



# Marvel Guide



**TWISTER**  
TECHNOLOGIES

# Boost your rep, cut your costs.

## Get trusted eyes on every single flower

Brands are built on consistency, and there's no quicker way to lose a customer than failing to meet their expectations. Marvel uses industry-leading AI to automatically grade and sort your flowers faster and more accurately than the best QC teams, helping you deliver a better quality product to a happier, more loyal customer.

- ✓ **Improve brand reputation**
- ✓ **Reduce labor costs**
- ✓ **Validate bulk flower sales**
- ✓ **Produce consistent results**

## Marvel Features

- Consistent, accurate and fast grading saves time and money
- Advanced AI sorts cannabis based on 8 adjustable criteria
- Up to 4 different sorting streams
- Comprehensive reporting and grading analysis
- Deep learning algorithm improves its accuracy over time
- User-friendly and customizable



UP TO  
**95%**  
Grading Accuracy

UP TO  
**100** LBS  
/ HR  
Sorting Speed



See it in action at [TwisterTech.io/Marvel](https://TwisterTech.io/Marvel)

# The Case for AI in Cannabis Grading

In a recent study examining cannabis consumer sentiment on flower products, Keirton discovered alarming trends that underscore the critical importance of product quality. Complaints such as airy buds, dry flower, too many stems/sticks, presence of seeds, lack of trichomes, powdery mildew, and having a package full of shake and popcorn nuggets. These customer complaints often are accompanied by proclamations of never trusting that product and vows to their social network to avoid that brand at all costs.

In today's competitive market, where consumer loyalty is paramount, delivering consistent, high-quality products is essential for success. However, many growers face challenges in maintaining quality assurance due to high turnover rates and a reliance on manual processes that lend themselves to biased grading interpretations and sorting decisions. Inconsistent product outputs not only undermine consumer trust but also have potential implications for patient wellness in medical settings.

For over a decade, Keirton has been dedicated to helping cannabis cultivators consistently deliver top-quality products through our suite of post-harvest systems. Our automated trimmers, buckers, sorters, conveyance systems, and Cure Puck tool have enabled growers to improve processes and meet customer expectations across thousands of harvests. We've watched as growers turned to automation to better control inputs such as lighting, environmental monitoring and adjustments, watering rates, nutrient recipes, and more.

Now, we are proud to extend our commitment to innovation as we introduce Marvel, our AI-grading system, which represents a leap forward in precision and reliability. By harnessing the power of AI to grade and sort flower, Marvel accelerates the quality assurance process while ensuring consistency and accuracy across every batch.

In today's market, where only 41% of consumers express loyalty to a specific cannabis producer regardless of price (according to an October 2023 survey results from a survey Cannabis Retailer commissioned with Caddle Insights), delivering exceptional quality and consistency is more critical than ever. Recreational consumers and medical patients still rely on their more experienced peers' reviews and budtender recommendations, making these groups the gatekeepers to a broader market for cannabis brands. Marvel empowers growers to exceed these connoisseur-level expectations, paving the way for long-lasting success.

This guide serves as your roadmap to integrating AI into your post-harvest practices. Featuring insights from Keirton experts and growers benefiting from Marvel, you will learn how AI can improve quality and consistency in your post-harvest operations and how you can leverage its potential in your facility.

As you consider the transformative power of AI integration, Keirton is excited to embark on this journey with you and our team looks forward to helping you achieve excellence in cannabis cultivation.



Jay Evans  
CEO, Keirton



# Marvel:

## What is it?

*The next technological leap in cannabis is AI-powered grading and sorting.*

Navigating the dynamic landscape of cannabis dispensaries, customers are often enticed by alluring product descriptions and colorful packaging, only to be met with disappointment upon closer inspection of their purchases. This disconnect between expectation and reality frequently results in frustrated consumers airing their grievances on social media platforms, tarnishing the reputation of the brands they feel have misled them.

Inconsistency in quality grading practices within the cannabis industry leaves companies vulnerable to delivering subpar products to their clientele. This issue is compounded for companies delivering the same products from separate cultivation facilities.

