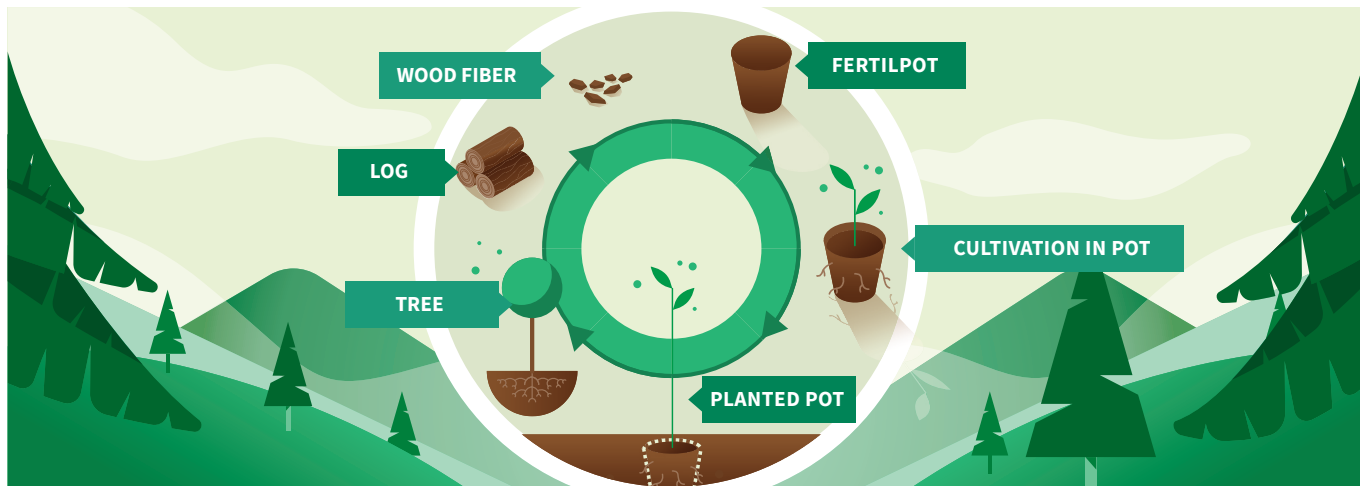


# FERTILPOT

## THE 100% NATURAL ORGANIC PLANTABLE POT

Today it's possible to produce and sell plants without plastic and with complete respect for the environment.



### NATURAL COMPOSITION WITH WOOD FIBER AND NOTHING ELSE!

- The FERTILPOT® owes its structure and good performance in cultivation to a unique manufacturing process.
- The sides of the pot, made of wood, decompose naturally in humus in the soil.
- The FERTILPOT® is on the list of Usable in Organic Farming inputs according to Regulation EC 834/2007 (ecocert.com/intrants).
- It contains nothing but wood fiber.
- No chemical additives are added.



### A ZERO PLASTIC SOLUTION FOR MORE SUSTAINABLE PLANTING

- Excellent recovery rate, without transplant shock (no root coiling in the pot).
- Save time when planting.
- No need for waste management.

*The best waste is the waste we do not produce*

### AN EFFECTIVE PRODUCTION TOOL

- The sides of the FERTILPOT® are permeable to water, to the air and to the roots.
- The root system is vigorous, thanks to self-binding.
- Plants grown with FERTILPOT® are dense and compact.
- The amount of substrate used is optimized because the sides of the FERTILPOT® themselves are an aid to cultivation.



## MAKING GARDENING TRULY ENVIRONMENTALLY FRIENDLY AND ETHICAL

- VProducts that engage and educate children. → Zero plastic waste.
- A healthy and natural material that protects seedlings and cuttings.
- Ethical manufacturing: local and responsibly sourced raw materials, production 100% based in the Vosges Mountains, permanent jobs and collaborations with reintegration organizations (prisons) and a protected work organization (ESAT).



## WHO IS THE FERTILPOT® SOLUTION FOR?



- All growers, organic or otherwise.
- FERTILPOT® is suitable for both professionals and home gardeners.

