

*Lechuza*®

THE ORIGINAL 

PRESS

INFORMATION 2021

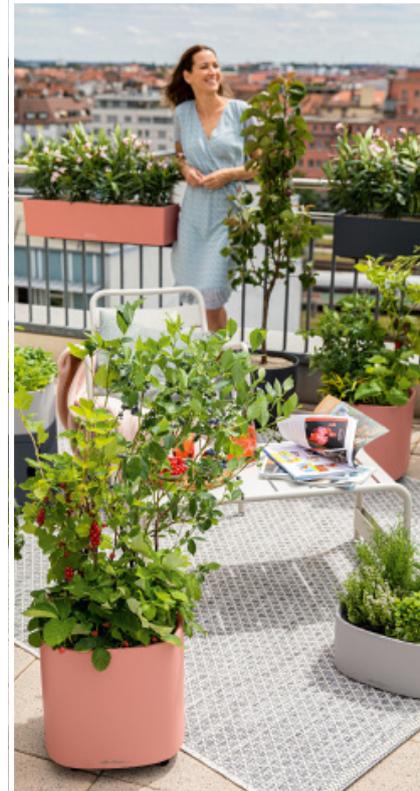


## New season, new style, new gardening – Inspirations 2021 by LECHUZA

LECHUZA is starting the coming season with many exciting innovations and theme worlds. In all of the collections – from Stone, Color, and Premium to Cottage – there will be changes and new inspirations for all plant lovers next year. Whether it's a completely new product line, innovative planter shapes or trendy colours – LECHUZA is launching numerous new products in the market for the 2021 season that will perfectly match popular interior styles and make our homes even more beautiful and greener next year. And, thanks to the integrated Original LECHUZA irrigation system, plant care is completely easy and stress-free. Let yourself be inspired!

The highlight for 2021 is the new product line **PILA**, which was already awarded the "German Design Award 2021 - Special Mention" before its release. The combination of stylish planters with an integrated irrigation system and practical storage elements offers numerous individual and creative design options for the modern lifestyle. Ideally matching with the new PILA product line, the classic **BALCONERA Color** will be available in the six new trendy colours of the PILA collection. Combined with the new planter series, the result is greenery that creates a harmonious and individual look with a wow effect.

The popular Stone Collection continues to grow with the new **TRIO Stone 30** and **CANTO Stone wide** planters. For gardens, terraces or larger balconies, TRIO Stone 30 can be used as a decorative half-height green partition or mini flowerbed. The elongated CANTO Stone wide planter stylishly delimits spaces, divides offices and creates privacy for gardens and terraces.



The popular Stone Collection will also be gaining a new colour in 2021. Alongside the already available colours stone grey and graphite black, **quartz white** is a new addition to the range. The trendy colour shows off green plants and colourful flowers to their best advantage and makes them look particularly radiant.

There are also new developments in the Premium and Color Collection: **CANTO Premium 40 high and low** planters will bring modern design into homes in a new selection of colours. And to ensure that even trendy XXL plants with a large root volume can find a suitable place at home in 2021, **CLASSICO Color** will be available in new sizes with a diameter of 60 cm and 70 cm. The popular planters from the extensive Color Collection will also be refreshed in 2021: the trendy colour **sand brown** is being added to the standard colours white and slate. The new earthy shade blends discreetly into any living environment and complements the existing collection perfectly.

Colour changes are also taking place in the Cottage Collection. In addition to the colour granite that is already available, the popular Cottage planters will be available in the new colours **sand brown, graphite black** and **light grey**. These harmonious natural shades will be the new standard colours of the collection and perfectly emphasise the natural wicker look of the planters.

Innovative ideas that bring design and functionality into harmony, sensitivity for future trends, top modern manufacturing technology, and resource-friendly production, "Made in Germany" – those are the core elements that make LECHUZA what it is – continuing in 2021!

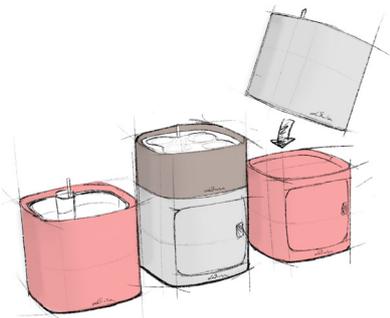


## New addition PIIA wins "German Design Award 2021"

Even before the product launch in January 2021, the new product line PIIA by LECHUZA was awarded the "German Design Award 2021 - Special Mention". PIIA is among the current winners in the category "Excellent Product Design - Gardening and Outdoor Living". LECHUZA is thus once again highlighting its role as a leading trendsetter in the field of modern designer planters.

