

## **A Brief History**

VegTrug® Limited was started in late 2009 by founders Joe Denham and Paul Owen. The VegTrug® product had been developed and perfected over the previous year. As soon as the VegTrug® was shown at the GLEE show in September of that year, we knew we had a winning business. The VegTrug® has since become a design icon and one of the most successful and recognisable garden product brands in the world.

The philosophy from the beginning was to create a product that people could easily use to grow their own vegetables in the smallest space, or indeed any space! We also knew that the secret to the success of the product would be providing easy to follow instructions, videos and information to help people to see what they could grow. VegTrug® was one of the first companies in its sector to launch a free iPhone App to provide information to their customers.

From the start of the business one of the main goals was export. We quickly grew this side of the business and before very long had the VegTrug® product established in 24 countries around the world.

Operating from a friend's farm building and our dining room tables we worked tirelessly to grow the business in the first few years and the business grew very fast. We took dedicated premises in Ardleigh, Essex in 2011 and hired our first employee. In 2014 the business moved to Colchester in Essex taking even larger premises to cope with demand.

We had been working with Takasho in Japan in various markets and they had become our sole manufacturing partner in the early years. Takasho are Japan's leading garden products supplier and have very similar principles to ourselves with gardening being more than just a business but a way of life!

In late 2012 the VegTrug® business was sold to Takasho and the founders have remained in the business since that time.

The Takasho partnership has given VegTrug® a huge manufacturing capability and the financial standing to create a global brand for our products. Takasho was floated as a Public Company on the Tokyo Stock Exchange in 2019 and VegTrug are extremely proud to have contributed to this as part of the Group.

In 2016 VegTrug® USA Inc was established in Montgomeryville, Pennsylvania. The company has a warehouse and office facility and supplies our range of products across North America. The US subsidiary is growing fast and continues to break sales records year on year. As a result we have doubled the size of our premises in October 2021 to 57,000 sq.ft.

In 2019 VegTrug® Limited relocated to larger premises in Colchester, Essex. We kept the previous warehouse and it has now been converted to a dedicated dropship warehouse in 2021. Our investment in staff and premises continues to grow as we develop more products to meet the needs of our customers going forward.

VegTrug® Europe GmbH is a European subsidiary based in Germany and was established in 2018. VegTrug® Europe started trading from September that year with offices in Frankfurt. The business was formally launched at the GAFA show in Cologne in September 2018. In 2021 the business moved to Backnang near Stuttgart.

2020 and 2021 were record years for VegTrug® both in terms of sales revenue and net profit. It has been an incredible story which has taken us from obscurity to a global platform and we are looking forward to continuing to grow the business through 2022 and beyond.



## A Message From The Founding Directors



Joe Denham (CEO) and Paul Owen (Managing Director) would like to take the opportunity to thank our colleagues, customers, suppliers and trading partners for the immense support we have had in the VegTrug® business since we started this incredible journey.

We started as a one-product company and we now have hundreds of products on offer. We are determined to keep the highest standards of quality and service and will continue to invest in our business as we grow. As ever we will see new and exciting products launched during 2022

With the Covid crisis having such an impact in the world and on many businesses, VegTrug® have invested in new systems to see us into the future. 2022 will see a new look VegTrug® website and webshop, iPhone App and innovative digital marketing platform being launched globally.

The future looks very positive for VegTrug® and we are looking forward to 2022 and beyond to continue the incredible journey that we are on, providing our customers with the highest quality products.

Developing our trading methods, improving our staff skills and getting the best product we can to market at the best prices in the 'grow your own' sector are our aims. We look forward to doing business with you in 2022.

