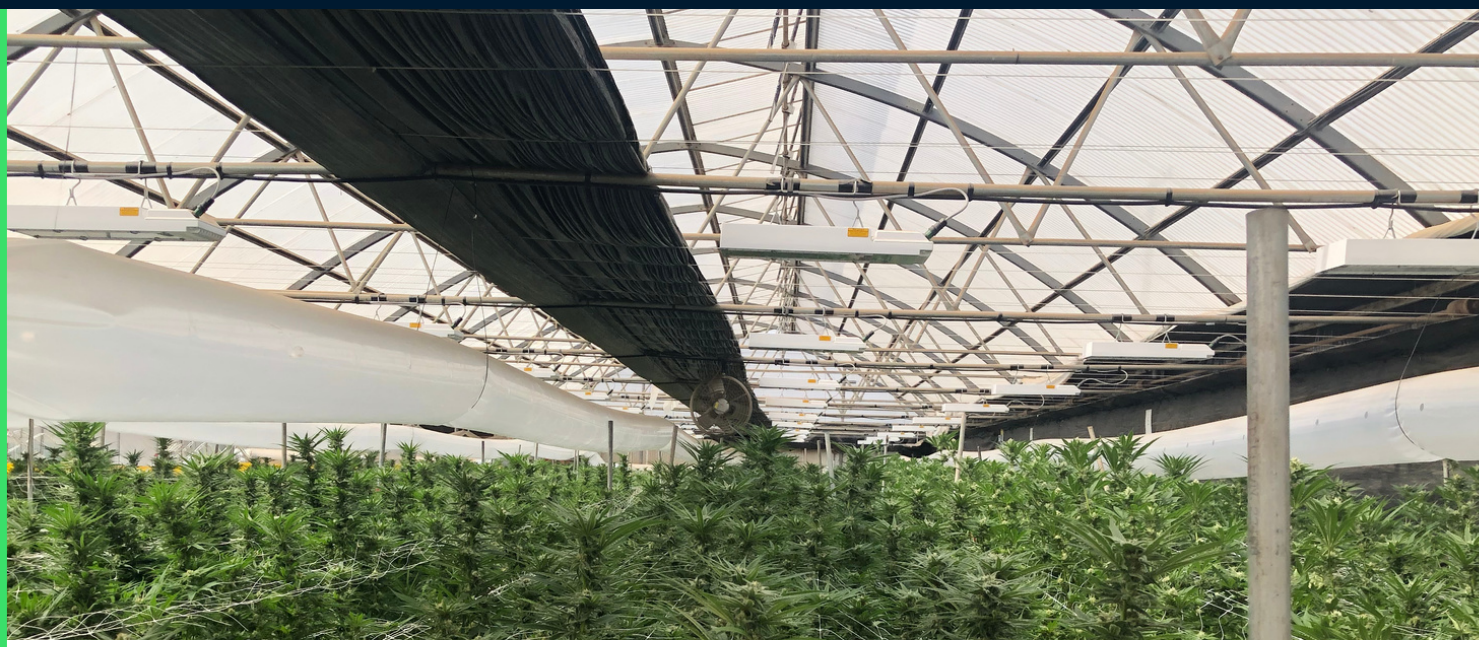
INSPIRE



## CUSTOMER SUCCESS STORY: POSIBL PROJECT

# Posibl turns to InSpire to optimize its cannabis curing environment, resulting in high-quality, consistent product.

### BACKGROUND

Posibl was founded in 2017 with the intention to bring traditional agriculture technology to the cannabis industry. Based in Salinas, California, the greenhouse cannabis cultivation operation is widely recognized as a state-of-the-art "farm of the future," on a mission to produce high quality cannabis products at an affordable price point in a sustainable way using advanced greenhouse technology. The team seeks to build on decades of mainstream agriculture experience, leveraging science and data to move the cannabis industry forward.

Starting with 100,000 square feet of greenhouse for cannabis production, Posibl began to build its farm of the future and retrofitted one of its 6,000 square foot buildings as a post-harvest processing facility to start building a knowledge base and trial the latest and greatest drying and curing equipment. The Posibl team knew that the right curing technology could make or break its harvests (and therefore its business) and wanted to partner with companies who had in-depth knowledge and cutting-edge equipment and controls specific to the cannabis industry, which led them to InSpire Transpiration Solutions for their HVACD needs.

