

# potr

Grow More. Waste Less.





# Purpose

To connect people through the gift of growing, unfolding the future of horticulture so anyone can grow anything, with ease and without waste, empowering society to grow more.



# Mission

Rethink the 5000 year old botanical industry for the 21st century and beyond, ensuring every person can share the gift of sustainable, hassle free growing.



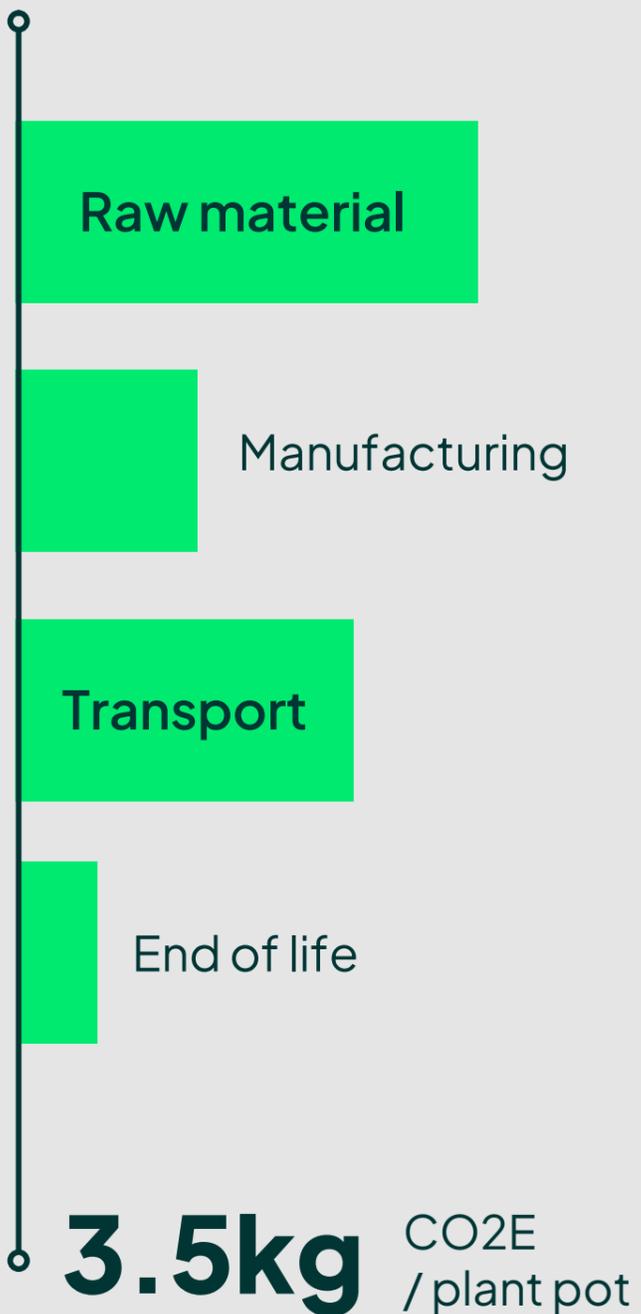
# Vision

A botanical ecosystem which enables homes to grow what they want, when they want it, be that plants, flowers or food.



# Plant Pot Problems

We conducted a CO2 analysis of a traditional plant pot and used the data to drive our design:



## For Business

**10%** breakage in transit.

**80%** cost to ship air.

**15%** COGs = shipping

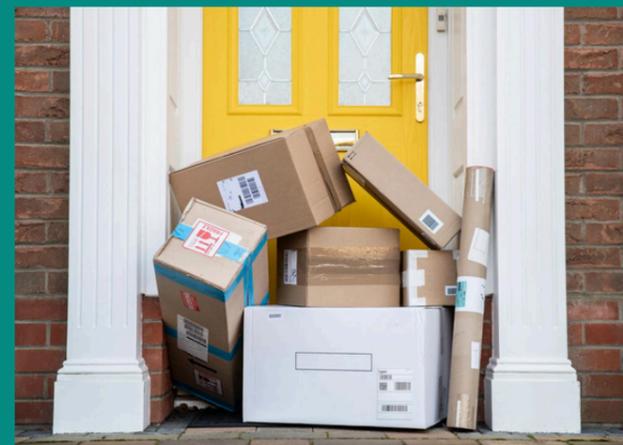
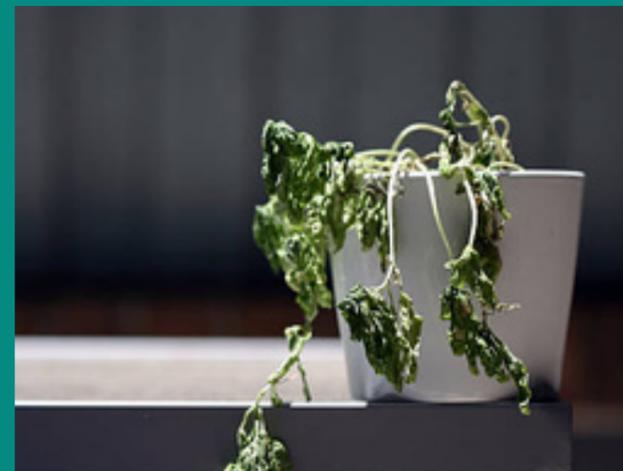


## For Consumers

**10%** missed deliveries

**40%** people kill their plants.

**\$120** Wasted per year.



## For the Planet

**25%** pot CO2 = shipping

**10%** pot CO2 = packaging

**14T** CO2 wasted / pallet / journey

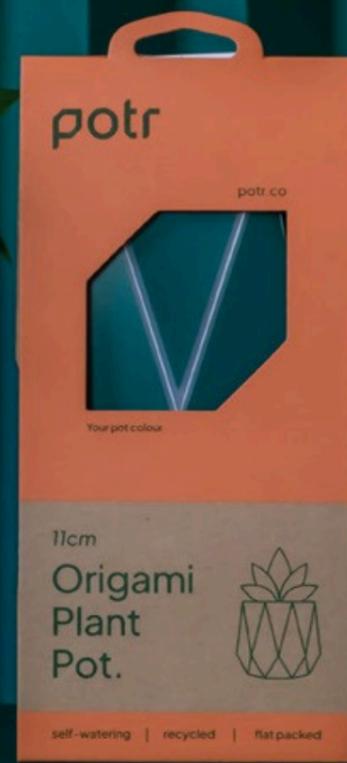


# POTR Pot

Assembled pot



Flat Pack pot



## Data Driven Design

**90%** Shipping cost saved

**100x** CO2 reduction

**100%** Automated plant care

**000** Missed deliveries

## Modern Homes for Thriving Flora



flat packed

POTR Pots are delivered with the smallest carbon footprint possible thanks to our unique flat-packed design which fits into a Royal Mail large letter. Posted directly through your letterbox to ensure you never miss a delivery, this innovation reduces the carbon footprint by up to 100 times.



self-watering

Take the guess work out of plant care. The cotton cord functions as a wicking straw, transferring water from the reservoir in the base of the pot to the soil surrounding your plant. Hassle free plant care which reduces botanical waste.



recycled

Made from post consumer recycled polypropylene destined for landfill, POTR turns waste in to long lasting, functional products for the home. Whatsmore, our 0.5mm thick recycled sheet results in a material reduction of over 90% compared with traditional plant pots.



## POTR Vase

**90% shipping volume & cost saved**

**Never miss a delivery**

**Fold away after use**

**85% delivery CO2 saved**

## The POTR Pot

The design of the plant pot has remained largely unchanged for two millennia with little thought going into its carbon footprint. The POTR Pot has been designed from the ground up with sustainability at its core while making plant care hassle free.