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## VegTrug® Classic





# Small Size: W103cm x D76cm x H80cm W41" x D30" x H31.5" VTNS 0361



Medium
Size:
W183cm x D76cm x H80cm
W71" x D30" x H31.5"
VTNMD 0367



Small Grey Wash
Size:
W103cm x D76cm x H80cm
W41" x D30" x H31.5"
VTGWS 0391



Medium Grey Wash
Size:
W183cm x D76cm x H80cm
W71" x D30" x H31.5"
VTGWMD 0397

## **Colour Options**





**Features** 







Protected Wood



Easy Working Height



Excellent Breathability



Look for our FSC® certified products



## **Self Watering Kits**



## VegTrug® Self Watering Kit -1m Classic

Size: W83cm x D29cm x H12.5cm W32.5" x D11.5" x H5" SWCK 1000



# VegTrug® Self Watering Kit - 1.8m Classic

Size: W166cm x D29cm x H12.5cm W65.5" x D11.5" x H5" SWCK 1800



## WallHugger® Self Watering Kit -1m Small

Size: W83cm x D29cm x H12.5cm W32.5" x D11.5" x H5" SWWHK2100UK



# WallHugger® Self Watering Kit - 1.8m Medium

Size: W166cm x D29cm x H12.5cm W65.5" x D11.5" x H5" SWWHK2800UK



# max.

#### Water Level Indicator Shows you instantly when your plants need water.

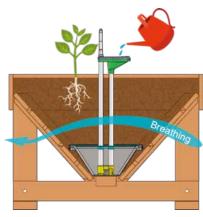


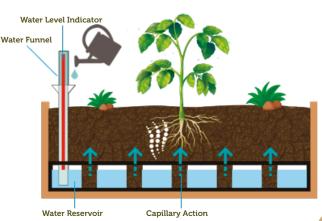
# Water Supply Funnel Makes adding water and fertilizer easy.



#### Separator

Forms the water reservoir in the bottom of the planter.











## **1m Cold Frame Natural**

Size: W103cm x D78cm x H45.5cm W41" x D30" x H18" VTCFN 0560



## 1m Cold Frame Grey Wash

Size: W103cm x D78cm x H45.5cm W41" x D30" x H18" VTCFGW 0561



window openings

## 1.8m Cold Frame Natural

Size: W183cm x D80cm x H66cm W71" x D30" x H26" VTCFMN 0580



## 1.8m Cold Frame Grey Wash

Size: W183cm x D80cm x H66cm W71" x D30" x H26" VTCFMGW 0581

#### **Features**



3.5mm Polycarbonate for maximum insulation. Safety shatter proof material



Lengthen your growing season



Can be used on the ground





## VegTrug® WallHugger®

#### **Features**



Registered Design



Unique Space-Saving Shape



Easy Working

Height



Excellent Breathability





## Small WallHugger®

Size: W103cm x D46cm x H80cm W40" x D18" x H31.5" VTWHSN0381



## Medium WallHugger®

Size: W183cm x D46cm x H80cm W71" x D18" x H31" VTWHMDN0382



## Small WallHugger® Grey Wash

Size: W103cm x D46cm x H80cm W40" x D18" x H31.5" VTWHSGW0310



# Medium WallHugger® Grey Wash

Size: W183cm x D46cm x H80cm W71" x D18" x H31" VTWHMDGW0317



# Colour Options



Natural



Grey Wash

## Greenhouse Frame and Multi Cover

TEM!



## Small Greenhouse Frame & Multi Cover Set

Size: W99.5cm x D72cm x H90cm W39" x D28.5" x H35.5" SGKIT 1236

## Medium Greenhouse Frame & Multi Cover Set

Size: W179.5cm x D72cm x H90cm W70.5" x D28.5" x H35.5" MGKIT1244

AEM!



## Small WallHugger® Greenhouse Frame & Multi Cover Set

Size: W99.5cm x D41.5cm x H90cm W39" x D16.5" x H35.5" SWHKIT 1250

AEM!



# Medium WallHugger® Greenhouse Frame & Multi Cover Set

Size: W179.5cm x D41.5cm x H90cm W70.5" x D16.5" x H35.5" MWHKIT 1255



#### **Features**

#### PE Cover



Letting in lots of light for developing

seedlings



Warms up the soil in early spring

#### Micro Mesh Cover



As a barrier to exclude insect pests and birds



Accurate ventilation and humidity control for all conditions

Frames

can be purchased

required



## Shade Cover Only



#### **Small Shade Cover**

Size:

W99.5cm x D72cm x H90cm W39" x D28.5" x H35.5"

