

# Rocket Factory:

## Scaling Craft Cannabis with Precision and Control



Rooted  
in science



Part of ROCKWOOL Group

Nestled in Chatham-Kent, Ontario, Rocket Factory is pushing the boundaries of high-quality cannabis cultivation with a science-first approach and an unwavering focus on excellence. The company was built on innovation, sustainability, and a commitment to quality, cultivating premium genetics under optimal growing conditions. From the start, Rocket Factory designed its operation for consistency and scalability, ensuring repeatable success across every grow cycle while continuously improving their methods.

Before launching Rocket Factory, CEO Scott FitzGerald combined years of farming and agriculture experience with a background as a professional firefighter, specializing in instrumentation and chemical monitoring on a hazmat team. This foundation shaped his data-driven approach to cultivation, where his expertise in environmental monitoring and chemical analysis translated into precise methods like pH, EC, and root zone control. Scott now brings that same focus on precision and intentional decision-making into his leadership at Rocket Factory, where he leads by example with a commitment to operational excellence.

That same attention to detail shaped his decisions on how Rocket Factory grows. After years of hands-on experience with peat, soil, and coco, Scott knew the team needed a growing solution that offered greater control and more precision—so they turned to stone wool. “Grodan was recommended to me by another large LP when I had my first facility. After growing in peat mixes, we saw significant yield increases with Grodan, and we’ve been sold on it ever since,” he explains.

**“We don’t take shortcuts. We refuse to compromise. Our brand is for those who seek quality, and we stand by that”**

— Randy Daigneau, President, Rocket Factory





## Dialing In with Grodan and GroSens

Scott's leadership, shaped by his background in both cultivation and firefighting, guided Rocket Factory to prioritize control and consistency. This led to their choice of Grodan stone wool, which provided the uniformity and responsiveness they needed to refine irrigation strategies and optimize crop steering, laying the foundation for a scalable, sustainable cultivation model.

Building on the success with stone wool, Scott and his team sought ways to refine their growing process further. This led them to adopt GroSens root zone monitoring, which provided real-time data, enabling them to steer crops with even greater confidence and precision.

Achieving this level of control didn't happen overnight. Early on, Rocket Factory faced challenges with runoff management, irrigation timing, and dry-back cycles to ensure their plants thrived. But with support from Grodan's technical team, Scott and the cultivation team refined their approach,

dialing in every parameter to maximize both yields and plant health.

"Grodan didn't just provide us with a product; they provided us with a partnership. Chad and TJ helped us fine-tune our irrigation strategies, making our system even more efficient," Scott shares.

After optimizing their system with Grodan's expertise, Rocket Factory now maximizes GroSens' automated monitoring to control EC levels, irrigation schedules, and dry-back cycles with precision.

**"With stone wool, we can saturate quicker, dry back faster, and create drought stress when needed. We get more flexibility to steer plants generatively or vegetatively, depending on what's required,"**

— Scott FitzGerald



“Thanks to GroSens, we aren’t growing blind. We can see what’s happening at the root zone, adjust in real-time, and replicate successful harvests,” explains Scott.

This smart cultivation approach has also improved operational efficiency. With automated root zone monitoring, the team spends less time on manual irrigation adjustments and more time on strategic crop steering.

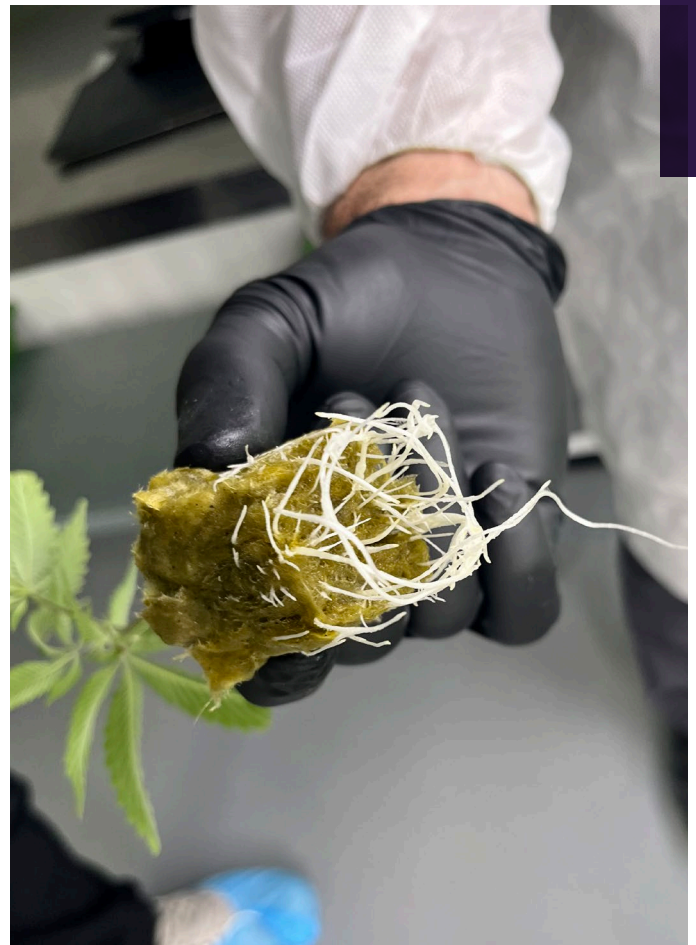
“We take a data-driven approach. If we achieve a great yield or potency, we can analyze our ECs and irrigation schedules and replicate those conditions,” Scott remarks.



