

PRESS RELEASE

Smart Watering Made Simple: SUStee Brings Japanese Innovation to JdC

Marseille, France – 24 March 2026 – SUStee Europe will debut at JdC Garden Trends with its award-winning soil moisture sensor designed to simplify plant care and improve watering accuracy.

Developed in Japan, SUStee provides a clear visual indication of when plants need water, eliminating guesswork and reducing plant loss due to overwatering. The product supports healthier plants while encouraging more sustainable water usage — a growing priority for both consumers and garden professionals.

Ideal for garden centers, plant retailers, and urban gardening enthusiasts, SUStee offers an accessible, high-margin accessory that enhances customer satisfaction and plant success.

Visitors to JdC are invited to discover how SUStee combines Japanese precision, elegant design, and environmental responsibility in one simple tool.

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