SCSC 1232

#### **Medium Shade Cover**

Size:

W179.5cm x D72cm x H90cm W70.5" x D28.5" x H35.5"

MCSC 1233



## Small WallHugger® **Shade Cover**

Size:

W99.5cm x D41.5cm x H90cm W39" x D16.5" x H35.5"

**SWHSC 1254** 



## Medium WallHugger® **Shade Cover**

Size:

W179.5cm x D41.5cm x H90cm W70.5" x D16.5" x H35.5" **MWHSC 1259** 



Reduces the temperature of the soil



**UV-stabilized** polyethylene material (fade resistant)



Easy fill opening system when combined with VegTrug water reservoir (sold separately)

## Herb Garden



## Herb Garden Natural

W78cm x D58cm x H80cm W30.5" x D23" x H31.5" RHP6002N



## Herb Garden Grey

W78cm x D58cm x H80cm W30.5" x D23" x H31.5" RHP6007GW



Easy Working Height

#### **Features**



Included



Protected Wood







## Herb Garden **Greenhouse Frame Only**

W75cm x D57cm x H65cm W29.5" x D22.5" x H25.5" HGFR720 UK



## Herb Garden **Greenhouse Covers**

Size:

W75cm x D57cm x H65cm W29.5" x D22.5" x H25.5

PE Cover - HGFR721 UK Micro Mesh Cover - HGFR722 UK



## Replacement Liner Multi Kit



## Replacement Liner Multi Kit

Size:

W78cm x D56cm x H23cm W30.5" x D22" x H9" RLHK 2245



Excellent Breathability

#### **Features**



Separation of Plant Varieties



Customisable Planting Area

## **Multiple Configurations**



Full Bed



Half Bed



Original 8 Pocket

## Raised Planter



## **Raised Bed Planter**

Size:

W78cm x D58cm x H80cm, 28cm Bed Depth W30.5" x D23" x H31.5", 11" Bed Depth RP6001N

## **Features**







Protected Wood



Excellent Breathability



Easy Working Height





## Trellis Box 90cm



## Trellis Box 90cm

Size:

W90.6cm x D34.1cm x H120cm W35.7" x D13.4" x H74.2"

TBP900NUK



TBP900GWUK











Registered Design



Vegetables



Protected Wood



**Easy Working** Height



Excellent Breathability





## **Potting Table**



## **Potting Table**

Size:

W84cm x D49cm x H100cm W33" x D19.5" x H25"









Galvanised



**Protected Wood** 



**Easy Working** Height



The mark of responsible forestry





## **Kids Planter**

Size: W49cm x D46cm x H63cm W19.5" x D18" x H25" VTKIDN0460



Registered Design



Hidden Storage in Workbench



Protected Wood



Easy Working Height



Excellent Breathability



The mark of

## VegTrug® Nursery Collection



## Wooden Greenhouse Kit **Natural**

Size: W71cm x D49cm x H157.5cm W28" x D19" x H62" WGH401N



## Wooden Greenhouse Kit **Grey Wash**

Size: W71cm x D49cm x H157.5cm W28" x D19" x H62" WGH402GW

## **Colour Options**





Grey Wash



## Greenhouse **PE Cover Only**

W74cm x D51cm x H161cm W29" x D20" x H63" WGHPE500



## Greenhouse Micro-Mesh Cover Only

Size: W74cm x D51cm x H161cm W29" x D20" x H63" WGHMM501



## **Large Tray**

Size: W39cm x D57cm x H5cm W15.5" x D22.5" x H2" WGHT701L



## **Small Tray**

Size: W31cm x D41cm x H4.5cm W12" x D16" x H2" WGHT700S



#### Crate

Size: W30cm x D40cm x H15.5cm W12" x D16" x H6"

