

Lechuza®

THE ORIGINAL ■■■



Meet **ojo**  
your plant friend

PRESS INFORMATION 2020

## LECHUZA at spoga+gafa 2019

The world's largest garden trade fair, spoga+gafa, invites its visitors to discover all the latest trends and themes for the green industry from 1 - 3 September. LECHUZA will be there too, showing exciting new products and theme worlds in the garden living sector for the coming season. And there's another reason to celebrate: LECHUZA is turning 20!

The newly designed trade fair stand will showcase product highlights for the 2019/20 garden season on 270 m<sup>2</sup>. The new and original design line, HAVALO, with its exclusive surface structure, embodies modern elegance that harmonises perfectly with trendy life styles. In addition, geobra Brandstätter's LECHUZA and PLAYMOBIL brands are teaming up for the first time for a collaborative, innovative planter. With a new range of substrates and specially designed fertilisers, LECHUZA helps plant-lovers give individualised care to their green housemates. Visitors will find further exciting things waiting for them at exhibition hall 10.1: Discover our new POS concept with modular components and experience more about our sustainable production of the LECHUZA planters in Germany.

Inspiration awaits exposition visitors at our LECHUZA stand where you can discover product highlights or enjoy some quiet moments at the water bar as you learn all about the original LECHUZA sub-irrigation system. We also have a meeting area set up with comfortable LECHUZA furniture if you would like to speak with our experts and consultants.

**We hope you'll visit us at Stand D38/E39 in hall 10.1!**



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# Happy Birthday! 20 years of LECHUZA

In 2020 it's finally time: LECHUZA will celebrate its 20th birthday! Since it was introduced on the market in 2000, our famous brand has established itself as an expert in aesthetic and functional planters made of high-quality plastic. Innovative ideas that bring design and functionality into harmony, sensitivity for future trends, top modern manufacturing technology, and sustainable production, made in Germany - these are the core elements that make LECHUZA what it is.

## 20 years of pioneering design

In 1998, Horst Brandstätter, the sole proprietor of the family-owned company geobra Brandstätter, which has continued as a foundation since his death in 2015, was searching for visually attractive and yet functional planters. He was a passionate gardener, and when he didn't find what he had in mind on the market, he asked his development team in Zirndorf to look for a suitable solution. Brandstätter and the developers in Zirndorf had already had a brilliantly successful breakthrough with the introduction of the beloved PLAYMOBIL figures in 1974. Just a few years later, geobra became the highest earning toymaker in Germany. Geobra continues to rank at the top of the industry with its internationally recognised brand PLAYMOBIL. And geobra's second success story also testifies to the never-tiring visionary power of the company.

The design planters from LECHUZA, with their original irrigation systems, are favoured by distribution partners and customers around the world, and many jury members in national and international design competitions are so impressed by the models that LECHUZA planters are routinely seen up on the winner's stage. The LECHUZA team has already received the internationally top recognised design award, the Red Dot Design Award, seven times. For instance, in 2018, LECHUZA won the award for its balcony planter, CUBE Color Triple, with its straight lines and well-thought out functions.



LECHUZA is also a five-time winner of the German Design Award by the German Design Council, and it won the German Innovation Award for the first time with its innovative Green Wall Home Kit in 2019. From the pro-k industry association, LECHUZA has won the pro-k award for outstanding plastic products for its CANTO Stone planter in a deceptively real looking natural stone surface. And in 2019, LECHUZA was awarded the iF Design Award in the category Product Design for its extraordinary planter, CURSIVO, which provides a fascinating perspective from any angle with its asymmetrical design.

### 20 years of top quality

LECHUZA stands for simple handling without prior skills and no extra effort: With the original LECHUZA sub-irrigation system, customers can enjoy beautiful, healthy plants and still have more time for other things. The many different shapes, sizes, surfaces, varnishes and possibilities for use in the LECHUZA product range allow our customers to make their living spaces greener in creatively individual and attractive ways. Smart solutions with inspiring designs that make life less difficult through well thought-out functionality – that is the LECHUZA promise.

