



Heliospectra Welcomes Bram Muelblok as Manager Technical Solutions

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Heliospectra, a leader in intelligent LED lighting solutions for controlled environments, is delighted to announce the addition of Bram Muelblok to our team as Manager Technical Solutions, effective January 1st, 2025. With over 15 years of experience in the lighting and horticulture industries, Bram's expertise and customer-centric approach perfectly align with Heliospectra's mission to foster sustainable and innovative agricultural practices.

Bram's career, including an impressive track record working as Sales Manager and Technical Sales Engineer, is marked by a passion for exploring new product-market combinations and translating customer needs into actionable strategies. His strong analytical skills and deep commitment to customer satisfaction will be invaluable as he takes on the Manager Technical Sales position, liaising between Heliospectra's customers, R&D team, and management, driving the development of new LED lighting solutions and sensors for the horticulture sector.

Throughout his career, Bram has shown dedication to helping clients deploy and optimize lighting systems. His hands-on approach includes providing both pre-sales and post-sales support, conducting market research, and maintaining close relationships with clients to ensure ongoing satisfaction and identify opportunities for improvement. Additionally, his expertise in optical systems, light and water measurement, and horticultural lighting makes him a perfect fit for Heliospectra's team of forward-thinking professionals.

At Heliospectra, Bram will be responsible for launching HelioSENSE, Heliospectra's new fluorescence sensor, which can read plant stress and determine the ideal light level for the plant in a certain growth stage. The feedback from this type of biofeedback sensor will, in the future, be able to provide information about more than just the optimal light level. For example, we can see water stress and salt stress.

"We are thrilled to welcome Bram Muelblok to Heliospectra," said Bonny Heeren, CEO of Heliospectra. "His deep knowledge of horticulture lighting and his commitment to finding the best solutions for customers perfectly align with our values and goals. Bram's experience and skill set will be a great asset to our team as we expand our LED solutions and support growers worldwide."

"I'm thrilled to join Heliospectra and contribute to a company that's driving innovation in horticultural lighting," said Bram Muelblok. "With my background in the technical and sales aspects of this industry, I'm excited to bridge the gap between our customers and Heliospectra's R&D team to create tailored solutions that enhance crop performance and sustainability. I look forward to leveraging my experience to help our clients optimize their lighting systems and to foster long-lasting partnerships that push the boundaries of what's possible in controlled environment agriculture."

Heliospectra is eager to welcome Bram Muelblok as a key member of the team and looks forward to the continued advancements he will bring to our clients and the industry.

For More Information:

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Heliospectra AB (publ) (Nasdaq First North Growth Market: HELIO) was founded in 2006 in Sweden by plant scientists and biologists with one vision – to make crop production more intelligent and resource-efficient. Today, with customers across six continents, Heliospectra is the global leader in innovative horticulture lighting technology, custom light control systems and specialized services for greenhouse and controlled plant growth environments. Designed by growers for growers, Heliospectra builds customized LED lighting strategies and controls to automate production schedules, forecast yields and monitor crop health and performance with real-time data and response, to deliver the light plants love and the consistent results growers need.

For more information, please visit <http://www.heliospectra.com>.