WGHC600N WGHC601GW



## VegTrug® Nursery Collection

#### **Features**



Lengthen your growing season



Easy Working Height



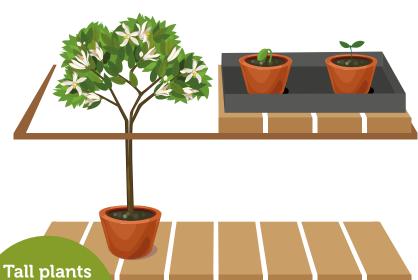
Movable slats increase versatility



Movable /
Removable
Slats allow for
custom shelf
layout







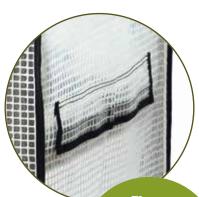
can be allowed to grow freely

## **Accessory**



## WallHugger® Side Table

Integrates perfectly with WallHugger® side table to allow a convenient working area



Flaps
allow side table
to join to main
greenhouse
structure from
either side



## Side Table



#### **Classic Side Table**

Size:

W76cm x D60cm x H80cm W30" x D23.5" x H31.5"

VTSN 0630 VTSGW 0631



## WallHugger® Side Table

Size:

W60cm x D46cm x H80cm W23.5" x D18" x H31.5"

WHSN 0730 WHSGW 0731

#### **Features**



Clips On & Foldable



Easy Working Height





## **Tomato Greenhouse**



# Tomato Greenhouse with PE Cover

Size:

W111cm x D49cm x H167cm W43.5" x D19.5" x H66"

WTN403N WTN404GW

- Movable wooden shelf allows plants to grow through
- Wooden planter with liner for easy planting
- Shelf holes allows for post supports to be used for plants

## VegTrug® Bee Bar



**Bee Bar** 

Size: W17cm x D17cm x H16cm W7" x D7" x H6.5" VTBBN 3660



## Bee Bar Grey Wash

Size: W17cm x D17cm x H16cm W7" x D7" x H6.5" VTBBGW 3661



#### **Features**



Only attracts non swarming, non stinging solitary bees



When added to VegTrug® a full eco-system is established

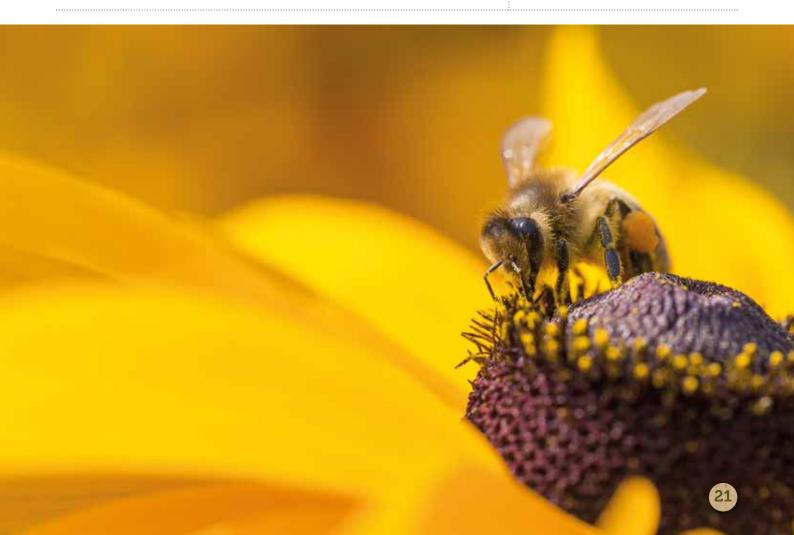


Can increase fruit and vegetable yield up to 85%



The mark of responsible forestry





## **Build a Barrel**







## **Barrel Kit Small**

Size: W37cm x D37cm x H30cm W14.5" x D14.5" x H12"

BABSN 0770 BABSGW 0770 BABSDB 0770 BABSSG 0770

BABSPB 0770 BABSPE 0770 BABSBP 0770



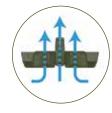
## **Barrel Kit Medium**

Size: W46cm x D46cm x H34cm W18" x D18" x H13"

BABMN 0771 BABMPB 0771 BABMGW 0771 BABMPE 0771 BABMDB 0771 BABMBP 0771 BABMSG 0771



Plastic base prevents rotting for longer life



Base shape allows maximum aeration



Excellent drainage properties



## Barrels



**Barrel Planter Small** 

Size: ø37cm x H30cm ø14.5" x H12" WPB 300N



**Barrel Planter Medium** 

Size: Ø46cm x H34cm Ø18" x H13.5" WPB 400N

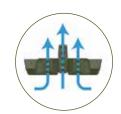
## **POS Example**



Merchandising display carton



Plastic base prevents rotting for longer life



Base shape allows maximum aeration



Excellent drainage properties



Air can penetrate soil, preventing root circling





Registered Design



## Self Watering Saucer

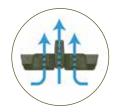
# ALEM!

