

Peroxide UltraPure™ Onsite Generation

Optimize your irrigation, give plant health and yield a boost.
Switch from bulk to onsite peroxide with GOgen™ for strong ROI and higher purity.



Enhanced Crop Protection



Uniform Irrigation



Superior Oxygenation



Onsite Green Oxidation with Peroxide UltraPure™

HPNow addresses growing global challenges in clean water and sanitation with its autonomous, safe and sustainable green-oxidation solutions. Headquartered in Copenhagen, and with representation across Europe, the Americas and Asia, HPNow solves their clients' water treatment needs in market segments ranging from agriculture and aquaculture, to industrial and drinking water treatment.



Fully autonomous: Sit Back and Relax with GOgen™

GOgen™ operates completely on its own. Simply set it up and let it handle the production of Peroxide UltraPure™ – no constant monitoring or adjustments required.

This allows you to focus on what matters most – nurturing your crops.



No chemical inputs: Cultivate Peace of Mind with GOgen™

GOgen™ relies solely on water, electricity, and air to produce Peroxide UltraPure™.

There are no harsh chemicals involved, eliminating the risk of harmful residues in your soil or plants.



Safe and sustainable: Embrace the Future with GOgen™

GOgen™ is a champion of sustainability. Its operation requires minimal resources and leaves behind no harmful byproducts.

By choosing GOgen™, you're not only investing in healthy crops, but also in a healthier future for our planet.



Enhanced Crop Protection: Supporting Your Crops' Natural Resilience



Peroxide UltraPure™ protects plants from water borne disease such as pythium and phytophthora, while strengthening the plant's natural resistance.

This results in healthier plants, less susceptible to disease.



Uniform Irrigation: Consistent Water Delivery for Peak Performance



Peroxide UltraPure™ ensures uniform irrigation by keeping systems clog-free, promoting healthy growth and harvests.

Unlike harsh chemicals, it's gentle on equipment, saving you money on maintenance and replacements.



Superior Oxygenation: Enhanced Microorganism Activity for Optimal Plant Health



Peroxide UltraPure™ nourishes plants beyond water, boosting oxygen and beneficial microbes in the soil for richer nutrition and healthier crops.



GOgen™ is classified as an on-site pesticide device under FIFRA. Peroxide UltraPure™, generated exclusively by the GOgen™ generator, has been OMRI Listed® for use as a plant disease control or as an algicide, disinfectant, or sanitizer.

Case Studies



Protecting plants against Pythium at Peace Tree Farm nursery

To improve greenhouse operations and decrease risks of Pythium outbreaks, Peace Tree Farm installed a GOgen™ system.

After dosing the Peroxide UltraPure™ generated by the system, the differences in plant development became very evident.



Peroxide UltraPure™ lowers plant mortality at strawberry nursery in South Africa

Garden of Eden Berries is the largest exporter of strawberry fruit in the Southern Hemisphere.

This nursery has reported a 10% decrease in plant mortality after implementing an HPNow system as compared to industrial peroxide.



A grower's guide to sustainable and safe water reuse

Growers everywhere are facing the challenge of balancing water use with crop production. Freshwater resources are becoming increasingly scarce, and responsible water management is no longer an option, it's a necessity.

By leveraging Peroxide UltraPure™, GOgen™ systems enable safe and sustainable water reuse in agricultural operations.



Learn More in Our Knowledge Centre

hpnow.com/knowledge-centre/

