

I-Plants

Magazine

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Ferrari Wins Big In Biophilic Design

The Nature Of The Post-Pandemic Workplace

Light Dependant Plant Processes

2022 Biophilic Design Awards
Accepting Entries Now

I-Plants Edition #15 - SPRING Edition 2022





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BIOPHILIC DESIGN AWARDS 2022

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Elliott R. Bennett
Editor-in-Chief, I-Plants Magazine

EDITORS- Message

HAPPY EASTER!

As we spring into a new season this year, we look back at exotic car manufacturer Ferrari's 2012 design of their new (at the time) manufacturing facility. Ferrari is widely known for being a leader in technology advancements in Formula 1 racing. The F1 cars typically have technology that will filter down into daily driver vehicles that the public buys to drive.

These cars have typically 10 years of advance technology in them. Ferrari also shows us they were 10 years in advance when it comes to bringing Biophilic Design into their factory. I felt this was a great time to share the Ferrari factory story as Miami is hosting its very 1st F1 race on May 8th, 2022, and Ferrari are the early favourites to win this race! For those of you that don't know, Miami, Florida is located very close

to hundreds if not thousands of tropical plant growers that sell tropical plants North America and worldwide.

With the 2022 Biophilic Design Awards now accepting entries until May 15th we investigate 5 reasons why entering for awards is good for your business. Carolyn Goodin author of Smartee Plants describes this month to us the Light Dependant Plant Processes that plants need to live. We also catch up with Jan Goodman of Cityscapes, Boston in the article Popping up Profits where she shares with us the story of her plant truck popup store named Spout!

And finally, this month we are posting the full document from the Silverado Group on their newest information document titled "The Nature of the Post Pandemic Workplace". A must read for any office managers and interiorscapers alike.

Have fun!!

ELLIOTT BENNETT



BIOPHILIC DESIGN AWARDS 2022



TO ENTER
CLICK HERE 

**ACCEPTING
APPLICATIONS**
March 15th, 2022

PRO TIPS

Pro Tip! In the photo description area of the 5 to 8 pictures you can upload, use this space to describe the story behind the picture from a biophilic design point of view hitting on the topics listed in the judges criteria. This will help make your entry very clear to the judges on how to score your project.

Give yourself 1-2 days to write your entry!

Click ink [here](#) to view the judge's form!



SPONSORSHIP OPPORTUNITIES

GOLD: \$1000 USD (Exclusive Level)

- 1 full page inside cover ad in I-Plants Magazine (Biophilic Design Awards Edition) Ad Value - \$800
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- First right of refusal for the exclusive GOLD SPONSORSHIP level with next year's Biophilic Design Awards Program

SILVER: \$500 USD (3 opportunities available at this level)

- 2 half page ads in I-Plants Magazine (Biophilic Design Edition and Post Edition) Ad Value - \$400
- Business logo recognition in I-Plants Magazine and on iPlantsmagazine.com website as a SILVER SPONSOR (July & Aug). Value - \$200
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BRONZE: \$250 USD (3 opportunities available at this level)

- 1 quarter page ad in I-Plants Magazine (Biophilic Design Edition) Ad value - \$129.99
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- I-Plants Facebook & Instagram recognition with your business logo as a BRONZE SPONSOR. (June) Value - \$100

Contact us if you are interested in any of these sponsorship opportunities to help support your industry.

Email: Hello@iplantsmagazine.com

DEADLINE, May 15th,

Eligibility:

The Biophilic Design Awards are open to companies in the interior landscaping industry worldwide.

Entries must be submitting in English language at this time.

Fees and Payment information:

Fee is \$299.99 + taxes USD for each submission, non-refundable. Up to ten (10) projects maximum per private or public company can be entered into the Biophilic Design Awards per year at this fee level.

Projects are judged by a select group of Biophilic Design experts in the interior landscaping field. All entries are blind judged and scored on their own merit.

A grand total of 10 entries per private or public company is allowed within this awards competition.

Winners will receive recognition in I-Plants Magazine's 2022 Biophilic Design Awards winners issue and a plaque will be delivered to all winners. A 2022 Biophilic Design Award winner logo will be emailed to winning companies to use in press releases and to use with corporate branding opportunities!

In the spirit of giving, I-Plants Magazine is committing to contribute 10% of each award entry fee to the National Horticulture Foundation to create and ensure sustainability for the interiorscape industry.

To enter please visit:

<https://iplantsmagazine.com/pages/biophilic-design-awards> and pay by credit card.

Biophilic Design categories:

- 1) Grand Design
- 2) Hotel Pool & Resort Exterior building façade Conservatory
- 3) Green Walls & Vertical Gardens, Interior & Exterior Moss Wall Art
- 4) Free-Standing Container Plantings, Interior & Exterior Atrium/Garden plantings, Interior
- 5) Green roof or Rooftop gardens (containerized)
- 6) Holiday Décor(any holiday), Short Term Rentals & Special Events Cut Floral, Artificial Foliage & Artificial Floral Work
- 7) *New* - Office Design



BIOPHILIC
DESIGN AWARDS
2022

2022 at 11:59pm (CDT)

Submissions:

Submissions will be blind judged by a non-biased panel of experts in the horticulture and/or biophilic design field. Judges will not know who submitted each project. Judges will be exempt from judging any submissions from their own company.

Submissions will be blind judged by a non-biased panel of experts in the horticulture and/or biophilic design field.

Judges will not know who submitted each project. Judges will be exempt from judging any submissions from their own company.

Submissions will be judged based on the following criteria:

1. Design: Use of symmetry/asymmetry, visual connection with nature, harmony. 5%
2. Does this project engage the senses? 5%
3. Innovation and Enhanced well-being, does it move our Industry forward? (Ex: water efficiency) 10%
4. Appropriateness for the client and the space. 15%
5. Appropriate selection of plant material (or holiday décor items) 15%
6. Appropriate and unique use of containers, topdressing and other materials as applicable. 15%
7. Use of colour 5%
8. Budget challenges – doing a lot with a little 10%
9. Community impact 5%
10. Which Biophilic element do you feel best describes your project? And convince us of your Biophilic design? 15%

Total: 100

Scoring levels: Platinum 95.56-100 pts, Gold 89.56-94.55pts, Silver 84.56-89.55pts, Bronze 79.55- 84.55pts

The Diamond award is awarded by judges consensus of the top Biophilic Design of the year.

Scorings Levels

Diamond



(Award is presented by judges' consensus of the TOP Biophilic Design of the year.)

