

PRODUCT  
CATALOG  
2020

CLICK & GROW™



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## ABOUT CLICK & GROW

Click & Grow designs innovative indoor gardens that grow plants with zero effort. Our technology makes it possible to grow fresh food and flowers all year round by watering plants automatically and ensuring they always have enough light, oxygen and nutrients. It's the easiest, most fun way to grow plants.

Indoor plants are proven to improve health through consumption, reduce stress, improve air quality and overall happiness. Smart Gardens make it possible to grow plants 365 days a year in even the busiest households. Our mission as a company is to reconnect city dwellers with nature and the magic of plants.





The Click & Grow systems are perfect for everyday life: the technology takes complete care of your plants while you enjoy a vacation, have fun with your friends or work on building your career. You'll still be able to enjoy the freshest greens, fruits, vegetables and flowers possible with our gardens doing all the work.

Click & Grow Smart Gardens are perfectly designed for effortless use. This way anybody can achieve impressive results and grow their favourite plants from our wide selection in almost any indoor environment.





10 years of leading innovation tells us what people want - simplicity and quality. Great design and high-quality materials are key aspects of our products.

Our gardens are not based on hydroponics, don't have many moving parts that break easily or impractical indicators that require maintenance and frequent replacements which gives us a substantial advantage compared to competing solutions on the market.