## Crafting a High-Quality Product

With the foundation of precision and consistency in place, Rocket Factory’s focus has shifted to the end result: a high-quality, consistent product. Success is not just about yield; it’s about crafting a product that meets the highest standards of quality. By leveraging stone wool’s uniformity alongside careful environmental control and precision irrigation strategies, they have optimized their cannabinoid profiles and terpene expression, ensuring consistency and quality in every batch.

Through precision irrigation cycles, Rocket Factory has enhanced THC potency and terpene content, resulting in a richer, more refined product. Eliminating soil-based substrates has also played a crucial role in maintaining a cleaner cultivation environment—drastically reducing pests and contamination risks. Additionally, transitioning to stone wool has streamlined mother plant production, allowing for quicker cutting turnaround and healthier clones, further improving operational efficiency and plant quality.



“By switching from peat to stone wool, we virtually eliminated fungus gnat issues. Our facility is now much cleaner, and our plants are healthier,” states Scott.



## Expanding into New Markets

Rocket Factory's precision-driven approach has strengthened its domestic presence while positioning it as a significant player in international cannabis markets. Beyond cultivating top-shelf cannabis, the company is building a brand identity rooted in innovation and authenticity, resonating with quality-conscious consumers in Canada and abroad.

"With strict markets like Germany requiring the highest standards, our ability to provide a clean, irradiation-free product has been a game changer. The consistency we achieve with Grodan has made us stand out," Scott highlights.

The company is also investing in brand identity and storytelling, ensuring their dedication to quality, sustainability, and innovation resonates clearly with consumers who value authenticity.

**"We're refining how we communicate our brand. It's not just about an astronaut—it's about the factory. The work. The precision. That's what sets us apart."**

— Randy Daigneau



## Growing Strategically Without Sacrificing Quality

Looking ahead, Scott and the team are preparing for strategic expansion while maintaining their core commitment to quality. With a measured approach to scaling, they refuse to grow too quickly at the expense of consistency.

"We refuse to rush expansion. Quality and consistency come first. We'd rather grow slowly and correctly than compromise what makes Rocket Factory stand out," Scott says.





## Looking Ahead

Rocket Factory's data-driven approach continues to set new standards in craft cannabis production, demonstrating how precision and innovation can sustainably scale together. As they thoughtfully expand, their commitment to refining cultivation techniques remains central to their strategy, supported by tools like Grodan stone wool and GroSens technology to enhance consistency and plant health. By prioritizing quality and careful growth, Rocket Factory is well-positioned not only to influence industry standards but also to reinforce their leadership in precise, controlled cannabis cultivation for years to come.



### Rocket Factory's Products & Equipment

#### GROWING MEDIA & TECHNOLOGY:

- Grodan A-OK 1.5" Starter Plugs
- Gro-Block Improved Hugo (6"X6"X6")
- Gro-Block Improved Uni-Block (8"X8"X4")
- GroSens Sensors

#### LIGHTING:

- Fohse F1Vs in veg and mother rooms
- A3i and A3i Pro in flower

#### IRRIGATION SYSTEM:

- Damatex, flood, and drain in veg
- Top feed with Netafim in mother and flower rooms

#### NUTRIENTS:

- Athena

If you have any questions or want to learn more about Grodan's stone wool products and GroSens Suite, please reach out to us through our contact page at [Grodan101.com](http://Grodan101.com). We're here to help and look forward to connecting with you.



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[www.Grodan101.com](http://www.Grodan101.com)

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