

*Lechuza*®

T H E O R I G I N A L

let's get *glossy!*



PRESS RELEASE

*Let's get glossy - high-gloss for every room!*

The new Glossy collection from LECHUZA brings a hint of modern glamour to the living room. The planters with high-quality varnished surfaces are shiny eye-catchers and give rooms an elegant feel. The trendsetting pieces do not only look sophisticated, but also impress with their integrated irrigation system, giving plants access to a reliable water supply. The new Glossy planters are the must-haves of the season!

## *Shiny highlights*

Following a high-gloss makeover, the popular LECHUZA planter CUBE now comes in three additional brilliant high-gloss shades. In the handy sizes 14 and 16, CUBE Glossy effortlessly fits on windowsills, tables or shelves and is perfect for any living area. The smart design blends into various furnishing styles and is ideal for showing off herbs in the kitchen or as a modern decorative item in the living area. A little cube that makes a big statement!

**CUBE Glossy** will be available from mid-December 2018 in two sizes and the colours white high-gloss, scarlet red high-gloss and charcoal high-gloss as an All-in-One Set including planter, liner, water level indicator and wick from Euro 14.99 Euro (RRP for CUBE Glossy 14) and 19.99 Euro (RRP for CUBE Glossy 16).

The larger CUBE Glossy Triple offers a lot of space for flowers, herbs or smaller shrubs and serves as a sophisticated highlight that will give any living space a glossy feel. With its elongated shape, the new planter can be an impressive herb garden on the windowsill, a garden for succulents on the living room shelf or an unusual flowering decoration on the table.



The high-gloss surface forms a modern contrast to green houseplants or delicate flowers, making CUBE Glossy Triple a real eye-catcher.

**CUBE Glossy Triple** with space for up to three pots will be available from mid-December 2018 in the colours white high-gloss, scarlet red high-gloss and charcoal high-gloss as an All-in-One Set including planter, water level indicator and three wicks from 24.99 Euro (RRP).

## Eye-catcher: Glossy Green Wall

The new urban attitude to life is dominated by a powerful longing for nature and nothing embodies it like the interior trend of the living "Green Wall". With the Green Wall Home Kit Glossy Starter Set by LECHUZA, a well maintained, hanging garden that gives a new perspective on green and flowering plants can be created in no time at all. If you don't have much space or simply enjoy unusual plant designs, you can now bring a touch of nature to your very own wall. Thanks to the practical magnetic holders, the CUBE Glossy planters can easily be attached to the metal bar and removed or rearranged at any time.

As classic wall greenery, as creative holders for make-up tools in the bathroom or as pencil box in the children's bedroom – CUBE Glossy is a true all-rounder and highly versatile. Create a green oasis with your individually designed Glossy Green Wall by LECHUZA!



The **Green Wall Home Kit Glossy** contains three Glossy planters in the same colour either in white high-gloss, scarlet red high-gloss or charcoal high-gloss, each with planter liner, water level indicator and wick as well as magnetic holders and the corresponding metal bar in a neutral black and is available from mid-December 2018 from 99.99 Euro (RRP).

For even more creativity and variation, the CUBE Glossy planters of the Special Edition Kiss and the CUBE Glossy Triple can be attached to the wall with the magnetic holders and metal bar. The practical magnetic holders and the metal bar are also available individually at 12.99 Euro (RRP) and 19.99 EUR (RRP).

## *For relaxed plant maintenance without daily watering*

To make sure that caring for your plants doesn't get too stressful, the LECHUZA irrigation system will look after the water supply for your green flatmates. The plants can be placed in the planter in their pots, eliminating the need for time-consuming repotting. A wick, which is placed in the pot from below, transports moisture to the roots. The water level indicator can be used to check when it's time to refill the reservoir. This is how easy it can be to take care of your plants!



## CUBE Glossy Kiss: Sweet like candy

Subtle pastel shades are not just a hot trend on the catwalks of the fashion world, but are now also spreading their subtle charm to the living room. The light candy shades are ideal for colourful combinations, remaining low key and conjuring up a modern look. The elegant cubes are given an extra dose of style and glamour thanks to the brilliant glitter effect on the varnished surface. The CUBE Glossy Kiss special edition brings the fashion highlight of the season to your home in the form of the original LECHUZA design.