With its new addition PIIA, LECHUZA is speaking a new design language while also remaining true to its multi-award-winning style. The PIIA modules combine innovative design with sophisticated functionality at the highest level. The combination of stylish planters with an integrated irrigation system and practical storage elements offers numerous individual and creative design options for the modern lifestyle. The soft design language and the harmonious trend colours make PIIA a unique design element that skillfully sets the scene for plants and presents them in a new modern way. With PIIA, stylish greenery in indoor and outdoor areas can be achieved easily – completely stress-free and absolutely stylish.

Thanks to the modular system, up to three planter or storage elements can be stacked on top of each other and combined in many different modern colours and styles. The matching coaster makes the planters mobile. Thanks to the high quality of plastics used by LECHUZA and the production according to latest standards, the products created meet even the highest quality and design requirements.



## PILA – spacesaver for a perfect green oasis

From mid-January 2021, the new product line PILA from LECHUZA will enable a modern combination of stylish planters and practical storage modules for the perfect green oasis of well-being at home. It is the absolute must-have for more fresh ideas in a limited space, effortlessly creating a harmonious style.

Whether in the office, on the roof terrace or in the kitchen – PILA can be used flexibly and, with the popular look of the modular design, is indispensable for a trendy green home. Six colours, from neutral shades of grey to trendy coral or green tones, offer a variety of individual combinations that match any interior style.

The PILA modules not only impress visually but are also ideal for low-maintenance greenery both indoors and outdoors: fresh vegetable plants and herbs grow in the growpots with stick system, while mature and larger plants find place in the PILA planter. The functional planters and the practical storage element are quickly set up and installed. And the highlight for all plant lovers: LECHUZA makes looking after plants especially easy as the intelligent Original irrigation system and the stick system take care of the otherwise time-consuming plant maintenance. Instead of watering after a stressful day at work, it is more time to relax.

The versatile storage module complements the product range with a practical storage option that offers enough space for accessories and protects against moisture. Thanks to the modular system, up to three plant or storage elements can be stacked on top of each other, ensuring more order and fresh greenery. The modules can be combined as desired in the different modern colours and are mobile thanks to the matching coaster.



With PILA, everyone can design their own green oasis of well-being on the roof terrace, their own little snack garden or a home office area. Simply put the modules together as desired, add plants and relax in a trendy environment!

The **PILA modules** will be available from mid-January 2021 in the trendy colours sand brown, light grey, slate, coral red, pastel green and petrol blue.

**PILA Color Planter** is available as an All-in-One set including planter, planter liner, water level indicator and LECHUZA-PON plant substrate for € 59.99 (RRP).

**PILA Color Stick System** is available as an All-in-One set including planter, water level indicator and stick irrigation system for € 29.99 (RRP).

**PILA Color Storage** is available for € 59.99 (RRP) and the **PILA Coaster** for € 17.99 (RRP).



## BALCONERA Color shines in new special colours

Ideally matching with the new PILA product line, BALCONERA Color, the popular balcony planter from LECHUZA, will be available from mid-January 2021 in the six new trendy colours of the PILA collection. Combined with the new planter series, the result is a harmonious and individual look.

Planted with lush greenery and radiant early flowering plants, BALCONERA Color welcomes spring in the new special colours while giving the balcony a cheerful ambience. In summer, the planters become a colourful snack garden for a cosy breakfast, and on grey autumn and winter days, they add splashes of colour to any balcony. The removable planter liners with retractable handles can be planted up on the ground or on a table and then inserted into the mounted planters. This makes re-planting at different times of the year very easy.

With the new special colours, the LECHUZA classic easily transforms the space above the rooftops into a modern green oasis of well-being that invites to relax and enjoy. Thanks to the Original LECHUZA irrigation system, the plants are always well cared for, even on hot summer days. There is no need for frequent watering, so there is more time to relax in the new favourite green space.