To tackle this challenge, Keirton has introduced Marvel, a cutting-edge solution designed to ensure uniform visual quality standards and elevate the overall cannabis consumer experience.

### What is Marvel?

Marvel is an AI-based cannabis grading and sorting device that automates the visual quality control activities of finished cannabis flower. The idea is akin to optical sorters used in food production for sorting nuts, fruits, and vegetables. However, rather than using simple logic statements based on the change in wavelength of light reflected off the object to determine whether it is good or bad, Marvel uses a camera system to scan buds as they drop through an array of cameras.

Deep learning artificial intelligence algorithms review the images, grade the cannabis flower, and can sort buds into up to four different

streams. The intelligent algorithm is trained using millions of images (with more added every day) and makes decisions to classify cannabis flowers based on as many visual variables as growers can think of: stem length, crow's feet, length of sugar leaves, bud size, flower structure, flower color (such as purple or orange), mold, and more. Most of these criteria are evaluated on an up to 5-point scale, and flowers that do not meet the set standard get sent to the specific rejection stream via a puff of air.

Marvel sorts and grades up to 70 pounds of dried and trimmed cannabis flower per hour (up to 100 pounds per hour for grading only), taking only 50 milliseconds from the time that a flower waterfalls over the edge of the conveyor to complete the task. For comparison, the average quality control technician can process approximately 5 pounds per hour (1 flower per second). Put simply, Marvel can achieve the output of 14 team members with a guaranteed 80% accuracy rate while only requiring one technician to supervise the system and visually confirm outputs.

UP TO  
**100** LBS  
/HR  
SORT & GRADE

Additionally, the AI is constantly learning and improving; as Marvel processes more flower, its accuracy increases. Users can also expect 3-4 software updates per year, enhancing product quality consistency.

As the cannabis industry and consumers continue to mature, the need for consistent quality control measures becomes increasingly paramount. Growers can now leverage Marvel to validate that each bud reaching consumers meets the brand's highest standards. With this revolutionary solution, the future of cannabis consumption looks brighter than ever before.

# MARVEL AT A GLANCE



**125kg**

125 kgs: Average amount of flower that runs through Marvel daily at Organigram



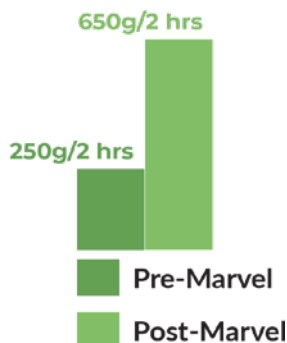
Marvel's grading accuracy (and growing)

**8+**

Number of grading criteria (and growing)



Deficient flower screened out by Marvel's multi-camera scan at California-based producer Coastal Blooms



Ethos Cannabis Trimmer Productivity

# Marvel: 4 Use Cases

*Keirton's AI-grading tool can be used to ensure quality consistency, identify production issues, and provide batch control records in case of insurance or legal issues.*

Improving your flower grading processes has several benefits for your operation. Leveraging Keirton's Marvel AI-grading solution enables growers to rapidly and accurately reject flowers that have long stems, crow's feet, or leaves, a high concentration of leaves, and/or infections, helping bolster your brand's reputation, improving margins, and helping avoid negligent mistakes.



## Ensure product quality consistency

Most consumers have access to a plethora of product choices, allowing them to quickly move on from brands that miss expectations. With Marvel, companies can eliminate the grading-quality drifts that occur throughout the day and across employees. Marvel can also detect under-developed flower; dead and burned yellow leaves; photobleached flower; and even a lack of purple coloration if that is expected from the cultivar and its growing conditions.

Marvel can be used to grade and sort by any single criteria above, including size. For example, Marvel can be set to pass everything except flowers that are under ½" in size. The rejected flower that is otherwise good quality can then be redirected to extraction, pre-rolls, or even to value-focused SKUs.



## Identify production issues

By detecting visible mold (including powdery mildew), Marvel prevents these defects from reaching your packaging lines, reducing the risk of costly recalls. Beyond the surface presence of mold, Marvel often can identify the tell-tale signs that mold exists inside the flower through stem discolorations.

