



Philips Lighting Horticulture LED Solutions adds Ball Seed to North America Partner Network

Ball Seed will now offer Philips GreenPower LED lighting as part of its assortment of products.

Eindhoven, The Netherlands -- Philips Lighting (Euronext: LIGHT), the world leader in lighting, has signed a partnership agreement with Ball Seed, one of North America's leading wholesale horticultural distributors. Ball Seed will now offer [Philips GreenPower LED lighting](#) as a compliment to their liners, plugs, unrooted cuttings, seed and prefinished products.

"We are honored to partner with Ball Seed. The quality of their product offering coupled with their strong presence in North America aligns very well with Philips Lighting," explained **Udo van Slooten**, Business Leader Horticulture at Philips Lighting. "Our focus of bringing LED lighting solutions to growers of undercover production will assist Ball Seed customers take advantage of LED technology."

"We are thrilled to include Philips Lighting as one of our valued suppliers and look forward to providing our customers key technology and support in their greenhouses," said **Jason Hough**, President of Ball Seed.

"The addition of Philips LED horticulture lighting to Ball Seed's wholesale offering supports Ball Seed's mission to deliver growing solutions that drive production efficiency. Ball will now be in a position to demonstrate to their customers how to use the science of light and Philips LEDs to optimize crop production throughout the growing process," said **Ron DeKok**, Business Development Director Horticulture at Philips Lighting.

[Click here](#) for more information on Philips Lighting LED products for horticulture.

About Philips Lighting

Philips Lighting (Euronext: LIGHT), the world leader in lighting products, systems and services, delivers innovations that unlock business value, providing rich user experiences that help improve lives. Serving professional and consumer markets, we lead the industry in leveraging the Internet of Things to transform homes, buildings and urban spaces. With 2016 sales of EUR 7.1 billion, we have approximately 34,000 employees in over 70 countries. News from Philips Lighting is located at the Newsroom, Twitter and LinkedIn. Information for investors can be found on the Investor Relations page.

About Ball Seed

Ball Seed is North America's leading wholesale distributor of horticultural plants and products. It combines extensive experience, innovative thinking and world-class customer service to ensure professional growers have the best products, most efficient tools and dynamic growing solutions. Ball Seed is a division of Ball Horticultural Company (West Chicago, Illinois, USA). Visit ballseed.com for more information, and check live availability through Ball WebTrack®.