

ECOPOTS

DURABILITY BY DESIGN

Programme 2023





Our vision

Both our economies and products are becoming increasingly sustainable. That being said, sustainability is so much more than simply the responsible use of raw materials. We believe in developing products that are sustainable both in terms of durability and style. They should withstand damage and wear and tear, whilst remaining relevant and aesthetically pleasing for their users. After all, to us, the most sustainable products are those you can enjoy year after year, without the need to replace them.

Our brand's mission

Ecopots gives 'sustainability' a different meaning. We design, produce and sell pots made from recycled plastic and ensure they are sturdy, beautiful and stylish, not only today, but also tomorrow and in ten years' time.



strong & durable



made from recycled materials



handfinished



frost resistant



insulating



indoor & outdoor





Durability by design

Clean, simple lines. A minimalist design where functionality goes hand in hand with beauty. Made from recycled materials with a unique, handmade finish and completely recyclable. Belgian designed Ecopots follows the Scandinavian design philosophy which brings a sense of calm that so many are missing in their daily, stressful life.

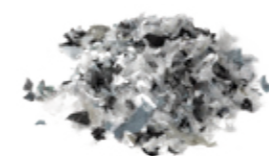
When we designed Ecopots more than ten years ago, no one had heard about the 'plastic soup'. No one was thinking about using recycled materials for their flower pots and planters. But we did. We saw the need and potential to use recycled materials for our products and continue to do so today.

Lifetime guarantee!

A pot or planter has to accompany your plant for many years to come. That is why at Ecopots we demand the highest quality and only work with materials that guarantee a long-lasting durability. Every Ecopots product comes with a lifetime guarantee on breakages and production faults.

80%

high quality
recycled plastics



20%

recycled natural
minerals





The first brand in flowerpots with a CO2 neutral label

Being a durable brand we like to take things a step further and reduce our ecological footprint even more. In November 2020 we were the first brand in flower pots and planters to receive both the CO2 Neutral Product and the CO2 Neutral Company certificate. This certificate guarantees our calculation, reduction and compensation of our local and global impact. The certificate can only be obtained through serious climate efforts and is validated by Vincotte. Through the CO2Logic programme we support three amazing climate projects. More info about these projects: www.ecopots.eu/about-ecopots.

Many times copied, never matched

At Ecopots, we only want to produce pots of superior quality. This is why we have teamed up with Centexbel, a university plastics laboratory, for the development of truly durable plastics and we ask Bureau Veritas to test our products. Supervised by the Belgian Quality Association, all Ecopots are validated for recycled content and we achieve the quality standards defined by PolyCert Europe. Every year, our certifications are evaluated and renewed to guarantee the best quality.

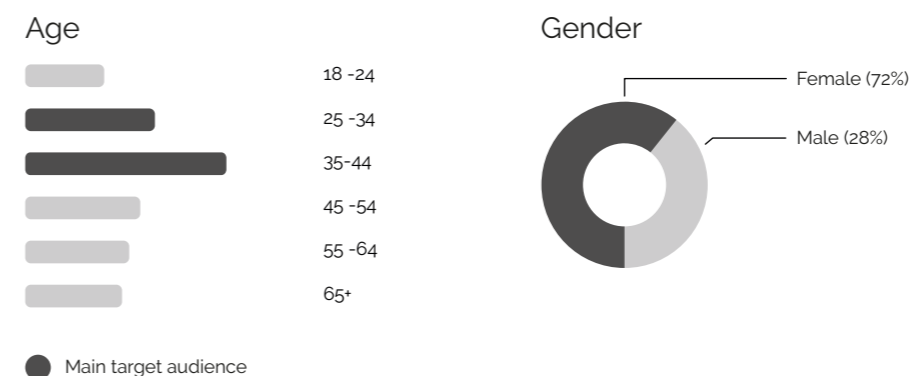




Ecopots is a brand for ‘millennials’.

With Ecopots, we focus on people who live consciously. People who make calculated and thoughtful decisions and who like to surround themselves with things that make them feel better. With their attention to detail, design and innovation, they seek simplicity. Their outdoor life is carried over into their interior; inside becomes outside and outside becomes inside.

