

# potr

Grow More. Waste Less.







# Purpose

To connect people through the gift of growing, unfolding the future of horticulture so anyone can grow anything, with ease and without waste, empowering society to grow more.



# Mission

Rethink the 5000 year old botanical industry for the 21st century and beyond, ensuring every person can share the gift of sustainable, hassle free growing.



# Vision

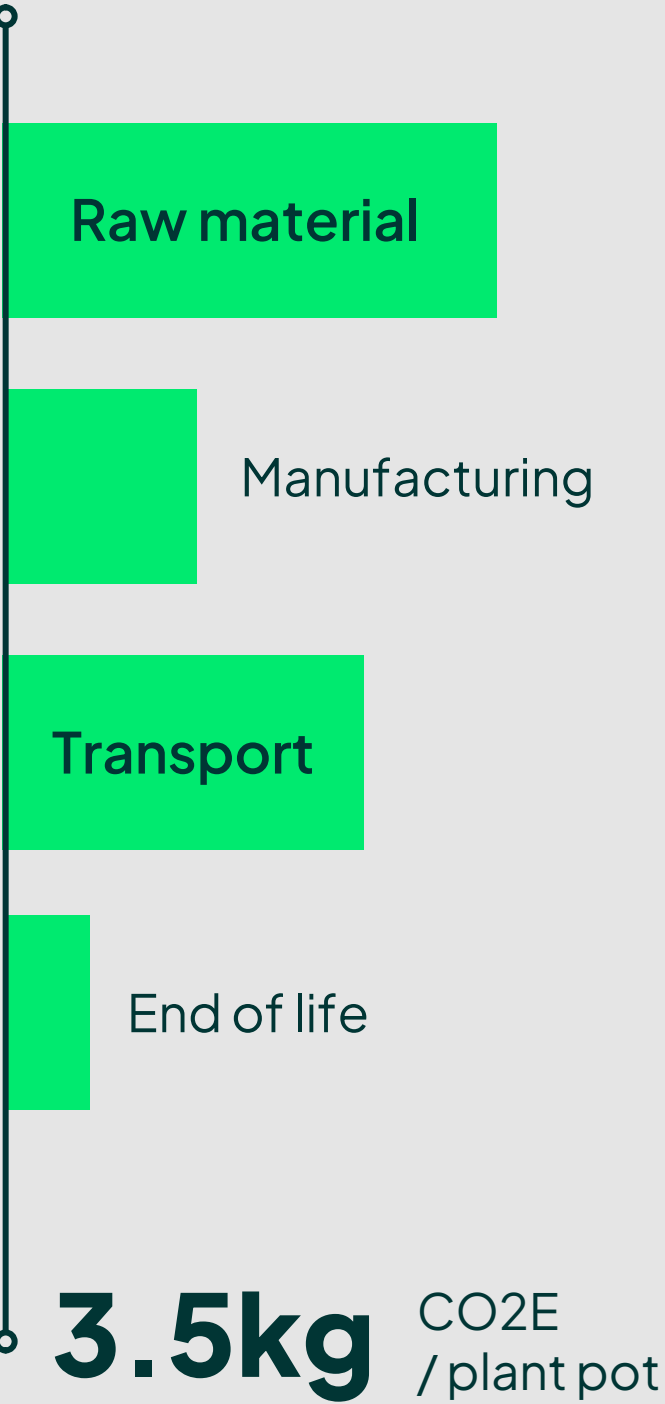
A botanical ecosystem which enables homes to grow what they want, when they want it, be that plants, flowers or food.





# Plant Pot Problems

We conducted a CO2 analysis of a traditional plant pot and used the data to drive our design:



## For Business

**10%** breakage in transit.

**80%** cost to ship air.

**15%** COGs = shipping

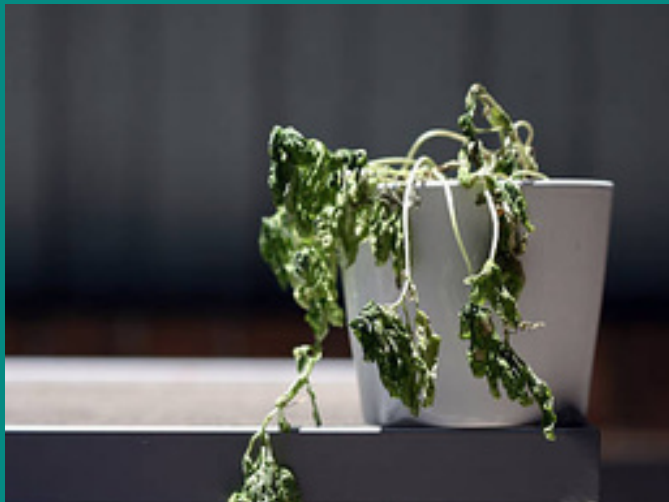


## For Consumers

**10%** missed deliveries

**40%** people kill their plants.

**\$120** Wasted per year.



## For the Planet

**25%** pot CO2 = shipping

**10%** pot CO2 = packaging

**14T** CO2 wasted / pallet / journey





# The POTR Pot

The design of the plant pot has remained largely unchanged for two millennia with little thought going into its carbon footprint. The POTR Pot has been designed from the ground up with sustainability at its core while making plant care hassle free.