Platinum 95.56-100 pts



Gold 89.56-94.55pts



Silver 84.56-89.55pts



Bronze 79.55-84.55pts







5 reasons why entering awards is good for business

By: Phil Bridgeman - Head of Membership | Business West

No matter what the size of your business you can enter a business award. There are a huge variety of awards around from local to national, industry based or with specific criteria. You can find out about awards through your local chamber of commerce, local and business press or simply searching the internet for relevant awards.

Deciding what awards to enter could be challenging but it's important to weigh up the time and effort it would take to enter against the potential gains. Some awards may have monetary prizes or other benefits such as coaching, advice and workshops. However it's not just the winning that counts!

With resources often stretched putting yourself forward for business awards is not always the top of the agenda. Here are five reasons why simply entering an award could be good for your business.

1. Free marketing

Business awards can be an overlooked tool in your marketing toolbox. Just being shortlisted can improve brand awareness and promote your business to new customers. Make sure you maximise PR exposure and update your marketing materials with the award logo including business cards, website, literature,

email and sales material. Awards celebrate hard work and success and are great PR opportunities. It's fantastic to be recognised so it's important to make sure that people know what your business has achieved. Winning a business award can open doors to getting contracts, finding new supply channels and breaking into new markets.

2. Benchmarking

The application process for entering a business award can often force you to look at your business from a different perspective and compare yourself to your competitors. You'll need to make sure that you stand out from the competition whether that's through innovation, diversity, growth, customer service, investment in people and strategic thinking. This will help you think about ways you could be doing things better and identify areas for improvement and is one of the ways your business could benefit that could be more valuable than the prize itself.

3. Increased credibility

A business award win, short-listing or nomination can act as a 3rd party endorsement for your business. A win can give a seal of approval to your activities and is a sign of quality for potential customers, so can form part of your sales pitch. It can also help with

relationships with suppliers. It's a great way of differentiating your company from competitors and will send out positive signals to customers.

4. Employee motivation

Awards recognise the hard work and achievements of your employees so winning one can help boost staff morale and improve motivation. Employees are focused on what's great about the company they work for and can feel proud to be a part of it. This can be maximised by making sure staff feel they get the recognition they deserve by holding a staff meeting to celebrate your victory. Staff could be invited to a glitzy awards ceremony or dinner which can yield networking opportunities as well as being a great night out..

5. Attract talent

Business awards validate your hiring stature among new recruits. By pitching yourself as the best you can attract the talent you need to push your business forward. Increased employee morale will also help attract and retain new recruits.

*We know Ferrari does
red extremely well, did
you know they also do
green extremely well*

By: Ronald A. Wood





“people’s wellbeing and the quality of the working environment always come first”

www.ferrari.com

GREEN FERRARI



YouTube

While we are contemplating “the workplace of the future” one workplace of the present is already achieving some of the major aspirations being canvassed for the future.

Maranello, Italy

“**Ferrari’s** manufacturing campus — where workers wear red and white uniforms with yellow **Ferrari** logos — is unlike any other automotive plant in the world. The company has always made its own engines, reflecting **Ferrari’s** philosophy that the engine is the heart of the car. The campus consists of four buildings: engine assembly, body shop, paint shop and final assembly.”

Ferrari spokeswoman Daniela Levoni said the buildings and manufacturing process are designed to reflect a philosophy the company adopted about 15 years ago called “**Formula One.**”

“It means that we put the employee at the center of the factory,” she said, “and we try to create the best working conditions.”



Plants in the engine room

Trees and plants in the Ferrari engine works in Maranello, Italy, are used to manage humidity, clean the air and provide amenity for the workers on the factory floor.

There are two large areas for plants and small trees in the middle of the body shop. In the final assembly area there are doors that lead to an outdoor walkway that leads to another large garden. All the buildings have windows to provide natural light. Workers can leave their stations if they need to relax. There also is a high-end cafeteria for the employees.

Wellness and corporate care for employees

“The quality of our cars cannot be separated from the lives of the people working at the Ferrari plant. What keeps together the workers manual skill, their humanity, the work of those who carry out the processes and those who supervise them and the care they produce is the special care we take over the environment.”

Light, air, vegetation, relaxation areas, cleanliness, functionality and regulated temperatures contribute not only to the quality of work and life, but also to creativity and the excellence of the product. The architectural project is also accompanied by investments and programs aimed at improving safety at the workplace and environmental sustainability.”

Greening the workplace

“Over the past few years, further significant investment has been made to

increase the green areas. These can be found both inside and out of the various factory buildings and today cover a surface area of 165,000 square metres. Aloe arborescens, buddleja blue and dianthus carthusianorum are just some of the hundreds of plant species than one can admire when strolling through the grounds of Maranello.

The engine assembly line features orange poppies, while the mechanical department has tropical lilies, gems of rare beauty that flower within the buildings. And that’s not all, with 25,000 flowerbeds, gardens and all sorts of trees, the Ferrari campus is an innovative workplace where **people’s wellbeing and the quality of the working environment always come first”**

Workplace evolution

Workplaces are constantly evolving to keep pace with technology, as we are able to monitor, control, and fine-tune every system. This allows for greater focus on the people. Making the physical work environment more pleasant is a simple way to enhance communication, collaboration, flexibility and contribute to productivity.

Ferrari continue to demonstrate that making the physical work environment an attractive and pleasant place to be, adaptable to company workflows, contributes to their successful product, emphasizing the important role of trees and plants in the workplace of today as well as the workplace of tomorrow.



LIGHT DEPENDANT PLANT PROCESSES

By Carolyn Goodin

In the previous discussion, we examined the environmental analysis of the indoor space, with particular attention given to the various aspects of light. One of the questions that frequently comes across my desk is why must we put all this attention to analyzing light? The answer is simple, plants need light to perform various metabolic processes in order to sustain themselves.

The most familiar plant process is Photosynthesis: $6\text{CO}_2 + 6\text{H}_2\text{O} \rightarrow \text{C}_6\text{H}_{12}\text{O}_6 + 6\text{O}_2$. whereby a plant, in the presence of light, Carbon Dioxide and water, uses its chlorophyll, to form carbohydrates, (photosynthates) with pure Oxygen given off as a by product. This remarkable process is responsible for sustaining life on our planet. No other organism can make its own food. All other organisms depend on other organisms for food. The part that is most notable is that plants provide the oxygen which higher organisms need to breathe. The carbon dioxide that higher organisms breathe out, is necessary for plants to complete the photosynthetic process. This is a perfect symbiotic relationship between oxygen consumers and carbon dioxide consumers. Thus, Oxygen is a renewable element., the source of which is green plants. Plants consume CO_2 , in excess sometimes, helping to keep Earth's atmosphere in balance.

Global Warming?? Plant more trees!!

