

Lechuza[®]



Assortment 2010

Our latest growth program –
a very promising outlook

Quality always takes the top prize

The LECHUZA Trend Collection – still very young, but already the winner of many awards – is an excellent example of this.

Dear business partners,

You can tell that an idea is good when it gets copied. But quality can't be copied – it must be created. And that takes much more than just doing the same thing others do. It takes the passion and the persistence to continually work to make good ideas even better. Both passion and persistence have driven us over the years to reach out for new designs – designs that will allow your business to flourish.

So it is especially gratifying that our search for perfection in form and function has received so many awards. But the greatest honor is the customer loyalty with which you reward our high quality. And that is precisely why we will never let up in our efforts to continuously improve it.

Sincerely,
The LECHUZA team



reddot design award
winner 2009



material
award

2009



Designpreis
Deutschland
2010
NOMINEE



Designpreis
Deutschland
2010
NOMINEE

Our innovative CILINDRO, CUBE and CUBICO planters have been honored with international awards for excellence in product design and quality by highly renowned juries.



BALCONERA Cottage 50 Granite – Petunia hybrids, Pelargonium

Only the new BALCONERA Cottage gives you this level of perfection in a country-home style balcony planter.

Two planter sizes, tough finishes and intelligent interiors – the new BALCONERA comes in 50 and 80 cm (20" and 32") sizes and includes liners and overflow function.



BALCONERA Cottage 80 Mocha – Petunia hybrids, Chrysanthemum frutescens

BALCONERA Cottage 50 Mocha – Rosa

BALCONERA Cottage 80 Granite – Aster novi-belgii, Antirrhinum majus, Platycodon grandiflorus



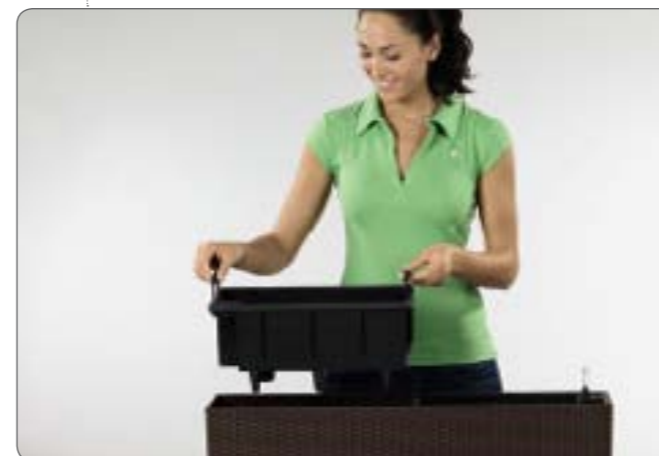
Our secret for a flourishing business is included – the LECHUZA sub-irrigation system

The BALCONERA isn't just the right size, it also has the right functionality.

With 50 and 80 cm (20" and 32") planter widths, the BALCONERA can measure up to any traditional balcony planter – and it goes far beyond all of them in form and function. Its robust strength comes from tough plastic material with a structured exterior that is impervious to

impacts, sun, and weather. The wicker look gives it Mediterranean charm and a lightness that lets it coordinate perfectly with any outdoor furnishings. The BALCONERA is truly a "growth model" with the included LECHUZA sub-irrigation system, which makes plant care simplicity itself.

Difficult lifting of clumsy planter boxes is a thing of the past. The clever new BALCONERA liners make even outdoor planting child's play.



BALCONERA Cottage 50



BALCONERA Cottage 80



The BALCONERA fits commercially available balcony mounting brackets

Commercially available balcony brackets can be used for mounting the BALCONERA on a balcony. The BALCONERA can be securely affixed to the bracket by screwing fixing screws supplied with the planter through the bracket and into injection-molded threads in the bottom of the planter.



CUBE Cottage

Like the beautiful view?
You're looking at
even greater success
with LECHUZA.





CUBE Cottage 40 Granite – Bougainvillea glabra

Be sure to “sea” all the extras you get only from LECHUZA

The outer appearance of the CUBE cottage is as beautiful as its inner qualities are impressive.

The tough plastic is colored all the way through, and can stand up to rough treatment and rough weather alike. From looking at the CUBE Cottage you would never know how easily it handles even the heaviest plants, since the optional coaster almost completely disappears underneath it. But there's something even better that literally takes planting to a new level – the LECHUZA liner.

The recessed handles let you take out, put in, and replace almost any plant quickly and effortlessly. You might not expect an exclusive feature like this – but we've included it with the CUBE Cottage as part of the LECHUZA sub-irrigation system.

