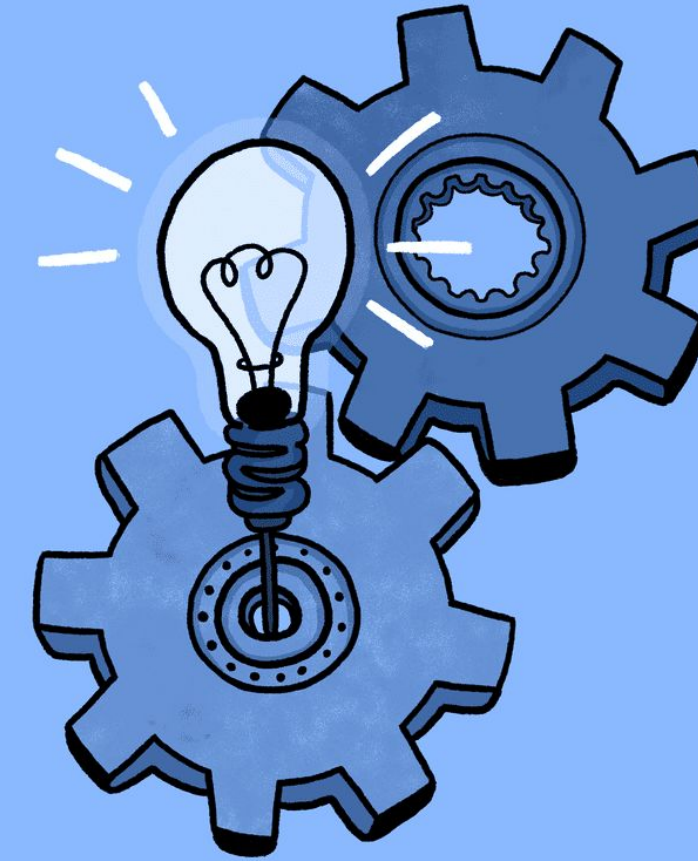


DISRUPTIVE TECHNOLOGY:

Don't automate a problem – remove it

**A SUSTAINABLE
APPROACH TO
PROPAGATION AND
PRODUCTION IN
GLOBAL HORTICULTURE**



Disruptive Technology

[dis-'rəp-tiv tek-'nä-lə-jē]

An innovation that significantly alters the way consumers, industries, or businesses operate.

 Investopedia

proptek 

You may think these are great roots ?



Eeeuw!