Demographics:



A few figures about Ecopots

- Founded in **2006**
- Number of countries where Ecopots is active **+50**
- Number of stores where available (physical and online) **± 10.000**
- Turnover (retail value) **€ 100 m**
- Number of products in the collection (2021) **692**
- Our team (2022)





Ecopots, a brand that invests in marketing

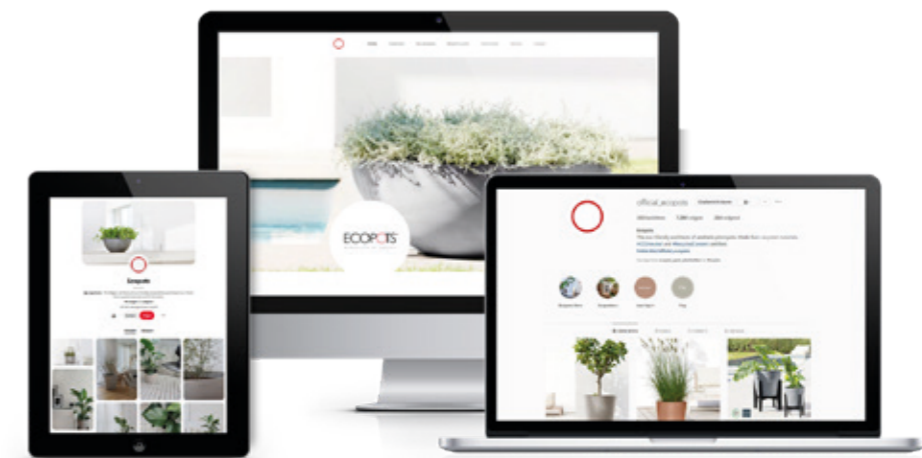
Over the past years, Ecopots has undoubtedly become a very well-known brand in the world of pots, plants and garden. A vibrant brand with a clear signature and a unique look. A brand in which investments are made, in both offline and online support. Creating momentum to further build its reputation. In this way, we stimulate the rotation of sales even more, so that Ecopots will soon adorn every family's living room or terrace.

Support offline

- Highly attractive shop-in-shop concepts
- According to clearly applied styling and principles based on the brand
- To create an experience on the Ecopots shelf, as well as help with navigation (models, colours, sizes...)
- Info about product features, USPs...

Support online

- Inviting, modern and highly attractive website with clear navigation
- Clear store locator
- Active presence on social media: Facebook, Instagram, Pinterest.
- Structured campaigns to reach the right audience.
- Ongoing investment to create a community of people with similar interests in design, sustainability and plants





Unique handmade finish

All Ecopots have a unique, handmade finish, making each pot different. Our compound formula of recycled plastics and natural minerals makes the pot not only strong and durable, but also very light. Ecopots are UV resistant, break-proof and resistant to temperature fluctuations, ideal for both indoor and outdoor use. They have a unique natural look and feel, making Ecopots the go-to brand for everybody looking to combine timeless design and durability.

Timeless shapes and colours

At Ecopots, we develop products which are not bound by trends. That is why we follow the Scandinavian design philosophy. In short, this philosophy is about creating a calm and clutter free home as a counter balance to our hectic and stressful daily lives. It is characterized by clean and simple lines, minimalism and the use of natural colours and materials. Ecopots are available in 6 colours and in 2022 we added a new colour: Pure White (picture left).



White Grey



Grey



Dark Grey



Taupe



Terra



Blue Grey

Thinking differently is in our DNA

Ecopots is a brand that is continuously looking for solutions to make pots and planters better looking and more practical. We bring innovation to the world of pottery by bringing smart products on the market. Products such as pots with hidden suspension, integrated wheels, maximum space utilisation or carefree watering. Aesthetics are always key, combined with form, function and use. As a result of this design approach, every year we add new products to our family of pots and planters. On the following pages you can find a complete overview of our new collection.