# Modern Homes for Thriving Plants



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## Holistic Sustainable Design

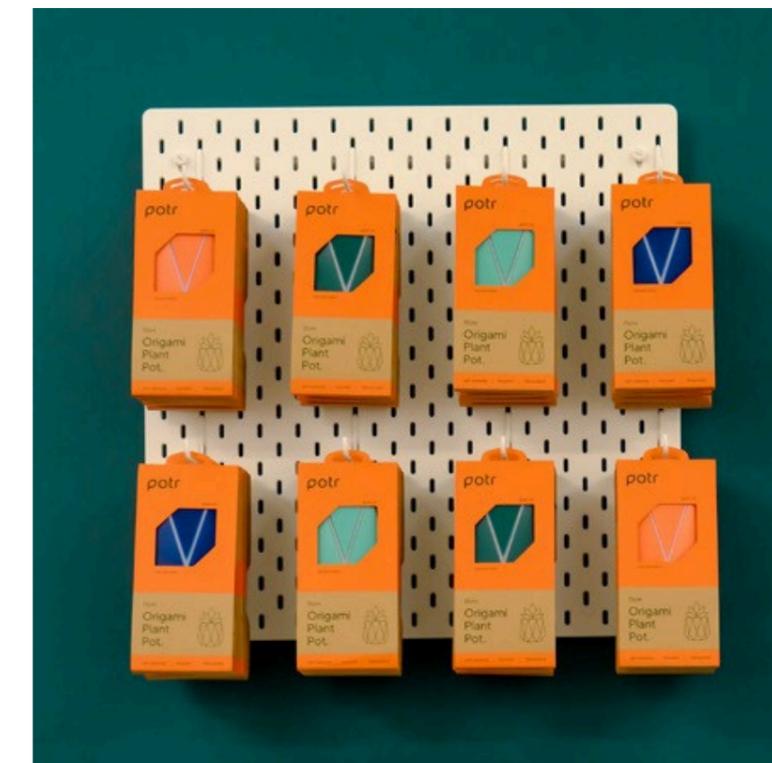
The POTR Pot has been designed from the ground up with sustainability at its core. Every design decision, from the flat pack layout to the recycled material used, was made to ensure the lowest possible carbon footprint. The result is a one of a kind planter with a carbon footprint 100 times lower than alternatives.

## Three Sizes

POTR Pots come in a range of 3 sizes designed to cater for over 80% of the most common houseplant sizes. Whatsmore, every size within the POTR range is designed to fit inside a Royal Mail large letter, ensuring our deliveries will always fit through a standard postal letterbox, meaning you'll never miss a delivery.



**Posted directly through  
your letterbox**



## Retail Ready

Our pots make for the perfect in-store display, utilising the unique flat pack layout to playfully showcase our key product feature. The retail hook can be used to hang the product making use of wall space in store for maximum visual impact. The graphical, grid like display is also a great way to showcase the range of product colours on offer.

# Design Innovation

Reinventing the plant pot for the 21st century, the POTR Pot has been designed to foster confidence in growing while minimising waste. The innovative self-watering feature is designed to give people the confidence to grow by taking the guess work out of plant care. Combined with the flat pack layout, POTR Pots make the perfect gift to send to busy plant lovers who struggle to find the time to care for their plants. Posted through the letterbox so they never miss a delivery.



## Hassle Free Plant Care

The POTR Pot is designed to hold a reservoir of water in its base which is capable of watering your plants, perfect if you're going on holiday and worried about leaving them behind. It uses a length of capillary action wicking cord which enables your plant to self-regulate its water intake for up to 2 - 3 weeks.