Today, Posibl has broken ground on its new 30,000 square-foot processing facility with four drying rooms and an additional 100,000 square feet of high-tech greenhouse production, where the farm averages two harvests per week. Having four dry rooms in this new facility will allow Posibl to host single harvest batches in each dry room as opposed to a continual load in strategy in their current dry room. The business also has plans to build a cogeneration system to convert natural gas into heat and power to operate the facility in order to further increase efficiency and profitability.

> *InSpire has been a big part of our journey as a business. When it comes to cannabis cultivation, half of the process happens after you've grown the plant, and InSpire is the differentiating factor in this process for us. They are putting science behind what we do and it has allowed us to grow, improve and scale.*
>
> **JESUS BURROLA**
> CEO, POSIBL PROJECT

## CHALLENGES

Too many growers spend precious time, money and energy on cultivation only to sacrifice quality, quantity and consistency in the post-harvest stages. Posibl understood this, and prioritized a science-backed, effective and efficient approach to drying and curing its harvested cannabis flower. This meant employing equipment that would drive enzymatic activity, preserve product quality and maximize price point.

Because Posibl's operations are greenhouse-based with supplemental light, the company avoids many of the challenges related to outdoor grow operations. They are able to service the market year-round and, by investing in environmental control, they can deliver a consistently high-quality end product. However, mixed-light greenhouse cultivation isn't without its own set of challenges, which includes controlling environmental conditions to ensure the unique cultivars that Posibl cultivates are not vulnerable to quality loss, quantity loss and testing failures - all of which can have a huge financial and brand impact.

Getting the curing facility right with modulating controls from InSpire and the practical application of the Posibl team was a major focus to achieve immediate success and drive growth and expansion.

## SOLUTIONS

Posibl looked to InSpire Transpiration Solutions for help. Working closely together, the two teams created clear definitions surrounding the relationship between temperature, humidity and water activity.

InSpire helped set up the parameters to meet Posibl's unique goals and key performance indicators. Using its advanced performance Canopy+ line of HVACD equipment, the InSpire team was able to design and right size equipment to match Posibl's capacity requirements at the given wet weight harvest amount and temperature and relative humidity setpoints. InSpire's experts reviewed plans to determine appropriate form factor; provided project management, installation, startup and commissioning support; and integrated equipment components and room sensors with its cultivation sequence of operations and cloud platform. Operational runtime has been a huge supporting factor for Posibl's growth considering the 24/7 365 runtime of their facility.

InSpire's Canopy+ line incorporates advanced features like independent control of environmental setpoints, high efficiency filtration and easy access maintenance and repair to ensure the highest level of performance. Automated, integrated cloud-based control will allow Posibl to leverage science-based curing strategies with real-time dashboards and control from anywhere in the world. InSpire's energy recovery loop technology efficiently transfers energy before and after dehumidification, helping cultivators save on HVACD operating costs by as much as 50%.

Investing in purpose-built curing equipment from InSpire has allowed Posibl to deliver a consistent high-quality product to the end consumer. Posibl's new processing facility will allow for a much higher level of environmental control from harvest to dry and cure to trimming to packaging, allowing the operation to maintain a much higher product quality.


## RESULTS

- Approximately 20,000 pounds of biomass per year dried and cured in Posibl's state-of-the-art processing facility.
- The ability to monitor temperature and relative humidity levels remotely, and analyze data and make adjustments at any time.
- Using InSpire equipment, Posibl has implemented drying and curing techniques to optimize product quality, shelf life and product safety, leading to easily-met testing requirements and high-level product results, price points and feedback.
- Consistent moisture content control has led to more sellable product weight, a more consistent customer experience and has allowed Posibl to act as a dependable production partner for co-packaging.
- Precise environmental control offered by InSpire has allowed Posibl to maintain quality during the post-harvest process, preserving secondary metabolites and avoiding pathogen infection and resulting in terpene conversion averaging close to 2%.
- THC levels for Posibl's end product are averaging over 29% due to a combination of growing method and drying capabilities.

*The fact that we have been able to take ownership of these HVACD tools and implement and refine them to make them work for our goals and KPIs specifically has been extremely powerful for our business. The ability to exactly monitor temperature and humidity remotely and make adjustments is extremely important for us - we can run data at any given point and actually learn from what we're doing to improve the next harvest.*

**JESUS BURROLA**
CEO, POSIBL PROJECT