ECOPOTS

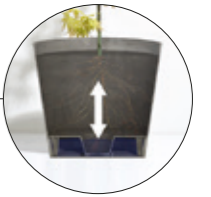
Collection 2023



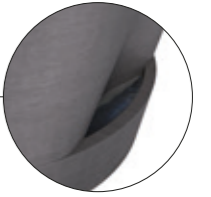
Venice 2 (patent pending)

With the Ecopots Venice 2, overwatering your plants is a thing of the past. Water can be easily provided through the stylish opening on the side of the pot. This clear opening allows you to check the water level at any time. And when the plant needs water, it draws from the reservoir through natural capillary action. In addition, the water reservoir helps to regulate moisture content and prevents the roots from rotting in stagnant water. Extremely functional and efficient.

integrated water reservoir



clear and visible water level



carefree watering



Colours:



Pure White, White Grey, Grey, Dark Grey, Taupe, Terra, Blue Grey

Dimensions:

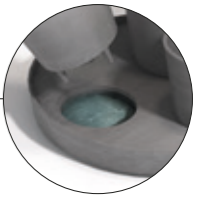
Venice 2 (cm)	RRP (VAT incl.)
Ø 20 x H 17,5 New	€ 24,95
Ø 30 x H 26,3 New	€ 39,95
Ø 40 x H 35 New	€ 59,95

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Dubai (patent pending)

The Ecopots Dubai combines three different pot sizes on a saucer with integrated wheels. The model forms a lovely arrangement to present and care for three plants simultaneously. Watering is done via the saucer, allowing the water to find its way evenly to the three reservoirs underneath the pots. When the water level on the saucer remains visible on the surface, the reservoirs are sufficiently filled. By natural capillary action, the plants draw water from the reservoir when they need it.

integrated water reservoir



carefree watering



distinctive packaging



Colours:



Pure White, White Grey, Grey, Dark Grey, Taupe, Terra, Blue Grey

Dimensions:

Dubai (cm)

Ø 56,6 x H 30,0 **New**

RRP (VAT incl)

€ 199

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Saucer Wheels Oslo

Ecopots Oslo on the move.

A custom-made saucer with five integrated high-quality wheels. This practical design complements the characteristic shape of the Ecopots Oslo.

up to 50kg load capacity



5 high-quality integrated wheels



built-in copper ring to repel mosquito larvae



Colours:



Pure White, White Grey, Grey, Dark Grey, Taupe, Terra, Blue Grey

Dimensions:

Saucer Wheels Oslo (cm)	RRP (VAT incl.)
Ø 32,1 x H 8,5 New	€ 34,95
Ø 40,9 x H 9,5 New	€ 45,95
Ø 49,6 x H 10,5 New	€ 59,95

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Saucer Wheels

The Ecopots Saucer Wheels is a combination of a sturdy saucer and five integrated high-quality wheels. This functional design allows you to effortlessly move around your favourite plants. The new large-sized Saucer Wheels is a practical accessory for the Ecopots Amsterdam 60.



up to 50kg load capacity



saucer wheels (Ø 50.9 x H 12.9) up to 150kg load capacity



5 high-quality integrated wheels



built-in copper ring to repel mosquito larvae



Colours:



Pure White, White Grey, Grey, Dark Grey, Taupe, Terra, Blue Grey

Dimensions:

Saucer Wheels (cm)	RRP (VAT incl.)
Ø 28,7 x H 8,3	€ 29,95
Ø 34,1 x H 9,0	€ 34,95
Ø 41,6 x H 9,0	€ 46,95
Ø 50,9 x H 12,9 New	€ 99,00

Amsterdam 25

A new size at an attractive price.

The Ecopots Amsterdam feels at home both indoors and outdoors. One that lets your plants stand out.



Colours:



Pure White, White Grey, Grey, Dark Grey, Taupe, Terra, Blue Grey

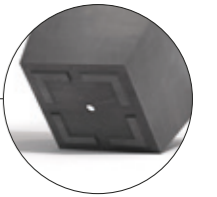
Dimensions:

Amsterdam (cm)	RRP (VAT incl.)
Ø 20 x H 17,5	€ 19,95
Ø 25 x H 21,8 New	€ 24,95
Ø 30 x H 26,3	€ 34,95
Ø 40 x H 35,0	€ 59,00
Ø 50 x H 43,8	€ 89,00
Ø 60 x H 54,8	€ 169,00

Rotterdam + Water Reservoir

The same sleek lines as the classic Ecopots Rotterdam, but on feet and with a water reservoir included.