The very first product lines, CLASSICO and QUADRO, are still popular today among LECHUZA fans. After introducing the column-shaped CUBICO to the market in 2003, demand for the designer planter grew so fast that the production in Dietenhofen needed to be expanded and modernised with additional injection moulding and varnishing equipment in 2007. The balcony classic, BALCONERA, a sturdy flower planter, is just as popular and has been a fixed part of the product range since 2010. It's available in three different surfaces and, since last season, also in a trendy natural stone look. In 2015, designer garden furniture in a timeless wicker look was added to the product range.



LECHUZA's Green Wall Home Kit is an answer to the interior design trend of vertical green walls and makes it very simple to bring more green into one's own four walls without any fixed installation but featuring a simple stick-irrigation system. With a few clicks, the metal frame, the magnetic fasteners, and the LECHUZA planters CUBE or CUBE Triple create a refined, hanging garden that offers up a new idea of green or flowering plants. The planters can be sturdily attached, removed or replaced at any time thanks to the high-quality magnets. The planters and furniture are exported to over 70 different countries around the world.

### 20 years of Original LECHUZA sub-irrigation system

In addition to its prize-winning design and use of high quality materials, LECHUZA has also established itself as an innovative pioneer in the area of functional irrigation systems that copy nature. The water reservoir is hidden in the bottom of the planter and can hold up to 26 litres, depending on the model. This allows plants to take up moisture as they need on an individual basis. The water level indicator reliably shows how much water is still in the reservoir and signals when the reservoir needs to be refilled. This self-service model allows each plant to take exactly the amount of moisture and nutrients it needs, even when multiple plants are in one planter. At the same time, plants that are placed outdoor are protected from too much moisture: thanks to a threaded screw at the bottom of the planter, excessive water is drained out so there is no danger of sensitive plant roots becoming waterlogged. When used in conjunction with the mineral-based plant substrate that acts as a water, nutrient and fertilizer storage, LECHUZA PON, developed specially for LECHUZA, the plants receive an optimal air-water ratio which makes caring for them successful with a minimum of effort - even when on holiday.



The smaller LECHUZA planters, like the popular herb cube CUBE Color and CUBE Glossy or the YULA product line, feature the practical stick-irrigation system. Plants in a grow pot are simply put into the planters without any need for elaborate repotting. The irrigation stick is inserted into the bottom of the grow pot to evenly supply the roots with moisture. The water level indicator shows when it's time to refill the reservoir. Caring for plants can be this easy and flexible!

### 20 years of Made in Germany – 20 years of sustainable manufacturing

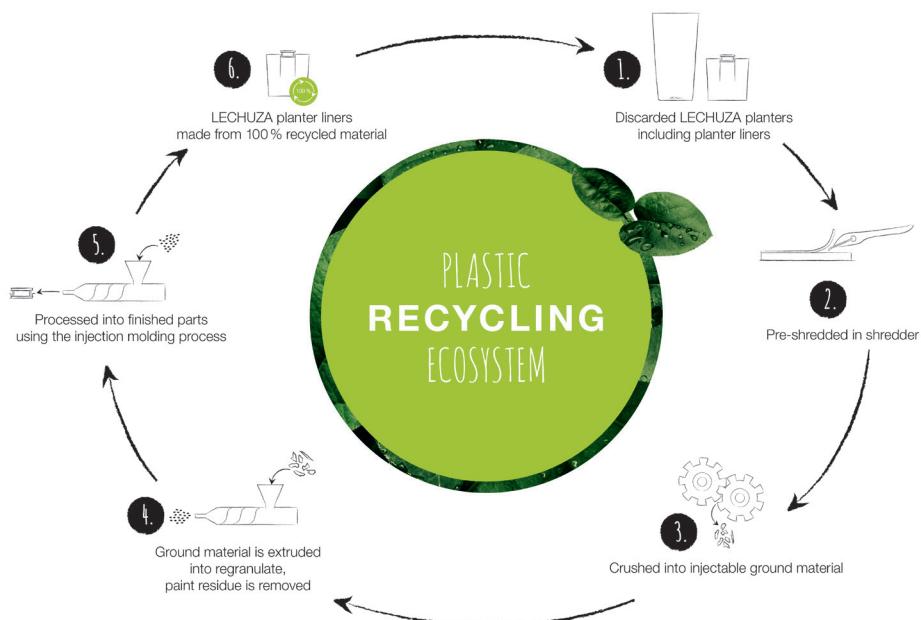
The production of LECHUZA planters and garden furniture is characterised by a high level of awareness for responsibility and quality, which is why the sustainable use of energy and resources has always been a given for us, from the beginning. The sophisticated planters have been produced in Dietenhofen since 2000. High-quality materials from sustainable manufacturing, many years of experience and our unique expertise in the field of plastic processing are the cornerstones of our production. With 65,000 m<sup>2</sup> of production space, we manufacture sustainable, long-lasting products that give our customers many years of enjoyment.