BLACKMORE COMPANY

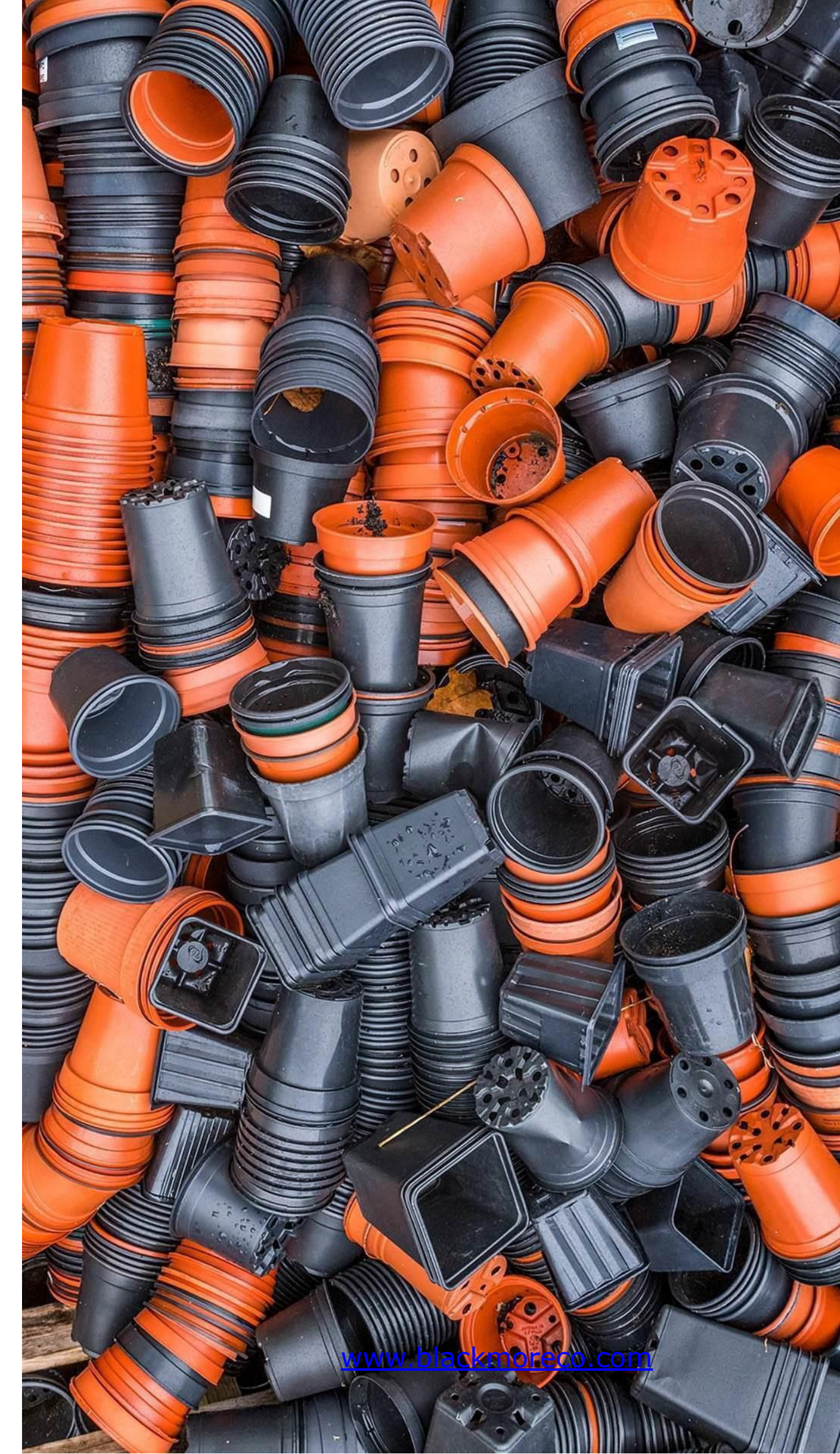
THESE are Great Roots !!



THE PLASTIC PROBLEM

Plastic waste is growing in horticulture

- Plant growing practices can benefit from sustainable alternatives to plastic.
- There is a **significant amount of plastic waste produced, waste transport expenses**, and potential for soil contamination and photo-degradation when plastics are exposed to extreme light.
- Pots, trays, and cell packs produced for the nursery and greenhouse industries use an estimated **600 – 800 M tonnes of plastic annually**
- Surveys indicated that **only 24% of businesses recycle plastic containers**
- **Many cities do not accept plastic pots in recycling** because of composition or presence of soil residue, resulting in consumers putting their plastic plant pots into landfills.



Question:

CAN WE ELIMINATE THE PLASTIC POT ?

*Sustainability is not always achieved with
a different material of choice.*

No material is the ultimate solution.

- What does the plastic pot deliver, protect, communicate and do we have viable alternatives?
- Can we grow and deliver high-quality plants without it?



Answer:

YES, WE CAN. MEET THE ELLEPOT

The plantable alternative to the plastic pot

- All natural, environmentally friendly and fully degradable paper within 3-5 months after transplant.
- Papers composed of fine wood fibers sourced from responsibly harvested FSC-certified forests.
- Certified according to OMRI, FSC, Rainforest Alliance and Veriflora.
- Developed in close cooperation with professional growers and landscapers in Europe and United States.



BLACKMORE COMPANY

ELLEPO

T

Attributes

Plantable

Ellepot paper pots pose no harm to the environment. The paper pots will decompose in the soil when planted directly into soil.

Less Plastic

Replace plastic pots with environmentally friendly paper. The unique developed paper will degrade safely and efficiently in the aerobic environment and result in no waste.

Simplify Gardening

With no plastic pot to remove or pick up, the Ellepot is faster to plant out and the paper will degrade in the soil when planted.

Reduced carbon footprint

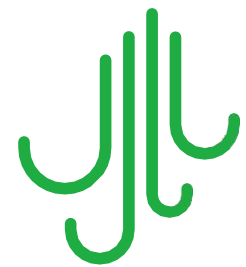
Studies show that the carbon footprint on Ellepot paper pots is more than 20% lower than plastic pots.