Raised bottom



water reservoir included



Colours:



White Grey, Grey, Dark Grey, Taupe, Terra, Blue Grey

Dimensions:

Rotterdam + Water Reservoir (cm)	RRP (VAT incl.)
L 25 x W 25 x H 24,5 New	€ 29,95
L 35 x W 35 x H 34,2 New	€ 49,95
L 45 x W 45 x H 43,2 New	€ 79,00
Saucer Square (cm)	RRP (VAT incl.)
L 22,0 x W 22,0 x H 2,6 New	€ 9,95
L 30,2 x W 30,2 x H 3,0 New	€ 14,95
L 38,3 x W 38,3 x H 3,4 New	€ 16,95

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Stockholm

The Ecopots Stockholm has earned its popularity in the living room or garden thanks to its timeless shape. A medium-low pot model that practically makes any plant stand out.



Colours:



White Grey, Grey, Dark Grey, Taupe, Terra, Blue Grey

Dimensions:

Stockholm (cm)	RRP (VAT incl.)
Ø 23,4 x H 17,6 New	€ 19,95
Ø 31,0 x H 23,3 New	€ 29,95

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Antwerp Mini

The Ecopots Antwerp mini is a charming miniature version of the elegant Ecopots Antwerp. Combined with the smallest saucer in our range you complete the model.

distinctive packaging



Colours:



Pure White, White Grey, Grey, Dark Grey, Taupe, Terra, Blue Grey

Dimensions:

Antwerp Mini • Saucer Round (cm)	RRP (VAT incl.)
Ø 11,2 x H 10,1 New	€ 9,95

Antwerp

Rounded elegance with a fine base. Rounded elegance with a fine base. This egg-shaped Ecopots is without a doubt one of our classics. The Ecopots Antwerp 50 will receive a minor refurbishment in 2023 to enhance the model.



Colours:



White Grey, Grey, Dark Grey, Taupe

Dimensions:

Antwerp (cm)	RRP (VAT incl.)
Ø 30 x H 25,5	€ 29,95
Ø 40 x H 30,0	€ 49,95
Ø 50 x H 37,5 Redesign	€ 79,00

Pure White

In 2023 we are pleased to announce two familiar Ecopots models are being added to the Pure White collection. This year we already introduced some small models in the new colour, today we are extending our range with the Ecopots Amsterdam and Ecopots Oslo. Including matching saucers.



Colour:
























































Pure White

Dimensions:

Pure White New (cm)		RRP (VAT incl)
Amsterdam 20	Ø 20 x H 17,5	€ 24,95
Amsterdam 30	Ø 30 x H 26,3	€ 39,95
Amsterdam 40	Ø 40 x H 35,0	€ 64,00
Oslo 25	Ø 25 x H 21,8	€ 24,95
Oslo 35	Ø 35 x H 30,8	€ 39,95
Rotterdam 20	L 20 x W 20 x H 17,5	€ 19,95
Rotterdam 30	L 30 x W 30 x H 26,0	€ 29,95

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Collection 2022 (assortment and colour may vary per country)

											
Amsterdam Mini Ø 8 x H 7,0 Ø 10,5 x H 9,2 Ø 13 x H 11,4 Ø 17 x H 14,9	Oslo Mini Ø 11,5 x H 10 Ø 16 x H 14 Ø 19 x H 16,5	Bruges Mini L 25 x W 9 x H 8	Stockholm Ø 16 x H 12,5	Morinda Orchid Ø 11,0 x H 12,4 Ø 14,2 x H 16,0 Ø 17,0 x H 19,2	Pisa Ø 14,0 x H 20 Ø 17,5 x H 25 Ø 21,0 x H 30	Manhattan Wall L L 55 x W 17,4 x H 15	Sofia Wall L 43 x W 25 x H 17,5	Hanging Bruges L 55 x W 20 x H 21	Amsterdam Wheels Ø 60 x H 56,0 Ø 80 x H 75,0 Ø 100 x H 88,7	Rotterdam Wheels L 50 x W 50 x H 49,2	Amsterdam High Ø 34 x H 66 Ø 41 x H 76 Ø 50 x H 90
											
