

capji

EUROPE

Certified



Corporation



2025

Grow a greener life.

SHOW HOW IT'S DONE.

Big stories? We hear those often enough. So let's keep it short.

We are Capi, and we are working for a greener life for everyone; with everyone.

Sit back and wait for a better world? We don't do that. We put things in motion.

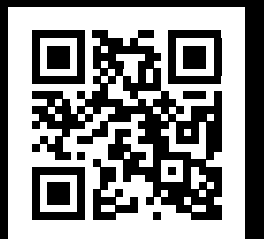
Whether our products are beautiful? You decide that for yourself. We'll take care of the rest. And with the rest we mean products of high and lasting quality: weatherproof, inspiring and with designs and colours for everyone.

With each of our pots fits a plant, garden, interior, terrace or balcony.

New life grows and blossoms from those pots. Let's make sure products no longer stand in the way of new life.

Capi pots are for a new generation; new life grows and blooms here.

Grow a **greener life.**
Together.



Scan this QR Code to check our brand movie.

Since 2023 Capi Europe is a proud certified **B Corporation**, with a score of **95 points!** This shows that one of the company's goals is to have a significantly positive impact on society and the environment at large.

For more information: www.bcorporation.net



Grow a greener life.

is more than words in a corporate mission statement. Taking care of the planet and each other is in our roots.

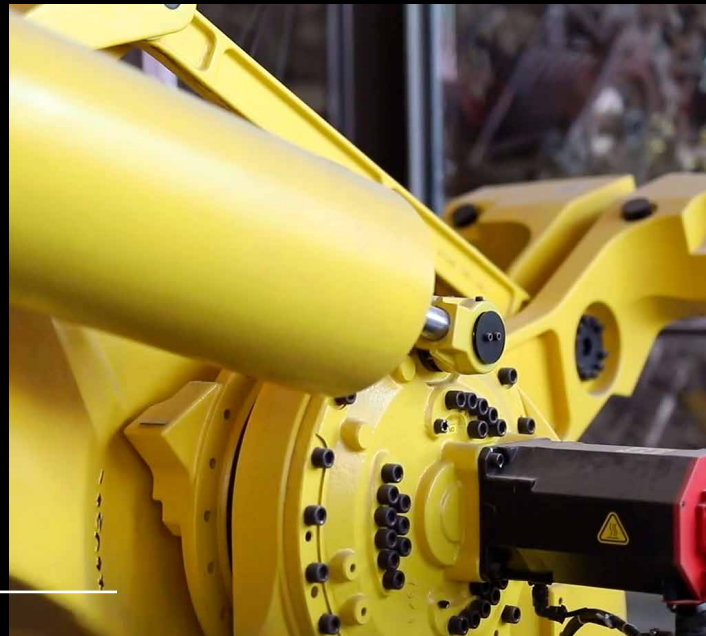


98%

RECYCLED PLASTIC

Certified by RecyClass

The Cork collection is **RecyClass certified**, which proves that the material in the pots is actually made from recycled material. In our case **98,6%**.



We developed our own method of **rotational molding**. With our robots, we can produce up to:
1.700 pots per day
50.000 pots per month
600.000 pots per year!



The planters in the **Made in Holland** collection contain wood fibres to give it a stone-look structure. This wood is **PEFC certified**. This means that the wood comes from a sustainably managed forest.

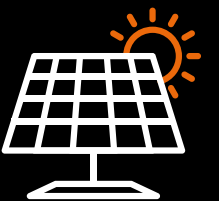


7850

solar panels

=

energy for
900
households



Let's dive into the history of Capi...

Behind the planters, there is a story that begins in 1997. Over 25 years ago, Toine van de Ven started a one-man business in Udenhout, the Netherlands. Toine would have never imagined that delivering heavy sculptures would become the preliminary stage for the products available today. These days honesty and certifications are very imported to us. We do not only want to show, but also prove, how it's done!
It is not without a reason our mission is: 'Grow a greener life. Together.' And this is just the beginning!