The most important thing about photosynthesis, is that it does not occur unless a required minimum light intensity is met. The specific minimum is species and variety dependent. However, we can safely say that most plants will not photosynthesize in light levels below 40-foot candles. Thus, during your light analysis, positions reading 40- foot candles or less, have to be listed as High Rotation (HR) positions. Avoid these whenever possible.

Where does Photosynthesis take place? Photosynthesis occurs at the cellular level. Each plant cell contains tiny bags of chlorophyll called chloroplasts. Within the chloroplasts, are tiny, specialized light collecting structures called grana. When light levels are appropriate, these structures become excited and the photosynthetic process begins. If the minimum light level is not met, there is no excitation of the chlorophyll and thus no photosynthesis. In this instance, the plant is essentially asleep. Very little metabolic activity is occurring. Stomates are closed, very little if any gas exchange is occurring. Water consumption is minimal, and no photosynthate is created. "Sleeping" plants require special treatment. Over watering a sleeping plant will create a disaster.

Another aspect of light, namely, spectral quality, is necessary to drive the photosynthetic mechanism.



We refer to this as PAR or photosynthetically active radiation. Photosynthesis requires wavelengths of light absorbed from the red and blue ends of the spectrum. Infrared being at the low end and ultra violet being at the high end, these are the photosynthetically active parts of the spectrum. Without these wavelengths, chlorophyll production and function are inhibited.

Thus, not only does a plant need a minimum quantity of light, but it also needs the spectral radiation from the red and blue ends of the spectrum, the (PAR), to activate chlorophyll production and function. When PAR is not available, chlorophyll is weak, and leaves tend to be off color and sickly. Too much red produces stretched and spindly growth. Too much blue produces short stubby growth. It is the combination of both that produces the classic form for each plant variety. Thus, even if there is ample light, without meeting the radiation requirements, photosynthesis is impaired. The essential building blocks for chlorophyll production are weak and/or missing.

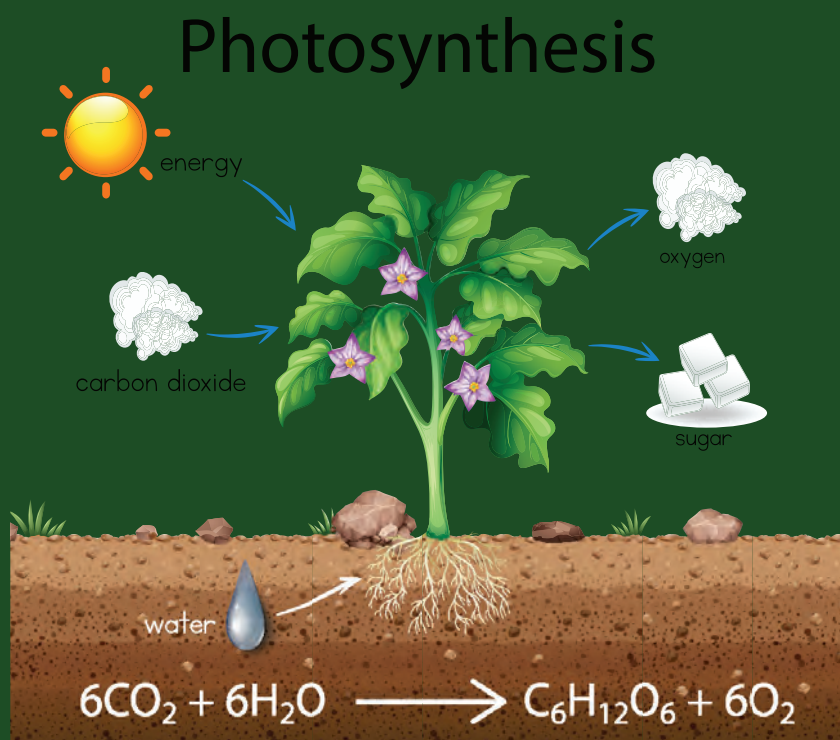
Phototropism is another light dependent process. It is controlled by plant auxins, gathering in stems, leaves and petioles. I am quite sure you are aware that plants grow toward the light source. But why does this happen, and how does this come into play, during scheduled maintenance visits? I contend that stretching, leaning plants are a sign that the effects of Phototropism are being ignored.

The goal of any plant company is to maintain a "nursery fresh" appearance. A simple technique called TURNING, (wow, what a concept!), will help keep the symmetry of plants which lean toward a light source. I cannot believe how many

plant companies neglect this very simple procedure. The sign of a true professional company that there is no leaning or stretching of their plants.

The last light dependent process is Photoperiodism. Certain plants require certain daylengths in order to produce blooms. They fall into two categories: short day plants, require longer dark periods, while long day plants require shorter dark periods. This is a matter of concern for growers. By controlling the length of the dark periods, flowers may be forced out of season. This is what allows us to enjoy Poinsettia, Mums, and other blooms, on time for the particular seasons. Growers use this technique and Plantscapers reap the benefits.

As you can guess, analyzing the available light at given plant positions is much more than we could have realized. We need to be clear, about light quantity, quality and duration, based on exposure, in order to select the appropriate plant for the given situation. The purpose, of course is to facilitate ease of maintenance, reduce rotation rates, and the end, increase company profits. Until next time, stay well and stay Professional!



Popping up profits

NTS WITH A
RPOSE



TRANS *planted* ED
ROAMING GREENHOUSE

SPROUT
ive

A temporary or traveling plant shop can boost your garden center business in the long run.

By: Brooke Bilyj

Temporary plant shops are popping up everywhere — in trucks parked along busy city streets, in vacant buildings awaiting long-term tenants and alongside both urban and rural business partners. Whether they're parked for a few hours or planted for a couple of months, these pop-up shops help garden centers reach new customers, drive additional revenues and even scout new store locations.

But the logistics involved in running a short-term pop-up can be quite different from everyday operations at your main store. So before embarking on a pop-up venture for your plant business, it's important to consider the costs and challenges that come along with this model. Garden Center spoke with several successful plant-based pop-ups to collect their best advice for operating profitably.

1. Find the right location.

Whether you're launching a mobile plant truck or temporarily occupying a stationary location, the first step is finding the best spot to host your pop-up.

Rob Moffitt had the vision of opening a plant store a few years ago while working full-time as a nurse in Los Angeles. "I started looking at retail spaces and seeing how expensive everything was, and realized I couldn't afford it," he says. So when retail stores began shutting down during the pandemic, he rethought his plan altogether. Inspired by other plant trucks he saw online, like Cityscapes' Trans-PLANTed Roaming Greenhouse in Boston, he decided, "If people can't come to a store, maybe I can come to them."