Marvel also can be trained to detect organic

and inorganic foreign material such as pieces of gloves, trellis, seeds, and perlite, allowing facility operators to check in with team members and adjust standard operating procedures that may be contributing to these materials entering the post-harvest stream.



## Facilitate wholesale pricing

Marvel validates bulk flower sales by producing an accurate analysis of every flower in the lot, giving both buyers and sellers a good understanding of the overall quality of the flower. This data helps define lot pricing and prevents overselling that can tarnish the producer's reputation.

The grading report provides a comprehensive distribution of flowers of each criterion on an up to 5-point scale. As an example, all the size and stem length data is collected and plotted so growers can quickly see the portion of flower that is under ½", over 1", and how many flowers are long-stemmed vs. stemless. This data is collected into a report that can be attached to each batch for validation.



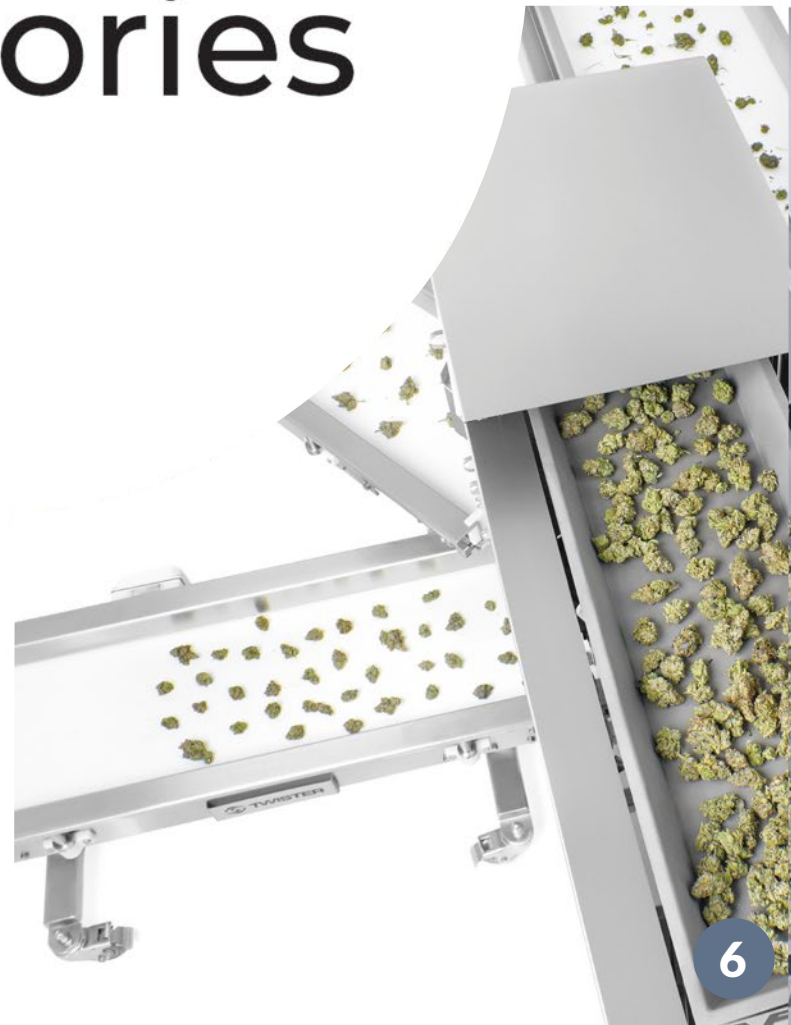
## Provides potentially critical records

Marvel produces instant, quantifiable data reports on all the buds it encounters—a task that would add hours to the grading process with a team of people. Marvel ties these reports and all images to each batch in the cloud that can be accessed through the Marvel Portal. Customer complaints and regulatory check-ups can be verified against this record to avoid fines and lawsuits over alleged quality negligence.

As Marvel evolves and growers find new visual cues to grade, even more use cases will be discovered and added as system features.