Three soft shades provide beautiful splashes of colour and offer a unique backdrop for plants of all kinds. With a high-gloss surface and sparkling glitter effect, they are a stylish must-have for all fashionistas!

The special edition **CUBE Glossy Kiss 14** will be available from mid-December 2018 in the shades 'cashmere cream high-gloss glitter', 'cherry pie high-gloss glitter' and 'sweet candy high-gloss glitter' as an All-in-One Set including planter, liner, water level indicator and wick from 16.99 Euro (RRP).

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## Beautiful splendour with Orchidea

The orchid with its delicate flowers is one of the most popular houseplants in the world and gives any interior a stylish boost. The new ORCHIDEA planter by LECHUZA has been especially developed for the exquisite tropical plants and is perfectly suited to the needs of Phalaenopsis, Dendrobium and the like – and it's not just your orchids that will love this planter!

To achieve abundant flowers and healthy growth, a balanced interplay of water, light and air is particularly important for the roots. In order to imitate the way nature supplies these plants in the best possible way, the ORCHIDEA irrigation system has been designed with the needs of orchids in mind. Thanks to the semi-transparent removable planter liner, the roots get sufficient light, and the newly developed orchid substrate enables a balanced supply of water, light, good nutrient retention, and a consistent pH value. This keeps the orchids healthy and ensures that they are optimally cared for!

With ORCHIDEA, everyone can become an expert. Just one glance at the water level indicator is enough to check how much water is left in the reservoir and whether the plant needs to be watered again. This avoids the problem of waterlogged roots, something that orchids cannot cope with and an issue that often causes problems when caring for these plants. The curved shape of the planter is reminiscent of a delicate petal and makes it a must-have for all orchid fans.



The three classic matt colours of white, scarlet red and slate bring out the various shades of these wonderful plants and fit into any home environment. Thanks to LECHUZA, orchids can be presented stylishly in the right outfit and will be an eye-catcher on any windowsill.

**ORCHIDEA** will be available in shops in white matt, scarlet red matt and slate matt as an All-in-One set from mid-December 2018 complete with liner, orchid substrate and orchid irrigation system from 17.99 Euro (RRP).



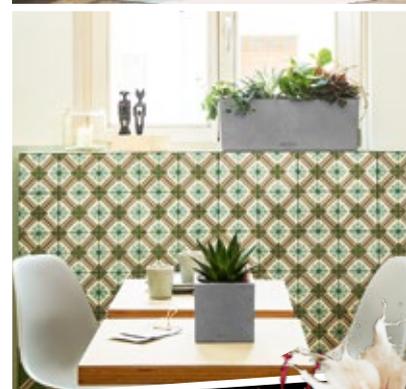
## Two new planters in the popular natural stone look

From December 2018, two new planters will be added to the existing LECHUZA Stone Collection, making it even more versatile. With BALCONERA Stone and CANTO Stone 14, the classic balcony box and practical herb cube will also be available in the trendy surface structure with a natural and modern style for the coming season. There are now no limits when it comes to trendy planting in a uniform look!

With the flexible Stone Collection in various shapes and sizes, there is a suitable planter for every design idea, exuding rustic charm either indoors or outdoors. The trendy stone look of the planters in the shades stone grey, sand beige and graphite black can blend into any environment, whether in the form of a bowl, column, cube or table planter and provides a natural looking frame for rich green plants and colourful flowers.

Delicate early blossoming plants, lush summer flowers, autumn arrangements or winter planting – the planters in a natural stone look provide an atmospheric contrast to plants at any time of year. The planters, which feel like raw, solid stone, are made from high-quality weatherproof plastic and are therefore easy to move. In addition, the LECHUZA sub-irrigation system will ensure that the plants are optimally supplied with water. Taking care of plants couldn't be any simpler!

BALCONERA Stone and CANTO Stone 14 go perfectly with the other planters in the LECHUZA Stone Collection. CANTO Stone in the larger versions 30 and 40, winner of the Red Dot Award 2017, reflects core elements of contemporary architecture and showcases plants in an attractive way. The round bowl planter CUBETO Stone also matches the stone look and is highly versatile – as an accent in living rooms, unusual decorative item on the terrace or as an inviting way to welcome people either to the garden or into the hall.