Forest Friendly

All raw materials used are all natural, environmentally friendly and degradable. The fine wood fibres used in the papers are sourced from responsibly harvested FSCTM certified forests.



WHY ELLEPOT?



BETTER ROOTS

Ellepots are the closest you can currently get to natural root development through the process of Air Pruning with the Air Trays. Your root zone environment is maximized.



SUSTAINABILITY

Using the Ellepot system offers high ancillary benefits such as a lower carbon footprint and less single use plastics put into production and retail systems



SAVINGS

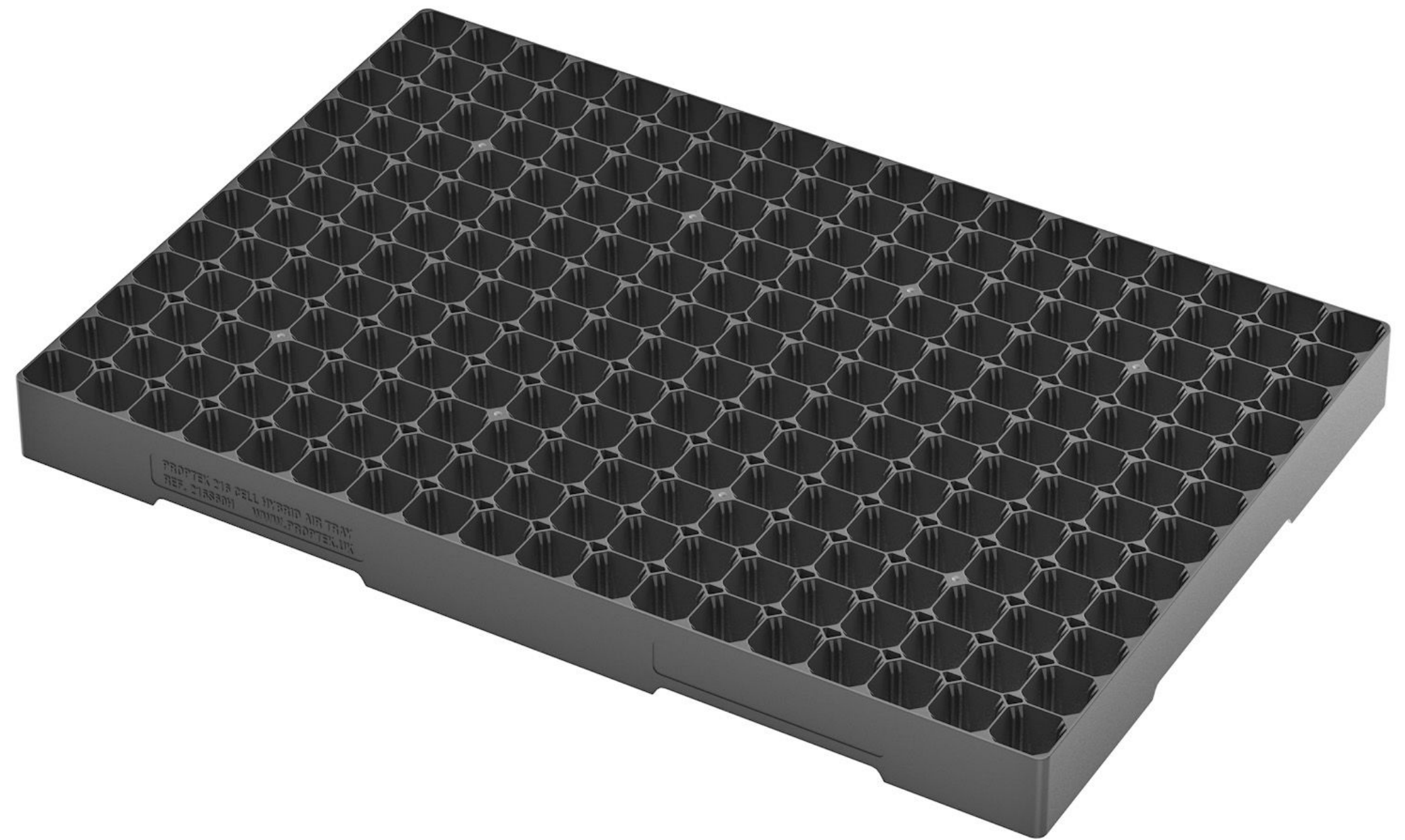
Adopting the complete "Airtray plug tray/Airpruning growing tray/Ellepot and carton