# 4 Success Stories





Locations: Carpinteria,  
California



Facilities: Roadside  
Blooms, Ever-Bloom,  
Maximum Nursery, and  
Creekside Blooms

# Marvel

## Your Cannabis Post-Harvest Partners

*Coastal Blooms sees the benefits of AI-grading R&D and integration.*

While the Marvel AI-grading system might be relatively new to the market, the system has been in development for more than two years. To create and train the artificial intelligence system, Keirton worked with growers like Carpinteria, California's Coastal Blooms group.

Joining the R&D group early in Marvel's development, Coastal Blooms was able to trial the grading tool in different areas to see where it could help with sorting, sizing, controlling expenses, and quality control.

Working closely with Keirton's Marvel product team to customize grading criteria to its standards and needs, the extensive R&D and training process was time-consuming, but Coastal Blooms notes all the training makes it more efficient at sorting and grading based on the different criteria such as bud size, stem length, bud density, color, contaminants, foreign matter, and more.

Coastal Blooms has found a home for its AI-grading system in its quality control department. There, Marvel helped screen out over 90% of deficient flower that pass through its multi-camera scan. This has helped reduce the labor needed to QC the same volume. Marvel can also reduce hand-trim costs by only sending back the portion of flower that needs a re-trim.

Marvel can also help identify post-harvest inefficiencies, helping companies improve trimming, drying, and/or curing processes.

The Marvel support team can help users understand the grading results and identify, for example, automated trimmer settings that meet desired product qualities even if those systems aren't Keirton products. In this way, the Marvel AI-grading system and its support team become partners in a cultivator's post-harvest success.

**“The support that we got along with the Marvel system is great and the team is very responsive.”**  
**- Coastal Blooms**

Marvel's customizable grading parameters make it suitable to meet the user's needs and take the time to properly train the system will allow users to unlock Marvel's unlimited potential.

“The support that we got along with the Marvel system is great and the team is very responsive,” noted the Coastal Blooms team. “Through this process, we've worked with Keirton to customize certain aspects and criteria of Marvel for our unique needs.”



# BIORTICA



Three facilities in Victoria & New South Wales



Facility size: 215,000 sq. ft.



Average annual yield: 6,000 kg expected in 2024, growing to 20,000 kg in 2025



Products produced: White label producer

# Marvel's Recipes for Success

*B2B producer Biortica uses the Marvel AI-grading system to set a culture of quality across multiple Australian brands.*

The Australian government's conservative licensing process following the legalization of medical cannabis in 2016 saw domestic producers growing plants only in 2021, leading to domestic brands having a difficult time rapidly ramping up production as they competed with imported products. Biortica was one of those early domestic growers and launched as a white-label, B2B cannabis producer without any consumer-facing brands to help bolster Australian production.

Now producing 6,000 kilograms (~13,200 pounds) of Australian-grown cannabis across three greenhouse facilities in Victoria and New South Wales, Biortica uses Keirton's Marvel AI-grading system to "service a bunch of clients and not be limited to one brand," says Biortica CEO Tom Varga.

Marvel enables the company to create customer- and brand-specific grading recipes that ensure its wholesale clients' needs are met. "We have a philosophy about perfection out the door," Varga says. "Now, the definition of perfection, though, is probably where you start to really get a sense about why we were attracted to Marvel."

Marvel's ability to customize grading criteria for specific customers

**"The ability for us to program Marvel to leave sugar leaves on, to actually say that three leaves is right, but zero crow's feet, zero stem, that's exciting."**

**- Tom Varga, CEO, Biortica**

and brands in easy-to-tag recipes allows Biortica to help its customers differentiate themselves in the budding Aussie market. "The ability for us to program Marvel to leave sugar leaves on, to actually say that three leaves is right, but zero crow's feet, zero stem, that's exciting," Varga says.

"For us to achieve that pre-Marvel, we had every single bud that we ever sold was hand-inspected by an individual. We're doing 75 to 100 kilos a batch, and we do 64 batches a year. ... That's a lot of labor. That's a lot of human error," Varga shares. "Marvel got our attention because it allowed us to do that body of work that was happening manually, and it allowed us to do that body of work automatically."