When Moffitt launched The Haus Plant Truck in May 2021, he spent his weekends driving all over Los Angeles peddling plants. Over time, he zeroed in on locations with high foot traffic in bustling shopping districts such as Abbot Kinney Boulevard in Venice and Montana Avenue in Santa Monica.

"One of the big advantages [is] being able to be on some of the nicest streets in the nicest areas of Los Angeles," Moffitt says. "The rents [for Abbot Kinney storefronts are] about \$40,000 a month, so

no plant shop can really afford that. But here I am, right next to these places that are paying those kinds of rents."



Of course, pop-up locations come with their own costs — although these are typically more affordable than renting a traditional storefront. For example, Moffitt has to buy a city sidewalk vendor permit every year, which costs about \$600, and certain jurisdictions require additional fees and paperwork.

The biggest key, he says, is coordinating with the surrounding retail stores to ensure a warm welcome. “Make sure that the shop you’re parked in front of is happy with you being there. There’ve been times where the shop owner wasn’t thrilled about me parking in front of her store, so I [tried to] send my customers into her shop, and at the end of the day, she was like, ‘You can park here anytime you want.’ Having those relationships with the shop owners that you’re parking next to is important.”

2. Partner with local businesses

Working together with nearby businesses to arrange pre-planned pop-ups can alleviate the stress of finding the right location, while potentially doubling your buzz through collaborative joint marketing.



Jan Goodman (above) launched a mobile pop-up, TransPLANTED Roaming Greenhouse, in May 2019 as a way to connect with clients of



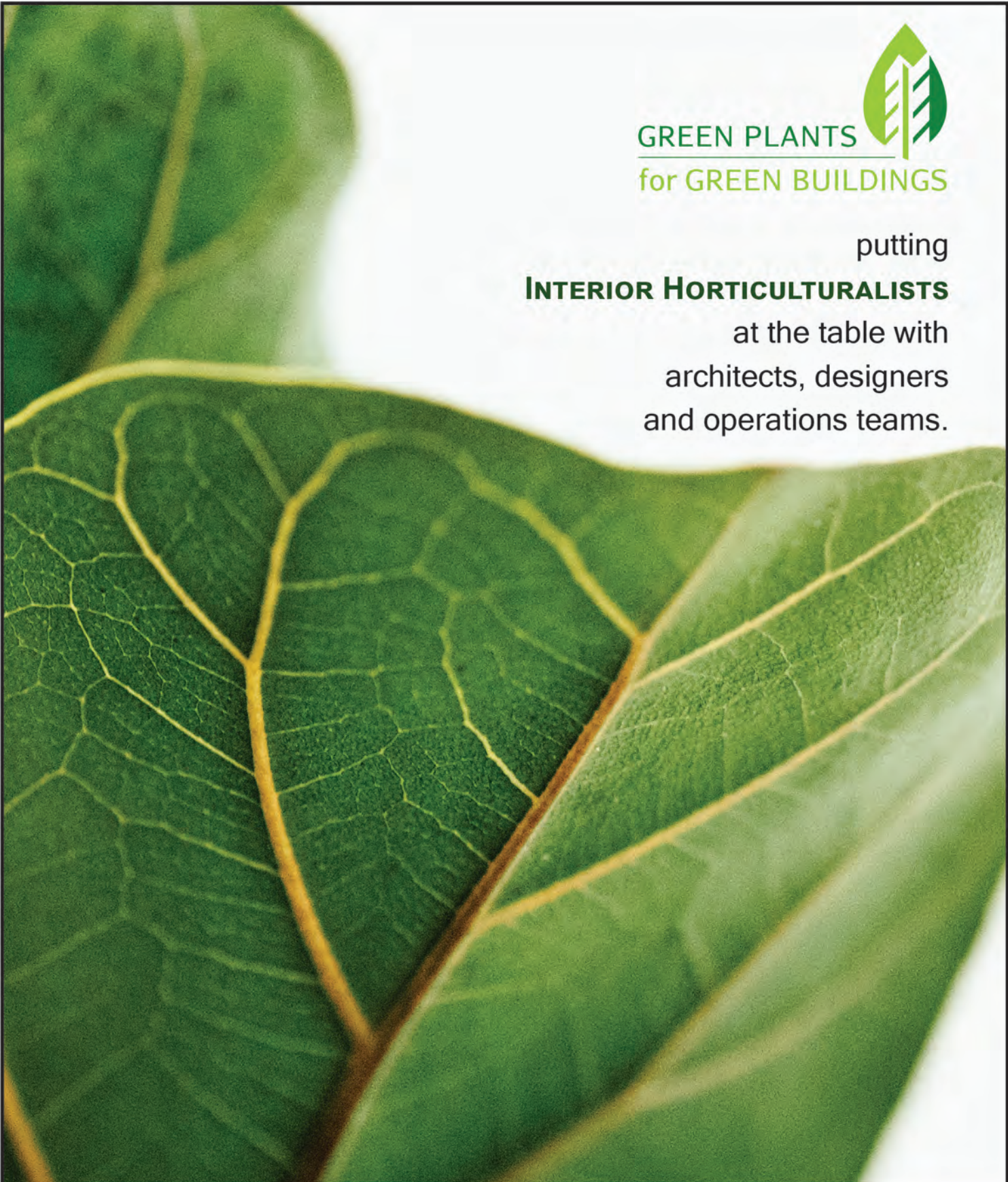
her interior/exterior plantscaping business, Cityscapes, by supporting their favorite local charities.

“I didn’t want to do a plant truck just to sell plants,” says Goodman, who founded Cityscapes in 1992. “Our [plantscaping] business is very successful, so we didn’t need another revenue stream. We wanted to give back to the community that has given us such success.”

To that end, TransPLANTED operates as a charitable offshoot of Cityscapes. Clients and other companies can book the truck, named Sprout, for pop-up events — the profits of which are donated to a charity of

their choosing. By partnering with her clients including corporate facility managers, hotels, condos and hospitals around Boston, Goodman taps into captive audiences without scouting for locations or dealing with the hassle of short-term vendor licenses.

Still, she says it’s important to do your homework on each location to properly plan your pop-up partnership. “You’ve got to ask a lot of questions. ‘How many people are in your building? How many people typically go to [these types of events]?’” she says. “Make sure you know your clientele.”



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Second Edition

THE NATURE OF THE POST-PANDEMIC WORKPLACE

By the Silverado Roundtable





EXECUTIVE SUMMARY

The coronavirus pandemic sparked significant reconsideration of the functionality and utility of America's workspace environments. Now, more than two years into its existence, its influence continues to force a profound rethinking into multiple aspects of American life.