**BALCONERA Color** will be available from mid-January 2021 in the special colours sand brown, light grey, slate, coral red, pastel green and petrol blue as an All-in-One set including planter, planter liner, water level indicator and LECHUZA-PON plant substrate for € 29.99 (RRP for BALCONERA Color 50) and € 39.99 (RRP for BALCONERA Color 80).



## TRIO Stone 30 – mini flowerbed in a stone look

With the new TRIO Stone 30 planter, the popular LECHUZA Stone Collection continues to grow. In addition to the already available CUBETO, BALCONERA and CANTO planters, TRIO 30 will also be available from mid-January 2021 with its trendy surface in a natural stone look. With a total of six different Stone planters, there is a suitable planter for any plant size and any area of use. Nothing stands in the way of an individually designed outdoor area with perfectly matched planters in a natural, modern look!

For gardens, terraces or larger balconies, TRIO Stone 30 can be used as a decorative half-height green privacy screen or mini flowerbed. Thanks to its versatility, TRIO can easily be combined with the matching trellis for climbing plants to create green walls or with the additionally available pedestal as a raised bed. Planting with small espalier fruit trees, tomato plants or branching vines creates a green privacy screen, which not only looks beautiful but also ensures your own delicious harvest. The perfect combination for an enjoyable time outdoors!

Flowers, herbs or fruit and vegetable plants thrive magnificently in the three separately plantable liners and are optimally supplied with a 4-litre water reservoir via the integrated Original LECHUZA irrigation system. As with all Stone planters, the surface is robust and, due to its UV and frost resistance, it is ideal for outdoor use. The TRIO trellis including adjustable cross braces and plant clips is the perfect complement. The TRIO pedestals are also available to raise up the planters.

**TRIO Stone 30** will be available from mid-January 2021 in the colours stone grey, graphite black and quartz white as an All-in-One set including planter, planter liner, water level indicator and LECHUZA-PON plan substrate for € 169.99 (RRP). The trellis and the pedestal for TRIO 30 are sold separately for € 39.99 (RRP) each.



## CANTO Stone wide – the green partition

Also new to the Stone family from mid-February 2021 is CANTO Stone wide. The elongated planter stylishly delimits spaces, divides offices and creates privacy for gardens and terraces. With a height of over 75 cm, CANTO Stone offers effective privacy screening for a homely ambience.

CANTO Stone wide is a modern design element that separates the terrace from the garden and also protects it from any curious glances from the neighbours. With its natural stone look, the planter blends unobtrusively into the overall look of the area around the house and goes perfectly with contemporary architectural styles, whether minimalism or mediterranean.

Feathery grasses, blowing gently in the wind, form a beautiful contrast to the imposing planters. They let the sun shine through every now and then and create a small green hideaway behind that ensures relaxation and tranquillity. The plants grow optimally thanks to the Original LECHUZA irrigation system and are shown off to their best advantage due to the planter's height. The removable planter liner provides enough space for dense planting and can be easily inserted into the planter using the retractable handles. And, thanks to the large 13-litre water reservoir, the living privacy screen is always sufficiently supplied with water.

As a boundary to the street or other areas, CANTO Stone wide is also ideal for restaurants, hotels or cafés and creates a modern, stylish atmosphere for guests with its subtle colours and beautiful planting. Indoors, CANTO Stone wide acts as a flexible partition that divides office areas and provides more living greenery in the workplace.



CANTO Stone wide in the popular and modern natural stone look can be perfectly complemented with other planters from the Stone Collection. All Stone planters feature a robust surface and are ideal for outdoor use as they are UV and frost resistant. As usual from LECHUZA, the planters and the matching accessories can be ideally combined with each other: two CLASSICO 43 coasters easily turn CANTO Stone wide into a mobile wall, allowing it to be used flexibly.

**CANTO Stone 80 wide** will be available from mid-February 2021 in the colours stone grey, graphite black and quartz white as an All-in-One set including planter, planter liner, water level indicator and LECHUZA-PON plant substrate for € 499.99 (RRP).



## Quartz white – the new colour in the Stone Collection

The popular Stone Collection by LECHUZA will be gaining a new colour from January 2021. Alongside the existing colours stone grey and graphite black, quartz white is a new addition to the range. The trendy colour shows off green plants and colourful flowers to their best advantage and makes them look particularly radiant. It not only harmonises perfectly with the natural shades that are already available, but also opens up completely new design and combination options.