# Modern Homes for Thriving Plants



## flat packed

POTR Pots are delivered with the smallest carbon footprint possible thanks to our unique flat-packed design which fits into a Royal Mail large letter. Posted directly through your letterbox to ensure you never miss a delivery, this innovation reduces the carbon footprint by up to 100 times.



## self-watering

Take the guess work out of plant care. The cotton cord functions as a wicking straw, transferring water from the reservoir in the base of the pot to the soil surrounding your plant. Hassle free plant care which reduces botanical waste.



## recycled

Made from post consumer recycled polypropylene destined for landfill, POTR turns waste in to long lasting, functional products for the home. Whatsmore, our 0.5mm thick recycled sheet results in a material reduction of over 90% compared with traditional plant pots.



## Holistic Sustainable Design

The POTR Pot has been designed from the ground up with sustainability at its core. Every design decision, from the flat pack layout to the recycled material used, was made to ensure the lowest possible carbon footprint. The result is a one of a kind planter with a carbon footprint 100 times lower than alternatives.







**Posted directly through  
your letterbox**

## Three Sizes

POTR Pots come in a range of 3 sizes designed to cater for over 80% of the most common houseplant sizes. What's more, every size within the POTR range is designed to fit inside a Royal Mail large letter, ensuring our deliveries will always fit through a standard postal letterbox, meaning you'll never miss a delivery.

11cm Diameter



15cm Diameter



18cm Diameter



## Retail Ready

Our pots make for the perfect in-store display, utilising the unique flat pack layout to playfully showcase our key product feature. The retail hook can be used to hang the product making use of wall space in store for maximum visual impact. The graphical, grid like display is also a great way to showcase the range of product colours on offer.



# Ground Up Design

Reinventing the plant pot for the 21st century, the POTR Pot has been designed to foster confidence in growing while minimising waste. The innovative self-watering feature is designed to give people the confidence to grow by taking the guess work out of plant care. Combined with the flat pack layout, POTR Pots make the perfect gift to send to busy plant lovers who struggle to find the time to care for their plants. Posted through the letterbox so they never miss a delivery.



## Hassle Free Plant Care

The POTR Pot is designed to hold a reservoir of water in its base which is capable of watering your plants, perfect if you're going on holiday and worried about leaving them behind. It uses a length of capillary action wicking cord which enables your plant to self-regulate its water intake for up to 2 - 3 weeks.



Water reservoir



Wicking cord



Self-watering



# Origami Production

Using a low energy production process, our pots are stamped into shape using a production method called die cutting. The cookie cutter style tool cuts and creases our recycled polypropylene sheets leaving our unique origami patterns. As our products are sold in the UK and Japan, we have set up supply chains close to where our customers are based. The same production process is also used to produce our card outer packaging, keeping all processes under one roof.



3.83 kg CO<sub>2</sub>e



0.05 kg CO<sub>2</sub>e



## Ultra Low Carbon Delivery

The flat pack design reduces the carbon footprint by over 100 times by eliminating wasted volume and space. This results in incredibly efficient bulk packing when compared to a traditional plant pot:

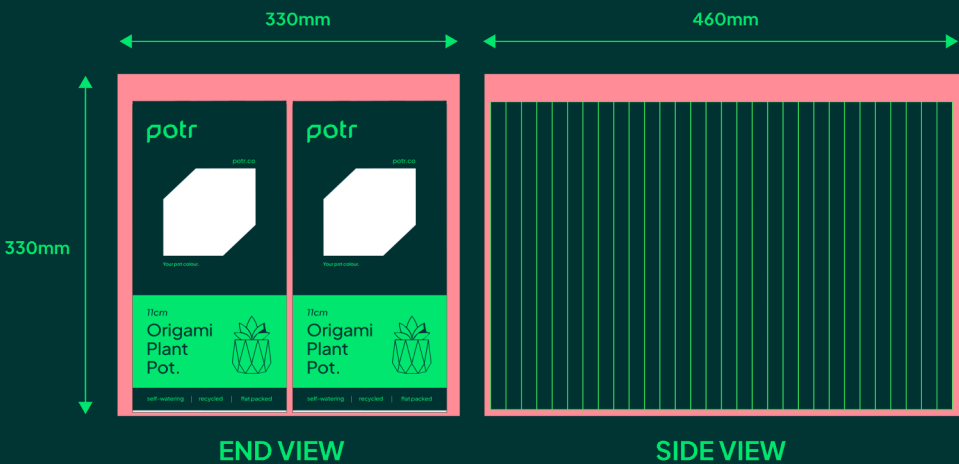
POTR ~ 18cm Diameter:

- 60 units / carton
- 1350 units / pallet
- 40,000 units / container

Ceramic ~ 18cm Diameter:

- 2 units / carton
- 56 units / pallet
- 1500 units / container

POTR Carton (60 units):







We use 95% less material  
than traditional pots.

## Design for Longevity

Unlike a fragile traditional planter, POTR Pots will not break if knocked or dropped, helping to ensure energy is conserved and carbon is not wasted. This is thanks to the carefully selected recycled polypropylene used to make our planters. This single use material is saved from entering landfill and is instead given a new life of longevity in a product designed to look good in the home while taking care of your plants.