COVID-19 virus pressed employees to transform homes into offices. A majority found the experience surprisingly beneficial. As a result of this massive economic experiment, most employees now report they would not consider working for an organization requiring a full-time return to an office environment.

Employers caught in the crossfire of hiring shortages understand the appeal of remote work, but prefer employees return to the office at least several days per week if not full time. The hybrid work environment is by far the most attractive model and realistic compromise.

In 2020 and into 2021, the primary concern was preventing disease transmission. Studies addressing changes to the workplace focused mostly on stopgap measures against the spread of the virus. Plexiglass barriers. Temperature checks. One-way hallways. Space markers on the floor. Tools so you don't have to touch elevator buttons.

Now, these concerns have been overtaken by a more difficult challenge. Human resources professionals and facilities managers must create a functional hybrid post-pandemic workplace, marrying the advantages of remote work with the need to foster organizational culture and enable collaboration.

The design community envisions the opportunity to improve form and function. Employers worry how it will impact the bottom line. Employees want workplaces to foster their sense of health and wellbeing – or they'd rather stay home.

The Silverado Roundtable, composed of America's top workplace greenery design and installation experts,

published its first white paper in January 2021. It explored the challenges facing employers to create a safe and productive working environment emerging from the pandemic. It offered answers for architects, interior designers, and human resources leaders based on principles of biophilic design to use commercial space productively and profitably, pushing back the pandemic's economic threat.

The authors never anticipated these same questions remaining in play one year later in 2022, as new COVID-19 virus variants continued to postpone the effort to restore workspaces. In late 2021, dozens of American companies including Ford, Google, Apple, Wells Fargo, Lyft, and CNN canceled their scheduled 2022 return to the office, with no new date on the calendar.

RETHINKING THE ROLE OF THE OFFICE

After nearly two years of the mass work from home (WFH) experiment, enough time has passed for quantitative data to be measured. It allows more thoughtful conversation and conclusions about future expectations of employees and employers. These expectations have converged in some areas and diverged in others.

Workplace design professionals offer to make offices appealing spaces for employees to gather and collaborate by choice, which is what most employers hope to achieve without return-to-work mandates they feel powerless to enforce while their employees have the upper hand in a tight labor market.

Members of the Silverado Roundtable offer an affordable solution using plants and natural elements to transform the post-pandemic workplace into an oasis for teamwork and creativity to flourish, with enough flexibility and practicality to reimagine its purpose for everyone's benefit.

INTRODUCTION

When workplaces and schools closed in March 2020 forcing a mass “work from home” (WFH) experiment, employees reinvented their surroundings to better suit their new reality. They scrambled to create dedicated workspaces and make them functional.

Relieved from long commutes, distractions, and workplace politics, many employees found themselves happier and more productive than expected. People discovered an opportunity for deep work with creativity and initiative.

We assumed this would be temporary. Employers wanted people back in the office. Facilities managers strategized how to implement barriers and mask mandates and left it to human resources managers to write new policies.

In the first edition of this white paper, the authors encouraged a deeper discussion about the opportunity to reconsider workplace design. As 2022 begins, the pandemic continues to disrupt modern working life. With an additional year of experience and survey data, the economic and human imperatives to embrace positive changes underway are greater than ever.



THE TRANSFORMATION OF THE WORKPLACE

Competition for top employees is fierce as unemployment rates plummet. The so-called “Great Resignation” has put labor in the driver’s seat. Employers can better compete for their skills by providing an elevated working environment.

What will the post-pandemic workplace of the future look like? What should it look like?

It will fall largely to human resources professionals in partnership with architects, interior designers, and facilities managers to influence and revolutionize workplace design. Workplaces built only to maximize space efficiency are no longer desirable.

The reconsidered workplace will foster collaboration and communication in environments with a focus on creativity and inspiration in a healthier way. Women and ethnically diverse employees find themselves benefitting from a more inclusive, less hierarchical model. Companies must cultivate their culture, creating a place where people choose to gather and contribute toward a greater purpose.

The Silverado Roundtable represents a group of workplace greenery experts each with more than 25 years of experience working with design professionals and business clients to improve the places people gather and collaborate by introducing greenery and plants into these environments.



THE WORKSPACE REVOLUTION

Long before the pandemic hit in early 2020, businesses and organizations experienced growth in remote work.

Fueled by the dramatic impact of COVID-19 on working arrangements, economists and behavioral scientists at Stanford University, the University of Chicago, the Massachusetts Institute of Technology, and the Instituto Tecnológico Autónomo de México founded the Working From Home Research Project (WFH Research) and the Survey of Working Arrangements and Attitudes in May 2020.

Since March 2021, WFH Research has tracked the preferences of 78,000 U.S. employees ages 20 to 64 working full time. In a comprehensive report published early in 2022, it found:

- Work-from-home will account for nearly 28% of full paid working days after the end of the pandemic
- **A clear majority* would prefer hybrid** (three days on premises, two days at home) over full-time in-person work.
- 42% of all employees would either look for a new job or quit if their employer required an immediate full-time return to the office; this increases among women and minority employees.
- The larger the employer (500 employees or more), the more workers want to work from home.

*Among workers whose jobs permit remote work, excluding so-called “frontline employees.”

The reasons for these attitudes became apparent early into the pandemic and have only become more entrenched.

In a comprehensive survey by the Washington DC based global data intelligence company Morning Consult of 1,123 remote workers in August 2020, six months into their work at home experience:



SAID THEY SPENT MORE TIME OUTDOORS, MORE TIME TAKING WALKS, MORE BREAKS



SAID THEY WERE SATISFIED WITH REMOTE WORK



SAID THEIR PRODUCTIVITY WAS THE SAME OR BETTER



SAID WORKING AT HOME IMPROVED THEIR HEALTH



SAID THEY WANTED TO GO BACK TO AN OFFICE FULL-TIME

American business must embrace workplace design supporting comfort, safety, and the human need to be part of a collaborative culture to remain competitive and to retain its top talent.



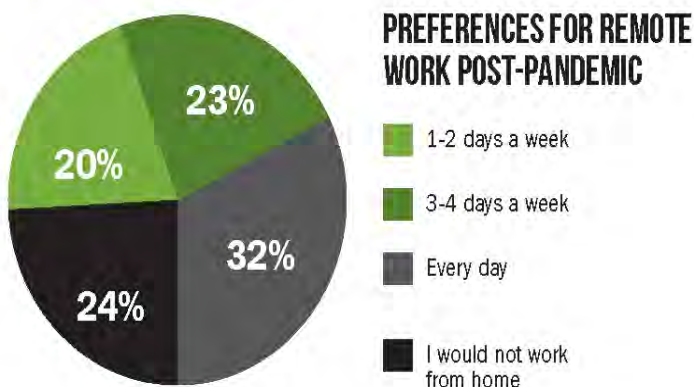
VALUE OF THE COLLABORATIVE WORKPLACE

The “all or nothing” return to the office proposition declared by employers such as financial giants Goldman Sachs and Morgan Stanley - once believed to have the power to make it stick - appears dead on arrival.