Up to 4,800 planters are made of sturdy polypropylene and ABS plastics every day using 42 injection-moulding machines and more than 270 injection moulds at our plant in Dietenhofen. Depending on the product line, the planters are finished with a high-end varnish coating specially designed for them. This planter varnish is water-based and significantly more friendly to the environment than any solvent-based alternatives. Our special UV paint maintains colour trueness, improves resiliency and notably adds to the high quality look. It makes LECHUZA planters very long-lasting. And if you should need to replace them one day, they are completely recyclable.



It is important to us to use a minimum of valuable resources yet not cut LECHUZA quality in any way, starting with our product design and including the construction of our injection moulding equipment. Our green footprint is even taken into consideration when buying raw materials and production materials. The factory is heated by the heat coming off the injection moulding machinery and natural heat, and 70 per cent of the water supply for production is met with rain water.

Our production process uses rejected planter liners and other production waste that is reduced to 100 percent grind and then further processed in the extruder. The recycled material that results is used as the basic material for producing the plant liners and the high-quality LECHUZA accessories. Using the recycled material in Dietenhofen saves about 20 percent of new material while processing circa 990 tons of recycled plastics each year. And, any residual plastic goes back into production 100 percent. Our state-of-the-art technology and regular preventive system maintenance ensure economical and environmentally friendly production at the highest standard.



## A look to the future

A lot has happened in the past 20 years. LECHUZA has developed and changed, has set trends and captured them, and has inspired the industry with innovative ideas with its many years of expertise and creativity - and yet, at its core, the same company is still behind the brand. For our 20-year anniversary, our local distribution partners and customers can expect many other exciting activities as well as product highlights. One of them, our new, modular presentation concept, will be creating growth at the POS as if on its own, whilst a new AR app coming up in 2020 will give our customers the option to stage their favourite planters in their own home before buying it. Whether you have been a customer with us for a long time or have just become one, or maybe are just thinking of becoming one, your trust gives us confidence to grow in the right direction, every day. We thank you for this and look forward to sharing all the exciting developments that are sure to come in the next 20 years of LECHUZA.

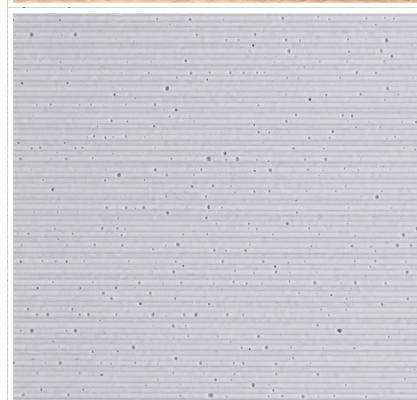


## HAVALO: For stylish living spaces

The new LECHUZA luxury range brings modern elegance to any room – both at home and at work. Placed in public foyers and museums, innovative offices or stylish private lofts, the exclusive new HAVALO products will create unique design accents and an unmistakable visual effect. The HAVALO range is authentic, sublime, and yet unobtrusive. The planters and the vase harmonise perfectly with current interior design trends, and the planters offer a functional sub-irrigation system to meet even the highest requirements.

