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THE ORIGINAL



PRESS KIT 2024



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FROM ROOT TO LEAF TIP – OPTIMALLY SUPPLIED PLANTS WITH LECHUZA

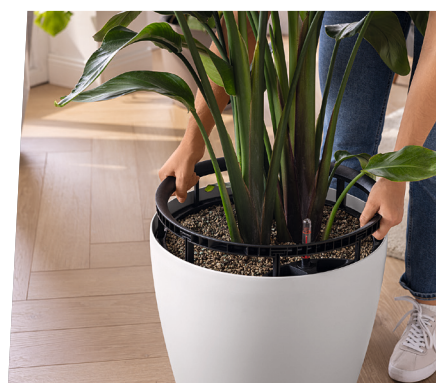
In 2024, LECHUZA is focusing more than ever on the well-being and health of plants. In addition to revised or relaunched classics, the focus is on substrates in line with the motto „Always better than any soil“.

With new substrates, perfectly matched to the respective plant, the dream of a rich citrus harvest or healthy large palm trees comes true. LECHUZA is thus clearly positioning itself as an expert for plants - from the roots to the tips of the leaves.

In addition to the existing plant substrates LECHUZA-PON, BASIC-PON, TERRAPON, VEGGIEPON and ORCHIDPON, which will be available in a new design at the beginning of 2024, further varieties will be launched. It goes without saying that all new and existing plant substrates from LECHUZA are peat-free, reusable and made in Germany out of love for nature. The packaging film is made from 80% PCR plastic* and is 100% recyclable.

With CLASSICO Color LS, LECHUZA's most popular planter is now even better. The new edition is equipped with an exchangeable planter liner that simplifies planting, decorating and care.

The new edition of the modern classic RONDO Premium has a powder-matt look. The combination of the elegantly curved shape and the soft surface creates a particularly high-quality look.



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MAKRAMEE COTTON BOHO provides houseplants at eye level. The macramé is now made of 100% cotton and is the ideal complement for the PURO 20, CUBE 14 and CANTO Stone 14 planters. In the three available colors, MAKRAMEE COTTON BOHO fits perfectly into your own urban jungle.

Thanks to the integrated LECHUZA watering system in the LECHUZA planters, the plants are always optimally supplied with water. Following nature's example, all plants are individually supplied with the right amount of water. The planters made of high-quality plastic are "Made in Germany", manufactured in Dietenhofen, Franconia. LECHUZA places great emphasis on sustainability and responsibility in the use of raw materials - especially in production.

All planters are fully recyclable. The black planter liner and many accessories are already made of 100% recycled plastic. With the CLASSICO ECO product line, LECHUZA has also succeeded in developing a planter made of 100% recycled plastic in proven LECHUZA quality.

In addition to the material properties of the planters, the production standards are also geared towards environmentally friendly manufacturing. LECHUZA aims to obtain a large proportion of the water required for production from cisterns and 100% green electricity is used in production. Suppliers and distributors are also included in the environmental concept.

Discover the secret of beautiful plants with LECHUZA! The numerous accessories, plant substrates, care products and fertilizers make plant care child's play and make everyday life easier. LECHUZA offers your plants an „all-round carefree package“ so that you can simply sit back, relax and enjoy your green oasis.



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ALWAYS BETTER THAN ANY SOIL. THE NEW SUBSTRATES FROM LECHUZA

LECHUZA is known as manufacturer of high-quality, beautifully designed planters made in Germany with an irrigation system that supplies plants with water according to their needs, following the example of nature.

The range includes planters in high-gloss design, wicker and stone structure as well as planters in felt or cork look. However, healthy and strong plants require more than just an ideal supply of water and an attractive planter. With new substrates, perfectly matched to the respective plant, the dream of a rich citrus harvest or healthy large palm trees can come true.

In addition to the existing plant substrates LECHUZA-PON, BASIC-PON, TERRAPON, VEGGIEPON and ORCHIDPON, which will be available in a new design at the beginning of 2024, further varieties will be launched.

It goes without saying that all new and existing plant substrates from LECHUZA are peat-free, reusable and made in Germany out of love for nature. The packaging film is made from 80 % PCR plastic* and is 100 % recyclable.

The composition of LECHUZA plant substrates ensures high drainage capability and ideal root aeration, which prevents waterlogging in the planter.

LECHUZA-PON XXL is the big sister of the well-known LECHUZA-PON plant substrate. With a grain size of approx. two centimetres, it provides the necessary stability, especially for larger potted plants, and can be used for complete planting or as an attractive decorative layer.



