

# Carmel Cannabis:

## Legacy Craft Meets Precision Control



**Rooted  
in science**



Part of ROCKWOOL Group



***Carmel isn't chasing volume—they're chasing greatness.*** Based in Ontario, Canada, this legacy-born craft brand is rewriting the script for legal flower with rare genetics, tight control, and a mission that's as bold as their terpene profiles. Don't grow the most, grow the most desired.

At the center of that mission is Master Grower Drew Lian, who spent over a decade in the legacy space earning a reputation for standout cultivars like Dark Helmet, which developed a cult following in Toronto dispensaries. When legalization arrived, he saw a chance to raise the bar and do things differently.

That mindset shaped every decision at Carmel—from facility design to genetics to substrate selection. From day one, Drew and the team chose Grodan stone wool for its consistency, cleanliness, and control. With uniform blocks and a dialed-in irrigation strategy, the grow team continues to push the boundaries of precision and achieve repeatable results with every harvest.

Each Carmel flower room is under 2,000 sq. ft., allowing for full environmental control and hands-on care. With under-canopy lighting, automated and data-driven irrigation, plus Grodan's reliability, Carmel's small-batch model gives the grow team the precision to steer crops confidently from run to run.

**"I wanted to compete—and to show people what great cannabis could be."**

— Drew Lian  
Master Grower, Carmel







## Rare Breeds, Limited Grows:

Carmel's cultivation model is built around rare genetics and small-batch drops. Each quarter, they release fresh flower with high-impact bag appeal, grown from seed or pheno-hunted in-house. The result? Exclusive strains and award-winning flower with terpene levels that often exceed 4%.

*"We breed like we collect sneakers," Drew adds. "We're always hunting. And if we find something we love, we'll cross it with something vigorous and go through a whole new pheno-hunt. That's how we create our own rare breeds."*

**"It's all about the flavors – you want people to try your stuff and go, 'Whoa, what is that?'"**

— Drew Lian  
Master Grower, Carmel

## Precision in Every Block:

At Carmel, automation and consistency go hand in hand—and Grodan stone wool plays a key role in making that possible.

*"We're irrigating through automation, so every block has to perform the same," Drew explains. "Grodan's consistency lets us push each plant to its limit while knowing every block is going to dry back evenly. That matters when you're running over a thousand plants per room."*

**"Grodan gives us a level of control that we'd never have in something like ProMix or coco. You can steer it exactly how you want."**

— Drew Lian  
Master Grower, Carmel

Carmel uses GR10s, Jumbos, and Macroplugs across their nursery, mother, veg, and flower rooms. With Grodan's expert support and root zone technology, the team has optimized their irrigation approach and is driving significant gains in both yield and quality.

***"We were pulling 40 to 50 kilos per room when we started," Drew shares. "Now we're hitting 80 to 100 kilos per room—while improving quality. That wouldn't have happened without crop steering, GroSens data, and Grodan's technical support."***



## **Faster Turnover. Cleaner Workflows.**

Beyond precision, using Grodan stone wool has helped Carmel boost operational efficiency. Rooms can be harvested, cleaned, and replanted in under 48 hours – a huge advantage in an industry where every day counts. Faster clean-up means less downtime, lower labor costs, and more consistent production.

*"With stone wool, teardown is easy, cleanup is fast, and you're not dealing with dust or mess. It's a game-changer," says Drew. "Now we only have one day down between runs. You just can't do that with other media."*

Even Carmel's mother plants are now grown in Grodan. *"We used to run our moms in ProMix," Drew explains, "but now everything is stone wool. It keeps things clean and gives us peace of mind when we're not on site"*



## **Scaling the Right Way:**

As demand has grown, Carmel has stayed committed to quality by partnering with trusted micro cultivators who share their standards. These collaborations help ensure national availability without compromising the brand's reputation.

*"Our promise was to serve Ontario first," says Drew, "but after the increase in yields using Grodan stone wool and crop steering we were able to expand across Canada with ease."*



The next phase is already underway. A new indoor facility—complete with expanded mother rooms, full CO<sub>2</sub> integration, and a fresh round of pheno hunts—is expected to push quality even higher.

*“2026 is going to be a big year,” he notes. “We’ve done a lot without CO<sub>2</sub> and with a hybrid greenhouse. Now imagine what we can do indoors.”*

**“Grodan’s not just selling you blocks—they’re helping you grow better weed.”**

— Drew Lian  
Master Grower, Carmel



## A Culture of Collaboration:

Carmel’s success is about more than great genetics—it’s built on strong relationships, from their cultivation team to trusted technical partners like Grodan. One of those partners is Crop Specialist Chad Rigby, who’s provided consistent guidance and support since the early days.

*“Chad’s been with us since day one,” Drew reflects. “He helped solve one of the weirdest room issues we’ve ever had—something we never would’ve caught without him. Having a rep who’s not just knowledgeable but also part of your team? That’s rare.”*

Working with Grodan has never been a one-way transaction. It’s a hands-on collaboration—whether fine-tuning irrigation, testing new block configurations, or unlocking more from the GroSens Suite.

*“A lot of people don’t realize how much help is available,” he says. “Whether it’s dialing in irrigation or testing a new block configuration, Grodan’s there to help you get it right.”*



## The Carmel Legacy:

From the beginning, Carmel's mission has been simple: grow Canada's best craft cannabis—rare genetics, no compromises. With legacy experience, a dialed-in team, and trusted partners like Grodan, they've built something truly special.

### Carmels' Products & Equipment

#### GROWING MEDIA & TECHNOLOGY:

- Grodan Macroplugs (1.5 Roundx1.57)
- Gro-Block Improved GR10 (4"x4"x4")
- Gro-Block Improved Jumbos (6"x6"x4")
- Grodan GroSens Suite

#### IRRIGATION SYSTEM:

- 0.32 GPH Drip Emitters
- Drip Sticks (Assembled by Dubois Agrinovation)
- Damatex Automation System

#### LIGHTING:

- Fluence SPYDR LEDs (Mother Room)
- Fluence VYPR LEDs (Flower Rooms)
- Mixed Spectrum Lighting (Hybrid Greenhouse)
- Under-Canopy Lighting (Recent addition)

#### NUTRIENTS:

- Custom In-House Nutrient Blend (A/B Formula)

#### ADDITIONAL TOOLS & TECH:

- Damatex Environmental Controls
- Hydrotek Trellis Systems
- Tissue Analysis for Targeted Adjustments

Thinking about making the switch to Grodan? 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](https://www.grodan101.com). We're here to help and look forward to connecting with you.



[www.Grodan101.com](https://www.grodan101.com)

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