

Enhancing Cannabis Cultivation Case Study

A Detailed Analysis of Primitiv Group's
Innovation Through Partnership with AirROS by
SAGE Industrial





Calvin Johnson Jr., Co-Founder, Primitiv and Primitiv Performance

A native of Georgia, Calvin Johnson Jr. is a cannabis entrepreneur and a 2021 inductee into the Pro Football Hall of Fame. A proud father and man of faith, Calvin has three sons and lives in metro Detroit with his family.

As a standout Wide Receiver at Georgia Tech in 2007, Johnson was selected by the Detroit Lions with the 2nd overall pick in the NFL Draft. Calvin quickly became known as one of the top wide receivers in the game earning the moniker, Megatron, for becoming a nemesis to defenses across the league. A six-time NFL Pro Bowler and three-time NFL All-Pro, Johnson played in 135 games and had 731 receptions for 11,619 yards and 83 touchdowns over nine seasons with the Lions. In 2012, Johnson set the NFL all-time single-season receiving yard record with 1,964, which is still an NFL record. When Johnson entered the Hall of Fame at age 35 as part of the Class of 2021, he became the second-youngest player ever enshrined in Canton, behind only Gale Sayers (34).

Since retiring from the NFL in 2016, Johnson has thrived in a variety of businesses. His work in the real estate market served as a springboard into the cannabis industry, allowing Johnson and his team to secure several cannabis-approved sites for development and the creation of Primitiv Group (along with former teammate, Rob Sims); a forward-thinking, Michigan-based cannabis company dedicated to the advancement of cannabis as a form of elevated wellness, believing that the plant holds incredible potential as a healing agent. Johnson has been recognized as an industry leader, being named to two cannabis 40 under 40 lists by Marijuana Ventures and Cannabis Now magazines.



In February of 2023, Johnson and Sims launched Primitiv Performance; an athlete-focused product line that utilizes a proprietary blend of electrolytes, vitamins, and water-mixable nano phytocannabinoids (CBD, CBG, CBC and CBN) formulated to aid in rehydration, recovery, and support the immune system. Primitiv Performance's initial product line includes four great-tasting flavors of a vitamin and electrolyte rehydration solution that contains 25mg of nano CBD, 180mg Sodium, 150mg of Potassium; Vitamin A and Vitamin C and blended in ratios recommended by leading health organizations; and a broad-spectrum (CBD/CBC/CBG/CBN) transdermal topical cream that was specifically formulated to address chronic pain and inflammation caused by sports injuries and everyday wear and tear.

Johnson and his team have partnered with The International Phytomedicines Institute at Harvard University, working to expand research and disseminate information on the Health benefits of cannabis on a wide range of medical conditions, including chronic pain, CTE (chronic traumatic encephalopathy), and cancer treatment. Primitiv is a member of the Michigan Cannabis Industry Association (MiCIA) which advocates for a favorable political policy environment for Cannabis to thrive by promoting sensible laws, regulations and setting industry best practices among members, and he also sits on the advisory board for the Last Prisoner Project and Cannabis Media Council.

Johnson operates his namesake, Calvin Johnson Jr. Foundation with the mission of empowering at-risk youth to overcome socio-economic obstacles, achieve their academic and civic goals, and ultimately become educated, compassionate, and productive members of society. The foundation offers its time and finances to serve youth who might not otherwise have access to career mentoring, educational resources and college scholarship opportunities.

Johnson is also partnered with NESTRE, a mental and cognitive strength training company, combining the science of neuroplasticity with AI/Machine Learning technology, to personalize how people perform better, feel better, and get better.

Johnson is on social media (Instagram: @megatron) + (Twitter: @calvinjohnsonjr).



Rob Sims, Co-Founder, Primitiv and Primitiv Performance

Rob Sims enjoyed a successful nine-year career as an offensive linemen in the NFL with the Seattle Seahawks and Detroit Lions. Prior to turning pro, Rob was an accomplished collegiate athlete serving as a three-year starter and National Champion for The Ohio State Buckeyes. He captained the team during his senior season at OSU.