While the death of centralized office space has been exaggerated, its function is undergoing a mass overhaul. Strong preference for the hybrid model relies on workspace optimized for the collaborative, creative teamwork so difficult to replicate remotely.

Stanford University economics professor Nicholas Bloom of WFH Research says his data finds the optimal workplace efficiency model has employees splitting the workweek roughly equally between home for individual work and the office to engage in collaborative tasks. Several days a week at each location is the magic number to maximize the benefits of both options.

According to Morning Consult, 47 percent of those working remotely say the ideal arrangement would be to continue working from home one to four days a week.



In a Nielson Audience Survey conducted in August 2020, 52% of all employees want the choice of working from home **or from an office supplied by an employer.**

In its survey “The State Of Remote Work In 2021: A Survey Of The American Workforce,” the security firm GoodHire asked 3,500 American workers about potential return-to-office mandates. The survey took place several months into the emergence of the Delta variant of COVID-19 taking hold in the U.S. It found:

- Two-thirds of Americans would choose remote working options over in-office work.
- Sixty-one percent of Americans would be willing to take a pay cut to maintain remote working status.
- Forty-five percent of Americans would quit their job or look for a new one if they were forced to return to the office fulltime.
- Eighty-five percent of Americans prefer to apply for jobs that offer remote flexibility.

As employees gain leverage in the job market, the hybrid work model will help attract and retain talent. Offices must become a perk and a desirable destination option for employees - a place where people WANT to work, not HAVE to work.

“If it’s a good office and it’s smartly designed, it’ll be a perk,” Markowski said. “Not everyone wants to work from home. If you are forced to come to the office every day, a worker may not see it as a positive. But if people have the option to work from a great office, they may enjoy it.”





Surveys are missing the attempt to capture the health benefits and increased time spent outdoors enjoyed by people working at home and integrating them into the new hybrid fluid workplace.

Conservation psychologist and architect Dr. John Fraser, President and CEO of the design think-tank Knology, says we must rethink the modern American office.

“The collaborative nature of work is one of the conundrums of the economy. It doesn’t acknowledge the human benefit of tribal thinking,” said Fraser.

“Hotels and resorts, spas, even grocery stores place greenery in the entrance to present a good first impression,” notes Shane Pliska, president of Planterra in Detroit, Michigan. “Imagine if the cleaning product aisle greeted you at your grocery store door instead of flowers or fruit. How would it change your perception of the freshness of their products? Sanitation, hand cleaning stations, and

signs boasting powerful air filters may make us feel safer logically, but emotionally it’s dystopian.

“Adding beautiful plants or flowers is an inexpensive way to signal your attention to a fresh, healthy environment and make your employees feel comfortable,” said Pliska.

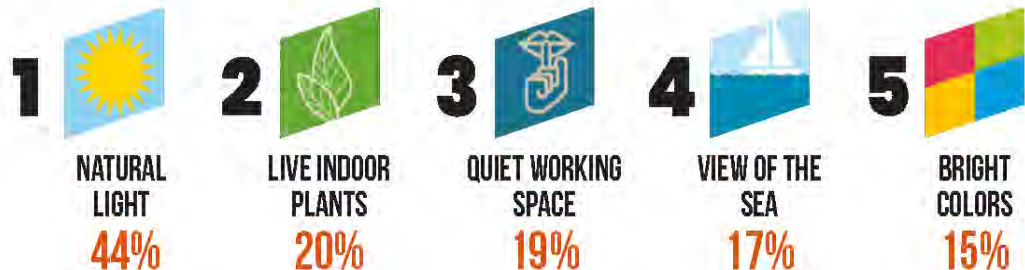
“These are all human biophilic needs. Why do people bring cut flowers to work? Because they represent life. Our offices are suffocating us. Where is the fresh air? Sunlight? Plants? Why isn’t inside more like outside?” asks Frasier.



DR. JOHN FRASER

DESIGN CHALLENGES OF THE POST-PANDEMIC OFFICE

MOST WANTED ELEMENTS IN OFFICE SPACE:



American society has begun to accept COVID-19 as an endemic problem. Humankind faces the reality of living with coronavirus 2 (SARS-CoV-2) the near term. It accelerated the growing demand for healthy spaces, which drives workplace design.

Early in the pandemic, the focus was on safety in the work environment. Barriers, social distancing, and sanitation were front and center.

As scientists and healthcare professionals learned more about the nature of COVID-19 and how to manage it, the focus shifted to long lasting design elements conducive to workplace wellbeing from a mental and emotional health standpoint. Human resources professionals are tasked with keeping employees productive, motivated, engaged, and connected, all within the context of whatever the next iteration of the workplace facilitates these outcomes.

A healthy workplace used to be a luxury. Now in the midst of a stressed labor market, it is a necessity.

Ann Hoffman, IFMA, NCIDQ, LEED AP, Director of Workplace Strategies at FCArchitects, wrote in the article [“The New Workplace Formula”](#) for WorkDesign.com leaders who brush aside issues surrounding health and wellness do so at their own risk.

“Workplaces have embraced designs that champion natural light, biophilia and healthy habits for over a decade. The conversation must now shift to include C-Suite leadership and human resources to define the cultural hybrid for wellness in their office.

“Offering the unexpected can give employees the

sense that the company cares about them and has put thought behind what they will experience in the physical workplace. Experiences that focus on the individual offer the most opportunity for elevating the space,” writes Hoffman.

Within the last decade, workplace design has embraced bringing the outdoor environment indoors using light, natural materials, textures, views, access to outdoor spaces such as patios or terraces, and the integration of plants in containers and living walls.

In the 21st Century, workplace design began to integrate this approach. Access to nature is increasingly critical for employee mental health and overall wellbeing.

In 2015, [“The Human Spaces report into The Global Impact of Biophilic Design in the Workplace”](#) led by organizational psychologist Professor Sir Cary Cooper found employees who work in environments with natural elements report a 15% higher level of well being, are 6% more productive, and 15% more creative overall.

It concluded that office design was so important to workers that a third (33%) of global respondents stated it would unequivocally affect their decision whether to work somewhere.