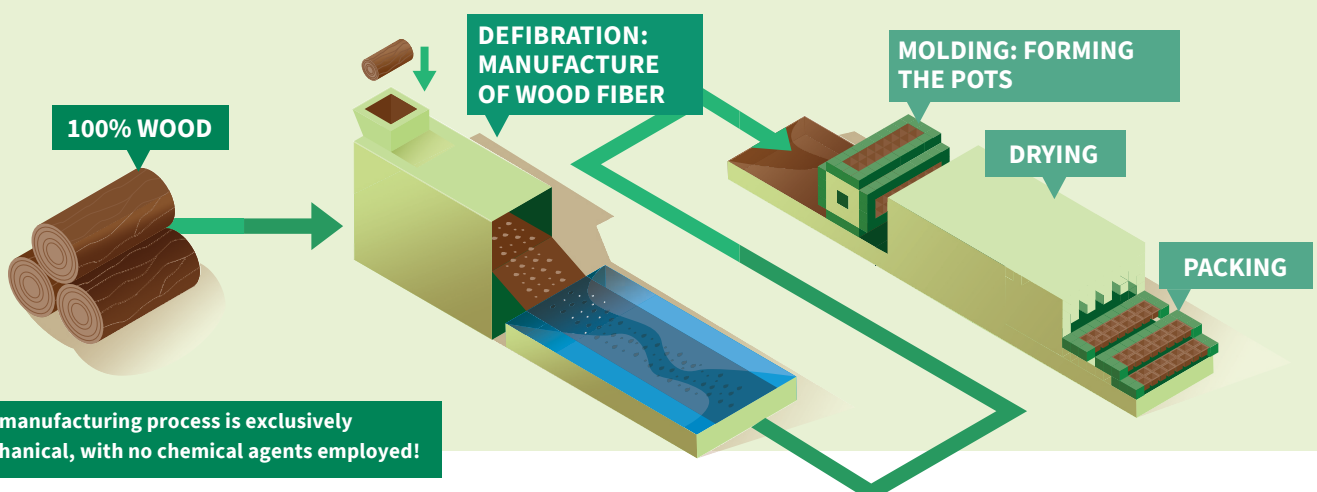


## FERTILPOT NT

- VThe newest version, the FERTILPOT NT, is an innovative concept based on a new technology developed and patented by FERTIL. It is fully mechanizable and provides optimal de-stacking and proven agronomic performance.
- GOLD TROPHY WINNER IN THE INNOVERT AWARDS 2017.

*The new-generation FERTILPOT® is perfectly de-stackable, innovative and as natural as ever.*

## HOW IS A FERTILPOT MADE?



# Q&A

## **Does your FERTILPOT® contain binders or other chemical products?**

The FERTILPOT® contains wood fiber, without any additions of chemicals. The structure of the fibers and the manufacturing process give our pots their shape and hold in cultivation. The FERTILPOT® can be used in organic farming, and its composition is 100% natural.

## **What are the benefits of the FERTILPOT NT?**

The FERTILPOT NT is an innovative concept, the result of a new technology developed and patented by us. It's perfectly mechanized, the de-stacking is optimal and its agronomic performance has been well proven.

## **Who can use the FERTILPOT®?**

The FERTILPOT® is a suitable solution for both professionals and home gardeners, who are looking for a "ready to plant" product which is genuinely respectful of the planet.

## **How long does a FERTILPOT® last following planting?**

A FERTILPOT® decomposes under the action of the microbial life of the soil in which it is planted. The richer the soil, the more rapidly it will degrade. During cultivation, the pot will be subjected to watering and to piercing by the roots. It can last several months. Beyond 4 months, we recommend alternating phases of drying the pot.



## **Fungus has appeared on the surface of the pot, with my seedlings. What should I do?**

The appearance of a white fuzz (mold) attests that the pot is a natural substrate, and it can appear if the pot is moist for a long time. It is completely safe for the plant, and it will disappear by reducing watering and ensuring good air circulation.



## **How should plants grown in FERTILPOT® be labeled in garden centers?**

Think of the FERTILPOT® not as packaging, but as a real tool for cultivating the plant. It will have a moist and earthy aspect. So we have to reinvent the marketing of these products! Some sales outlets have opted for cardboard sleeves, labels on bamboo sticks planted in the substrate, or even trays.

## **I have a special project (e.g. a pot that's not in your catalog or customized packaging). Who should I contact?**

So that we can study the feasibility of your personalized project together, send a request to the following address: [projet@fertil.fr](mailto:projet@fertil.fr). Don't forget to specify the quantities you want to order, the desired delivery time, etc.

## **Where can I find FERTILPOT®?**

If you are a grower, contact your usual distributor, who probably knows us and will be able to advise you. If he is not a FERTILPOT® distributor, you can find these products in our online store : [www.boutique.fertil.fr](http://www.boutique.fertil.fr). If you are a home gardener, you can find them in garden centers, under several different brand names.

FERTILPOT® is the only additive-free wood fiber pot made in France. It contains no peat, coconut, or recycled paper.