

Cane Anchoring System

Keep your climbing plants upright!



New product, designed and made in the UK, will be a big hit for pot grown climbers.



Like many good ideas, it's the simple ones that are most effective and so it is with Verty®

If you have ever grown tomatoes or similar in a pot, you will appreciate keeping the supporting canes upright can be rather tricky. This clever but simple-to-use little gadget grew out of the inventors' repeated frustrations of canes falling over within a pot or the need for multiple canes, which can become a challenge when space is at a premium.

Enter Verty® - an ingenious plastic insert that sits in the pot and acts as a counter-balance.

This innovative, reusable gadget will keep canes secured in your pot.

By anchoring the support cane securely, tomatoes, aubergines, cucumbers and other climbing plants can grow upwards, safely remaining upright.

Designed to help lift out seedlings without damaging their roots, anchors then open out to fit in a larger pot.

- Verty® plastic devices in each box.
- Made using recycled plastic polymer.
- Fully reusable and easy to store.

Accessibly priced with an RRP of £6.99 with a wholesale entry price of £4.20 (negotiable for larger orders) Verty® makes a good addition to your hardware shelves.

Packaging easy to understand with eye catching images for shelf appeal in store.



**BBC GARDENER OF THE
DECADE (2008), KATHERINE
CROUCH. SHE SAYS THAT**

*“Verty® is a simple
to use, clever device.
Makes plant supporting
a doddle in any pot.”*



The pot market continues to grow rapidly. Verty® offers a unique growth opportunity for retailers to drive up the average customer spend through impulse and add-on sales. Consumers will also love the simplicity of the product, whilst the recycled material and UK design and manufacturing aspects will increase Verty®’s appeal even further.

Video instruction also available via a QR Code

Verty® - what your customers have been searching for! Growing climbers just got a whole lot easier!

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