Water reservoir



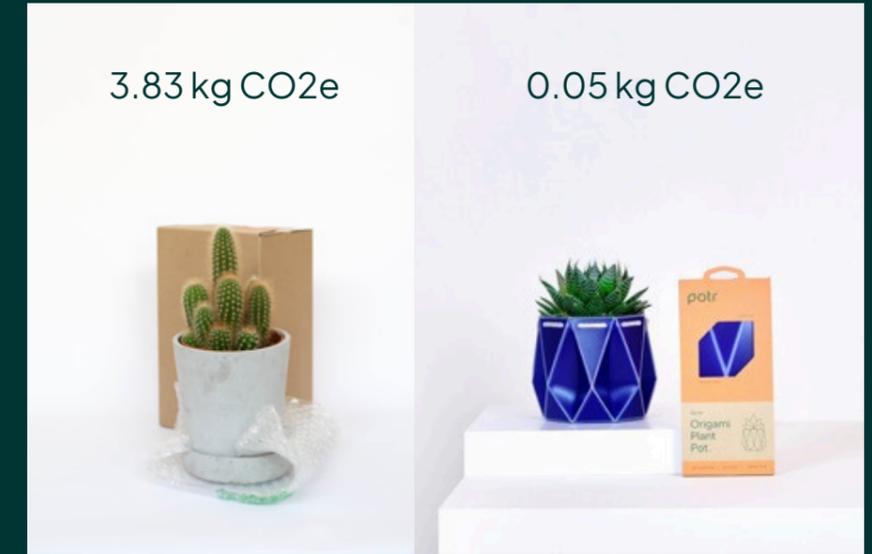
Wicking cord



Self-watering

# Origami Production

Using a low energy production process, our pots are stamped into shape using a production method called die cutting. The cookie cutter style tool cuts and creases our recycled polypropylene sheets leaving our unique origami patterns. As our products are sold in the UK and Japan, we have set up supply chains close to where our customers are based. The same production process is also used to produce our card outer packaging, keeping all processes under one roof.



## Ultra Low Carbon Delivery

The flat pack design reduces the carbon footprint by over 100 times by eliminating wasted volume and space. This results in incredibly efficient bulk packing when compared to a traditional plant pot:

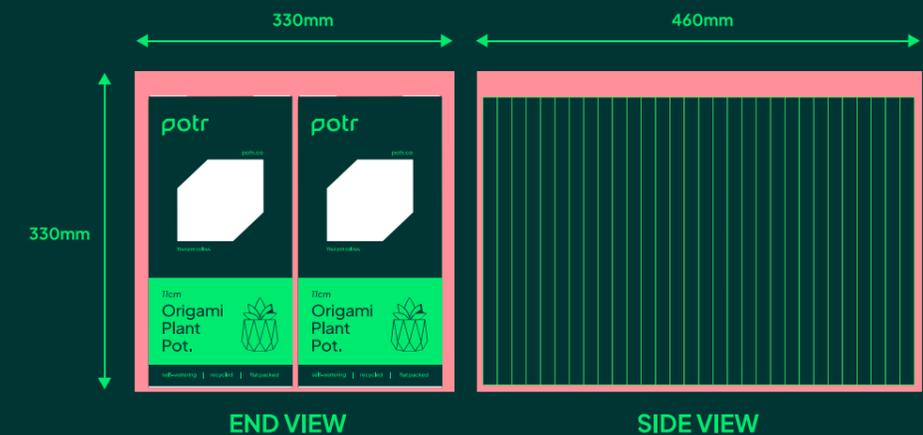
POTR ~ 18cm Diameter:

- 60 units / carton
- 1350 units / pallet
- 40,000 units / container

Ceramic ~ 18cm Diameter:

- 2 units / carton
- 56 units / pallet
- 1500 units / container

POTR Carton (60 units):