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Thanks to the extra potassium and iron in the new **PALMPON** plant substrate, the growth of palm trees and other Mediterranean plants is stimulated. The special composition of black lava, pumice, zeolite, pine bark and NPK long-term fertilizer increases air circulation in the substrate. The black lava also serves as a heat reservoir and creates a special look. In addition to the PALMPON planting substrate, PERFECT PALM is a fertilizer with a high-quality nutrient formulation for green leaves and vigorous palm growth.

The new organic-mineral plant substrate **CITRUSPON** provides all citrus plants with an extra portion of calcium and leads to healthy plants and a rich citrus harvest. CITRUSPON is composed of pumice, red lava, zeolite and pine bark. The red lava retains heat and rounds off the Mediterranean look of the plants. PERFECT CITRUS is a fertilizer that uses 100% natural ingredients to ensure intensive flowering and fruiting.

The **BLACKSTONEPON** design substrate is refined with natural biochar and black lava to give it an exceptionally dark color. It is suitable for all indoor plants, both for complete planting and as a decorative layer for an elegant appearance.

The **UNIPON** planting substrate is versatile and can be used for balcony planting, shrubs and other outdoor planting. The light and fluffy texture of the universal substrate is achieved through the composition of compost, wood fibers, pumice and bark humus.



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Cacti and succulents love a nutrient-poor environment. With its unfertilized, fine-grained composition of pumice, lava and zeolite, the **CACTUSPON** plant substrate for these prickly roommates ensures a high drainage effect so that cacti are not too wet and remain in their familiar, sandy environment. The high-quality nutrient formulation of **PERFECT CACTUS** strengthens the tissue and gives the cactus resilience.

MONOPON is suitable for a particularly wide range of applications. This is a purely mineral substrate made from 100% pumice and can be added to classic potting soil as an environmentally friendly substitute for expanded clay or to loosen it up.

*PCR = post-consumer recyclate



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CLASSICO COLOR LS: A CLASSIC WITH ADDED VALUE

With its timeless shape, CLASSICO Color LS is a must-have in any home. Its subtle matt colors and modern design blend wonderfully into any ambience and make it a must-have - whether in the living room or on the balcony and patio. This stylish classic now boasts even more functionality: a replaceable plant insert with handle frame.

This makes it simple to replace and clean the plants as required. Plant care is also made easier and the roots can be trimmed by briefly lifting out the insert without spilling soil from the planter. With the tried and tested LECHUZA irrigation system, the plants can be individually watered according to nature's example. The plant insert is made of recycled plastic and is 100 % recyclable.

The CLASSICO Color LS planter family impresses with its aesthetic appearance and high-quality finish. The tastefully simple design and the silk matt surface in the harmonious colors set the scene for indoor and outdoor plants in a trendy way and make the planter an indispensable partner. The matching CLASSICO Color LS is now available for all plants - for a uniform, modern look. A classic combination with a great effect.

CLASSICO Color LS is available in sizes 21, 28, 35 and 43 in the colors white, slate, sand brown and nutmeg



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RONDO PREMIUM IN MATT SURFACE

The tall RONDO Premium planter impresses with its unique elegance, turning plants into eye-catchers and effectively showcasing them like green works of art. The new powder-matt surface and the monochrome colors ensure a particularly natural look. Whether as a single planter or in a group - the elegant plant pillar lends living and business spaces an extraordinary atmosphere.

The removable plant insert with handle frame makes it easy to replace the plants. It is made from recycled plastic and is 100% recyclable. This makes changing and caring for the plants uncomplicated and effortless and the integrated original LECHUZA watering system provides the houseplants with optimum care, following nature's example.

RONDO Premium is available as an All-in-One set with original LECHUZA irrigation system in sizes 30 and 40 with exchangeable plant insert and LECHUZA-PON plant substrate as a drainage layer in the colors matt white, slate matt and black matt.



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A GREEN WATERFALL WITH MACRAMÉ COTTON BOHO

MAKRAMEE COTTON BOHO provides houseplants at eye level. The trendy boho-chic suspension takes plants to a new level and even when space is limited, there is still a way to present hanging plants beautifully.

MAKRAMEE COTTON BOHO is made of 100 % cotton and is the ideal complement to the PURO 20, CUBE 14 and CANTO Stone 14 planters.

MAKRAMEE COTTON BOHO is available in lengths of 90 cm and 120 cm and in the colors natural, grey and black.