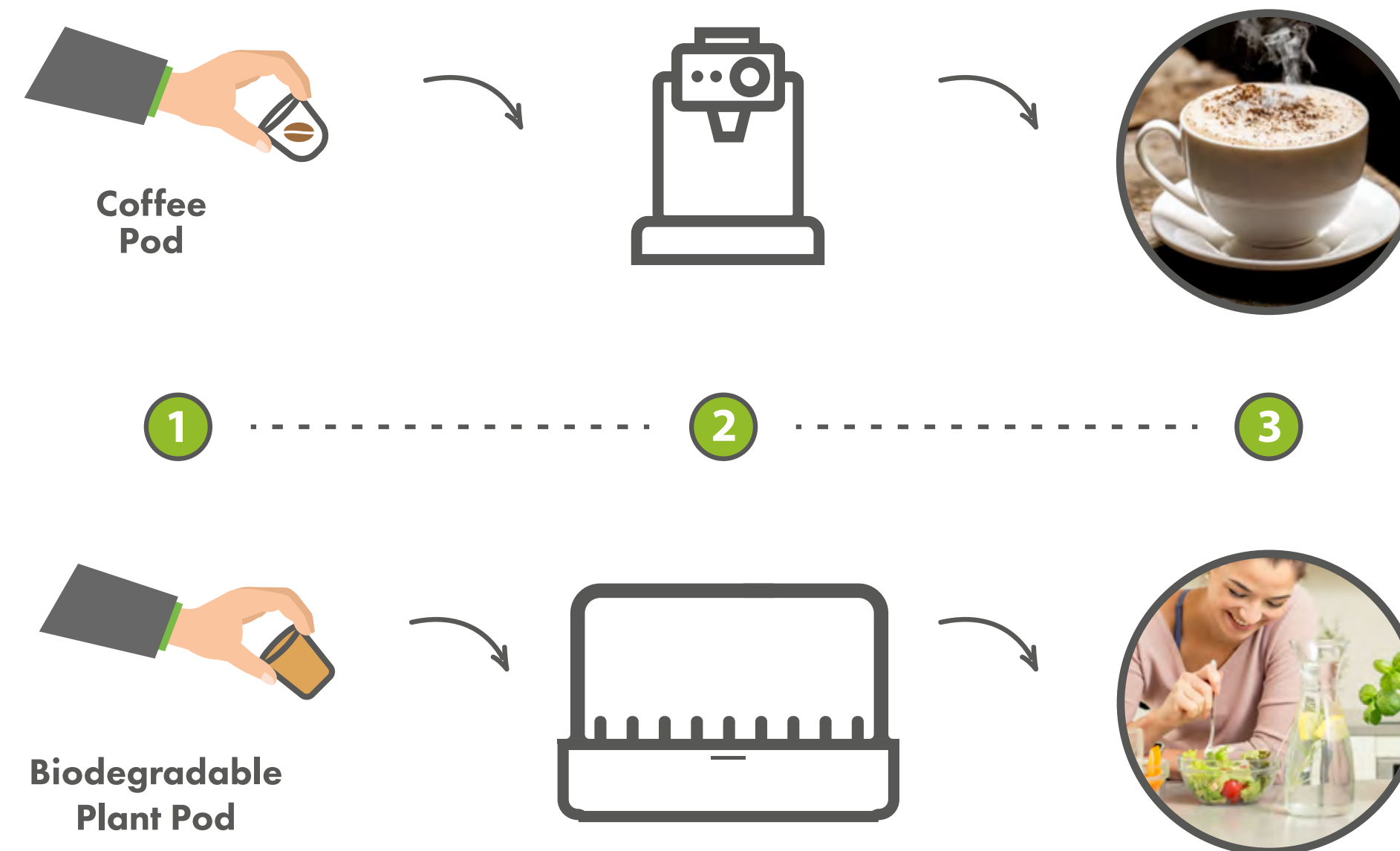
## HOW THE TECHNOLOGY WORKS

Each Garden Starter Kit consists of two parts: The Smart Garden base and the plant pods which are exchangeable.

All of our plant pods are compatible with all of our starter kits.

All our gardens come with professional LED lights that, combined with the nano-technology of the Smart Soil included in the plant pods, make growing plants almost foolproof.

## WORKS LIKE NESPRESSO FOR PLANTS



Click & Grow gardens are like the Nespresso pod coffee machines for fresh food. Instead of coffee pods, we offer biodegradable plant pods with different plant seeds.

## SMART SOIL- UNIQUE TECHNOLOGY

The Smart Soil is a 100% safe nanotech material that supplies plants with the right amount of oxygen, water and nutrients at all times based on a specific plants need. The Smart Soil is made of natural materials and contains no pesticides, fungicides, hormones or any other harmful substances.

We take pride in the quality and reliability of our specially developed Plant Pods.

In fact, we are so confident in our product that we offer 100% growing guarantee: in the rare case that a plant does not grow, we replace it for free for the end user.





## BUSINESS CASE:

The most common hobbies in the world are related to food, cookery, eating, sports and gardening. Our products offer great value for both foodies and people interested in growing plants.

## WHY US?

Most technologies are not ready for the consumer market, and those that are are expensive and not consumer friendly.



Our technology is ready and has been heavily tested via more than 400,000 + consumer product sales to date.

Getting reliable products on the market takes up to 6 years because of plant testing through the growing lifecycle.



We have already tested more than 7,000 plants and have full range of products on the market + we are adding more plants monthly





## MARKET DEMAND:

Click & Grow designs innovative indoor gardens that grow plants with zero effort. More and more people are interested in growing organic fresh food locally every year. In the US, demand for organic local food has grown from USD \$1Billion in 2005 to more than \$14 Billion today and the demand will continue to climb.