Start

1997

Toine van de Ven started a one-man business in Udenhout, the Netherlands, producing concrete statues and ornaments in Udenhout, the Netherlands.



Lightweight Terrazzo

2006

The heavy statues and ornaments changed over the years to heavy Terrazzo planters. In 2006, the planters were then replaced by lightweight Terrazzo-look planters to make them more user-friendly.



Research & reshoring

2013

Research, development and test phase for the Made in Holland collection. The start of the of the biggest change in Capi's history: the introduction of reshoring.



Introduction MIH

2014

Official introduction of the first Made in Holland products, including the iconic orange inside. The collection started with the Smooth and Rib textures.



Waste Collection & Lifetime Warranty

2022

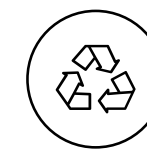
Launching our Waste collection, 98.6% made from waste, including fishing nets, recycled cork and old Capi planters. We also introduced a lifetime warranty for our Made in Holland collection.



Certified B Corporation

2023

We became a very proud B Corporation in 2023, with a score of 95 points! Not just any number, but one that shows we are very serious about this. We are now part of the Business for good community.



Made With collection

2024

Introducing our Made With collection. Pots made with textiles, artificial grass and sawdust. Every colour has its own story.



The future

2025

Have a look in this brochure to find out what we came up with this years! Grow a greener life. Together. Working towards a sustainable future for ourselves and for next generations.

Made in Holland Production.

Capi Europe has developed its own rotation moulding method for the production of Made in Holland pots. We are unique throughout the world in using this particular rotation moulding technique. With this process we save up to 80% of the energy compared to traditional rotation moulding.

01 Raw material

Mixture of polyethylene made with recycled material and PEFC certified wood fibres.



02 Big bags

The raw material hangs in big bags. Each big bag contains its own colour.



05 Orange inside

The two layers of the pot (outer layer and insulating layer) are made in a single cycle.



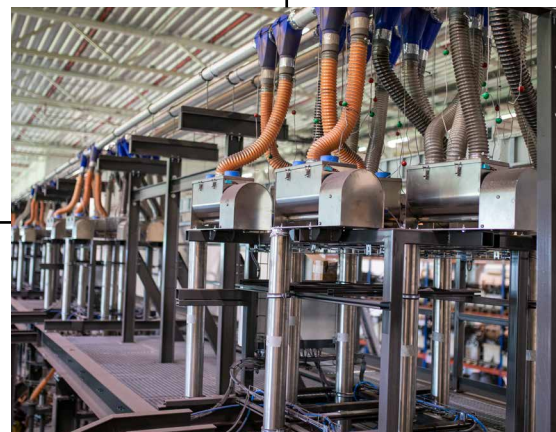
04 Own rotational moulding process

The mould is heated in order to melt and liquefy the powder. The machines spin around so the mixture is distributed throughout the mould. The substance is then cooled to produce the flower pot.



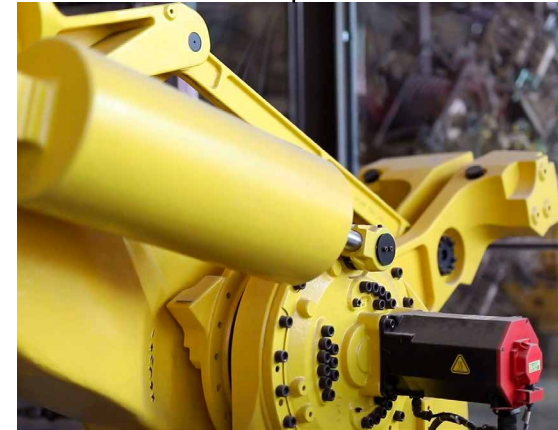
03 Filling system

The raw materials are automatically poured into the mould, using a filling system.