The use of form is soft, well-defined and stylish, while the timeless, refined design is inviting to behold. They masterfully create a relaxing atmosphere for everyday living spaces. The HAVALO planters and vase come in three elegant colours with a matte finish: seashell nude, basalt grey and moon grey. Each enhances the value of plants and floral arrangements, staging them as ‘en vogue’ design elements.

LECHUZA's expert plastics knowledge is continually demonstrated in each product's design: the exclusive new outer surface with a fine groove design is produced through a unique moulding process using specially developed materials. This modern manufacturing process ensures all planters are completely seamless, sturdy, and have a forward-thinking design – true luxury that is worth the price.



## Design and functionality in unison

The removable, neutral liners with retractable handles allow plants to easily be changed at any time. The planters – which come in three sizes – and the vase all combine elegance and style with effortless handling and also reliability, thanks to the original LECHUZA irrigation system. The HAVALO vase has a liner as well, which includes a ring insert to help ensure floral arrangements are kept in perfect position.

From January 2020, the luxurious **HAVALO** planters will be available in the elegant shades of seashell nude, basalt grey and moon grey and in the sizes 30, 40 and 60. They are available as All-in-One sets, including the planter, liner, water level indicator and LECHUZA PON substrate, all for €249 (RRP for HAVALO 30), €299 (RRP for HAVALO 40) and €499 (RRP for HAVALO 60) respectively.

The premium **HAVALO** vase will be available from January 2020 in seashell nude, basalt grey and moon grey. It will also be available as an All-in-One set, including the floor-standing vase, liner and ring insert for €399 (RRP).



# OJO - A Stylish Friend for Your Plants

In 2020, geobra Brandstätter's LECHUZA and PLAYMOBIL brands are teaming up for an innovative collaboration. Introducing children to the world of plant care in a playful and original way, OJO is the first planter to be produced with a PLAYMOBIL design. Combining the strengths of both brands, this new planter features the LECHUZA irrigation system to support budding gardeners and existing fans alike. Plant care is now child's play!

OJO is based on the head of a PLAYMOBIL figurine, creating a planter that is sure to delight fans of the classic toys as well as many others. Growing and caring for plants is exciting, especially for children. The subject is also gaining increasing importance at children's schools and institutions. These unique friends for your plants – each with colourful hairstyles – allow children to experience the world of plants in a playful way. Thanks to the smart LECHUZA irrigation system, children can learn the correct way to care for their plants. Every little plant-lover is sure to find their perfect OJO! The planters can be customised with a choice of different hairstyles in a total of six colours: simply swap, mix and match to create playful new styles. A great gift idea for the next generation of gardeners!

Thanks to the stick-irrigation system, fresh plants can be put into this cool planter simply and easily – includig the grow pot and avoiding elaborate repotting! Inserted into the bottom of the grow pot, the irrigation stick supplies moisture to the roots evenly. The planter's large, round eyes follow the characteristic PLAYMOBIL look, and they also serve to indicate how much water is left in the water reservoir. In this way, children stay aware of the plant's wellbeing at all times. If the special interactive eyes are blue, this indicates that the water reservoir is full.



To complement this planter, there will also be a Plant Set to encourage budding gardeners to start with their first plants in no time at all. The set includes a pack of organic wheatgrass seeds, which grow into a bushy plant to act as a funny hairstyle for the PLAYMOBIL figure. The wheatgrass practically takes care of itself, thanks to the sub-irrigation system and the LECHUZA PON substrate that's included.

**OJO**, the innovative PLAYMOBIL friend for your plants, will be available from mid-September with two different hairstyles in the colours of ruby pink, apple green, aquamarine, ocean blue, fire red and raven black. The All-in-One set is available for €24.99 (RRP) including the planter, special interactive eyes and a stick irrigation system.

The wheatgrass seed **Plant Set** will also be available from mid-September: priced at €7.99 (RRP), it comprises a cover and wick sub-irrigation system, LECHUZA PON substrate and organic wheatgrass seeds. The practical cover can also be purchased as a separate accessory for other LECHUZA planters with the stick-irrigation system for a more permanent planting.