The PROPTEK 345 tray with seedlings in Ellepots

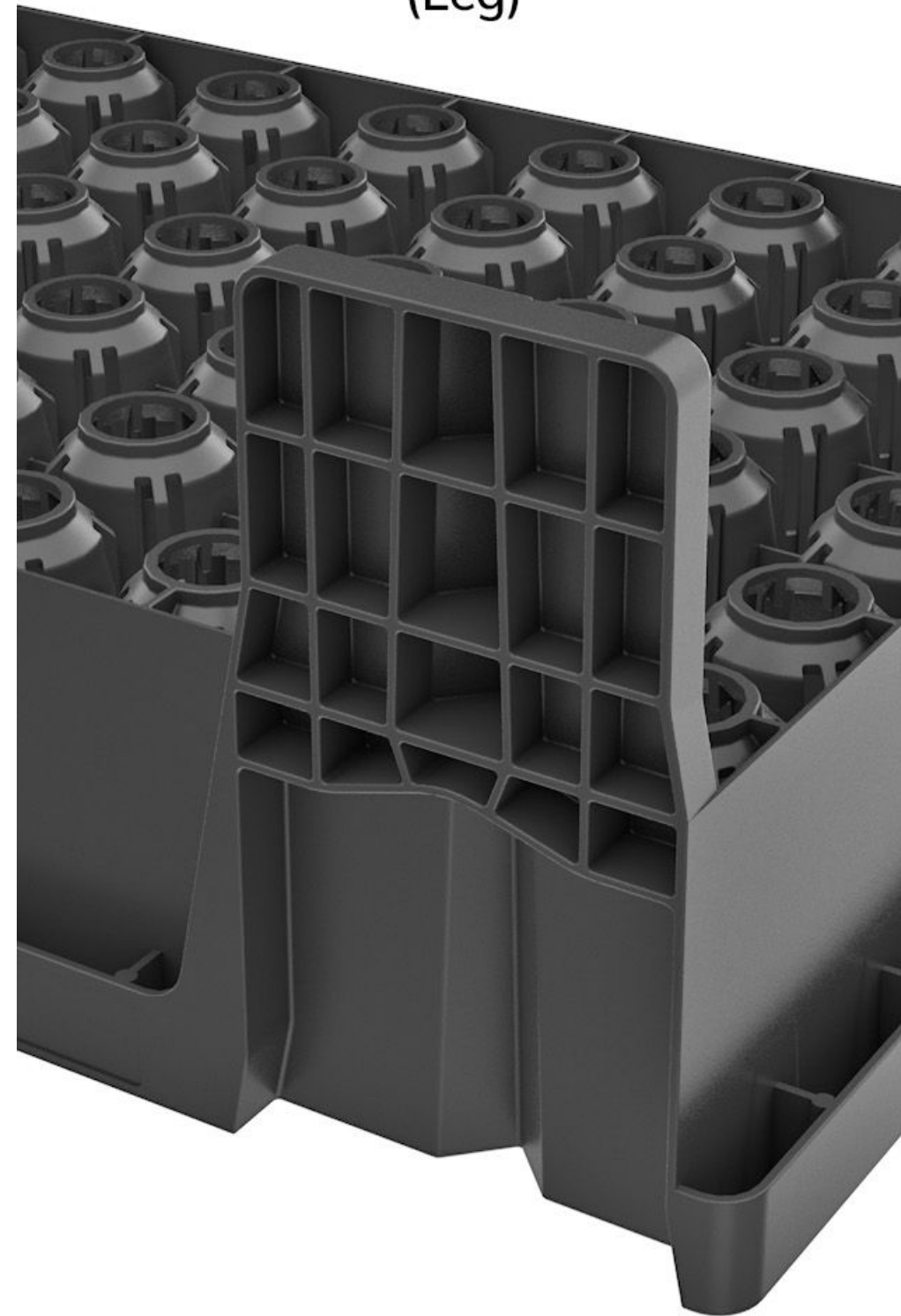


Proptek Trays – inside the cells....where the work is done !