06 Moulds

Each pot model, texture, and size has its own mould.



07 Day & night

Our Capi robots work 24 hours for 5 days a week.



08 Mould to belt

As soon as the robot is finished, the pot will automatically be taken to the conveyor belt.



11 Finishing robot

The second robot removes the sharp edges in the pot.



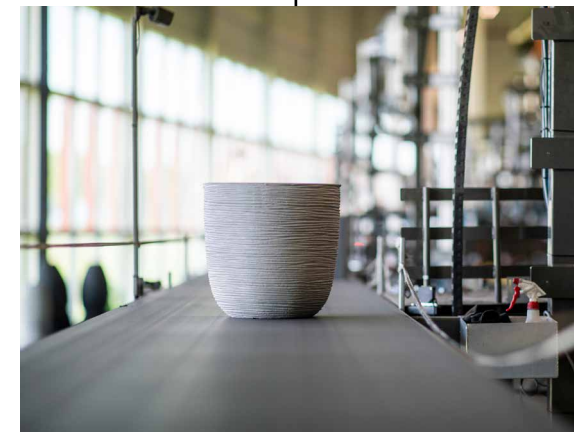
10 Scan station

At the scanning station, the pot is recognised by multiple cameras. The rest of the robots of the finishing line now know what to do with the pot.



09 Conveyor belt

The conveyor belt takes the pot to the finishing and painting area. First stop: scanning station.



12 No waste!

The edges coming of the pot will go into our own shredder. This means there is no waste during our whole production process.



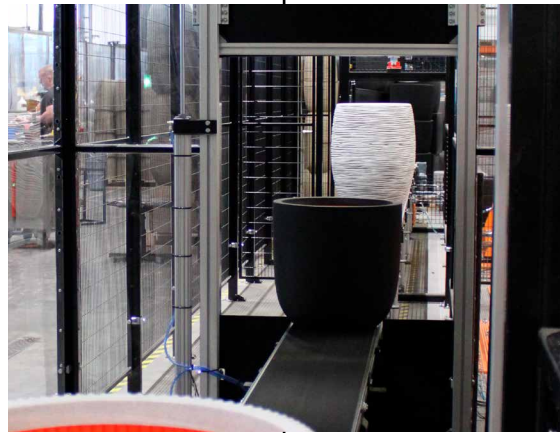
13 Back to the roots

The material coming from our shredder goes back to our supplier. There they will be used for new materials.



14 Transportation

A small conveyor belt transports the pot from stage to stage. Every stage has its own robot that takes the pot from the belt into a specific cell. If the pot does not need to be painted, the conveyor belt will take it directly to the end of the belt.



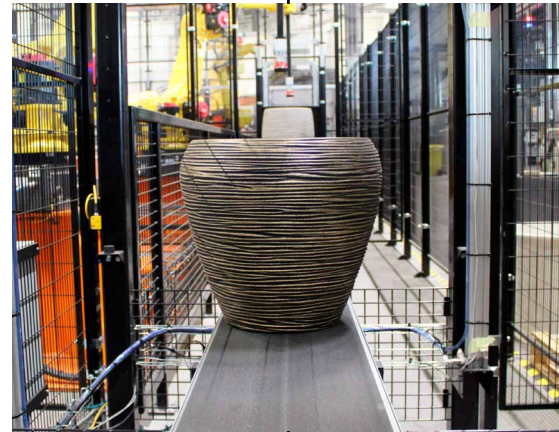
16 The last step

The last step: a Capi label and a potcard. The pot is now completely finished and ready to hit the stores!



15 End of the belt

There it is, a freshly painted or non-painted pot ready for the last step.





Capi Headquarters in The Netherlands.

At the end of 2017, Capi moved to a brand new building in Tilburg. The company is now twice as large and occupies an area of over 38.000 m². The production capacity of the factory has increased with a lot of new robots since the move. We have 7.850 solar panels on our roof providing electricity for our headquarters. The energy generated by this amount of solar panels equals electricity for around 900 households.