# We care for your plants!

## Individual care by LECHUZA

It takes more than just green fingers to create a green oasis in your house and garden. What plants need and when they need it is different from plant to plant: tropical plants like orchids have completely different needs to Mediterranean vegetables; and when it comes to fertiliser, sometimes less is more! By releasing a variety of new substrates and specially designed fertilisers in April 2020, LECHUZA are supporting plant-lovers in looking after the individual needs of their plant babies. Each substrate and fertiliser is perfectly suited to particular types of plants, and of course they are all peat-free.

The new packaging design includes information at a glance about substrate use and its advantages. New sizes provide the exact amount you need to make everything even easier. And the new packaging shows respect for the environment and sustainability by utilising a percentage of recycled plastic.

### LECHUZA PON

The mineral-rich LECHUZA PON substrate is the core of the original LECHUZA sub-irrigation system. It provides plants with the optimal air-to-water ratio, a stable pH, and also stores water, nutrients and fertiliser to supply to plants as needed and as preferred by each one. Also, thanks to its excellent drainage capability, this mineral substrate prevents your plants from getting waterlogged. LECHUZA PON is comprised of high-quality zeolites, pumice and light lava. In comparison to soil, it has a stable structure that resists compacting and clumping together. Due to its pure, mineral-rich base, the substrate does not provide any suitable surface for fungi and pests to attach to, making it ideal for anyone with allergies. The best choice for your houseplants!



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To ensure optimal care for plants, LECHUZA PON also contains a premium NPK fertiliser, which acts as an all-inclusive source of nutrients for up to six months. Coated in a biodegradable resin, the odourless fertiliser beads release their nutrients as needed, preventing over-fertilisation.

From April 2020, **LECHUZA PON** will have a new packaging design and new sizes to provide the exact amount needed. The new sizes are: 3 litres for €4.99 (RRP), 6 litres for €8.99 (RRP), 12 litres for €13.99 (RRP), and 18 litres for €17.99 (RRP).



## ORCHIDPON

The delicate flowers of an orchid make it one of the most popular indoor plants worldwide. LECHUZA has developed the ORCHIDPON substrate especially for these precious tropical species; it provides ideal conditions for these plants to produce lush flowers. ORCHIDPON ensures your plants receive a balanced supply of water and air, have a good supply of nutrients when they need them, and are kept at a constant pH. Precious humic substances promote optimal root growth, and they provide the best drainage properties to protect against waterlogging. This ensures orchids are happy and stay well looked after.

From April 2020, **ORCHIDPON** will be available in two sizes: 3 litres for €5.99 (RRP) and 6 litres for €9.99 (RRP).



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## TERRAPON

TERRAPON's proven, professional quality makes it the ideal substrate for all potted plants, and it is particularly suitable for outdoor use. This substrate provides an optimal air-to-water ratio, and it comes pre-fertilised to ensure potted plants receive a continuous supply of nutrients for 6 to 8 months. TERRAPON now has a new and improved composition, which is also peat-free.



From April 2020, **TERRAPON** will be available with a new packaging design and in new sizes: 6 litres for €8.99 (RRP) and 12 litres for €14.99 (RRP).

## VEGGIEPON

In the green industry, urban gardening and urban farming are two trends that have established themselves and really taken root! That's reason enough for LECHUZA to introduce VEGGIEPON: the brand's first substrate specifically developed for growing vegetables. On top of that, this substrate is 100% vegan. The nutrient-rich VEGGIEPON is fortified with vegan fertiliser and premium vegetable coal, which means that you will always have an optimal, rich harvest that is in harmony with nature.

From April 2020, **VEGGIEPON** will be available in two sizes: 6 litres for €12.99 (RRP) and 12 litres for €18.99 (RRP).

## Slow-release fertiliser with trace minerals

LECHUZA is expanding its product range with various slow-release fertilisers, which provide green plants with the ideal amount and composition of nutrients to meet their needs. The result is plants that are wonderfully green and flowering, without any great effort or invested time. High-quality trace minerals promote healthy plant tissue growth and make the plants and their flowers more resistant to environmental influences. The special coating technology allows nutrients to be released steadily over a period of 6 to 8 months, making it ideal for use in water reservoirs without the risk of fertiliser burns or over-fertilisation. PERFECT FLOWER supports flowering plants in preserving their flowers throughout the season and PERFECT LEAF ensures plants have healthy, lush green leaves – and both work in combination with the smart original LECHUZA sub-irrigation system.