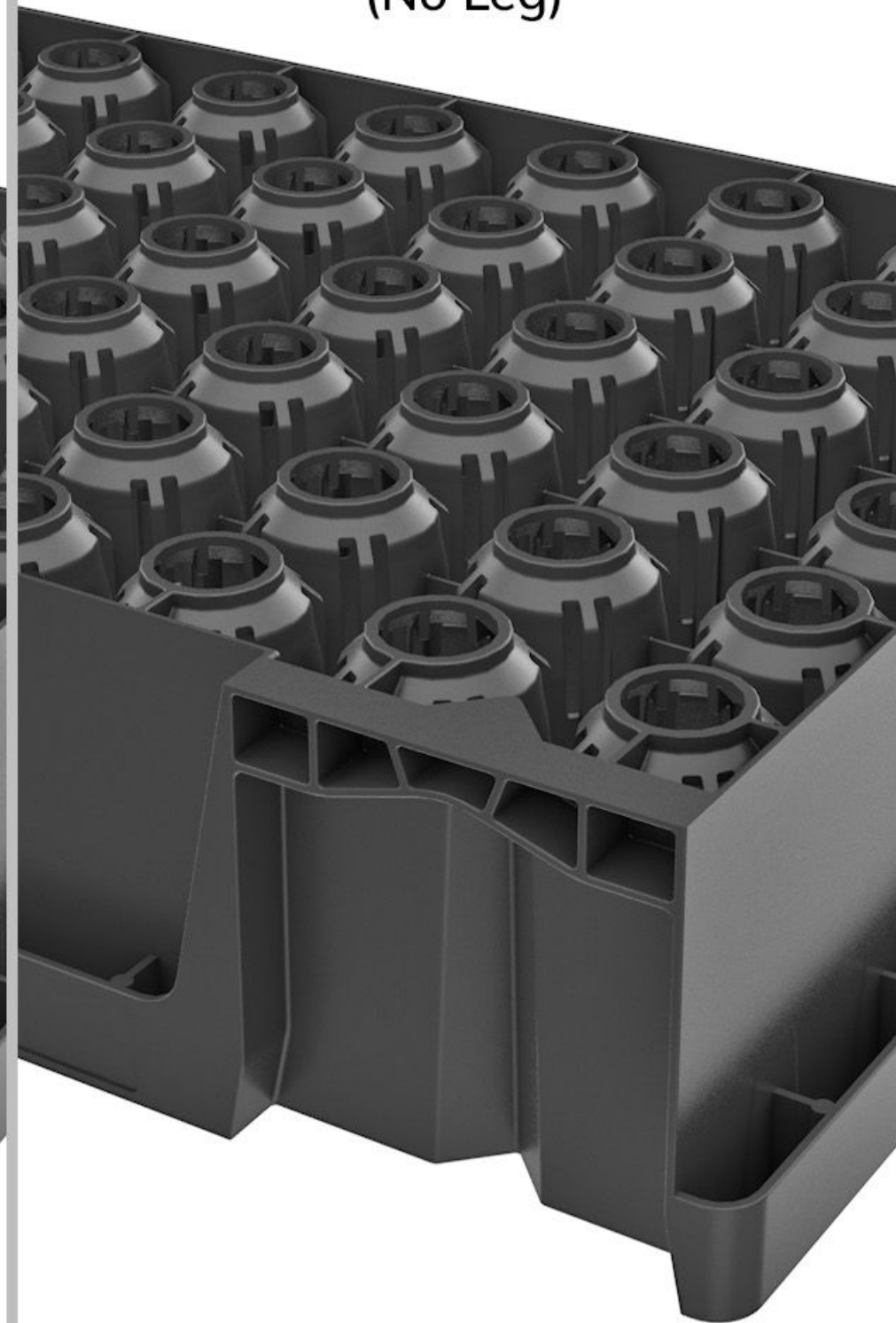


Tailored for your nursery...