# Self Watering Saucer for Medium Barrel

Size: W40cm x D37cm x H9cm W16" x D14.5" x H3.5" BSWS 0460







Base shape allows maximum aeration



Excellent drainage properties



Water Conservation
Minimise water loss
through seepage or
evaporation, plus
handy water
level indicator



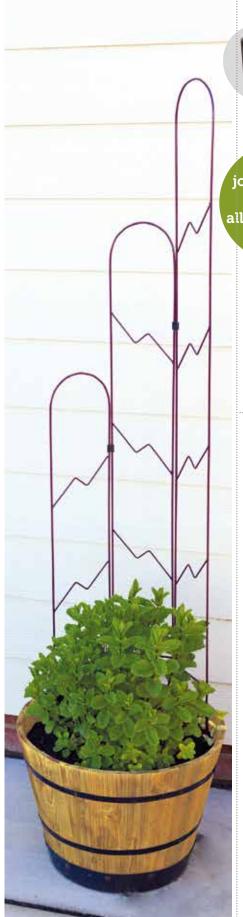
Healthy Root Growth
Deep-watering
without the concern of
root rot. Good root
systems encourage
larger, healthier plants

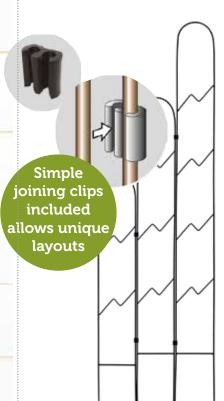


Nutrient Retention
Over-watering can
lead to loss of
nutrients, the system
ensures they do not
get washed away



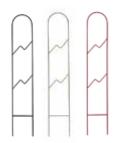
## VegTrellis® Tower





## **POS Example**



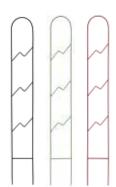


## VegTrellis® Small

Size: H90cm x W15cm x D0.5cm H35.5" x W6" x D0.2"

WTT090BK ●

WTT090SG WTT090RW



## VegTrellis® Medium

Size: H120cm x W15cm x D0.5cm H47" x W6" x D0.2"

WTT120BK

WTT120SG

WTT120RW



## **VegTrellis® Large**

Size: H150cm x W15cm x D0.5cm H59" x W6" x D0.2"

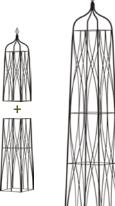
WTT150BK

WTT150SG WTT150RW



## **Windsor Collection**

KEN



## Metal Suffolk Square Obelisk Small

Size:

W35cm x D35cm x H198cm W14" x D14" x H78"

MSOS350WH UK MSOS350MG UK MSOS350BL UK

+

## Metal Suffolk Square Obelisk Large

Size:

W39cm x D39cm x H270cm W15.5" x D15.5" x H106"