Since adding Marvel to its production

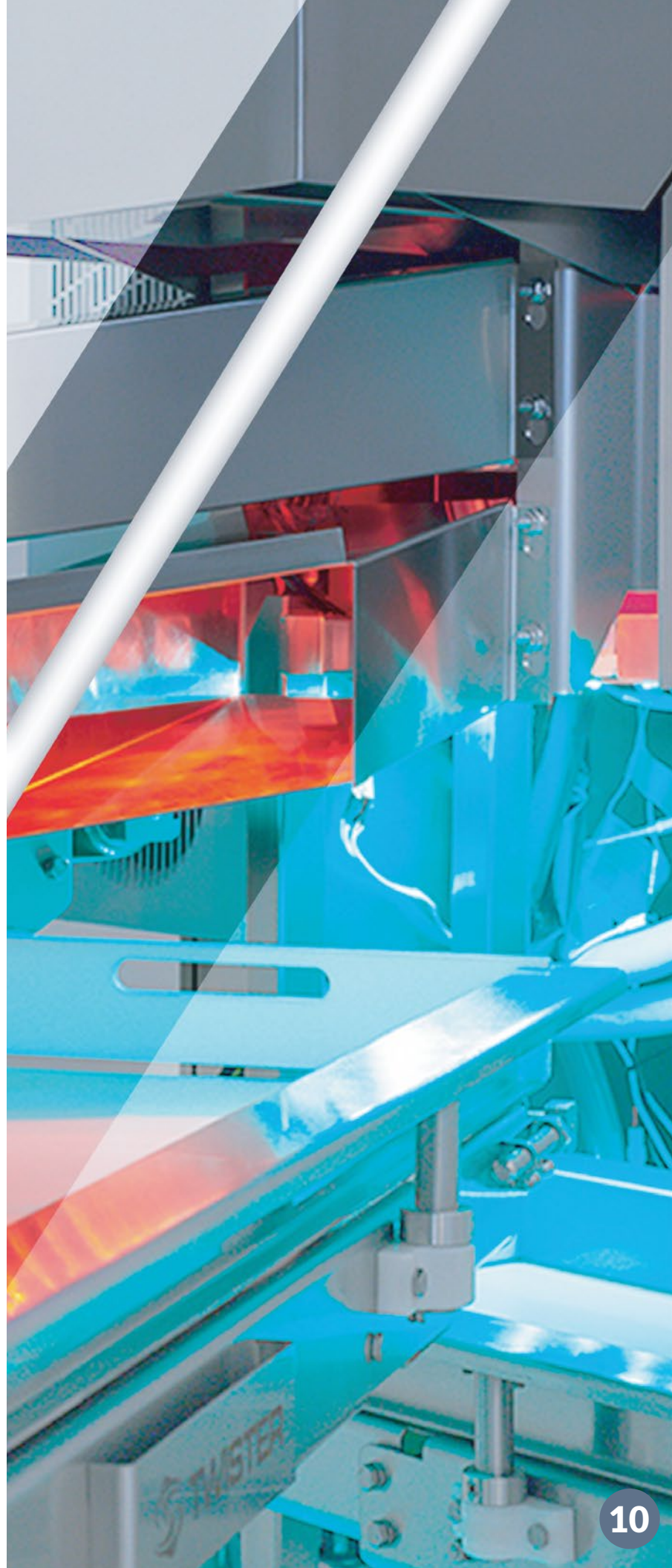
in September 2023, Biortica has been leveraging its extensive genetic library to better train Marvel's AI. The company grades for size, customer-desired characteristics, mold, and foreign matter. A batch could go through up to five Marvel passes before it is packaged, Varga says, adding that "the library of recipes that we have is growing every day."

**“Marvel is the ability to make sure that you create a culture of quality-out-the-door that meets your needs, your customers' needs, your market's needs...”**

**- Tom Varga, CEO, Biortica**

The biggest impact Marvel has had, Varga stresses, is solidifying Biortica's culture. "Marvel is the ability to make sure that you create a culture of quality-out-the-door that meets your needs, your customers' needs, your market's needs, ... underpinned by a technology platform that gives everyone a safety net to make sure that they know they can't fail.

"That is what Marvel's about."