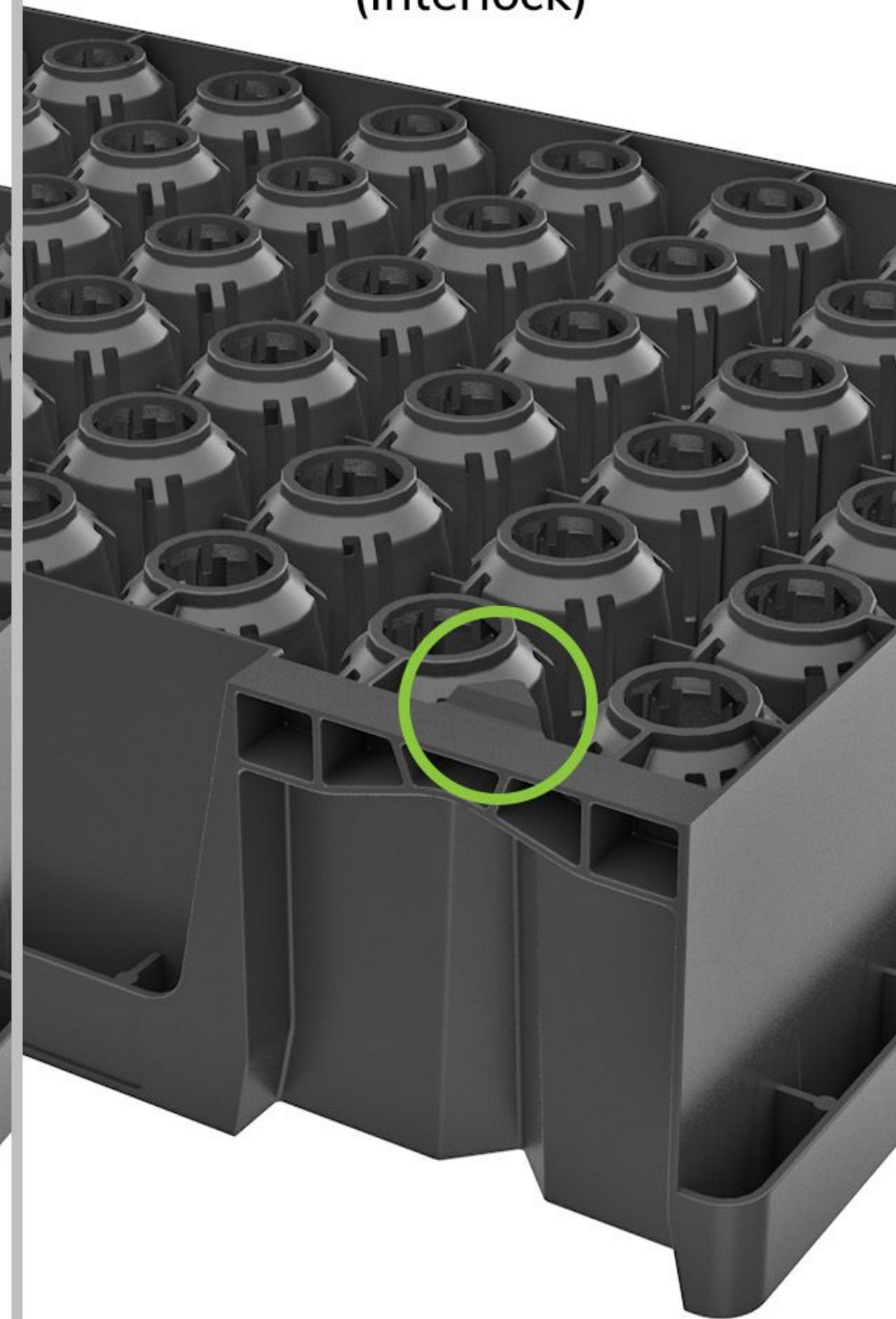
060SDANHL
(Leg)



060SDANH
(No Leg)



060SDANHI
(Interlock)



Automative compatibility

**Shown here planting
nursery stock seedlings
grown in Ellepots and
PROPTEK trays with a TTS
Automatic field transplanter**



Labour Saving, Substrate saving, space saving



Stabilized
media



Tray with legs



Fork Lift

RETAIL OPTIONS: “*Plant-It-Friendly*”

Paper Sleeves :

- Paper-based, recyclable sleeves
- Fully customizable
- Can print up to 8 colours
- Automation solutions available
- Competitive price points
- Sized to fit up to 3.5lt Ellepots
- *Positioning*: Annuals, Perennials, Herbs, Veggies





In summary:

- * From propagation to delivery using AirPruning as a technology.
 - * Plastic reduction to almost zero at point of sale.
 - * Plastic remains on the nursery to be re-used.
 - * Reduced labour and compost = Reduced costs in increased margins.
 - * Increased yields in fruit crops and flowering plants
 - * Streamlined production methods
- * **And.....BETTER PLANTS !**