> MSOL400WH UK O MSOL400MG UK O MSOL400BL UK

#### **Features**

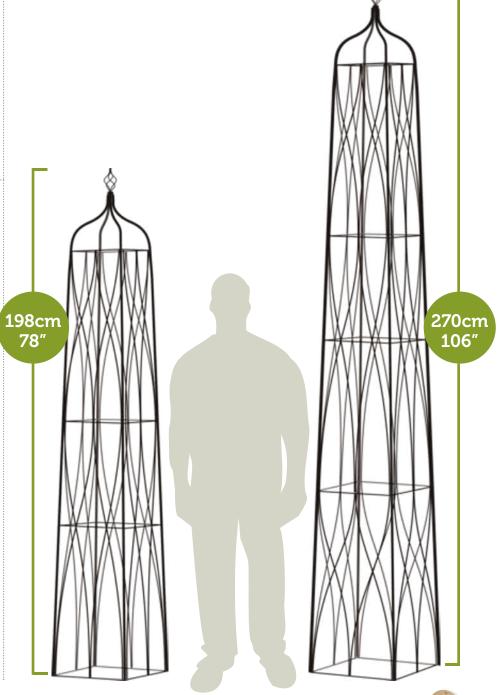


Lightweight, But Sturdy Tubular Steel Construction





Convenient Stacking For Compact Packaging And Storage



## **Aqua Tower**



## Aqua Tower Basket Stand - Small

Size: W30cm x D30cm x H50cm W12" x D12" x H20" PQA-03 UK



## Aqua Tower Basket Stand - Large

Size: W30cm x D30cm x H82.5cm W12" x D12" x H32" PQA-04 UK



## Aqua Tower Basket Stand - Spike

Size: W30cm x D30cm x H114.5cm W12" x D12" x H45" PQA-06 UK

## Slimline Windsor

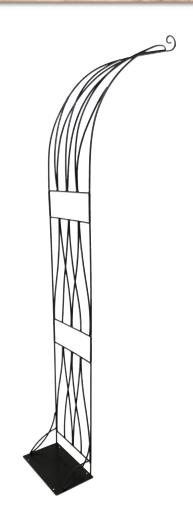


## **Alpine Slimline Trellis**

Size: W50cm x D1.6cm x H228cm W20" x D0.6" x H90" SLT-R01 UK



Alpine Slimline Trellis POS



## Slimline Half Arch

Size: W40cm x D86cm x H225cm W16" x D34" x H88.5" SLA-H02 UK



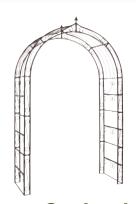


## **Garden Arches**



## Osaka Garden Arch

Size: W180.5cm x D50cm x H236.5cm W71" x D19.5" x H93" CST-A01 UK



## Flower Garden Arch

Size: W160.5cm x D68cm x H298.5cm W63" x D27" x H117" CST-AR02 UK



## Cathedral Garden Arch

Size: W160cm x D68cm x H290cm W63" x D27" x H114" CGA-01 UK



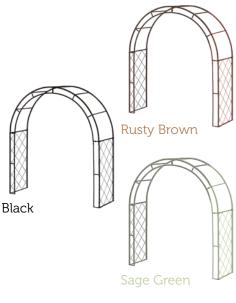
## Ardleigh Arch Natural

Size: W183.5cm x D110cm x H224.5cm W72" x D43.5" x H88.5" WAA200N





## **Colour Options**





## Gallery Collection



#### Modern Plant Stand 2 Shelf

Size: W60cm x D26cm x H66cm W23.5" x D10" x H26" PSM-02S UK



## Modern Plant Stand 2 Shelf Tall

Size: W60cm x D26cm x H880cm W23.5" x D10" x H35" PSM-02T UK



## **Modern Plant Stand 3 Shelf**

Size: W84cm x D26cm x H120cm W33" x D10" x H47" PSM-03 UK



## **Modern Plant Stand 4 Shelf**

Size: W84cm x D26cm x H150cm W33" x D10" x H59" PSM-04 UK





## Gallery Collection



# Modern Corner Plant Stand 2 Shelf

Size: W66cm x D32cm x H88cm W26" x D12.5" x H34.6" PSM-C02 UK



# Modern Corner Plant Stand 4 Shelf

Size: W66cm x D32cm x H167cm W26" x D12.5" x H65.5" PSM-C04 UK



## Nesting Plant Stand, Set of 3

Size:

W90cm x D28cm x H75cm W35.5" x D11" x H29.5"

NST3WH101 ()