The planters in the trendy stone look blend into any environment, whether as a bowl, column, cube or table planter, and form a natural setting for lush green plants and colourful flowers. All of the planters in the Stone Collection provide the plants with the right amount of water even on hot days thanks to the integrated Original LECHUZA irrigation system. This eliminates frequent watering and leaves more time to relax in the new favourite place amidst green plants and brightly coloured flowers!

The planters from the Stone Collection will be available from mid-January 2021 in the new colour **quartz white** in addition to the existing shades stone grey and graphite black.

BALCONERA Stone 50	€ 34.99 (RRP)
BALCONERA Stone 80	€ 44.99 (RRP)
CANTO Stone 14	€ 12.99 (RRP)
CANTO Stone 30 high	€ 59.99 (RRP)
CANTO Stone 30 low	€ 44.99 (RRP)
CANTO Stone 40 high	€ 119.99 (RRP)
CANTO Stone 40 low	€ 89.99 (RRP)
CUBETO Stone 30	€ 19.99 (RRP)
CUBETO Stone 40	€ 29.99 (RRP)



## Shiny eyecatcher - CANTO Premium 40

High-gloss surfaces, clear edges – as elegant design elements, the CANTO Premium 40 high and low planters fit into any living style and will bring modern design into homes in a new selection of colours from January 2021.

The two planters with the varnished surface stylishly set the scene for plants in living spaces and offer them the best growing conditions – whether in the trendy matte metallic look or in clean high-gloss white. Above all spreading, large-leaved plants with a large root volume are particularly well cared for in CANTO Premium. The integrated Original LECHUZA irrigation system with a water reservoir of up to 7 litres guarantees that the green roommates receive optimal care. Since the uniformly black planter liner is equipped with practical retractable handles, the plants can be moved between CANTO Premium high & low thanks to the identical internal dimensions. This makes it possible to redecorate or change the planting quickly and easily. An optional coaster is available for both versions, so CANTO Premium always remains mobile.

The combination of cube and column looks particularly stylish and shows off plants at different heights to great effect. Thanks to its timeless design language, the surface and the matching colour family, CANTO Premium harmonises with the other planters from the Premium Collection. When used in combination with CUBICO or CUBE, large rooms can be individually equipped with the same planter system to create a stylish look.

**CANTO Premium 40** will be available from mid-January 2021 in the colours charcoal metallic, white high-gloss and silver metallic as an All-in-One set including planter, planter liner, water level indicator and LECHUZA-PON plant substrate for € 99.99 (RRP for CANTO Premium 40 low) and € 159.99 (RRP for CANTO Premium 40 high).



# The CLASSICO family is growing! CLASSICO Color for XXL plants

Whether in the living room, on the balcony or on the terrace – with its timeless shape, the popular LECHUZA planter CLASSICO Color should not be missing in any home. The subtle colours, the matte surface and the modern design blend wonderfully into absolutely any ambience and make the planter a real must-have for all plant lovers. To ensure that even trendy XXL plants with a large root volume can find a suitable place at home, CLASSICO Color will be available from February 2021 in new sizes with a diameter of 60 cm and 70 cm.

Large plants allow impressive green accents to be added in any environment. Spreading palm trees or Mediterranean olive trees exude a holiday atmosphere on every terrace and offer the perfect setting for a short break from the usual hectic everyday life. Especially on particularly sunny days, the large, extravagant plants serve not only as a beautiful decoration, but also provide cosy shade. And the best part is, thanks to the reliable Original LECHUZA irrigation system, the plants are supplied with the optimal amount of water and nutrients in an individually adapted manner following nature's example. Then all that's left to do is to take a deep breath and enjoy the summer on the terrace amidst beautiful plants!



Like all LECHUZA planters, CLASSICO Color captivates with sophisticated functionality. The large water reservoir with a capacity of up to 27 litres provides the plants with sufficient moisture even on hot days. Thanks to a removable drain plug at the bottom of the planter, excessive water from heavy rain can be drained out so there is no danger of roots becoming water-logged. With the additionally available coaster, XXL plants remain mobile and can be easily brought inside when the temperatures drop.

The simple design and the robust surface in the colours white, slate and sand brown trendily set the scene for indoor and outdoor plants. To cater for all plants, the CLASSICO Color is now available in even more sizes – for a uniform, modern look with a big effect!