Optional: The LECHUZA coaster makes it easy to move even heavy plants – even on a patio.



CUBE Cottage 40 Granite – Cordyline indivisa



CUBE Cottage 40 Mocha – Hibiscus sinensis

CUBICO Cottage

A popular model that helps you
broaden your earning horizons





CUBICO Cottage 40 Ivory – Cordyline indivisa

Structured for success

There is definitely a structure to success. And the CUBICO Cottage, with its intelligent details and wicker exterior structure, is just one more way LECHUZA is proving it.



CUBICO Cottage 30 Ivory – Hydrangea macrophylla



CUBICO Cottage 40 Mocha – Zantedeschia

CUBICO Cottage 40 Ivory
– Hydrangea macrophylla

CUBICO Cottage 30 Mocha – Skimmia



CUBICO Cottage 30 Ivory – Asplenium nidus

When form and function are in harmony, the result is healthy growth

The CUBICO Cottage is a planter that melds a traditional wicker look with innovative manufacturing techniques.

Inside and out, indoors or outside, the CUBICO Cottage is the ideal planter wherever great design is as important as great functionality. The impact and scratch-resistant plastic body gives it indestructible charm.

The material is UV-resistant for long life in all weathers, and the tough structured exterior keeps scratches from becoming a problem for a very long time.

This makes the CUBICO Cottage an easy-care

companion for home and garden. LECHUZA's attention to detail and extensive accessories make this a very convenient planter as well, with coaster, interchangeable liner, and the LECHUZA sub-irrigation system. With three tasteful, natural color choices, it's easy to give any country-home style arrangement the perfect individual touch.

Plants can be taken in and out of the CUBICO Cottage with ease.



CUBICO Cottage 40 Granite – Cycas revoluta



Plant care is simplicity itself with the original LECHUZA sub-irrigation system.



CILINDRO Loft

Award-winning design
to boost your sales



CILINDRO Loft 23 Aubergine – Phalaenopsis

CILINDRO Loft – a statement of style

And since plants naturally have style, together they are a feast for the eyes.

The CILINDRO Loft owes its stylish appearance in home and garden to its elegant cylindrical shape and fine pinstripe exterior structure. So graceful, yet so indestructible – that's because we made it of tough, UV-resistant, single-color plastic. And because it's from LECHUZA, this extraordinarily beautiful planter

also comes with our secret ingredient that helps any plant grow its best, and makes plant care incredibly easy – the interchangeable LECHUZA liner with drain plug and the proven LECHUZA sub-irrigation set. It's all here – All in One.



CILINDRO Loft 23 Silver – Crassula hobbit



For that relaxed vacation feel –
luxurious plants in the CILINDRO Loft

CILINDRO Loft 32 Granite – Kalanchoe

Brings big-city flair to home and garden

With six fashionable colors available, the new CILINDRO Loft sets a note of elegance, and gives your plants “star appeal.”

If you’re seeking that extra touch of design in your daily life, CILINDRO Loft is the planter for you. Smart and stylish, this designer planter has won international awards, and puts your favorite plants at the center of attention, in the home or in the garden. This modern planter helps keep greenery and flowers looking

their best for longer. That’s not just because of CILINDRO Loft’s linear structure and designer colors – it’s because even when no one’s home, the LECHUZA sub-irrigation system keeps the plant watered the way nature intended, as long as the reservoir has water in it.



CILINDRO Loft 32 White – Hydrangea

Any plant can be replaced in the CILINDRO Loft in just seconds.



The filling shaft makes watering easy.



CUBICO & CLASSICO Color

The modern way to choose
an intelligent solution



CUBICO Color 40 White – Trachycarpus fortune

CUBICO's beauty catches your eye – and its performance wins your heart

The popular CUBICO plant column – winner of numerous awards for its design and functionality – also adds colorful accents as CUBICO Color.

Effortless plant care sounds good in theory – and it works well in reality, thanks to the easy convenience of the CUBICO Color. Just two hidden handles are all you need to take out one plant and put in another using the CUBICO liner.

With the plant liner, you put the plant in the liner and then put the liner in the planter. That saves effort when

changing plants, since you don't have to move the planter, and it keeps the planter area clean, since the plant stays in the liner. And LECHUZA provides the right irrigation set along with the liner, so you can enjoy the full beauty of your favorite plants for days at a time, without having to constantly water them.