According to the Human Spaces report, natural light is the most desired workplace element (44%). Live indoor plants are the second most desired workplace element (20%), followed by quiet working space, a view of the sea, and bright colors.

But more than half of all workplaces have no plants in them at all (58%).

LESSONS FROM ALTERNATIVE WORKPLACE MODELS

The coronavirus pandemic proved a dispersed, remote workforce could effectively meet business objectives. Lingering skepticism about remote work is quickly dissipating.

Meanwhile, the pandemic also revealed new value of the physical workplace: the collective culture its leaders create for their employees.

The worldwide global design firm M Moser Associates, which specializes in the co-working model, reports its clients are dramatically reducing individual workspaces. It told the New York Times in October 2021 its clients are reversing course, shifting individual space from 70% of the total to 30%, with 70% now dedicated to collaborative space. At least one client is dedicating just 10% of its workspaces to individual accommodations.

Fifteen years of experience with the coworking model and the work from home experiment offer field tests of design elements for learning what makes a workspace appealing and effective to the people using it.

Workplaces can leverage a hybrid model using current space, focused on the most valuable uses:

- **Collaborative spaces**
- **Spaces for small work groups**
- **Individual space as employees move between home and work**

Why do people thrive in coworking spaces? In a 2015 Harvard Business Review article, researchers surveyed several hundred workers using dozens of coworking spaces across the U.S. They learned:

- People who use coworking spaces value being part of a community.
- Users value their autonomy, flexibility, and job control.
- Remote workers care more about their work and consider it more meaningful.

The success of coworking spaces depends on delivering a workplace experience preferable to the traditional office or the work from home model.



Design researcher Dr. Imogen Privett with the Helen Hamlyn Center for Design at the Royal College of Art in London examined successful aspects of coworking space design to determine whether they might be transferable to the corporate work environment.

Key findings from her study, "What Can The Coworking Movement Bring To The Design of the Corporate Workplace?"

- Borrow the model used by retail and hospitality providers to marry space and people management to create an experience extending beyond the physical walls to all potential iterations.
- Implement user-centered design based on behavioral evidence.
- Provide multi-functional, flexible space with the ability to make continuing small changes to adapt to unexpected users or unanticipated user behavior.
- Apply a bottom up approach to the design of space by giving the user community input into the process to understand their perspective on needs and values.

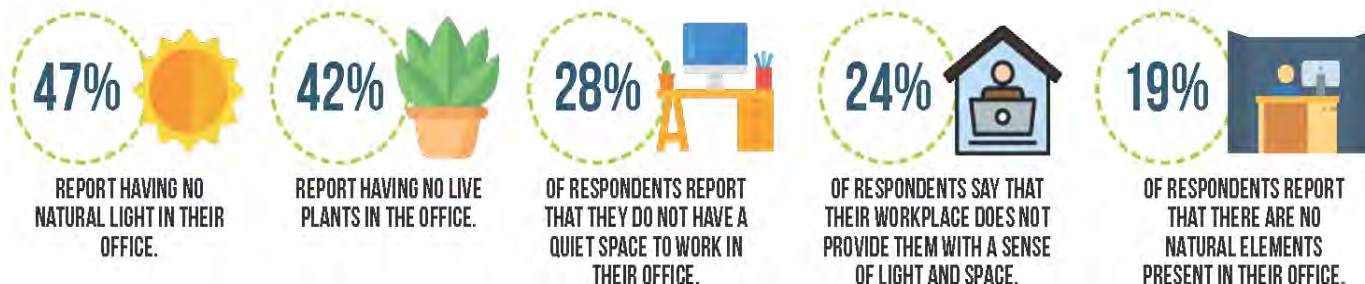
Draw on the hybrid model of design, borrowing from the best from hospitality, member clubs, educational spaces, retail, leisure and home environments.

One year after her study was published, its principles got a field test. The mass work from home (WFH) model now drives intense interest in retaining WFH as a desirable workforce option due to the quality of the user experience.



TOOLS FOR RETHINKING POST-PANDEMIC WORKPLACE DESIGN

In the 2015 Human Spaces report, employees were asked to describe the office space around them.



Getting employees back to the workplace is not merely a function of sanitation and satisfying government guidelines. Economists and organizational psychologists recognize it is a human resources challenge unlike any before.

Human resources professionals are scrambling to find solutions. They acknowledge needing guidance and inspiration using the best elements of good design to create new workplaces emphasizing community, collaboration, choice, comfort, and wellbeing as an economic lifeline and driver.

While employees believe they are productive in a remote working environment, they still need and value collaboration. If their employers can provide appealing, productive spaces, employees will enthusiastically return to the workplace to interact with their colleagues for at least a portion of the work week.

Biophilic design elements can provide a common language for discussion. It is essential to begin the conversation of incorporating biophilia such as plants and greenery into the process. Our environment has a direct impact on our psychological, biological, and sociological wellbeing - and our business wellbeing.

Workplace design must support health outcomes, not just physically but behaviorally. Early in the pandemic, the focus was on safety from disease. Now that COVID-19 seems headed for a lengthy endemic phase like seasonal flu, employers are turning their attention to the biggest issue confronting them: attracting and retaining employees.

After two years under the weight of enormous pandemic stress, working adults have been forced to make their emotional and mental health a priority. Many joined what's been called "The Great Resignation." Three times as many employees over 60 retired in 2020 and 2021 than anticipated. Service industry workers said no to difficult working conditions for low pay. Millennial and Gen-Z employees sought better jobs.

Workplace wellbeing is no luxury. It must be a priority. Without healthy employees, there is no innovation, collaboration, productivity, or profits.

Human resources professionals can turn to partners among the greenery professional community who can help with cost-effective solutions to create appealing, comfortable, collaborative workplaces drawing employees back to the office.





Inspiration Borrowed From Hospitality and Coworking

As employers make offices more inviting for a returning workforce, look for inspiration from hospitality and coworking.

This so-called “resimercial” approach applies home-like hospitality in an office setting. “Our clients have a new sense of urgency to make employees enjoy their surroundings,” said Jim Mumford, owner of Good Earth Plant Company in San Diego, California. “Before, the goal was how efficiently you could add worker cubicles. Now, we’re asked to create a comfortable, plant-filled collaborative workspace people choose to work in.”

American Assets Trust (AAT), Inc., a full service, vertically integrated and self-administered real estate investment trust based in San Diego, California, develops and manages premier office, retail, and residential properties throughout the United States. AAT is embracing this approach.

Marcelle McAfee, AAT senior property manager, said “There’s a lot of desire for tenants and tenants’ employees to have a place where they want to come to work and feel comfortable coming to work. We did an overall renovation to make our headquarters building seem a lot more contemporary. We decided to incorporate plants because incorporating plants really softens a property, which makes it feel more homey, and more welcoming.”