# “This thing is

**Grade and sort cannabis with  
Marvel's AI quality control.**

UP TO  
**95%**  
Grading Accuracy

UP TO  
**100** LBS  
/ HR  
Sorting Speed



“The labour reduction is huge... even if Marvel only matched the speed and accuracy of our team, it'd still be a no-brainer.”

- Mike, Large West Coast Grower

“It creates a culture of quality-out-the-door that meets everyone's needs, underpinned by a technology that gives everyone a safety net.”

- Tom, Biortica

# s awesome.”

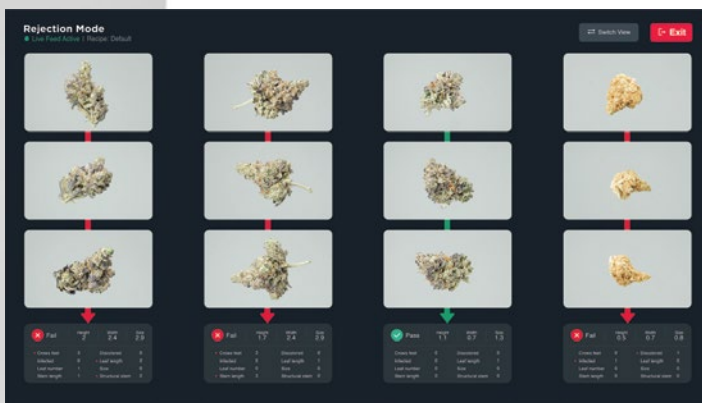
- Phil, Large California Producer

## Marvel Features

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## Adjustable Criteria

- Stem length
- Leaf length and quantity
- Petioles and crows feet
- Poor structure
- Color quality
- Infections (mold, mildew)
- Foreign matter
- Flower size



Review photos of every flower  
in Rejection Mode



Get the bigger picture of your product  
with Analytics Mode



See it in action at [TwisterTech.io/Marvel](https://TwisterTech.io/Marvel)

# ETHOS CANNABIS



Locations: PA, MA, OH



Canopy size: 60k sq. ft.  
across all locations



Monthly yield:  
Up to 1,500 lbs.



Flower & Pre-Roll SKUs:  
~80-100 SKUs

# Marvel-ously Consistent

*AI-grading helps MSO Ethos Cannabis deliver consistent quality across its SKUs in multiple state markets.*

As most multi-state operators (MSOs) know, standardizing flower products across facilities and state markets can be like squeezing water from a stone. Clones typically cannot be brought across state lines, and starting a crop via seed yields scores of different phenotypes, with none quite the same as the others. And that's not accounting for production differences that each facility may have or employee biases.

Ethos Cannabis, a Pennsylvania-based MSO with facilities in Ohio and Massachusetts, is turning to Keirton's Marvel AI-grading tool to identify and grade cannabis flower to set and proliferate a high-quality standard for its premium brands in its markets.

Ben Bourque, the company's Executive Vice President of Cannabis Production, explains that after an initial size sort, premium-sized buds produced in its Pennsylvania facility run through the Marvel system and are evaluated on the number of sugar leaves, crow's feet, bud length, and trim quality, among other quality markers.

Bourque highlights Marvel's ability to use structural stem presence to quickly reject low-quality buds that passed the initial size sort. "We have some strains sometimes that get larfy where

the buds space out a little bit and they don't get what we're looking for as far as structure goes," he says. "Using that structural stem parameter lets us just kick those out and we're not getting the buds that are less structurally sound into our premium line."

The rejected buds then get flexed down into Ethos's value brand.

Marvel also helps improve the hand-trimming team's output. Before adding Marvel, trimmers were expected to process 250 grams every two hours, which translates to roughly two pounds per day. "Now that we're doing the Marvel sort, instead of that 250, we're hitting 350-450 grams per block per person regularly. Sometimes people have 650 grams because it's a big-ass bud with a little bit of leaf, you cut three leaves off and you get three grams," Bourque shares.

