

Press release: – *May not be disclosed before 26<sup>th</sup> of January 2010*

## **New invention prolongs the life of pot plants and increases earnings in the retail trade.**

For the first time nurseries will be able to guarantee the detail trade that pot plants have a life of minimum 10 days in the shops without extra water supply. The reason is that the inventor from Funen, Denmark, Jørn Hansen, owner of the company JACKPOT in Søndersø, Denmark – once more has been creative within the pot plant industry. He has developed and patented the concept “EASY WATER™ – LONG LIFE”. EASY WATER™ is a flower pot cover with a built-in water reservoir and it was introduced at the big international horticultural trade fair “IPM 2010” in Essen in Germany end January.

“It is a big problem to keep the plants fresh and watered in detail shops such as supermarkets, garden centres, service stations and other places where the modern consumer more and more prefers to buy the pot plants”, says inventor Jørn Hansen. “Often these types of shops have a waste of up to half of the plants, because they dry out and die, because there is not enough staff to take care of the plants. The waste gives a loss to the shop and the consumer has a bad experience with the plants he has bought. This has inspired JACKPOT to invent a special decorated plastic flower pot cover which can contain about 1/3 litre of water, which the plant can drink quietly while waiting in the shop for a new home.” For some years JACKPOT has successfully marketed flower pots with “frosted glass” decoration and now a new functionality is added.

As added bonus the consumer only has to control water level a few times per month and when the water reservoir is full the pot plant in the EASY WATER™ cover will be able to manage for 1-2 weeks. When the pot plant consumer goes on holiday it is no longer necessary to ask the neighbour to look after the plants and the consumer gets much more value for the money.

“We have made some calculations” says Torben Moth Madsen, owner of the nursery Rosa Danica A/S in Marslev at Funen. The nursery is the first to launch the invention in the market. “If the shop gets additional sales of 5% the account is balanced and we estimate that it will be easy. We therefore introduce the product to chosen customers from the beginning of February and we see it as a breakthrough for especially our production of ‘Kordana’ pot roses – a production of more than 10 millions per year”.

## Easy Water – Press release

The nursery Thoruplund A/S in Fraugde at Funen liked the idea from the beginning. Thoruplund will sell their Campanula ‘Blue Ocean ®’ in the new flower pot with the name EASY WATER™ LONG LIFE. This refers to the easy way to water and the much longer durability. “EASY WATER™” gives only few extra costs in production and marketing. The concept gives a new interest in the Danish pot plants on the big European export market. “New development is crucial for success and EASY WATER™ is a fine contribution” says Sales Manager Bodil C. Johansen from Thoruplund A/S.

Denmark is still the second largest exporter of pot plants in the world with an export value of about 2.4 billion DKK per year.



For further information:

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