Rob lives in metro Detroit with his wife, Natalie, and their three children. Rob and Natalie have been recognized for their philanthropic contributions and service to local and national charities including the Detroit Police Athletic League, the Yatooma Foundation, the Children's Center, and the V Foundation for Cancer Research.

As an ex-professional athlete turned entrepreneur, Rob has diligently pursued his passion for business through Locker Room Consulting and real estate ownership. His latest venture is Primitiv Group, a Michigan-based cannabis company co-founded with his former teammate, Calvin Johnson Jr., who have first hand experience with the medical benefits of cannabis and its ability to provide relief from chronic pain. Primitiv seeks to advance the cause of cannabis by researching the natural health benefits of the plant, while developing innovative applications for its many uses.



In February of 2023, Sim's company launched Primitiv Performance; a product line that utilizes a proprietary blend of electrolytes, vitamins, and multiple phytocannabinoids (CBD, CBG, CBC, CBN) to help people living an athletic lifestyle rehydrate, recover, and boost their immune system before, during or after a workout. Primitiv Performance's initial product line includes four great-tasting flavors of an oral rehydration solution that contains 25mg of nano CBD, 180mg Sodium, 150mg of Potassium; Vitamin A and Vitamin C and blended in ratios recommended by leading health organizations; and a transdermal topical cream sold in 1oz and 4oz jars that was specifically formulated to address chronic pain and inflammation caused by sports injuries and everyday wear and tear by penetrating through the skin layer to exert its effects on deeper or more distant tissues.

Primitiv is a member of the Michigan Cannabis Industry Association which advocates for a favorable political policy environment for Cannabis to thrive by promoting sensible laws, and regulations and setting industry best practices among members.

Sims is also partnered with NESTRE, a mental and cognitive strength training company, combining the science of neuroplasticity with AI/Machine Learning technology, to personalize how people perform better, feel better, and get better.

When he's not overseeing his business at Primitiv, Rob can be found cooking, grilling, or smoking an array of delicious food on his Big Green Egg.

Sims is on Instagram @robsims67



AirROS Surface & Air Purification by SAGE Industrial Corp

SAGE Industrial is the manufacturer of AirROS surface and air purification systems. It is a cutting-edge technology utilizing ROS (Reactive Oxygen Species) for air and surface solutions for the food supply and cannabis industry.

AirROS has a passion for protecting the world's food supply, saving people from environmental pathogens and viruses, and promotion of health and wellness through organic-based solutions.

It offers cultivators to prevent and reduce pathogens including powdery mildew, aspergillus, and botrytis. AirROS allows cultivators to monitor and manage the AirROS system and report data in real time on how the system is working. The AirROS system gives cultivators an opportunity to scale their business and increase their yields with less loss due to pathogens including mold plus odor control.



Crafting the Vision of Primitiv Group

In the rapidly evolving cannabis industry, Primitiv Group, co-founded by visionaries Calvin Johnson Jr. and Rob Sims, stands out for its commitment to redefining wellness through high-quality cannabis products. From its inception, Primitiv Group aimed not just to participate in the cannabis market but to elevate it, ensuring its offerings' utmost safety and quality. However, the path to excellence is fraught with challenges, none more persistent than the threat of pathogens in the cultivation process.

The Challenge: Battling Pathogens in Cultivation

Pathogen Type	Risks	Effects on Cannabis
Molds	High risk of crop damage and health hazards.	Compromises product safety; leads to potential health risks.
Yeasts	Moderate to high risk of contamination.	Affects taste and quality; may lead to spoilage.
Aspergillus	High risk of producing toxins.	Produces harmful toxins; serious health risks to consumers.
Powdery Mildew	High risk to crop health.	Reduces yield; affects appearance and quality of the product.

Primitiv Group's dedication to producing safe, premium cannabis products faced a significant hurdle. Environmental pathogens such as molds and powdery mildew presented a constant battle. These contaminants threatened crop health and yield and, more critically, compromised product safety and quality—core tenets of Primitiv's mission. The challenge was to address these issues as they arose and to prevent them, ensuring a consistently pathogen-free environment for cannabis cultivation.



