



JVK Introduces Green Crown Program

Premium Sustainable brands to build sales and grow profit.

St.Catharines, Ontario October 1,2010

JVK is proud to introduce our new "GreenCrown Program," - JVK's comprehensive marketing program designed to help drive your sales and grow profits by utilizing the best earth-friendly, sustainable products and merchandising plan available in the industry.

Green Crown represents a chance for business's to grow their profit and recognize a key consumer concern - the environment. . Clearly we must change our habits, and shift our thinking as our "green" businesses continue to provide customer value and benefit to our market place.

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.

The GreenCrown program is anchored by the EZ plantables line of coir pots. Biodegradable, and sustainable, EZ plantables are wrapped with bilingual environmental messages and instructions. The industry's first wrapped square pot is one of the early introductions to the program.

Included within the EZ-Plantable product line is the first off-the-shelve vegetable program for coir Pots – Garden Goodness in 4" pot. 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.

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, Green Crown can be the answer to "I need to be different,.. but how?"

For More information, contact:

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