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The most powerful marketing doesn't just describe an organization; it shapes how the world views it.

CASE STUDY

HC Sustainable Solutions: Differentiated Digital Presence

How a dedicated sustainability website drove 38% sales growth and earned industry-leading awards.

OVERVIEW

The HC Companies is a longstanding North American leader in horticultural container manufacturing. As consumer and grower demand for environmentally responsible products grew, HC developed a line of sustainable molded-fiber growing containers — produced exclusively at its Canadian facility. Recognizing that promoting these eco-friendly products on the same digital platform as its conventional plastic containers created a disconnect for sustainability-minded audiences, HC partnered with Webolutions Digital Marketing Agency to launch a standalone website: hc-sustainable.com.

CHALLENGE

HC faced a fundamental brand positioning challenge: marketing sustainable, fiber-based growing containers alongside conventional plastic products on a single website undermined the credibility of its green initiatives. Growers and buyers actively seeking environmentally responsible sourcing partners were encountering mixed messages — ones that risked eroding trust and limiting growth in a fast-emerging market segment.

SOLUTION

Working closely with a digital agency partner, I developed a purpose-built digital experience for the sustainable product line, anchored by hc-sustainable.com. Key elements of the solution included:

- A standalone website with a distinct visual identity, fully separate from the conventional product line
- Targeted messaging for environmentally conscious growers, focused on molded pulp innovation, recyclability, and third-party certifications
- Content addressing the specific needs of sustainability-minded buyers, including a Why Fiber? section, production transparency, and sustainability certifications
- A dedicated resource library with collateral, press releases, and a blog to support ongoing audience engagement
- An intuitive user experience enabling growers to quickly explore growing containers, protective packaging, and roll cradles — and connect with a representative

IMPACT

The dedicated website delivered immediate, measurable results and earned recognition from the digital marketing industry's most respected award organizations:

38%

Sales growth in year one

Award Recognition

- Communicator Awards — Visual Appeal/Aesthetic (Excellence), Green/Eco-Friendly (Excellence), Environmental Awareness (Distinction), 2021
- Davey Awards — Website Copywriting (Gold), Visual Appeal (Silver), User Experience (Silver), 2020

By creating a dedicated digital home for its sustainable product line, The HC Companies successfully differentiated its brand, resonated with an environmentally conscious audience, and established itself as a recognized leader in sustainable horticultural packaging — both commercially and creatively.



[Why Fiber?](#)

[Growing Containers](#)

[Roll Cradles](#)

[Edge & Corner Protectors](#)

[Resources](#)

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Renewable & Innovative Fiber Solutions





With Sustainable Gardeners in Mind

HC has scientifically created sustainable growing solutions designed for the needs of growers, retailers and gardeners. Benefits include:

- › They breathe like clay pots
- › Provide optimal drainage
- › Are manufactured using over 90% renewable, bio-based content (varies by product)
- › Contains no PFAS
- › Are durable for hardy growing cycles
- › Saves time on transplanting
- › Suitable for organic production under NOP and COR (EcoGrow®)
- › And available in numerous sizes and styles.

WHY FIBER?