Strategic Partnership: Aligning with AirROS by SAGE Industrial

Recognizing that overcoming this challenge required cutting-edge technological solutions, Primitiv Group sought a partner with the expertise and technology to address their needs comprehensively. This search led to an exclusive partnership with AirROS by SAGE Industrial, a company at the forefront of air and surface purification technology.

AirROS's technology, which employs Reactive Oxygen Species (ROS), offers a revolutionary approach to eliminating environmental pathogens. This collaboration aims to solve an existing problem and set a new standard in cultivation process safety and product quality.

Strategic Deployment:

To combat the persistent challenge of environmental pathogens, including mold and powdery mildew, at Primitiv Group's facility, the strategic deployment of AirROS units was meticulously planned and executed. This initiative involved placing technology within the facility and ensuring that each critical area was equipped with dedicated protection to maintain a consistently clean and safe cultivation environment.

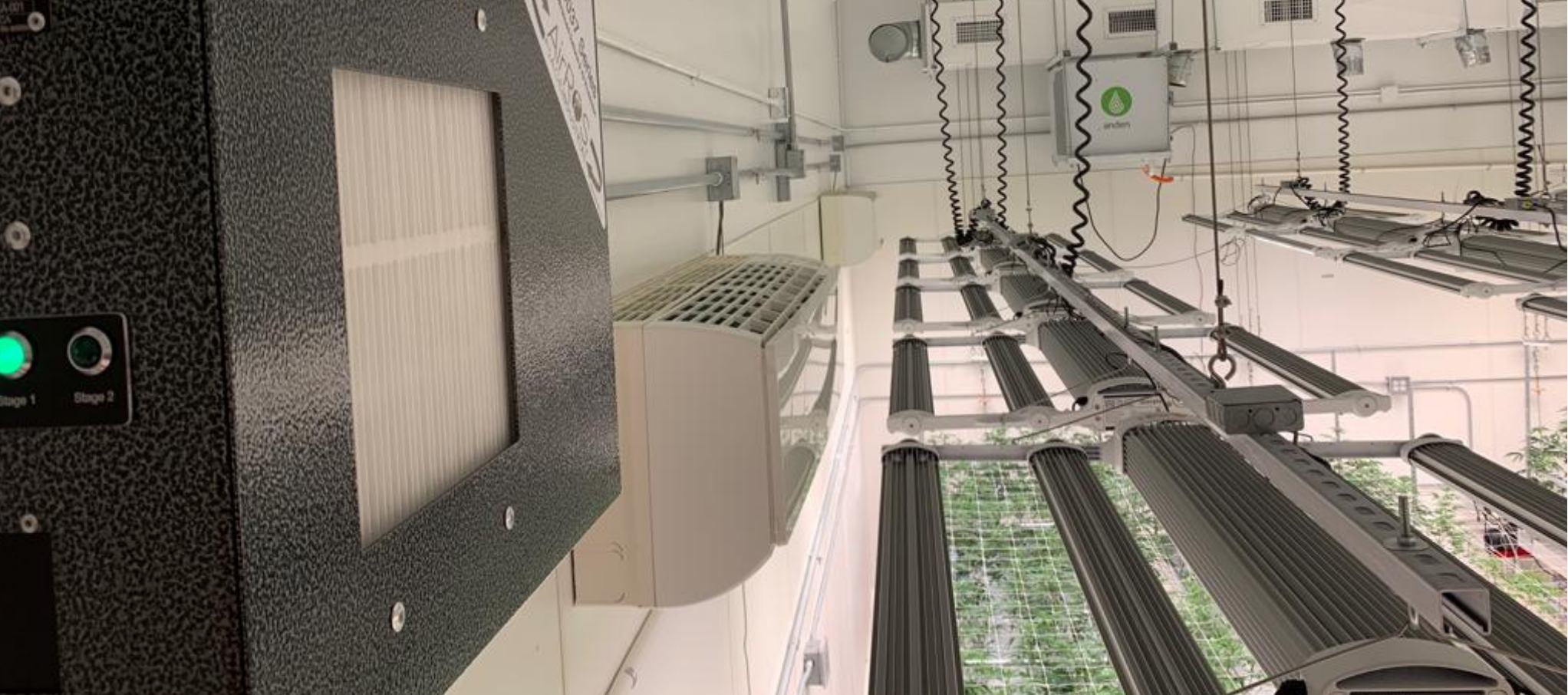
Detailed Installation Overview

A total of 9 AirROS units were strategically installed across the facility to ensure comprehensive coverage:

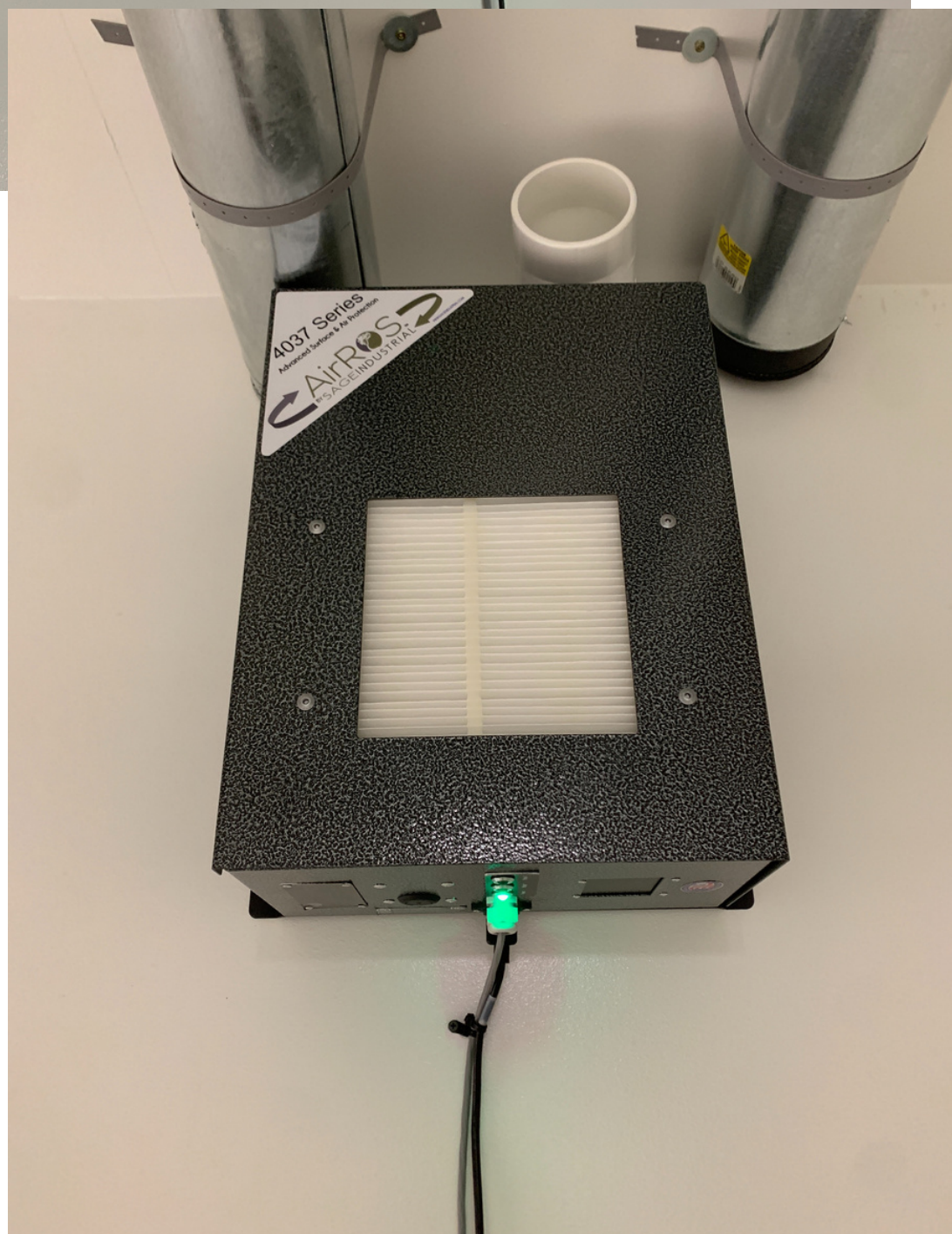
Veg Room: One unit was installed in the Veg Room to protect young plants in their early growth stages, ensuring they develop in a pathogen-free environment.



