



Design your world GREEN

# New DIY Green Wall Concept.

Outdoor Line

# Introduction

Founded by Shimi Bergebest, veteran of the Israeli high-tech industry.

This project is considered as a real economy start-up and all founded, designed, planned and manufactured in Israel.

We bring our values and business philosophy as well as our complete skill-set – entrepreneurship, product development, marketing, management and more.

Garden@Home's objectives:

- To bring nature into urban surrounding and to support customers' "grow your own" needs.
- We believe in simplicity and practical solutions
  - User friendly system - fast and easy to assemble.
  - Flexible system – self design of your own vertical green wall
  - Highly accessorized - wide range of accessories and add-ons



# Potential Market Overview

- The increasing trend for “grow your own” and organic growing.
- Expected growth by 25% in the next 5 years. (1)
- Vertical gardens/green walls products are one of the top 5 market demands. (2)

(1) Professor Philip M. Parker, Ph.D., INSEAD Business School

(2) "Today's Garden Center" magazine survey, USA, 2012

# Our System & Components

The Garden@Home Outdoor line is a Patent Pending, it's included two basic components:

- Construction Sets — (made of PP + 30% GF)
  - Poles & Rails (rails have an aluminum pipe to keep it strong)
- Accessories — (made of PP)
  - Planters & Shelves
  - Watering Troughs & more accessories (in development)
  - Hangers (in production - metal)

And for the future, we do have many more ideas to bring...

# Optional Customers

Garden@Home System fits to several types of customers:

- End user – as easy to build your own vertical garden
- Gardeners – fits the system for balconies, fences and gardens with “all include” offers
- Institutional clients - institutions, public buildings, public spaces, municipalities, kindergartens, schools, “Gardening Communities” - with purchasing power

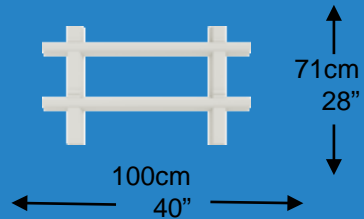
# GH Sets Options

We offer two combination sets for flexible sizing and converge area

## Basic set

### Parts:

- 2 – Poles
- 2 – Long Rails

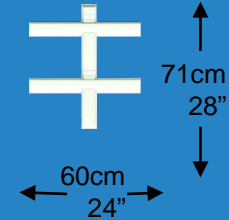


\* Fits up to 4 Planters

## Extension for basic set

### Parts:

- 1 – Poles
- 2 – Short Rails

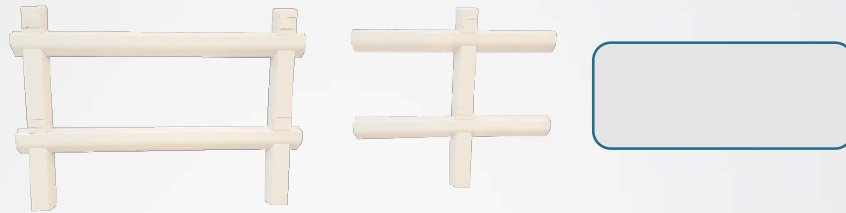


\* Fits up to 2 Planters



\*All products are UV protected

- Construction set's colors



- Planters colors

Green



Blue



Yellow



Red



Gray



Purple



White



Dark Gray



- Minimum MOQ per color – 250

- Up to 4 different colors per carton (suggested 2 colors per carton)

- Per customer request, with minimum order, new colors for Planters can be supply





# GH Display

Garden@Home offers special In-Store Display to enable the store to hold products in specially designed display

- In Master Cartons Display
  - For Sets & Planters
  - Perforated to allow easy opening
- On Shelf – Positioning in Store
  - Individual packages can be placed
    - Horizontal
    - Vertical
  - Sets designed with grip for easy carrying



# Garden@Home

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Thank you and we are looking  
forward to work with you

