



EZ-PLANTABLES

# JVK Introduces EZ-Plantables

## Premium Sustainable brands to build sales and grow profit.

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### St. Catharines, Ontario October 1, 2010

JVK is proud to introduce EZ-Plantables – a naturally green comprehensive merchandising program for annuals, perennials, veggies and herbs that makes planting convenient and fun.

Biodegradable, and sustainable, EZ plantables are wrapped with bilingual environmental messages and instructions to *Plant the Pot!* Included within the EZ-Plantable product line is the first off-the-shelf vegetable program for coir Pots – Garden Goodness 4” pots. With the available bench tape and posters, Garden Goodness offers a simple, yet effective means for Garden Centers to capitalize on the surge in consumer interest in home gardens and patio vegetables. EZ-Plantables also includes the industry’s first wrapped square pot for annuals or perennials.

EZ-Plantables and the Garden Goodness vegetable Program represent opportunities to build their brand and forge an emotional connection with consumers. Vegetable gardening is presented as a fun, family-oriented activity that also speaks to consumers concerns for the environment. By including families and children in the program, Garden Centers can build their brand and help to create the next generation of gardeners and plant consumers.

EZ-Plantables are one element of JVK’s comprehensive GreenCrown Program for Independent Garden Centers - a chance for business’s to grow their profit and recognize a key consumer concern - the environment. These newly created premium brands and programs have been linked to a dynamic rewards program to ensure your customers gain access to the ultimate green options available, and so that your business is rewarded for doing your part as our valued partner in supporting our environment.

A second key element with the Green Crown program is Crystal Green fertilizer, the first sustainable, environmentally friendly fertilizer for consumers. Derived from municipal waste streams, Crystal Green provides a sustainable fertilizer that minimizes phosphorous runoff while still providing essential season-long nutrition. Produced by Ostara Inc for JVK, Ostara was recently named one of the World Economic Forum’s (WEF) 2011 class of Technology Pioneers

The complete GreenCrown Program provides a comprehensive green concept for independent Garden Centers and consumers:

- EZ Plantable Sustainable, biodegradable and renewable coir pots that can build sales and grow profit
- FiberGreen Baskets and containers made of 80% post-consumer newsprint
- Green Cycle Plastic Recycling with innovative POP programs to reward consumers for their recycling efforts
- Retail containers to provide additional sales and provide unique containers for peak profits
- Crystal Green Fertilizer – the first renewable sustainable fertilizer from municipal waste streams
- Coir media and soil amendments to reduce watering requirements and enhance growth

All of these Green Crown elements are designed to appeal to consumer desires to minimize their environmental impact while increasing your sales and profit. Supported by industry leading POP and Marketing support, including the soon-to-be-launched [www.JVKGREENCROWN.ca](http://www.JVKGREENCROWN.ca), Green Crown can be the answer to “I need to be different... but how?”

For More information, contact:

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GREEN & CYCLE  
PLASTIC RECYCLING



GREEN CROWN



FIBERGREEN



GARDENGOODNESS