Flower Rooms: Five flower rooms each received one AirROS unit, providing dedicated protection where the cannabis plants are most susceptible to mold and mildew during the crucial flowering stage.



Dry Room: Recognizing the importance of maintaining purity post-harvest, one unit was placed in the Dry Room to safeguard the drying cannabis from contamination.



Trim Room: A unit was also installed in the Trim Room, where the precision work of trimming takes place, to prevent the spread of any potential pathogens during this process.



Hallway: To maintain an overarching protective environment throughout the facility, one unit was installed in the hallway, serving as a buffer further to minimize the risk of pathogen migration between rooms.

Implementing the Solution: The AirROS Advantage

Installing these nine AirROS units represents a robust and proactive approach to pathogen control. By ensuring that each critical area within Primitiv Group's facility is equipped with its own dedicated air and surface purification technology, we are setting a new standard for cultivation safety and product integrity. This strategic deployment underscores our commitment to addressing and preventing the challenges that can compromise the quality and safety of cannabis products.

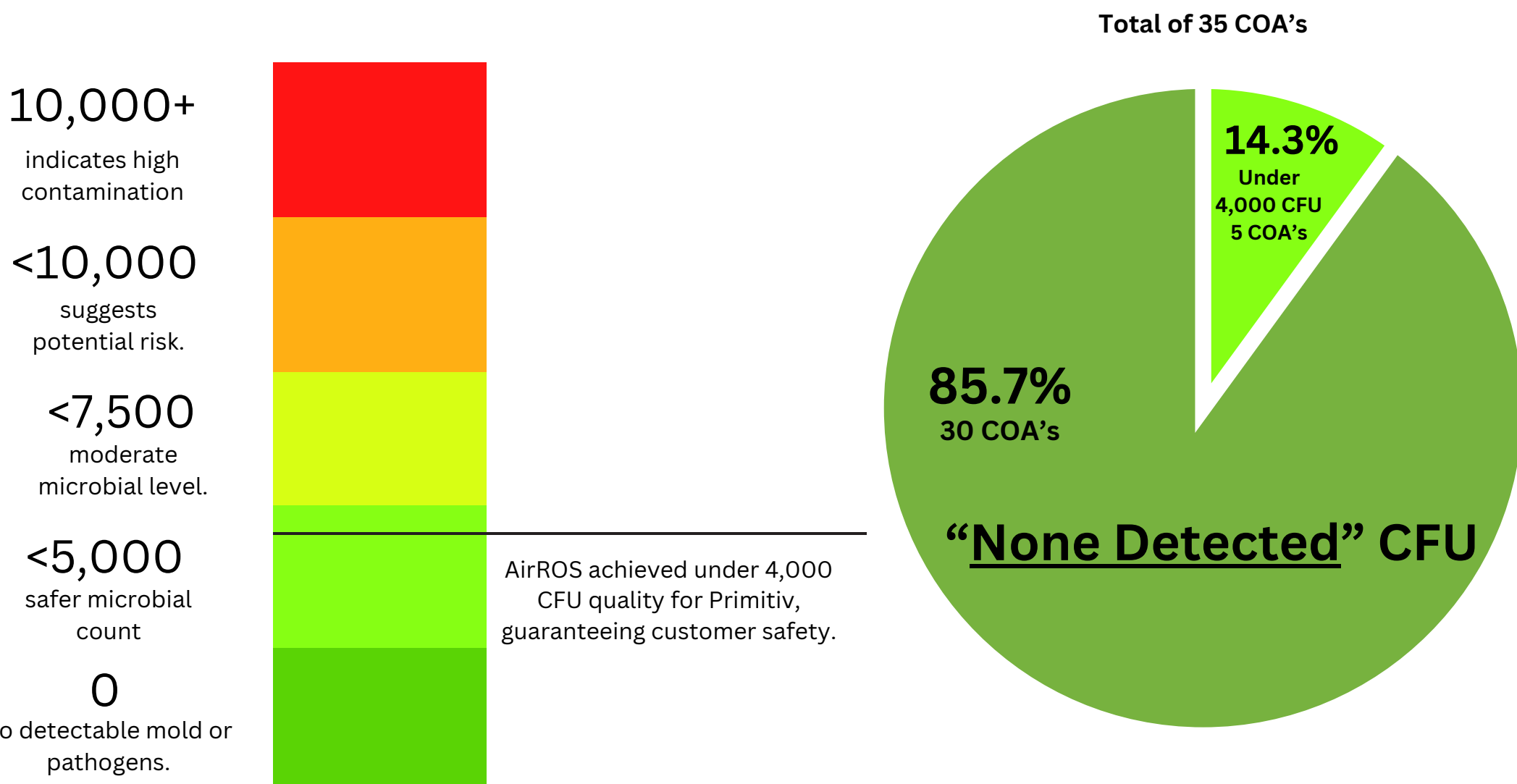
The integration of AirROS technology into Primitiv Group's cultivation facilities marked a significant transformation. The technology's core strength lies in its R.O.S mechanism, capable of dynamically purifying the air and surfaces by effectively neutralizing harmful pathogens.

