



Leader in
Horticultural
Containers



Griffin Virtual Expo - 2020





Introductions

- Mark Hembree
 - *Marketing Product Manager*
- Christ Soltis
 - *Director of Sales*



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The Pandemic

How it's created a gardening explosion



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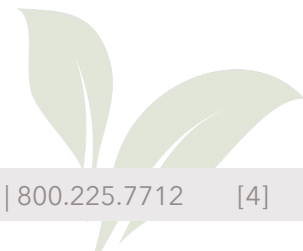
The Pandemic

Quarantine restrictions have increased the popularity of at home gardening

- Offers calm and comfort
- Being outdoors in nature is freeing
- Nurturing and cultivating plants eases tensions when things feel beyond your control
- Teaches children the importance of horticulture
- Provides a fresh food supply



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The Pandemic

Some examples of its growing popularity come from *The Washington Post*:

- Baker Creek Heirloom Seeds in Mansfield, MO said that orders had doubled to 4,500 daily - shut down their website for three days to catch up on orders
- Kitchen Garden Seeds estimates that sales are up 40% YOY



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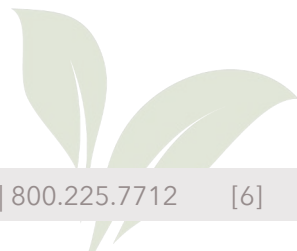
The Pandemic

Novice gardeners armed with packs of seeds understandably struggle with:

- Propagation practices
- The ideal growing containers
- Proper soil and nutrients



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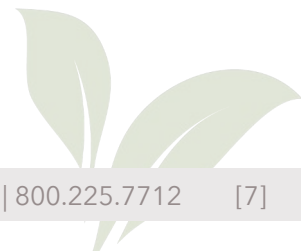
The Pandemic

Many new gardeners are young

- In a 2019 *Gardening Survey*, Millennials comprised 30% of gardening households and continue to out-pace older age groups
- Health and wellness are important to the Millennial generation
- However, Millennials share of the US housing market was just 4% in 2019 and is trending down
 - Student loans and other debt is cited as the reason



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The Pandemic

With homeownership declining in this high gardening growth area:

- Container and patio gardens are now a popular alternative for small spaces (apartment living)
- *The Daily Green* states that “U.S. consumers now spend \$1.3 billion dollars on container gardening”
- Container gardens are less demanding on people’s schedules, often viewed as decorative elements, produce quick results, temporary



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The Pandemic

How can you contribute to the market?

- Gardening starter kits with propagation trays, finished pots, soil amendments and care instructions
- Stock your inventory with a variety of decorative containers for use on balconies and window ledges
- For garden centers – create pre-assembled finished pots with herbs and vegetables which compliment one another



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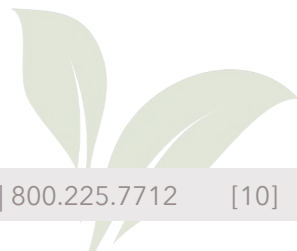


Fiber Containers

More desire for sustainable offerings



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Fiber Containers



In a recent survey conducted by Kearney Consultants, participants were asked if their attitude towards environmental practices had changed due to COVID-19



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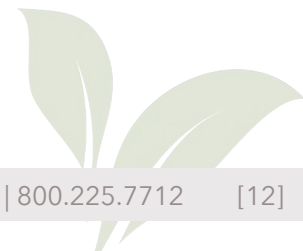
Fiber Containers



- **48%** said the pandemic had made them more concerned about the environment
- **55%** said that as a result of their COVID-19 experiences they were “more likely to purchase environmentally friendly products”
- **78%** of consumers now believe that companies could be doing more to help them make decisions that improve environmental outcomes



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For the grower, this is an opportunity to bring your inventory full circle by utilizing and marketing plants grown in sustainable, molded pulp growing containers - such as HC's EcoGrow[®] line.



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Fiber Containers



- Molded pulp growing containers begin with a scientifically created fiber slurry, which supports a variety of applications
- It all starts out with recycled paper products like uncirculated newspapers, unless we're making organic products then we use blank news stock
- The shredded paper gets mixed together with water in large tanks before molds are used to help re-form the slurry into a variety of shapes, sizes and applications



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Fiber Containers



- Breathe like clay, providing an optimal environment for root systems
- Biodegrade quickly when planted or worked into the soil for zero waste (no recycling required)
- Automation friendly
- Durable for growing and retail cycles
- Available in numerous sizes and styles
- Contaminant free
- Organic Certified version available



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Fiber Containers



What about in real-world growing trials?

- EcoGrow containers held up extremely well during the growing duration under normal, cultural growing conditions.
- They proved to be strong and resilient when handled and their composition was not weakened under normal irrigation practices.
- Root systems developed as they would in plastic containers, and in many cases, appeared to be larger, healthier and more fibrous.



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New Products

Available Now



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New Products

Progression Planter and Hanging Basket

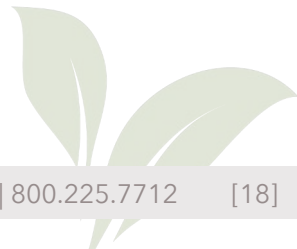
- Available in 10-inch sizes for the planter and basket, and 8-inch for the cover pot
- Traditionally styled with a delicate ring pattern spaced on the outside
- Rims include three tag slots for retail



Part Code	Product Description	Outside Diameter	Height	Liquid Volume	Case Quantity	Bulk Quantity
PSH10001	10.00 Progression Hanging Basket	10.00 in/25.40 cm	6.50 in/16.51 cm	1.50 gal/5.67 L	50	3,200
PSP10006	10.00 Progression Planter	10.00 in/25.40 cm	8.00 in/20.32 cm	1.70 gal/6.44 L	50	3,200



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New Products

6.50 Injection Azalea Pot

- Four levels of drainage that are water mat compatible
- Superior denesting capability for automation
- Includes four tag slots in the rim



Part Code	Product Description	Outside Diameter	Height	Liquid Volume	Case Quantity	Bulk Pallet Quantity	Compatible Tray
AZA06500	6.50 Injection Azalea Pot	6.50 in/16.51 cm	4.62 in/11.73 cm	1.81 qt/1.72 L	438	18,000	TRS06650



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New Products

60 and 70MM Mini Pots

- Ideal for succulents and other small plants
- Available in 60MM and 70MM diameters
- 70MM size includes two tag slots
- Color: Terra Cotta



STM70MM1 w/TagSlots



STM60MM0



TRV55420

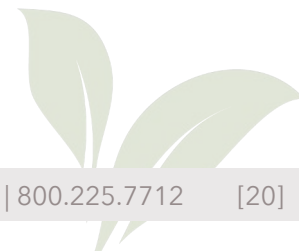


TRV65280

Part Code	Product Description	Outside Diameter	Height	Liquid Volume	Case Quantity	Pallet Quantit	Compatible Tray
STM70MM1	70MM Mini Pot w/ Tag Slots Terra Cotta	2.56 in/ 6.5 cm	2.36 in/ 6.0 cm	3.38 oz/ 100 mL	2,700	94,500	TRV65280
STM60MM0	60MM Mini Pot - Terra Cotta	2.09 in/ 5.3 cm	1.89 in/ 4.8 cm	1.69 oz/ 50 mL	1,620	87,480	TRV55420



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