## BALCONERA Stone – makes balcony dreams come true!

Colourful, splendidly growing flowers, a relaxed ambience and cosy hours in the sun – the perfect city balcony to relax on and forget the world. BALCONERA Stone, the LECHUZA classic in the new look, will help you to realise this dream while also taking reliable care of your plants.

Thanks to the integrated sub-irrigation system with water reservoir, the balcony box takes charge of watering the plants, even on hot summer days. Frequent watering becomes a thing of the past and leaves you more time for rest and relaxation in your new favourite place. The removable planter liner with integrated handles can easily be planted on the floor or on a table and then placed in the ready-mounted box. With its stone look and straight shape, BALCONERA Stone blends perfectly into modern minimalistic architecture and effortlessly transforms a space above the roofs into a comfortable feel-good oasis to relax in and enjoy.

**BALCONERA Stone** will be available from December 2018 in sizes 50 and 80 in stone grey, graphite black and sand beige as an All-in-One set with planter, liner, water level indicator and the plant substrate LECHUZA-PON from 29.99 Euro (RRP for BALCONERA Stone 50) and 39.99 Euro (RRP for BALCONERA Stone 80). The stable balcony brackets and optional extension for railings with large rung spacing are available separately.



## CANTO Stone – now also available as a table planter!

With a stylish succulent on a shelf, with herbs at the barbecue table or with a green houseplant on a desk – CANTO Stone 14 can turn any plant into a true eye-catcher. The contrast between the rustic stone and natural green or colourful leaves looks modern and shows off small plants.

Its handy size means that CANTO 14 is ideal for small surfaces such as shelves, sideboards or desks. The “little one” cuts a particularly good figure as a striking table decoration and can add an urban industrial-style touch on e.g. wooden tables. The integrated wick-irrigation system, which is positioned inside the CANTO Stone 14, supplies the plants independently and reliably with moisture from the water reservoir. This means that plants can be optimally cared for over the long term and radiate a modern atmosphere with an extra dose of naturalness in the “small” CANTO.

**CANTO Stone 14** will be available from mid-December 2018 in stone grey, graphite black and sand beige as an All-in-One Set comprising planter, liner, water level indicator and wick from 9.99 Euro (RRP).



## Favourite Pieces for plant lovers

A linear style that only uses a few design elements is typical of modern living. In concrete terms, this means creating a small, bespoke paradise at home using few handles and a selection of favourite pieces - cool and cosy at the same time.

The YULA collection from LECHUZA matches this trend perfectly. With harmonious pastel colours, semi-gloss surfaces and clean shapes, the two planters and decorative accessories can be integrated into any arrangement. The new YULA Flower vase and the macramé holder for the YULA planter round off this calming product range. And as of December 2018, all of the popular YULA family will be available in a hip 'pearl rose' colour!

## Style belongs everywhere

Smaller spaces can be decorated quickly and easily with the modern YULA collection. The plants purchased don't even need to be repotted, but can stay in their grow pot, be supplied with a wick, and placed in the planter or plant bag. The plants receive a steady supply of water through the irrigation system and therefore are nourished over a longer period. This takes away the need for frequent watering, so nothing stands in the way of a mini-break or trip away for a few days - simply fill up the water reservoir and the plants will extract their own water over the course of several days. This makes the YULA planters ideal for all those who want to beautifully decorate their home with plants but do not have green fingers themselves.



Thanks to the straightforward wick-irrigation system, the plants can be replaced and upgraded at any time - for a look that's always new and personalised! The handy tabletop format means the YULA family of planters will look at home anywhere. The new romantic, elegant pearl rose colour is an absolute must-have for adding an element of freshness. Whether it's herbs in the kitchen, popular houseplants on the shelves in the sitting room, or colourful flowers on the dining table, the new YULA colourway creates a cosy ambiance in a flash, making it right on trend.

## *Decorative accessories for modern living*

In addition to the matching watering can, modern living just has gotten a fraction trendier due to the new YULA Flower vase and macramé accessories for the planter. The vase acts as a showcase for freshly cut flowers and perfectly matches the larger planters in the same colours. Intricately knotted macramé is celebrating a comeback and turns the YULA planter into a fantastically hip hanging basket. This means the limited space in small homes can be used effectively and the individual plants highlighted.