One of the standout features of the AirROS system is its adaptability. It allows Primitiv to monitor and adjust sanitation levels in real time, tailored to specific cultivation stages and strain requirements. This level of control was pivotal in minimizing the risk of cross-contamination and managing odors, further ensuring the integrity of the cultivation environment.

Setting New Industry Standards: The Future of Cannabis Cultivation

The proof of AirROS's effectiveness came from Primitiv Group's lab results. Over a two-year period, Primitiv consistently received "None Detected" outcomes for mold and yeast across approximately 30 Certificate of Analysis (COA) lab results. These results were not just a validation of AirROS technology but a testament to Primitiv's unwavering commitment to quality and safety.

Lab Results for Mold & Yeast with COA Counts



This pie chart illustrates the lab results for mold and yeast testing from 35 Certificate of Analysis (COA) reports. The chart is divided into two segments, each representing a category of test results for the samples analyzed:

- **None Detected:** This segment represents most of the test results, indicating no mold or yeast was detected in 30 of the 35 samples. This accounts for approximately 85.7% of the total, showcasing a high level of cleanliness and control over mold and yeast contamination in the samples.
- **Under 4,000 CFU:** The smaller segment of the chart represents 5 out of the 35 samples where mold and yeast levels were detected but remained under 4,000 Colony-Forming Units (CFU). This equates to approximately 14.3% of the total, indicating a minimal presence of mold and yeast in these samples.



“It’s been a pleasure to have AirRos by SAGE in our grow. We’ve had thirty non-detect tests for yeast and mold. It’s a MUST HAVE!”

– Calvin Johnson Jr. & Rob Sims

The successful partnership between Primitiv Group and AirROS by SAGE Industrial does more than solve a problem; it paves the way for the future of the cannabis industry. By setting new high standard in cultivation safety and product quality, Primitiv and AirROS demonstrate the potential of technology to elevate industry standards. This case study is a compelling example for other companies facing similar challenges, highlighting the importance of innovation and strategic partnerships in achieving excellence.



Top-Quality Standard


In conclusion, the journey of Primitiv Group, transitioning from facing a significant challenge to achieving remarkable success through its partnership with AirROS by SAGE Industrial, underscores the potential of innovative solutions to elevate industry standards. The tangible results achieved by Primitiv not only underscore the effectiveness of AirROS technology but also cement Primitiv's status as a trailblazer in the cannabis industry, dedicated to ensuring safety, quality, and the wellness of its customers.



[Watch Video Here](#)

This case study serves as a powerful testament to the transformative impact of technology when combined with vision, commitment, and strategic collaboration, establishing a new high standard for excellence in the cannabis industry.

We invite you to watch our demo video for a closer look at how AirROS units work and to witness the technology in action. This video provides an in-depth understanding of the AirROS system's role in revolutionizing cannabis cultivation and ensuring product purity. This further illustrates why Primitiv Group has embraced this cutting-edge solution.

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