Adds colorful accents – the CUBICO Color



CUBICO Color 30 White – Cordyline indivisa



CUBICO Color 30 Aubergine – Clematis Hybriden





CLASSICO Color 21 Aubergine – Celosia venezuela

Timelessly contemporary

Timeless doesn't need to be colorless – as the CLASSICO Color clearly proves.

The CLASSICO is a planter whose originality springs from the simple elegance with which it effortlessly integrates into any surroundings. Moving it is equally effortless – even when this 17" planter is fully loaded with a large plant, the LECHUZA coaster lets you roll it easily to any spot, inside or outdoors. The break-resistant, single-color plastic stands up to impacts

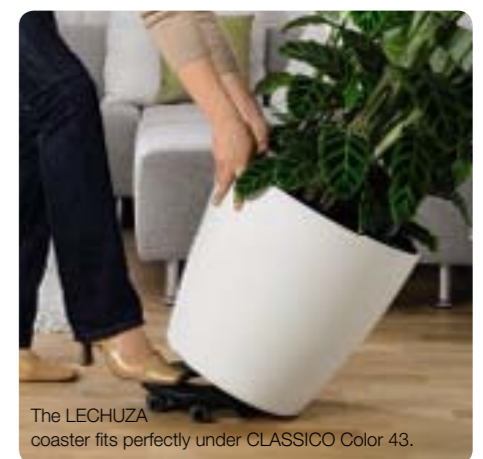
and all types of weather. The drain plug at the bottom prevents precipitation from overflowing the planter and waterlogging the plant.

The CLASSICO is a classic in the LECHUZA collection, so naturally it comes complete with the LECHUZA sub-irrigation set.

The water supply shaft makes it easy to replenish water and fertilizer.



CLASSICO Color 35 White – Nephrolepis



The LECHUZA coaster fits perfectly under CLASSICO Color 43.



CLASSICO Color 35 Cherry – Spathiphyllum



CLASSICO Color 21 Mocha – Asplenium nidus



CLASSICO Color 28 Cherry – Clematis hybrids

What sets LECHUZA apart from other planters

LECHUZA planters aren't merely beautiful – they're also exceptionally functional.

Luxurious plant growth with sub-irrigation

LECHUZA makes plant care simplicity itself. All you have to do is fill up the integrated water supply at the base of the planter: the sub-irrigation system will keep your plant watered for up to 12 weeks * without needing water replenishment.

No waterlogging, even outdoors

The original LECHUZA sub-irrigation system is suitable for all kinds of plants, from thirsty species to arid-climate succulents like cactus and yucca.

The integrated drain plug at the bottom of LECHUZA planters keeps your outdoor potted plants from getting waterlogged. When the drain is open, excess precipitation simply drains out.

Innovative structured exterior

Elegant Loft or cozy Cottage style – the structured exteriors of the LECHUZA Trend Collection offer completely new accents to your home, and give your plants the perfect setting to look their best. Whether indoors or in the garden, these new planters and their structured exteriors are robust, washable, and with the drain plug closed they are absolutely waterproof for indoor use.



The original LECHUZA sub-irrigation system:

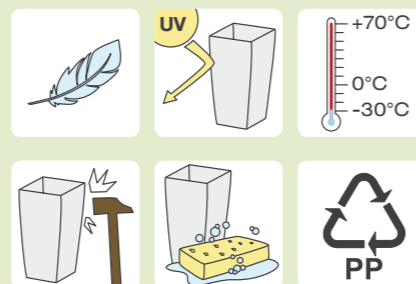
Waters and nourishes your plants just like nature intended.

- 1 Water level indicator**
Provides full watering control
- 2 Supply shaft**
Easy addition of water and liquid fertilizer
- 3 LECHUZA-PON as separating layer**
Perfect regulation of the water supply for your plant
- 4 Separator**
Forms the water reservoir at the base of the planter
- 5 Drain plug**
Removed for outdoor use to allow excess precipitation to drain out. The water reservoir will continue to keep the plant watered.



Proven LECHUZA quality, made in Germany

- Impact-resistant plastic
- Light yet tough
- Unbreakable
- UV-resistant
- Freeze-proof
- Integrated overflow protection for outdoor use



* depending on container size, plant and location.

Smart watering with LECHUZA All-in-One

- The original LECHUZA sub-irrigation set makes plant care simplicity itself.
 - Never overwater again.
 - Up to 12 weeks between refills.
- All LECHUZA planters come as convenient All-in-One sets with the LECHUZA sub-irrigation system. **



EL PICO:
Easier water replenishment, even with large watering cans.
Art. No.19916



** Incl. interchangeable liner with BALCONERA, CUBICO, CILINDRO and CUBE.

A rosy future for your sales success

Our best effort for your sales effort – the sales promotion materials of a major brand, made in Germany.