**" [With Marvel] now we have an objective way to quantify our target goals. "**

**- Ben Bourque, EVP of Cannabis Production, Ethos Cannabis**

**“ [With Marvel] we’re not getting the buds that are less structurally sound into our premium line. ”**

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As the company waits to add Marvel systems to its Massachusetts and Ohio facilities, Bourque is still leveraging the data Marvel collects in Pennsylvania by sharing the standards with those teams, offering images as references for employees in charge of grading and sorting to work off. This increased consistency across all of Ethos’s product lines and SKUs in its markets.

“We are very concerned about over-machine trimming the flower to the point that or that we’ve removed a lot of those things that are sort of the brand quality standard target standard,” Bourque notes. For example, if a handful of value-brand batches get over-trimmed, “the market gets that and customers expect that out of subsequent batches. That queues us up for complaints.

With Marvel, “now we have an objective way to quantify our target goals.”



# ORGANIGRAM



Locations: Moncton (New Brunswick), Lac-Supérieur (Quebec), Winnipeg (Manitoba)



Canopy size:  
283,000 square foot facility  
with up to 3 vertical tiers



Monthly yield:  
~7,000 kgs



Flower & Pre-Roll SKUs:  
~80-100 SKUs

## End of The Line

*Marvel is the latest, and most advanced, addition to Organigram's Keirton-powered post-harvest system.*

Over the years, Organigram has built its post-harvest workflow to match Keirton's flow map, using Twister trimmers, sorters, buckers, and conveyors. The Moncton-based LP even utilizes Keirton's Cure Puck.

The Marvel AI-grading system was the latest addition to that flow when Organigram added it to its inventory in Spring 2023. Looking back at how the company built its post-harvest flow, Mike Koberinski, Organigram's Director of Post-Harvest Activities, wishes the team didn't wait so long to go all in with Keirton's equipment. "I'm surprised Marvel is not used in more LPs in Canada, to be honest with you," he says.

Organigram has used Marvel almost every day since it landed at the high-capacity Moncton growing facility—Organigram harvests two

flowering rooms every day.

An average of 125 kilograms of dry flower runs through the Marvel AI-grading system daily, Koberinski notes.

Nigel Jardine, Organigram's Drying Manager who works closely with the Marvel system, says "The biggest thing that I've seen so far as an advantage is it takes out subjectivity" that comes with having human team members make flower grading decisions. "As a company, we can set the standard, but we don't need to rely on human activity to maintain it."

Additionally, Jardine notes a drastic reduction in training time since utilizing Marvel. "I don't need to coach people on corrective actions at that point—it's more or less teaching a machine, which is wonderful."

***"For any new flower launches, we make sure those lots are identified through Marvel to give the customer the best experience..."***

***-Mike Koberinski,  
Director of Post-Harvest  
Activities, Organigram***

The Marvel system has helped bring consistency to Organigram's branded products, which in turn helps set and meet customer expectations. "For any new flower launches, we make sure those lots are identified through Marvel to give the customer the best experience, whether that's to get rid of the small flower or the trim issues—essentially anything that might show up in a negative Reddit review," Koberinski details.

Jardine adds that “Marvel has helped with the quality control and being very consistent in our output, which you can’t put a price tag on.” Marvel’s Analytics mode informs the post-harvest staff on what to expect out of the batch, allowing Organigram to modify its trimming, drying, and curing activities based on a cultivar or phenotype’s needs. “It just helps me plan a lot more effectively and efficiently,” he says.

As one of the first growers to benefit from the first-generation Marvel system, the Organigram team is looking forward to seeing how the Gen 2 model stacks up against the original unit it had for the last year. Among other improvements, a third camera increases system accuracy, while an added chute enables Gen 2 to have multiple sorting streams.

Jardine advises other growers who doubt Marvel’s abilities simply to be “open to the idea that the machine is better at picking out good and bad than you.”

“*[Marvel] helps me plan a lot more effectively and efficiently.*”

*-Nigel Jardine, Drying Manager, Organigram*



# 4 Tips to Improve Your Marvel AI-Grading Experience:

## 1 Take time to train the AI on your specific needs

Like most advanced technologies, users will get out of Marvel what they put in. While Marvel is pre-loaded with settings and more than a million cannabis flower images, taking the time to train the artificial intelligence system on your specific genetics and market needs will help unlock Marvel's full potential.