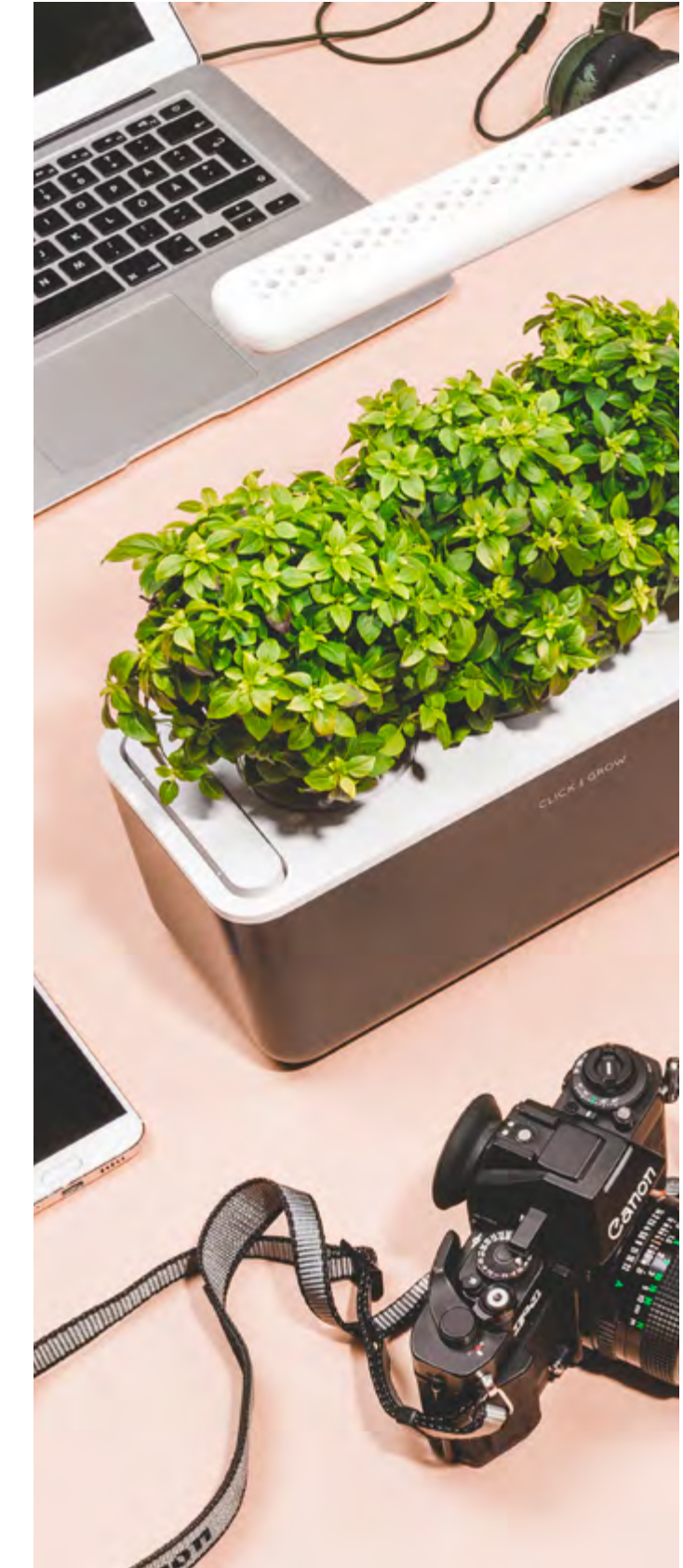
Consumers are looking for smart indoor growing devices to allow them to consume and grow fresh greens effortlessly. Luckily, with our technology, growing plants has never been easier. Most technologies are not ready for the consumer market, and those that are available today, are expensive, badly designed and not consumer friendly.





## CUSTOMER SEGMENTS:

Our products offer great value for both foodies, home chefs and plant enthusiasts. Modern design and innovative technology mean our gardens are a great addition to Smart Homes and will make gardening appealing even for tech enthusiasts. Plus, we have proven to work extremely well in the gifts category.





## SMART GARDEN 3

Smart Garden 3 is a self-watering garden that comes with a modular lamp, allowing growing even the tallest of plants without a worry.

The sleek design, Professional LED lights and an HQ finish makes this garden a must-have for any foodie or plant lover.

The Smart Garden 3 will make sure no one has to endure those cardboard tasting herbs and fruits ever again.