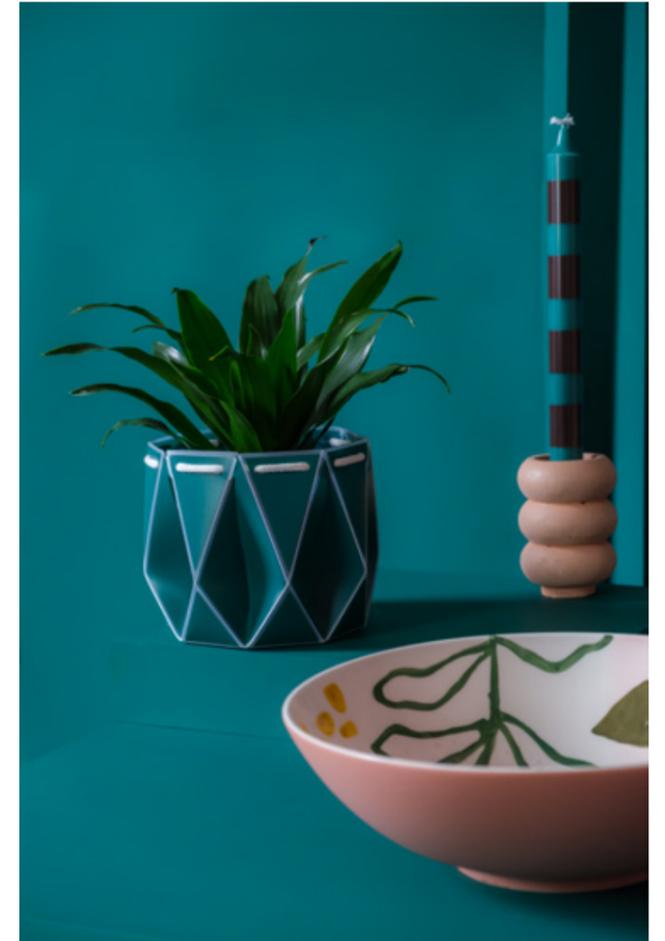




**We use 95% less material than traditional pots.**

## Design for Longevity

Unlike a fragile traditional planter, POTR Pots will not break if knocked or dropped, helping to ensure energy is conserved and carbon is not wasted. This is thanks to the carefully selected recycled polypropylene used to make our planters. This single use material is saved from entering landfill and is instead given a new life of longevity in a product designed to look good in the home while taking care of your plants.