When you carry LECHUZA planters, you have all the advantages:

The planters

- A name-brand product in top manufacturing quality
- Prize-winning planters for table, home, and garden in top-quality designs
- Well-conceived accessories with added value for users
- A unique sub-irrigation system, available only from LECHUZA

The packaging

The new “All-in-One” sets are attention-getting, attractive, and stackable – perfect for creative sales island presentations as a second placement at the point of sale. The packaging is also perfect on the shelf, forming a visual unit that lets customers know that this is a high-end, high-quality product. The newly designed “All-in-One” sets make it easier than ever to choose the right brand: the sub-irrigation set and practical accessories are always included right in the package, so the best choice is the simple choice – the complete solution.

The sales displays

Whether for BALCONERA, CUBE, CILINDRO or CUBICO, LECHUZA has an attractive sales second-placement display for almost every product line. These offer a second presentation surface with a big impact, for fast additional volume at the point of sale.

Ceiling hangers

Robust, visual, light to ship and brilliantly colorful – the LECHUZA ceiling hangers of tough, resistant 1mm PVC sheet, printed in high quality, available at low prices. Ask about the latest versions.



The new “All-in-One” sets for the Trend Collection – high quality, attractive, stackable, protected – the fast way to easy volume increases at the point of sale.



The Trend Collection at a glance

BALCONERA Cottage All-in-One



- BALCONERA COTTAGE – BALCONY PLANTER, 50 CM/20"**
Balcony planter incl. 1 x liner with integrated filling shaft and separator (base lets water through), 1 x water level indicator, 1 x filling shaft cap and sub-irrigation system
- BALCONERA COTTAGE – BALCONY PLANTER, 80 CM/32"**
Balcony planter incl. 2 x liners with integrated filling shaft and separator (base lets water through), water level indicator, filling shaft cap, cover and sub-irrigation system

Cottage exterior structure for BALCONERA



Models and sizes

Model	W x D x H	Water reservoir ¹
BALCONERA Cottage 50	19x19x50 cm / 20x6x6"	approx. 3 l / .8 gal.
BALCONERA Cottage 80	19x19x79 cm / 32x6x6"	approx. 5 l / 1.3 gal.

¹ with LECHUZA sub-irrigation system

BALCONERA Cottage colors



BALCONERA Cottage palette presentation

30 x BALCONERA 50
24 x BALCONERA 80
Assorted colors on palette in the All-in-One Set incl. accessories



CUBE Cottage All-in-One



- CUBE Cottage – planter**
Cottage exterior design
- LECHUZA – liner**
Interchangeable liner with recessed carrying handles, drain plug, and rainwater drain function
- LECHUZA – sub-irrigation set**

Cottage exterior design for CUBE



Models and sizes

Model	W x D x H	Water reservoir ¹
CUBE Cottage 40	40x40x44 cm / 16x16x17"	approx. 8 l / 2.1 gal.

¹ with LECHUZA sub-irrigation system

CUBE Cottage colors



CUBE Cottage 40 palette presentation

12 x CUBE Cottage All-in-One Set, assorted colors



CUBICO Cottage All-in-One



- CUBICO Cottage – planter**
Cottage exterior design
- LECHUZA – liner**
Interchangeable liner with recessed carrying handles, drain plug and rainwater drain function
- LECHUZA – sub-irrigation set**

Cottage exterior structure for CUBICO



Models and sizes

Model	W x D x H	Water reservoir ¹
CUBICO Cottage 30	30x30x56 cm / 12x12x22"	approx. 4 l / 1 gal.
CUBICO Cottage 40	40x40x75 cm / 16x16x30"	approx. 8 l / 2.1 gal.

¹ with LECHUZA sub-irrigation system

CUBICO Cottage colors



CUBICO Cottage 30 sales display

27 x CUBICO Cottage 30 All-in-One Set, assorted colors



CILINDRO Loft All-in-One



- CILINDRO Loft – planter**
Loft exterior design
- LECHUZA – liner**
Interchangeable liner with recessed carrying handles, drain plug and rainwater drain function
- LECHUZA – sub-irrigation set**

Loft exterior structure for CILINDRO

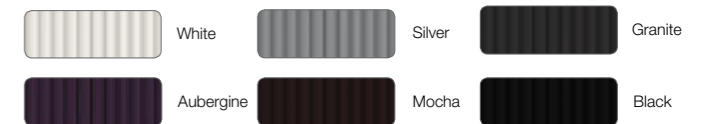


Models and sizes

Model	Dia. x H	Water reservoir ¹
CILINDRO Loft 23	23x41 cm / 9x16"	approx. 2 l / .5 gal.
CILINDRO Loft 32	32x56 cm / 13x22"	approx. 4 l / 1 gal.