SMART GARDEN 3

Grows 3 plants

Starter Kit\* includes  
3 basil plant pods

Watering tank size:  
50.7 us fl oz / 1,5liters

Weight:  
2.6lb / 1,2kg

MSRP: 99,95.-

Available in:



MASTERCASE

5 x Smart Garden 3

665 x 343 x 245 mm  
26.2 x 13.5 x 9.7 in

Weight:  
19.4lb / 8,8kg



\* Starter kit

210-470 mm  
8.2-18.5 in

120 mm  
4.7 in

300 mm  
11.8 in











## SMART GARDEN 9

The Smart Garden 9 is a self-watering garden that takes care of plants automatically by making sure they always have enough water, light and nutrients.

Despite the technology involved, plants are grown naturally and no pesticides, herbicides, fungicides, hormones or any other harmful substances are used.

It has a premium high quality finish and a modular lamp arm.





SMART GARDEN 9

Grows 9 plants

Starter Kit\* includes  
3 basil, 3 tomato and 3 lettuce plant pods

Watering tank size:  
135 us fl oz / 4liters

Weight:  
5.3lb / 2,43kg

MSRP: 199,95.-

Available in:



MASTERCASE

3 x Smart Garden 9

640 x 240 x 675 mm  
25.2 x 9.4 x 26.6 in

Weight:  
27.8lb / 12,6kg



\*Starter kit

400 mm  
15.8 in

185 mm  
7.3 in

605 mm  
23.8 in







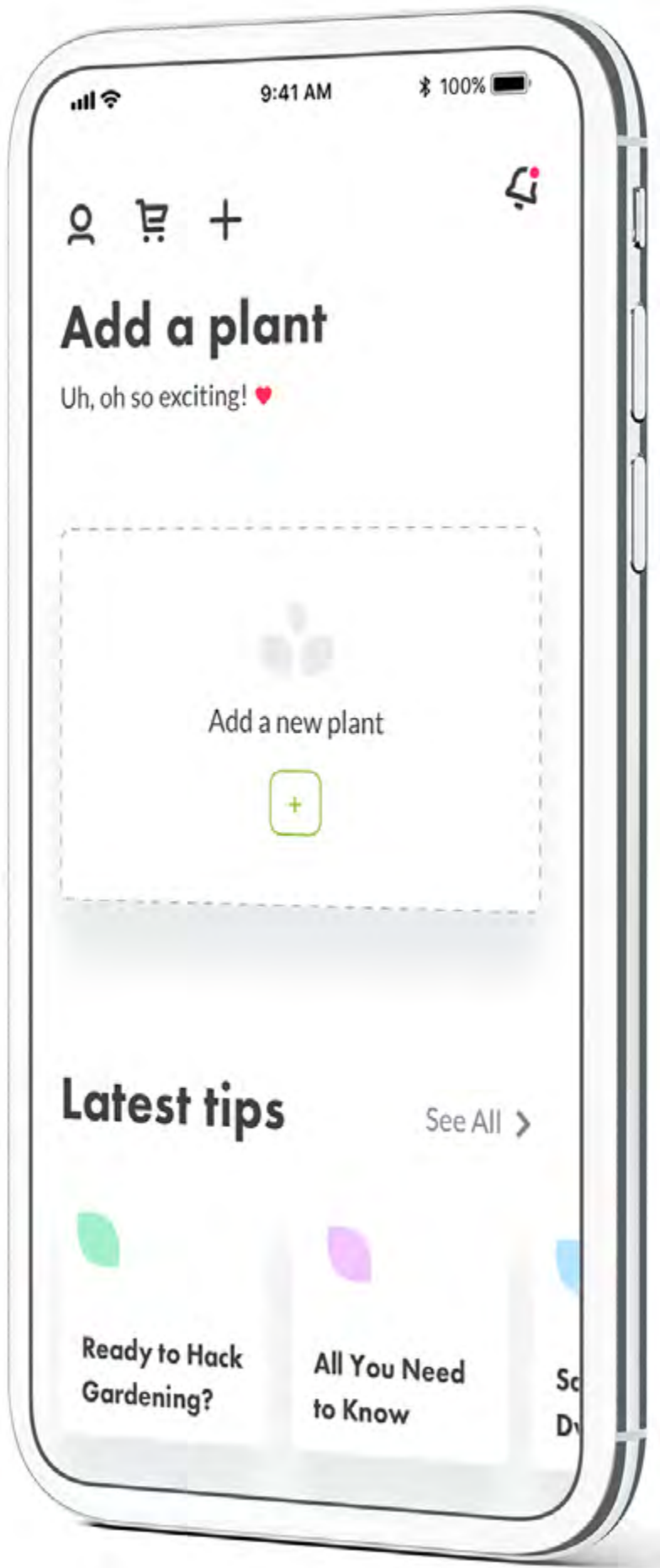






# THE CLICK & GROW APP

Click & Grow App provides timed plant-care tips to make growing plants even easier. Interesting facts and useful how-to videos can help anyone become a plant expert.



## Oliver the Chili Pepper

*Capsicum annuum*

Age: 0 / 120

Did you know that chili peppers help the body cope with heat and pain? They can also increase sex drive. Chili peppers prefer sunny spots and they take time to fully ripen. Their delicious harvest, however, is well worth the wait.

- Sprouts in: 7–21 days ⓘ
- Enjoy for: 90–120 days
- Plant is edible!
- Grows best at 20°C to 35°C ⓘ

### Make a note

Note 









# PLANT PODS

Click & Grow products work similarly to pod coffee machines:

You have a coffee machine (in our case the garden or farm) and coffee pods to use based on your preference (in our case the plant pods).

To get the most updated list of our plant pods visit [www.clickandgrow.com](http://www.clickandgrow.com)

- Plant Pod Includes:

Smart Soil with seeds of selected plant
- Sizes:

3-packs and 9-packs
- Packaging:

A new concept using less plastic that is compact, light and easy to recycle.
- Variety:

over 50 different plants available
- 9-pack mixes:

Green Salad mix; Grill & Steak seasoning mix, Italian Herb Mix
- Salad greens

e.g. lettuce, kale, red kale, leaf mustard, bok choy
- Herbs and spices

e.g. basil, thyme, oregano, rosemary, dill
- Tea herbs

e.g. peppermint, lemon balm, sage
- Ornamentals

e.g. petunia, busy lizzie



# NEW PRODUCT CONCEPTS

We at Click & Grow value innovation and are constantly working on developing and upgrading our product portfolio to keep it interesting for existing and potential customers. New products launched every year.





OUR PRODUCTS  
ARE ALREADY  
LOVED & SOLD AT:



NORDSTROM



WILLIAMS-SONOMA





# CLICK & GROW PRODUCTS HAVE BEEN TESTED AND LOVED BY:

## The New York Times

"If you can change the cartridge in your printer, you can grow a tomato without the hassle of remembering when to water or fertilize it"

## BAZAAR

"Even the least green-thumbed will be able to have fresh herbs and plants on hand with this automated indoor garden."



## DIGITAL TRENDS

"Old MacDonald had a farm, and with Click & Grow you can, too – without buying up lots of land"

## TECHCRUNCH

"Click & Grow takes the guesswork out of gardening"

## WIRED

"The time people have to spend actually tending to the plants is minimized."

## BUSINESS INSIDER

"The plants both grow faster and contain more nutrients"

## FAST COMPANY

"With the Smart Farm city-dwellers can even turn a pantry or closet into an ultra-efficient indoor farm that can grow hundreds—or even thousands—of plants in a year."

## VOGUE

"To make it even better, the herbs sprout within one to two weeks and stay fresh for two to three months."





# CONTACT

To find your local Click & Grow representative please contact the Sales Support by e-mail [sales@clickandgrow.com](mailto:sales@clickandgrow.com) or by phone +372 5341 8784.

Feel free to apply for Click & Grow distributor by filling out our distributors form at our website [www.clickandgrow.com](http://www.clickandgrow.com)

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CLICK <sup>A</sup><sub>N</sub><sup>B</sup> GROW™