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From January 2020, the new LECHUZA slow-release fertilisers with trace minerals will be available at €4.99 each (RRP) in **PERFECT FLOWER** and **PERFECT LEAF** varieties. **PERFECT FLOWER** is especially tailored to flowering plants, while **PERFECT LEAF** is tailored to green plants.

### For orchid wellness, it's full splendour ahead!

Popular houseplants like orchids need to be lovingly cared for in a way that is tailored to meet their individual needs. **PERFECT ORCHID FLUID** is the new LECHUZA liquid fertiliser that supplies precious orchids with the ideal levels of nutrients, helping them to stay healthy and produce lush flowers. The handy pump-action bottle means that dosage can be easily controlled as needed.

ORCHID GLOSS kick-starts radiant times for tropical blooms. Just like a spa treatment, ORCHID GLOSS gently cleanses delicate leaves and gives exotic plants a healthy glow and radiant appearance.

**PERFECT ORCHID FLUID** and **ORCHID GLOSS** will be available from April 2020 for €6.99 each (RRP).



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# Enjoy your plants! Best prospects for strong growth with the new LECHUZA POS concept

For local distribution partners, the Point of Sale is one of the most important tools for attracting customers. A harmonious presentation at the POS inspires customers, gives them space to discover and experience the products, and offers the possibility to be completely and individually advised. At the same time, the POS presents the products in an eye-catching, informative, and compelling way and makes new regular customers out of simply curious customers. Just in time for the start of the new season, LECHUZA has a completely new presentation for the POS: a modular and practical concept that will inspire both local distribution partners and customers.

Customers increasingly want simpler daily lives, which is why LECHUZA will be presenting itself in a clearer, more attractive and use-oriented way. A broadly-based market research study has shown that customers in the specialised trade associate LECHUZA with appealing design above all. The USP, the original LECHUZA sub-irrigation system, will be more strongly highlighted in the future. With the POS marketing materials and the core message of "Enjoy your plants!", we are pushing the sales argument for LECHUZA clearly to the front. After all, high-quality products deserve the best presentation.

Based on comprehensive knowledge about shoppers and consumers, LECHUZA has developed a modular concept that works for any POS. From the small bulk display to the pallet display, placement can be individually tailored to any size and requirement. The separate modules can be adapted, extended and/or exchanged at any time in consultation with the Key Account and depending on the requirements on site.



The focus is on a modern, clear visual world that arouses emotions and unambiguous messages that leave no questions unanswered. The LECHUZA-USP is communicated directly in one glance at the POS with its modern and distinctive overall appearance and high recognition value. Decorative living worlds show how the LECHUZA planters can be perfectly staged anywhere. In addition, there are multiple measures that create an urge to purchase and significantly increase the value of the POS. That's how to make plant lovers happy - and happy plant lovers quickly become regular customers who like to return.

In comparison to other brands, LECHUZA not only has a high recognition value, but also, according to a recent market research study, the highest recommendation rate on the entire market. With our new appearance, we ensure that more and more customers will enjoy plants with LECHUZA and strengthen sales with advisory services through comprehensive orientation aids that ensure a clear flow of information. Customers that recommend LECHUZA can find products at their local shop faster and will discover the improved highlighting of the USP for themselves. With perfectly coordinated placement and promotional concept, we make a valuable contribution to ensuring that customers make and implement purchase decisions on site at their local distributor.

The LECHUZA product range combines customer desire for first-class design and maximum benefit. We will be demonstrating this even more clearly in the future with numerous eye-catching advertising materials at the POS. You can look forward to self-watering plants that grow as if by themselves!

At [info@lechuza.com](mailto:info@lechuza.com), local distribution partners can obtain more information about our modular POS concept and contact their local customer advisor, who will work with them together to develop and implement a concept for a coherent presentation that is perfectly tailored to each POS.

