

Lechuza®

THE ORIGINAL ■■■



PRESS KIT 2022



Lechuza®

THE SECRET TO BEAUTIFUL PLANTS

For more than 20 years, LECHUZA has dedicated itself to one thing: beautiful, healthy plants. And that's because fresh greenery and colorful flowers transform homes into lush living spaces that are more comfortable and that feel more personalized. LECHUZA's planters are suitable for all interior styles, while also ensuring beautifully healthy vegetation without a lot of fuss or a green thumb. By combining an integrated irrigation system and specially developed plant substrates, plants in LECHUZA planters receive the right supply of water and nutrients tailored to their individual needs. Exactly what beautiful, vital plants need!

In 2022, LECHUZA will continue to focus on simple plant care, modern home design, and greening people's surroundings. The range of products will be expanded in spring 2022 to incorporate innovative ideas and exciting new additions, blending practicality with beauty and helping plants to be at their best.

The new hanging basket **BOLA** positions plants at impressive heights. The planter with the integrated original LECHUZA irrigation system is available in three different colors and in two sizes. BOLA is composed of two hemispheres, which combined with each other create a circumferential watering area. The spacious filling area makes it easy to fill the water reservoir without spilling any drops. The lower part with a delicate groove structure creates an exciting contrast to the smooth surface of the rest of the planter. The combination of the different surfaces makes BOLA an eye-catching and timeless piece.





Lechuza®

Another new highlight from LECHUZA is the planter **TRENDCOVER**. The stylish combination of a structured surface in a trendy felt or cork look and a functional planter liner brings a natural flair into the living room. Available in four styles and two sizes, this new trendy planter is ideal for bringing variety to any home's décor.



As part of the overall mission of helping every type of plant grow well and be at its best, LECHUZA's range of plant substrates is going to be expanded in spring 2022 to include the new **BASICPON** substrate. Based on the proven LECHUZA-PON substrate composition, this new version is completely free of fertilizer, making it a perfect alternative to a conventional potting mix – especially for growing cuttings and pups, or for use with sensitive plants.



The timeless Cottage Collection sees a new addition with **NIDO Cottage 35**: a hanging planter with an even bigger internal planting space. The secure hanging design is made with stainless steel so that NIDO Cottage 35 can be attached to ceilings, beams, and other surfaces quickly and easily. This NIDO planter can be used to add a Mediterranean flair to any balcony by planting rosemary and other herbs to create a hanging herb garden.



The new **TRIO Stone 40** planter expands the popular Stone Collection with 1.3 meters length, offering plants even more space to flourish and trail. Perfect for creating a vegetable patch, the planter can also be planted with taller climbing plants (in combination with the new, optimized trellis accessory) to create a green privacy screen for any garden or terrace.



@lechuza.world



youtube.com/lechuza

LECHUZA PR
pr@lechuza.com
www.lechuza.com



Lechuza®

FLYING HIGH WITH BOLA

The new hanging planter BOLA makes it easy to bring a touch of jungle flair to your home. Hanging a planter up high frees up space on surfaces and the floor, while also bringing on-trend urban jungle vibes to any sized apartment when paired with plenty of lush greenery. Save space and add style at the same time! With BOLA, LECHUZA's collection of hanging planters sees a new addition that is both elegant and functional. This new hanging planter will be available in two sizes and in three colors.

Suspending lush greenery in hanging planters adds fantastic highlights and focal points to any room. Plant companions shouldn't be limited to standing on the floor or being placed on tables: spread them out at a range of heights and with a range of different hanging options to show them off at their very best. The BOLA planter elegantly hangs wherever it is attached, offering a simple way of implementing many different design ideas for domestic urban jungle aesthetics. The delicate grooves at the bottom of the planter also offer an exciting texture contrast with the upper side's smooth finish. The combination of smooth and textured surfaces makes BOLA an eye-catching and timeless piece. Several hanging planters can be arranged together to double down on the urban jungle style and create an atmosphere with a natural flair.

The BOLA planter features an impressive, modern design with unique functionality. The discreet stainless steel hanger keeps the planter stable and can be attached simply and easily. This practical attachment allows plants plenty of space to grow. Conventional hanging planters can be difficult to water and often overflow when watering directly from above. In contrast, the BOLA planter features an integrated irrigation system and has the additional plus of a specially designed water filling area that wraps around the whole plant, enabling easy watering from above with no spills or overflows – whatever the height!





Lechuza®

This spacious opening makes it easy to fill the water reservoir, which can hold up to two liters of water. The original LECHUZA integrated irrigation system continually supplies the plant with the water that it needs. The water level indicator shows when the water reservoir needs to be filled. Whether as a stand-alone eye-catcher or arranged together in different sizes, BOLA helps to create personalized green displays and an impressive jungle-like atmosphere in any home.

BOLA will be available from spring 2022 in the sizes 23 and 32. Each set includes the planter, the planter liner, the irrigation system, and some LECHUZA-PON substrate as drainage layer. The planter will come in the colors sand brown, slate, and white.





Lechuza®

TRENDS FOR MODERN LIVING

The new planter TRENDCOVER from LECHUZA creates a cozy ambiance and adds even more style to living spaces. The stylish combination of a structured surface in a trendy felt or cork look and a functional planter liner brings a natural flair into the living room. Plants can be placed directly inside the TRENDCOVER in a LECHUZA liner, with the resulting look giving any room a whole new flair. Each TRENDCOVER is also compatible with the original LECHUZA irrigation system and water reservoir, making each setup flexible and easy to redesign as you wish – so every space can always be on-trend. Available in four styles and two sizes, this new planter is ideal for bringing variety to any home's décor. With felt and cork options, and light and dark finishes, there is something here for everyone's taste.