In addition to sizes 18, 21, 28, 35, and 43, **CLASSICO Color** is also available from mid-February 2021 in sizes 60 and 70 in the colours white, slate and sand brown as an All-in-One set including planter, irrigation set with water level indicator and LECHUZA-PON plant substrate for € 99.99 (RRP for CLASSICO Color 60) and € 139.99 (RRP for CLASSICO Color 70).



## New colour sand brown in the Color Collection

The popular planters from the extensive Color Collection will be refreshed in 2021: the trendy colour sand brown is being added to the standard colours white and slate. The new earthy shade blends discreetly into any living environment and complements the existing collection perfectly.

The wide range of planters in the Color Collection allows a harmonious modern look to be created both indoors and outdoors. A total of 13 planters – from CLASSICO, CUBICO, and CILINDRO to CUBE Color and CUBE Color Triple – will be available in sand brown from mid-January 2021, ensuring even more decorative ideas and healthy plants at home.

Herbs, flowers or green plants are optimally hydrated via the integrated water reservoir thanks to the Original LECHUZA irrigation system or the practical stick irrigation system. Whether on the windowsill, the balcony or in the kitchen – the planters from the modern Color Collection will find a nice place anywhere and give every home that certain green something!

The planters from the **Color Collection** will be available from mid-January 2021 in the new colour **sand brown** in addition to the existing shades white and slate..

CILINDRO Color 23	€ 24.99 (RRP)	CUBICO Color 22	€ 29.99 (RRP)
CILINDRO Color 32	€ 39.99 (RRP)	CUBICO Color 30	€ 54.99 (RRP)
CLASSICO Color 18	€ 14.99 (RRP)	CUBICO Color 40	€ 109.99 (RRP)
CLASSICO Color 21	€ 16.99 (RRP)	CUBE Color 14	€ 9.99 (RRP)
CLASSICO Color 28	€ 26.99 (RRP)	CUBE Color 16	€ 14.99 (RRP)
CLASSICO Color 35	€ 39.99 (RRP)	CUBE Color Triple	€ 24.99 (RRP)
CLASSICO Color 43	€ 44.99 (RRP)		
CLASSICO Color 60	€ 99.99 (RRP)		
CLASSICO Color 70	€ 139.99 (RRP)		



## Natural cottage garden style in new colours

There are colour changes not only in the Color Collection but also in the Cottage Collection. The popular Cottage planters from LECHUZA will be available in the new colours sand brown, graphite black and light grey. These perfectly coordinated natural shades will be the new standard colours of the collection from mid-January 2021 and perfectly emphasise the natural wicker look of the planters.

The extensive Cottage series includes five different planters in many different sizes. The new colours make the range even more diverse, thus offering an even bigger choice of individual and creative design options. Whether on the balcony, the terrace or even at the entrance to the house, the planters in a natural woven look exude pure country feeling and bring cosiness home.

Arrangements of several flowering plants such as daisies and lavender are ideal for the LECHUZA classic BALCONERA, while the high plant column CUBICO turns colourful flowers into an eye-catcher at eye level. Hanging baskets such as NIDO are perfect for presenting flowers or herbs in a romantic way. And larger planters such as CUBE or TRIO even offer enough space for small fruit trees or tomato plants to provide fresh snacks straight from the garden. The robust and weatherproof LECHUZA planters also take care of small and large plants: the water reservoir is hidden in the underside of the planter and can hold up to 26 litres, depending on the model. This allows the sea of flowers to reliably take up exactly the amount of moisture and nutrients that the plants need. So everybody can enjoy their own cottage garden in complete relaxation.



The **Cottage Collection** will be available from mid-January 2021 in granite, graphite black, light grey and sand brown as an All-in-One set including planter, planter liner, water level indicator and LECHUZA-PON plant substrate.

BALCONERA Cottage 50	€ 29.99 (RRP)
BALCONERA Cottage 80	€ 39.99 (RRP)
CUBE Cottage 30	€ 39.99 (RRP)
CUBE Cottage 40	€ 69.99 (RRP)
CUBE Cottage 50	€ 99.99 (RRP)
CUBICO Cottage 30	€ 49.99 (RRP)
CUBICO Cottage 40	€ 99.99 (RRP)
NIDO Cottage	€ 29.99 (RRP)
TRIO Cottage 30	€ 149.99 (RRP)