The two planters are available as an All-in-One Set in white/grey, white/green and, from mid-December 2018, also in the new white/pearl rose colourway from 12.99 Euro (RRP for the planter) and from 19.99 Euro (RRP for the plant bag). The set includes the planter, water level indicator and one or two irrigation wicks.

The watering can and vase **YULA Flower** will also be available from mid-December 2018 in white/grey, white/green and white/pearl rose from 9.99 Euro (RRP for the watering can) and from 14.99 Euro (RRP for the vase). The **macramé** assembly will be available in white from 9.99 Euro (RRP).



## Lots of space for freshness: The Green Wall Home Kit

Fresh greens are an integral part of the healthy cuisine. There are few herbs in grow pots that are used up all at once though, and most windowsills do not offer enough space for all those herb pots. With the Green Wall Home Kit Color from LECHUZA, an individual and space savvy herb garden – which also is an unusual eye-catcher – can be created in an instant.

Thanks to practical magnetic holders, the popular CUBE Color 14 and the elongated CUBE Color Triple can easily be attached to the matching metal bar. The high quality, extra strong magnets ensure a secure hold. With the satin finish and the intricate woven structure, the planters from the LECHUZA-Puro Collection bring practical and attractive design to the kitchen. Even unusual spaces can thus be turned into little hanging gardens. The pots can be rearranged and swapped as required and can even be used as original holders for kitchen utensils. Even the smallest kitchen offers enough space for some fresh ideas!

The **Green Wall Home Kit Color** contains three CUBE Color planters in the colours white or slate together with planter liners, water level indicators and wicks as well as magnetic holders and matching metal bar in a neutral black. The All-in-One set is available in stores at 79.99 Euro (RRP) from mid-December 2018.

For even more variety and creative ideas, the CUBE Color Triple, which is available separately, can be attached to the metal bar with the magnetic holders. The practical magnetic holders and the metal bar are available individually at 12.99 Euro (RRP) and 19.99 EUR (RRP).



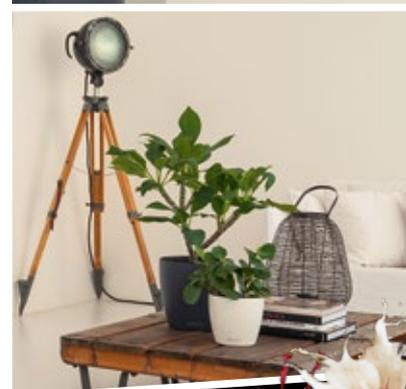
## CLASSICO Color – now also in a new size!

With its timeless style, the popular CLASSICO Color is a must-have for every home. Its understated, satin finish and modern design fit beautifully into any setting, making it a must-have feature - in sitting rooms as well as on balconies or patios. This stylish classic is now also available in 18 cm size: the perfect addition to shelves, windowsills, side tables and smaller surfaces inside the home and outside.

The CLASSICO Color planter family features impressive aesthetics, high quality workmanship and smart functionality. Thanks to the reliable LECHUZA sub-irrigation system, each individual plant receives everything it needs according to what it would get in a natural setting. In outside areas, the drain plug can be removed to protect against waterlogging caused by excessive rain.

The tasteful, plain design and matte satin surfaces in calming colours (including white, slate and nutmeg) provide an on-trend backdrop for houseplants and outdoor plants, making this planter one you won't want to be without. There now is the ideal CLASSICO Color for any plant - giving you a coordinated, modern look. A classic combination that makes a big impact!

**CLASSICO Color 18** will be available from mid-December 2018 in white, slate and nutmeg. The planter comes as an All-in-One Set consisting of the planter, sub-irrigation system with water level indicator, as well as the plant substrate LECHUZA PON from 14.99 Euro (RRP).



## Special editions 2019

### Happy holidays with CUBICO

In the mood for Christmas – tasteful decoration makes this special time even more cosy. Planted with a pretty mini conifer, the CUBICO Premium planter from LECHUZA is a modern alternative to a traditional Christmas tree, turning your home into a modern winter wonderland with its subtle pastel colours and clean shape. CUBICO's festive colours 'snow glow', 'powder love', 'warm ice' and 'plum magic' are as notable as Christmas itself and can be combined with up-to-date powder shades such as white and silver.