¹ with LECHUZA sub-irrigation system

CILINDRO Loft colors



CILINDRO Loft 23 sales display

45 x CILINDRO Loft 23 in All-in-One Set and attractive sales packaging, assorted colors



CUBICO Color

All-in-One



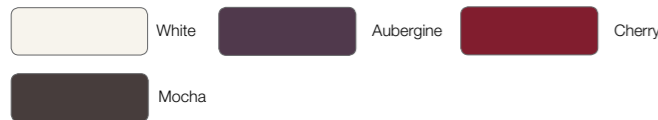
- 1 CUBICO Color – planter
Color exterior
- 2 LECHUZA – liner
Interchangeable liner with recessed carrying handles, drain plug and rainwater drain function
- 3 LECHUZA – sub-irrigation set

Models and sizes

Model	W x D x H	Water reservoir ¹
CUBICO Color 22	22x22x41 cm / 9x9x16"	approx. 2 l / .5 gal.
CUBICO Color 30	30x30x56 cm / 12x12x22"	approx. 4 l / 1 gal.
CUBICO Color 40	40x40x75 cm / 16x16x30"	approx. 8 l / 2.1 gal.

¹ with LECHUZA sub-irrigation system

CUBICO Color colors



CUBICO Color 22 sales display

45 x CUBICO Color 22
All-in-One Set,
assorted colors



CUBICO Color 30 sales display

27 x CUBICO Color 30
All-in-One Set,
assorted colors



CLASSICO Color

All-in-One



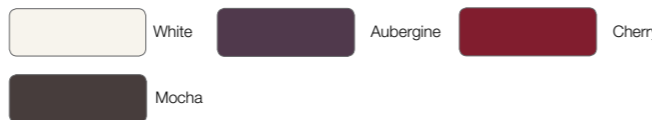
- 1 CLASSICO Color – planter
Color exterior
- 2 LECHUZA – sub-irrigation set

Models and sizes

Model	Dia. x H	Water reservoir ¹
CLASSICO Color 21	21 x 20 cm / 8 x 8"	approx. 1 l / .3 gal.
CLASSICO Color 28	28 x 26 cm / 11 x 10"	approx. 2 l / .5 gal.
CLASSICO Color 35	35 x 33 cm / 14 x 13"	approx. 4 l / 1 gal.
CLASSICO Color 43	43 x 40 cm / 17 x 16"	approx. 6 l / 1.6 gal.

¹ with LECHUZA sub-irrigation system

CLASSICO Color colors



Accessory coasters



The all-mineral plant substrate alternative

LECHUZA-PON is a structurally stable plant substrate with ideal properties. It is the perfect alternative in situations where the use of organic soil is undesirable. It stores nutrients so they are available to the plant when needed, buffers the

pH and stores up to 40 percent of its volume in water, while providing optimum air porosity volume.

LECHUZA-PON plant substrate in combination with the LECHUZA sub-irrigation set – a double benefit for your plants.

LECHUZA-PON

Pack size

6 liter / 1.6 gal.	12 liter / 3.2 gal.	25 liter / 6.6 gal.
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Big-Pack on request

Composition

Pumice, zeolite, lava, fertilizer

Fertilizer information

LECHUZA-PON is charged at the factory with a NPK depot fertilizer (15-9-9+3; 3g/L) adequate for up to 12 months.

Characteristics

LECHUZA-PON is inorganic
and therefore nearly sterile.

LECHUZA-PON has a stable structure
LECHUZA-PON does not sediment out and does not need to be replenished.
LECHUZA-PON supplies sufficient air to plants even after years of use.

LECHUZA-PON is a good buffer
It prevents over-fertilizing by storing excess fertilizer and releasing it only gradually to the plant.

LECHUZA-PON stabilizes PH
This ensures even better plant growth.

Please note: if you use LECHUZA-PON instead of soil, water onto the substrate from above at every second watering.



Lechuza®
www.lechuza.com



Front Photo: BALCONERA Cottage 50 – Rosa
CUBE Cottage 40 Mocha – Musa



13901/08.09

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This brochure was printed in Germany on chlorine-free bleached paper.
Many photographs were taken with the assistance of KiPlant Concept