Sofia L 30 x W 13 x H 13,5	Sofia Long L 56 x W 14 x H 16	Sofia Big L 43 x W 25 x H 17,5	Venice Ø 30 x H 26,3 Ø 40 x H 35,0	Brussels Ø 25 x H 12,0 Ø 30 x H 14,0 Ø 35 x H 16,5	Hanging Brussels Ø 26,5 x H 13 Ø 33 x H 16,5	Sankara High Ø 35 x H 55 Ø 45 x H 75	Rotterdam High L 31 x W 31 x H 56 L 32 x W 32 x H 70	Vienna Ø 50 x H 18,0 Ø 70 x H 25,2	Paris L 60 x W 26 x H 40 L 80 x W 38 x H 40 L 99 x W 46 x H 50	Paris Wheels L 85 x W 40 x H 65 L 100 x W 40 x H 51,2	Berlin Grow Table L 101 x W 36 x H 80
											
Hanging Saucer Ø 36 x H 3	Monaco L 36 x W 36 x H 45 L 46 x W 46 x H 55	Berlin Tower L 38 x W 38 x H 155	Christmas Tree Stand Ø 50 x H 24,0	Amsterdam Ø 20 x H 17,5 Ø 30 x H 26,3 Ø 40 x H 35,0 Ø 50 x H 43,8 Ø 60 x H 54,8	Amsterdam + water reservoir Ø 20 x H 17,5 Ø 30 x H 26,3 Ø 40 x H 35,0 Ø 50 x H 43,8	Saucer Wheels Ø 28,7 x H 8,3 Ø 34,1 x H 9,0 Ø 41,6 x H 9,0	Saucer Round Ø 15,0 x H 2,5 Ø 18,0 x H 2,5 Ø 21,0 x H 2,5 Ø 28,7 x H 3,0 Ø 36,5 x H 3,5 Ø 44,5 x H 3,5 Ø 50,5 x H 3,5	Saucer Square L 18,0 x W 18,0 x H 2,5 L 28,0 x W 28,0 x H 3,0 L 35,5 x W 35,5 x H 3,5 L 43,0 x W 43,0 x H 3,5	Saucer Rectangular L 25,0 x W 9,0 x H 2,3 L 47,5 x W 19,5 x H 2,5 L 57,5 x W 19,5 x H 2,5 L 63,5 x W 15,5 x H 3,3 L 78,9 x W 19,4 x H 4,0	Saucer Oval L 25,6 x W 11,7 x H 3,0 L 35,2 x W 18,6 x H 3,0 L 49,4 x W 13,6 x H 3,0	Display Platter L 20 x W 10 x H 2,5 L 25 x W 15 x H 2,8
											
Oslo Ø 25 x H 21,8 Ø 35 x H 30,5 Ø 45 x H 39,2 Ø 55 x H 47,9	Oslo + water reservoir Ø 25 x H 21,8 Ø 35 x H 30,5 Ø 45 x H 39,2 Ø 55 x H 47,9	Antwerp Ø 30 x H 25,5 Ø 40 x H 30,0 Ø 50 x H 37,5	Frankfurt Ø 30,5 x H 15 Ø 41 x H 18 Ø 50 x H 25	Sankara Ø 40 x H 35	Rotterdam L 20 x W 20 x H 17,5 L 30 x W 30 x H 26,3 L 40 x W 40 x H 35,0 L 50 x W 50 x H 43,8	Stilts L 22 x W 22 x H 22 L 33 x W 33 x H 31 L 33 x W 33 x H 40	Indoor Water System Amsterdam Ø 20 Ø 30 Ø 40 Ø 50	Indoor Water System Rotterdam L 20 x W 20 L 30 x W 30 L 40 x W 40 L 50 x W 50	Cleaning & Repair Set 500 ml	Repair Sponge Type 150	
											
Berlin L 25 x W 25 x H 13 L 31 x W 31 x H 15,5 L 41 x W 41 x H 18	Bruges L 45 x W 17 x H 17 L 55 x W 17 x H 17 L 65 x W 17 x H 17 L 80 x W 20 x H 20	Bruges + water reservoir L 45 x W 17 x H 17 L 55 x W 17 x H 17	Amsterdam Wall Ø 20 x H 17,5	Manhattan Wall S L 15 x W 17,4 x H 15	Manhattan Wall M L 35 x W 17,4 x H 15						

Ecopots is a brand of

The **POTS** Company nv

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