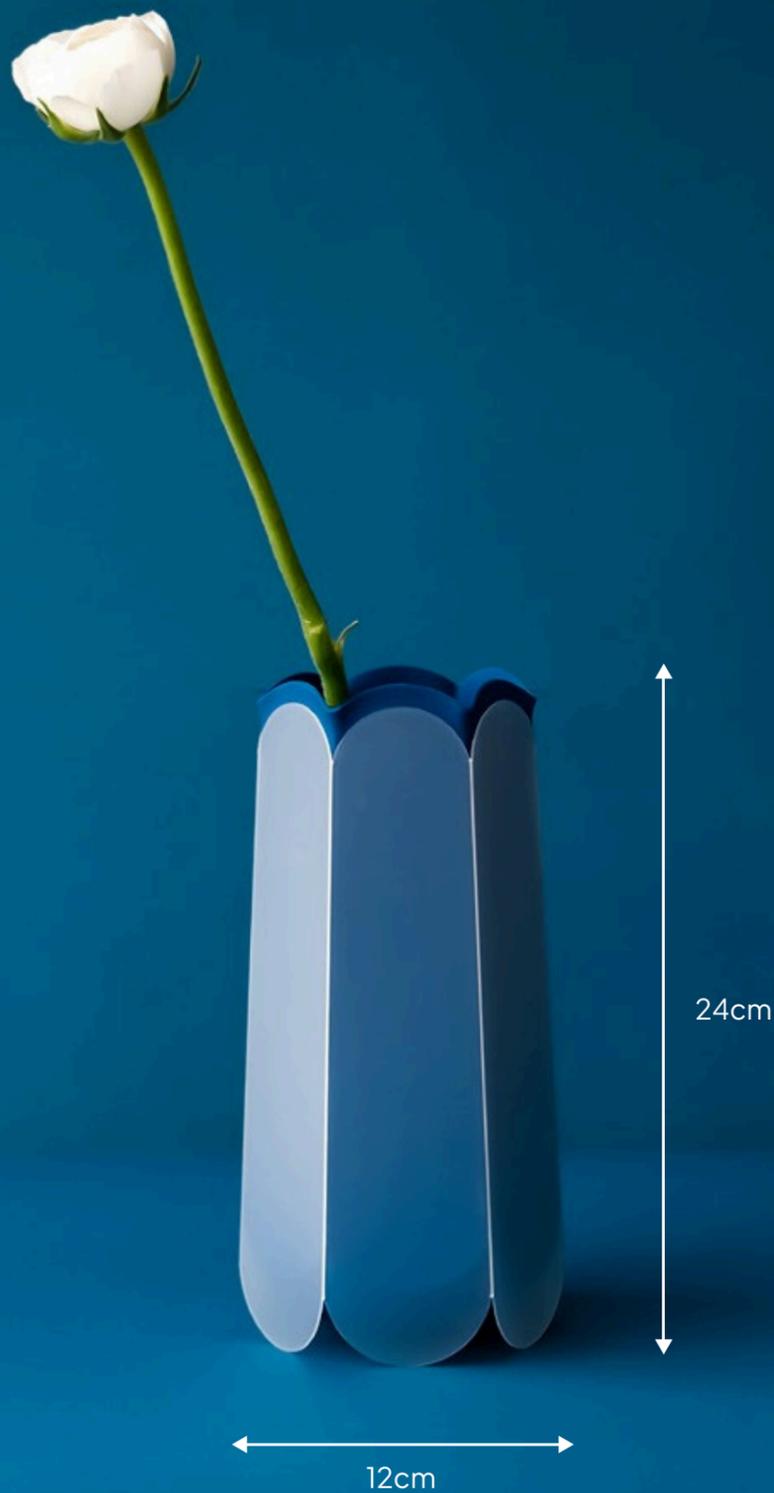




## The Letterbox Vase

The perfect companion for letterbox flowers. Designed to fit seamlessly inside letterbox packaging to ensure the recipient has the perfect vase with every fresh bouquet.

# Form Follows Function



## flat packed

The Letterbox Vase is delivered with the smallest carbon footprint possible thanks to our unique flat-packed design. Posted directly through your letterbox to ensure you never miss a delivery, this innovation reduces the carbon footprint by up to 100 times compared to a standard vase.



## recycled

Made from post consumer recycled polypropylene destined for landfill, POTR turns waste in to long lasting, functional products for the home. Whatsmore, our 0.5mm thick recycled sheet results in a material reduction of over 90% compared with traditional plant pots.



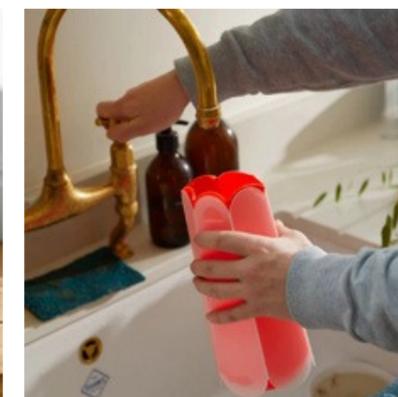
Flat Pack Delivery



Pop into shape



Holds 1 litre of water



The flat pack product unfolds from mere millimetres into a structural vase capable of holding a full bouquet and over 1 litre of water. Setup takes a matter of seconds and designed with usability at its core. The two components of the vase can be machine washed.

Arrange full bouquet



Machine washable



Flat pack for storage



The scalloped edge of the vase is designed to help arrange your bouquet evenly ensuring the perfect floral display. Once your flowers fade, the vase can be folded flat again and stored away in a drawer ready for the next use!

# Bespoke Design

Certain elements of the vase can be customised to ensure differentiation and a unique product offering. The colour of the vase can be altered to a pantone reference of your choice and POTR can grant exclusivity on selected colourways. In addition to this, print can be added to the exterior of the vase making graphical patterns and designs fully possible.



Please reach out to discuss any bespoke product requirements or to discuss any potential custom design work not listed here. As a team of designers and creatives we are always open to bespoke project requests.