The transformation is dramatic. “Having people come back into the property is not only important for our restaurant tenants, but just in general to get people together again. I find that plants really associate an environment with health. I hope that what we’re doing here helps make people feel comfortable with coming back into an office environment, and want to be someplace that looks nice, and also has a good feel to it,” said McAfee.

Christina Keegan, AAT construction property manager, added “It’s a completely different feel than what was originally here. The plants really kind of elevate it to the next level.”

Greenery and plants can become part of a resimercial post-pandemic design plan:

- Position plants at the entrance for a welcoming, friendly first impression.
- Use portable plants for flexibility in quickly and easily defining and re-defining collaborative meeting spaces.
- Plants are for employees, just not visitors. Move plants into areas and make them visible from the places where employees do the most amount of work.
- Place plants in restrooms and break rooms.
- Desktop plants can upgrade the hoteling or hot-desking model by enriching the space.

CONCLUSION

Psychologist and architect John Fraser points to the survival tactics of the restaurant industry, designed for the purpose of encouraging people to gather together.

“If you look at the way restaurants are evolving with use of outside space and plants, workspaces can do this too. The more we think about office space reflecting the environment we’re in, this future is possible,” said Fraser.

“The real thing is to get those conversations going about what we do in the aftertimes,” says Fraser. We need to come back different.”

Creating a nature-based environment with plants and natural materials encouraging employees to gather and collaborate in workspaces they enjoy is not only feasible, but essential to business survival.

“People overwhelmingly prefer workplaces with natural light, but plants require it for their survival,” said Shane Pliska, president of Planterra in Detroit, Michigan. “So, I think of the plant as the canary for the healthy modern workplace. If there is enough light for plants to thrive, then people will thrive, too.”

Fraser advises, “Using light, air, and nature; these are the things we need to start over. Start again because we can.”

The American Institute of Architects (AIA) embraced many of these principles in its 2020 Policy Platform.

“Plants can be luxurious, but they are not extravagant,” explains Pliska. “In my experience, most overestimate the cost to maintain live beautiful plants in a typical office. For ordinary office plants, the cost to maintain your greenery for an entire month is less than buying your office lunch once per month.

“When you look at these new beautiful co-working spaces, they all have plants. And of all the fixtures and furnishings, the plants are the least expensive design element.”

Working with design professionals and facilities managers, human resources managers can lead their companies in create working spaces with a renewed emphasis on personal wellbeing.

Workplace culture based on wellness contributes to a robust economy and improved lives for everyone involved. A well-designed space with natural elements makes it easier to recruit talented employees in a competitive environment by providing a workplace that is energy lifting, instead of soul-draining.

Companies have a chance to develop the culture employees have always craved. There is no turning back from this transformational experience we have all experienced from the pandemic.



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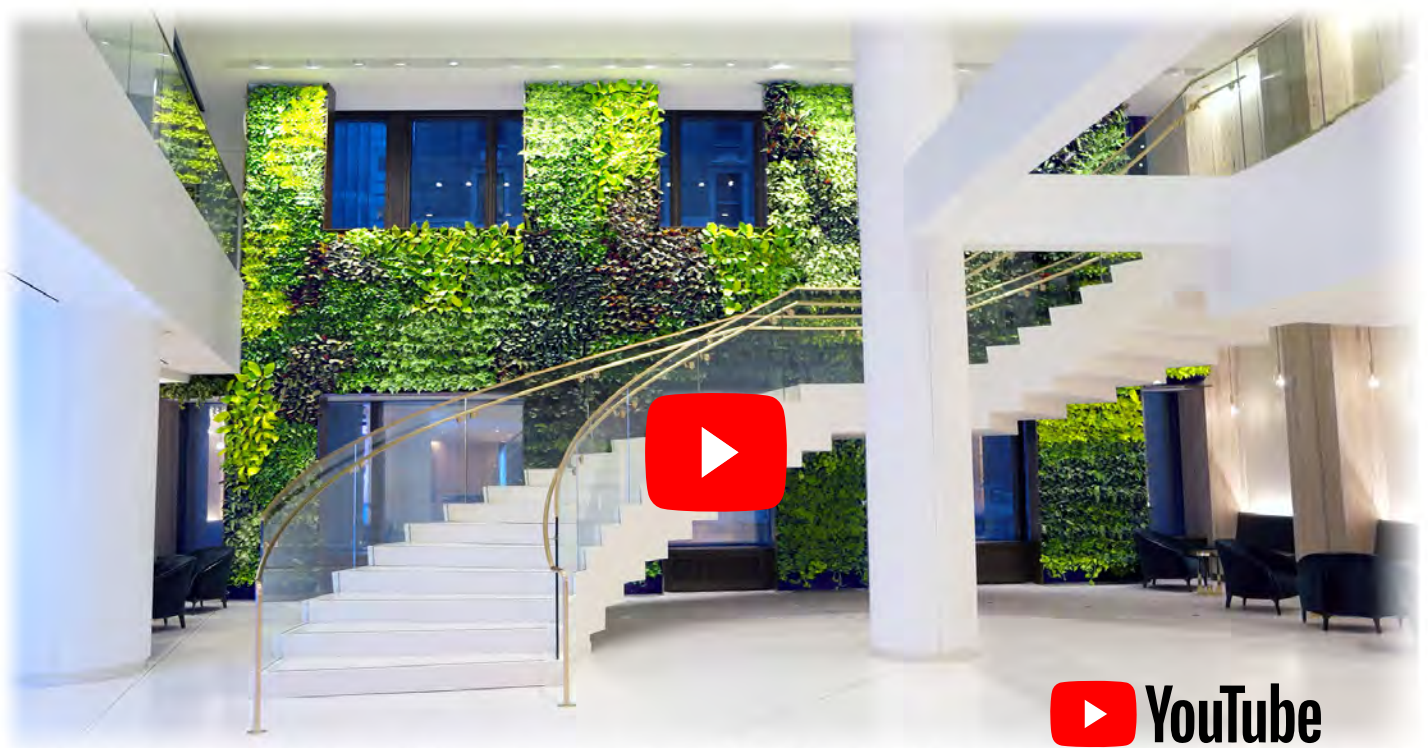
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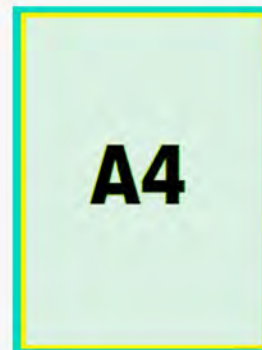
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