NST3MG100

NST3BL102

NST3SG103

NST3RB104





**Colour Options** 









## **Gallery Collection**



#### **Plant Stand 2 Shelf**

Size: W56.5cm x D26cm x H73cm W22" x D10" x H28.5" PLS-02 UK



## **Plant Stand 3 Shelf**

Size: W56.5cm x D31.5cm x H95.5cm W22" x D12" x H37.5" PLS-03 UK



## **Plant Stand 4 Shelf**

Size: W56.5cm x D31.5cm x H134cm W22" x D12" x H53" PLS-04W UK



# Plant Stand 4 Shelf Slimline

Size: W33cm x D31.5cm x H134.5cm W13" x D12" x H53" PLS-04S UK



## Folding Plant Stand 2 Shelf

Size: W65.5cm x D36.5cm x H73.5cm W26" x D14" x H29" PSB-02 UK



## Folding Plant Stand 4 Shelf

Size: W77.5cm x D41cm x H150cm W30.5" x D16" x H59" PSB-04 UK







## Flexible Wood Edging

**15cm:** W100cm x D2.6cm x H15cm W39" x D1" x H6" EG-15Y UK

**30cm:** W100cm x D2.6cm x H30cm W39" x D1" x H12" EG-30Y UK



## Border Edge Fence Brown

#### 60cm Size:

W60cm x D1.3cm x H27cm W24" x D0.5" x H10.5" FBF-600B UK

#### 90cm Size:

W90cm x D1.3cm x H27cm W35.5" x D0.5" x H10.5" FBF-900B UK

## Border Edge Fence Natural

#### 60cm Size:

W60cm x D1.3cm x H27cm W24" x D0.5" x H10.5" FBF-600N UK

#### 90cm Size:

W90cm x D1.3cm x H27cm W35.5" x D0.5" x H10.5" FBF-900N UK

## Liners & Covers

|                       | Liner       |
|-----------------------|-------------|
| Small                 | RLSVT 2237  |
| Medium                | RLMDVT 2239 |
| WallHugger® Small     | WHRLS 2240  |
| WallHugger® Medium    | WHRLMD 2241 |
| Kids                  | RLKDVT 2242 |
| Herb Garden           | RLHP 2244   |
| Herb Garden Multi Kit | RLHK 2245   |
| Raised Planter        | RLRP 2246   |



## **Replacement Liners**

Available for all items in each size

IEW.



## Soft Tie 2.5mm x 10m

Size:

W0.3cm x D0.3cm x H1,000cm W0.1" x D0.1" x H394" GST-01 UK EN



## Soft Tie 3.5mm x 8m

Size:

W0.4cm x D0.4cm x H800cm W0.15" x D0.15" x H315" GST-02 UK

KEM



## Soft Tie 5mm x 6m

Size:

W0.5cm x D0.5cm x H600cm W0.2" x D0.2" x H236" GST-03 UK EN.



## Plant Clip Large 50pcs

Size:

W5.6cm x D1cm x H6.4cm W2" x D0.3" x H2.5" GCP-03 UK

KEM



## Plant Clip Small 50pcs

Size:

W3.7cm x D0.7cm x H4.7cm W1.5" x D0.3" x H1.9" GCP-07 UK





## VegTrug® Aluminium



## VegTrug® Aluminium BeWood - Natural

Size:

W180cm x D76cm x H80cm W71" x D30" x H31.5" VTAB1800NUK

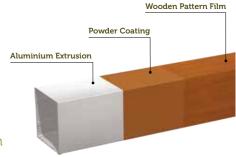




#### **Features**



Lightweight, with the appearance of wood but the durability of aluminium



## Aluminium Bench







## **Aluminium Bench**

Size:

W150cm x D36cm x H40cm W59" x D14" x H15.5"

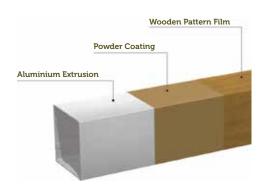
BEW-JB15MW UK BEW-JB15NW UK JAB-15GN UK



#### **Features**



Lightweight, with the appearance of wood but the durability of aluminium





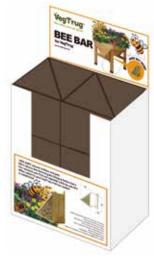
POS Boards for Small (1m) and Medium (1.8m) VegTrug®



**In-Store Banner POS for Arches** 



POS for various assorted VegTrug® and accessories combined



**Bee Bar POS** 



Poppy Go! POS



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