"It will take time, investment and commitment, but what you'll find is if you spend the time to think through your business properly up front when you install Marvel, ... you'll have a higher sense of confidence," says Tom Varga, CEO of Australia-based cannabis cultivation company Biorica. "And effectively every run you do through Marvel, that knowledge and that improvement will keep [building]."

Growers using Marvel and experiencing a higher-than-anticipated rejection rate may be tempted to dismiss the system when it may just be a matter of tweaking how Marvel is grading certain criteria. For example, a Marvel sort to identify premium-quality flowers may reject an otherwise perfect flower because it has four sugar leaves and the system is programmed to reject flowers with more than three leaves.

"The success of the sort is really based on the proficiency of your parameters," says Ben Bourque, Executive Vice President of Cannabis Production at Ethos Cannabis. "If you're not putting good parameters in there, ... the machine is not going to do what you think it should do."

## 2 Don't overload the machine past system specs

Once growers build comfort with the Marvel grading system, they may be enticed to start pushing the system's capacity to increase throughput. However, doing so may increase the system's error rate as the system struggles to keep up with the deluge of buds coming its way.

"Because Marvel works so well and gets so many buds through, there is a tendency to make it run like a thoroughbred from the start of the day to the end of the day," Varga says. The Marvel system has a dry flower capacity of up to 100 lbs./hour for grading, and 70 lbs./hour for grading and sorting at an accuracy of up to 95%.

When trying to push those limits and mistakes increase, "you've got to ask yourself, was it Marvel that made the mistake? Or was it that two buds came down side by side, one had to get rejected, one had to get passed," Varga shares. "The puff of air hits, it moves both of them and they both end up in the reject or they both end up in the pass."

To maintain optimal accuracy, stick with Keirton's recommended throughput rate.

**95%** GRADING  
ACCURACY

Get the most out of your automated grading system with these pointers from current Marvel users.

There is going to be a learning curve when introducing any new technology to a cannabis cultivation operation, and the same is true for Keirton's Marvel AI-grading system. From understanding system specifications and limitations, to training team members and resetting standards and protocols, the integration process can be rife with pitfalls to avoid and hurdles to overcome.

Here, we offer practical tips and insights to help you get the most out of your Marvel AI-grading system from current early users and the experts who helped build the revolutionary system.

### 3 Build the right team

While potentially counter-intuitive, your best employee (or more realistically, team) doing hand-sorting and quality checking may not always be the best to train the Marvel system on brand standards. That's because the required skillsets are very different.

An early challenge for employees using Marvel is "you have to relearn to a large extent how you ask a question," Varga notes. "You have to rethink who's running it. The great post-harvest person might be a horrible Marvel person. You've got to retrain the Marvel users so that they think differently."

Similar to someone working with ChatGPT prompts, the person or group training Marvel should be creative thinkers with good problem solving skills. Ensuring that the Marvel trainers are properly trained will accelerate the system's learning and ensure increasingly better results over time.

**“What I want Marvel to do is to operate at 100% accuracy based on the recipe or the question we're asking.”**

**- Tom Varga, Biortica**

### 4 Understand the significance of your Marvel results

The Marvel system will offer a grading report after every run, giving you insights into both your batch and the system's performance. These reports will show the total elapsed time, the total number of flowers processed, the percentage of the flowers that were rejected, the top 4 violating criteria, the distribution of flower size, and the distribution of classes for each criteria.

Understanding how to read those reports will both help you understand your product quality (and potentially inform cultivation processes) as well as your rejection rate.

For example, an early batch that ran through Marvel when Biortica first installed the system rejected 80% of the flowers. The immediate reaction of the employee in charge of the system was to say the system is not working properly and the recipe needs changing, Varga remembers. "And the answer is no, you don't."

A closer inspection would reveal the system worked exactly as planned based on the set grading recipe. Rather than set a target rejection rate, "what I want Marvel to do is to operate at 100% accuracy based on the recipe or the question we're asking," Varga says, even if that means having a rejection rate as high as 80%.

Bottom line: trust the process.



***Marvel: Your cannabis  
grading safety net.***