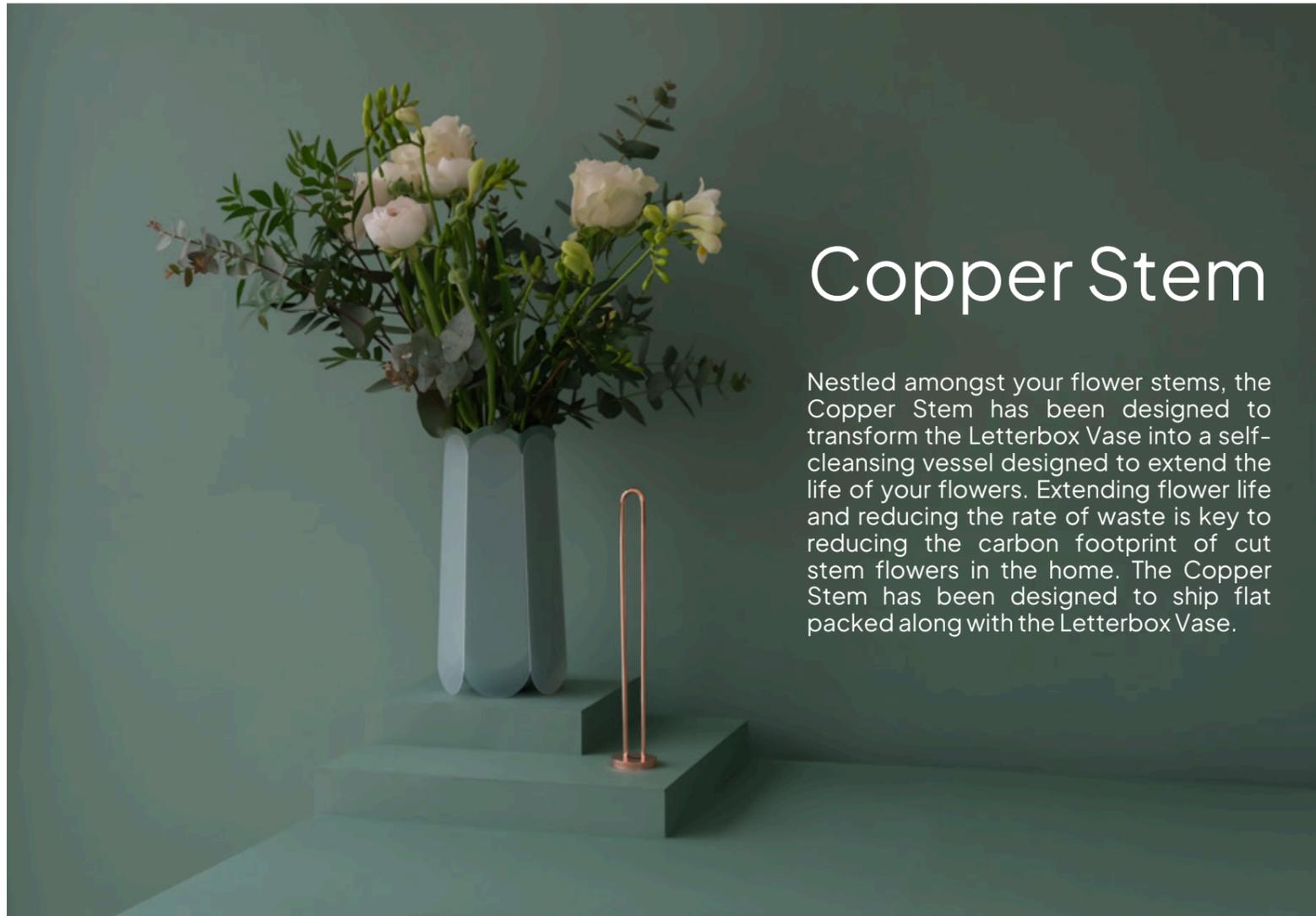
## Patented Innovation

Designed in the UK, the Letterbox Vase is a one of a kind innovation and is IP protected with a registered global patent.