The TRENDCOVER planter helps with personalizing home décor in a simple and elegant way, instantly breathing life and coziness into the mix when paired with the right green plants for inside. Current trends in interiors involve clever combinations of various accessories, such as edgy armchairs with lavish cushions, baskets, and carpets made with natural materials, and side tables in different shapes and sizes. Natural textures and finishes are also on-trend, creating a whole new sense of life in any room. These natural materials combine perfectly with the functional LECHUZA irrigation system: a simply unbeatable pairing in any style for leaving your own mark on this trend.

Beginning spring 2022, **TRENDCOVER** will be available as an All-in-One Set consisting of the TRENDCOVER itself, a planter liner, the LECHUZA irrigation system, and some LECHUZA-PON substrate as drainage layer. The set will come in four on-trend designs: cork appearance with light natural finish or dark natural finish, or felt appearance in light grey or dark grey. The TRENDCOVER will be available in size 23 and 32.



Lechuza®

NEW CARE PRODUCTS BY LECHUZA

The secret to having beautiful plants involves looking at the substrate that they're planted in and also ensuring a regular supply of water. To achieve optimum growing conditions, plants need just the right nutrients in their substrate. LECHUZA's specially developed substrates always contain all the required nutrients and an optimal air-to-moisture ratio to encourage healthy root growth and beautiful leaves. As part of the overall mission of helping every type of plant grow well and be at its best, LECHUZA's range of plant substrates is now being expanded to include the new BASICPON substrate. Based on the well-established LECHUZA-PON substrate composition, this new version is completely free of fertiliser, making it a perfect alternative to a conventional potting mix – especially for growing cuttings and pups, or for use with sensitive plants. This can be used by itself as the sole substrate, or it can be mixed together with another potting mix. BASICPON provides a structured substrate that regulates water supply and supports aeration around roots.

BASICPON will be available from spring 2022 in the sizes 6 liters and 12 liters.





Lechuza®

NIDO COTTAGE 35: THE LARGE HANGING BASKET IN COUNTRY-HOUSE STYLE

LECHUZA is expanding the popular Cottage Collection with NIDO Cottage 35: a hanging planter with an even bigger internal planting space. When filled with flowering plants, a hanging planter like this becomes a real eye-catcher on any balcony or terrace. They can even be used to liven up a home's entrance. A hanging planter filled with plants is great for adding a splash of color at eye-level and bringing a little cheer to any cottage garden, especially when there's limited space available. The secure hanging design is made with stainless steel so that NIDO Cottage 35 can be securely attached to ceilings, beams and other structures. For a really eye-catching summer display, plant numerous flowers and trailing plants such as geraniums, petunias, or begonias – the more colorful and lush, the better! This NIDO planter can also be used to add a Mediterranean flair to any balcony by planting rosemary and oregano to create a hanging herb garden.

NIDO Cottage 35 is perfect the perfect compliment for its smaller version, NIDO Cottage 28. Combining different sizes and colors will add more life and variety to any outdoor space, helping to create that cottage garden feel wherever! The larger planting area of NIDO Cottage 35 has a volume of approx. 11 liters, which is plenty of space for designing dreamy, colorful flower displays and green arrangements. The integrated original LECHUZA irrigation system with large water reservoir (almost 4 liters) supplies flowers and herbs with all the moisture they need. The bottom of the planter, its fastener, and the drain plug are presented in a lovely wicker effect to add to the country feel. The flat base means that this NIDO planter can also be placed on surfaces.

NIDO Cottage 35 will be available in the spring of 2022. The planter will come in the colors light grey, sand brown, graphite black, and granite. It comes as an All-in-One Set consisting of the planter, planter liner, the irrigation system, and some LECHUZA-PON substrate as drainage layer.





Lechuza®

TRIO STONE 40: EXPAND YOUR KITCHEN GARDEN

The new TRIO Stone 40 planter expands the popular Stone Collection and offers with 1.3 meters in length plants even more space to flourish and trail. Perfect for creating a vegetable patch, the planter can also be planted with taller climbing plants (in combination with the new, optimized trellis accessory) to create a green privacy screen for any garden or terrace. Use with climbing grapevines and espalier fruit trees to cover bare walls with greenery or use as a privacy screen.

A small-scale kitchen garden: with three removable inserts that can be moved separately and hold up to 31 liters, the planter makes it easy to plant flowers, fruit, and vegetables by hand and for them to develop magnificently. A separate base is also available as an accessory for the TRIO planter, transforming it into a raised bed for fruit and vegetables to thrive. TRIO Stone 40 enables anyone to start growing fruit and vegetables at home: from fruit trees and vines, to tomatoes, cucumbers, and much more!

The integrated original LECHUZA irrigation system supplies plants with just the right amount of water. The water level indicator shows when the 7.5-liter water reservoir needs to be filled. The trellis accessory provides even more stability than previous models thanks to its perfect connection with the planter, so tall plants will have all the support they need. It's the perfect combination for enjoying even more fruit and vegetables!

TRIO Stone 40 will be available from spring 2022 as an All-in-One Set which consists of the planter, three planter liners, the original LECHUZA irrigation system, and some LECHUZA-PON substrate as drainage layer. The planter will come in the colors stone grey, graphite black, and quartz white. The trellis and pedestals will be sold separately.