The LECHUZA classic CUBICO Premium is available as a special edition in the colours 'snow glow', 'powder love', 'warm ice' and 'plum magic' in the sizes 30 from 84.99 Euro (RRP) and 40 from 149.99 Euro (RRP) as an All-in-One Set consisting of the planter, sub-irrigation system with water level indicator, as well as the plant substrate LECHUZA-PON from October 2018.

### Summer is going to be bright with CLASSICO

Available in four dazzling colours, the CLASSICO special edition 'Coral Crush' turns plants into real showstoppers, injecting some summery freshness when the temperatures rise. In on-trend colours 'sunset crush', 'pearl rose', 'mango slush' and 'silver glow' it's an automatic mood boost!



The CLASSICO Color Special Edition 'Coral Crush' is available in the sizes 21, 28, 35 and 43 at 16.99 Euro (RRP), 26.99 Euro (RRP), 39.99 Euro (RRP) and 44.99 Euro (RRP) as an All-in-One Set consisting of the planter, irrigation system with water level indicator, as well as the plant substrate LECHUZA-PON from mid-December 2018.

## In a holiday mood with RUSTICO

The fresh blue tones 'fresh lime', 'frosty blue', 'tropical sea' and 'deep ocean' of the RUSTICO Special Edition 'Summer Breeze' combined with easy-to-care-for succulents are reminiscent of dreamy holiday resorts and relaxing vacations. Cacti, palm trees with feathered leaves and different grasses instantly bring that holiday feeling to the home, terrace or balcony.

The RUSTICO Color Special Edition 'Summer Breeze' is available from mid-December 2018 in the sizes 21 for 14.99 Euro (RRP) and 35 for 29.99 Euro (RRP), both as an All-in-One set consisting of planter, irrigation system with water level indicator and LECHUZA PON.

Together with exotic plants that can endure hot temperatures, RUSTICO and CLASSICO spread that summer feeling. The LECHUZA sub-irrigation system looks after the plants even on hot days, so you can relax all summer long and leave all your cares behind while chilling out in the sun!



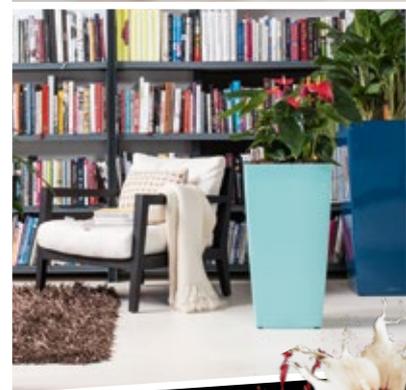
## Choose your colour! LECHUZA - customised

Anyone can do standard colours. However, when it comes to making sure our planters fit absolutely perfectly with your customers' design requirements it's all in the details. All retailers and professional interior landscapers therefore have the exclusive option of ordering our CUBICO family styles in the RAL colours of their choice.

The CUBICO Premium designs make a big statement in sitting rooms, foyers and in business areas, and are ideally suited to sophisticated requirements. Their classic, modern styling, the high-quality varnished surfaces and their reliable functionality guarantee top-level interior landscaping appeal.

CUBICO Premium has an interchangeable, neutral planter liner with recessed handles, which enables the plants to be replaced at any time. It is also compatible with other LECHUZA planters. The planters thereby combine elegance and beautiful shaping with being ultra-simple to use.

For best results, LECHUZA planters come with a professional long-term irrigation system, which enables whole room concepts and large interior spaces to be equipped with the same system - providing plants with the best care and keeping customers happy.



## LECHUZA in Corporate Identity

For orders numbering 120 units of CUBICO 22, 80 units of CUBICO 30, 40 units of CUBICO 40 and 30 units of CUBICIO 50 units retailers and professional interior landscapers can select CUBICO Premium planters in a bespoke, high-shine colour. The “K7 Classic” colour catalogue contains 213 RAL colours, creating a virtually unlimited range of possibilities for elegant and timeless design.

The CUBICO family is available in three sizes, 22 from 49.99 Euro (RRP) each, 30 from 109.99 Euro (RRP) each and 40 from 179.99 Euro (RRP) each. From 2019, it will also be possible to customise size 50 CUBICO planters from 299.99 Euro (RRP) each.

To ensure that the planters remain mobile even when planted LECHUZA offers coasters on the underside of the size 30 and 40 planters.