Patent number:  
GB2024050217



Keeps your  
flora thriving



## Copper Stem

Nestled amongst your flower stems, the Copper Stem has been designed to transform the Letterbox Vase into a self-cleansing vessel designed to extend the life of your flowers. Extending flower life and reducing the rate of waste is key to reducing the carbon footprint of cut stem flowers in the home. The Copper Stem has been designed to ship flat packed along with the Letterbox Vase.



## Antimicrobial technology

The POTR Copper Stem utilises the natural antimicrobial properties of copper to clean the water inside your vase by eliminating bacterial build up - one of the number one reasons for flowers dying prematurely. The addition of the copper stem effectively creates a self-cleansing vase capable of ensuring your flowers stay fresher for longer.

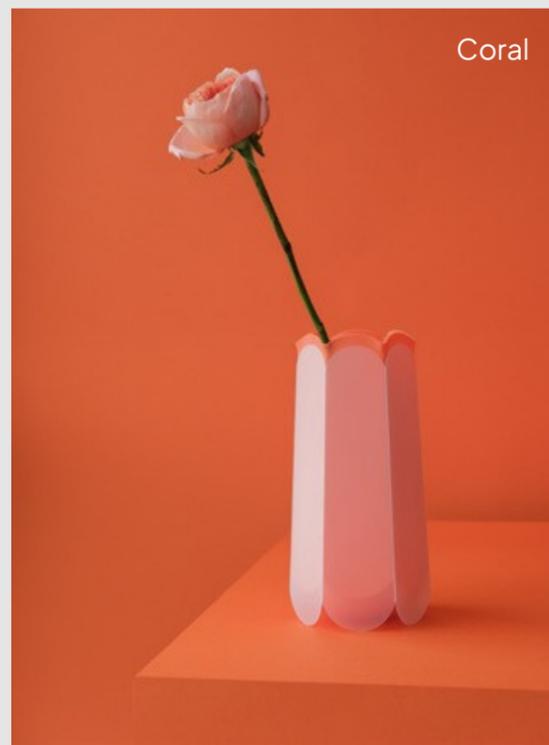
# Trusted by Blooming Brands

POTR already works with a range of brands and retailers both in the UK and abroad, and has been recognised for its designs via a series of awards.



# POTR Range Overview

The POTR range consists of 18 variants of POTR Pot and 3 variants of POTR Letterbox Vase. All products come flat packed making for cost effective bulk packing and shipping. Please get in touch to enquire about MOQs and shipping rates. Don't see the colour you're looking for? We are able to produce custom colours based on Pantone references. Please get in touch to find out more.



Coral



Sage



Indigo

Coral Orange

Dark Teal

Aqua Green

Navy Blue

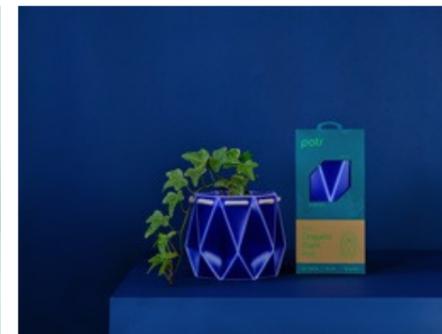
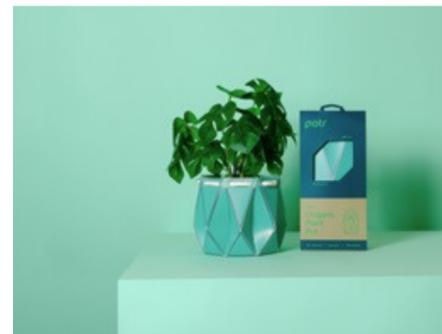
Slate Grey

Ivory White

11cm Diameter



15cm Diameter



18cm Diameter





# Thank You

If you have any questions regarding the POTR range or are interested in becoming a stockist, please reach out via one of the emails listed below and we'll get back to you.

[hello@potr.co](mailto:hello@potr.co)

[www.potr.co](http://www.potr.co)

[@potr.co](https://www.instagram.com/potr.co)