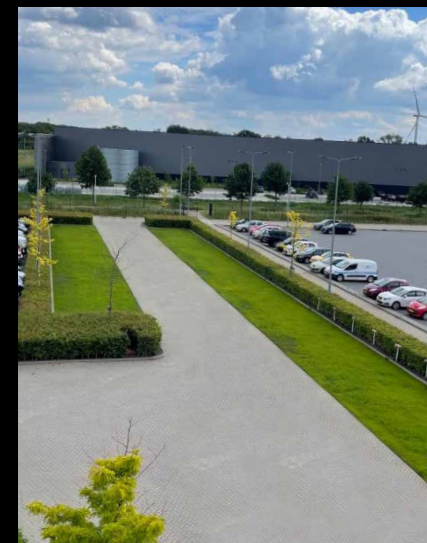
In-house warehouse and production.
In our in-house warehouse, we manage our own stock. We have room for 20,000 pallet places here. We also have our own factory where we produce our Made in Holland collection.



Grow a greener parking lot.
In april 2022 we removed the tiles in our parking lot to make place for a beautiful patch of grass. It creates room for biodiversity and ensures a better water drainage.



Located in nature.
Capi's head office is located on an industrial area and close to major roads. You wouldn't say so, because the building is surrounded by a lot of greenery and water.



Our office dog, **Mosey**, reduces stress and brings a lot of happiness to team Capi!

Capi fans on social media.

Our passionate fans often let our products shine in beautiful posts on social media. Discover how our collections have become a source of inspiration in their daily lives, and get carried away by their creativity and style that makes our Capi fans so unique.



@huize1870



@zosans_huis_en_interieur



@wendy_studiozinnig



@wonen.ineenslagerij



@niekservies



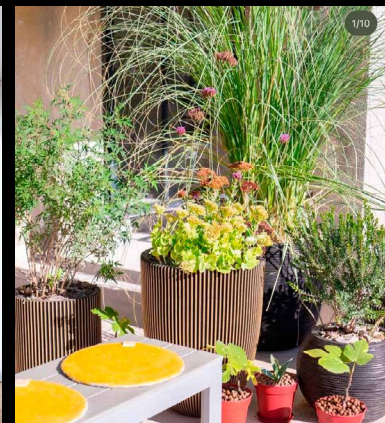
@fasten_ur_seatbelts



@stulpjeopdeveluwe



@hausdesignerei



@joelixjoelix

Follow us @capiEurope.

Are you already following us on our socials? We're constantly sharing product news, behind-the-scenes and some interior and garden inspiration.

Follow us on Instagram, Facebook, LinkedIn & Pinterest.



[capi-europe.com](https://www.capi-europe.com)
#capiEurope



The orange interior.

Our well-known Made in Holland pots all feature an orange interior. The orange inside is a recognisable feature for our brand. This is for several reasons. Read why here:

Made in Holland.



The pots with the orange interior are all made in Tilburg (NL). Orange is of course a symbol of the Netherlands, look for instance at the shirts of the Dutch national team. Worldwide, the colour orange represents the Netherlands.

Insulating layer for plants.



The orange inside is actually a second layer that acts as an insulating layer. It protects the plant's roots against cold in winter and heat in summer.

Extra strength.



The orange layer also makes the pot extra strong. And that makes it fracture-resistant.

The symbol for reshoring.



For various reasons, we brought production back to the Netherlands 10 years ago. A difficult word for this is reshoring. To recognize the Dutch pots, they were therefore given an orange interior.

Indoor & outdoor.



The Made in Holland pots can be used indoor and outdoor. They are 100% watertight, making them perfect for indoor use. For outdoor use, you only have to drill a 25mm hole to ensure water drainage.

With the **orange interior**.



20

Made in Holland