



THE GARDIANS

E-commerce solution
for plants



Cocktail mix

GROW YOUR OWN
Mint - Rosemary - Thymus Lemon

Instagram Facebook Twitter



Tea mix

GROW YOUR OWN
Melissa - Mint - Thymus Lemon

Instagram Facebook Twitter



Salad mix

GROW YOUR OWN
Basil - Lettuce

Instagram Facebook Twitter

Lavender mix

GROW YOUR OWN

Instagram Facebook Twitter



THIS PERSON WILL BE
happy soon!

The Guardians

E-commerce solution for plants!

The Guardians offers an assortment of herb mixes and house plants. By using a perforated foil, that prolongs the viability and shelf life of the plants, we have made it possible to keep The Guardians plants fresh in its packaging up to 10 days. The foil creates a controlled environment in the packaging and regulates the emission of released substances. This results in a perfect balance between oxygen & CO2 for the plant. Dehydration is avoided, because evaporation of water is limited. A plant could not wish for more!

The plants are produced and supplied by the world's best growers, to guarantee high quality plants all year round. Growers have completed the most difficult part of cultivation before the plants arrive on a consumers' doorstep. The Young Plants are ready to root and grow in a beautiful home or garden. The Guardians Orchids and The Guardians Jungle Plants come with a WaterWick ClickStick: a self-watering system for plants. Customers don't have to worry about under- or overwatering their plants. With continual access to water keep plants keep replenished, so your customers can enjoy beautiful and thriving plants.



The Guardians
Young Plants



The Guardians
Jungle Plants



The Guardians
Orchids



The Gardians

Innovation on e-commerce!



Logistics

- ✓ Packaging keeps plants in best condition



Production

- ✓ Young Plants cuttings get rooted in glue plugs
- ✓ Standardized growing process



Your warehouse

- ✓ Keep Young Plants fresh at 7-12 degrees up to 10 days
- ✓ Orchids stay fresh for 3 weeks
- ✓ Jungle Plants stay fresh for 4 weeks



Packaging

- ✓ Micro-environment
- ✓ Bacteria free
- ✓ Breathable



E-commerce

- ✓ Easy to order online
- ✓ Individual package fits trough mailbox (Young Plants)



Consumer

- ✓ Success guaranteed
- ✓ Grow your own experience: from plug to plant

KEEP
CALM
AND
JUST ADD
WATER



The Gardians Salad mix



Salad mix

- 3 x 2 plugs (*Basil, Lettuce & Oregano*)
- 19,5 x 3 x 11,5 cm

Did you ever add fresh herbs to your salad? Grow your own fresh herbs in your edible mini garden with The Gardians Salad mix. The Gardians Salad mix is a perfect combination of crunchy herbs and lettuce, which will add that special touch of flavor to your salad.

The Salad mix includes Basil, Lettuce & Oregano. Complementary flavors of herbs and lettuce that will make your salad delicious. Never a boring salad again!

The Gardians Tea mix



Tea mix

- 3 x 2 plugs (*Melissa, Mint & Thymus Lemon*)
- 19,5 x 3 x 11,5 cm

Relax and take a minute to enjoy a real fresh cup of tea with The Gardians Tea mix. Just add your fresh Melissa, Mint or Thymus Lemon to a cup of hot water and enjoy your tasty infusion. As you grow your own herbs you won't have to use additives, just your love and care.

Accompany your tea with a tasty slice of pie, using one of these herbs in your recipe to add some extra flavor. The varieties of tea you can brew with these herbs are limitless.



The Guardians Lemonade mix



Lemonade mix

- 3 x 2 plugs (Cola herbs, Orange Mint, Thymus Lemon)
- 19,5 x 3 x 11,5 cm

Create your own tasty lemonade drinks with The Guardians Lemonade mix. This unique combination of herbs gives you the chance to add your homegrown herbs to your drinks.

The Lemonade mix includes Cola herbs, Orange Mint and Thymus Lemon. Add a special touch of flavor with these herbs and serve them to your friends. Your dining table will look amazing and the herbs are healthy at the same time.

The Guardians Cocktail mix



Cocktail mix

- 3 x 2 plugs (Mint, Rosemary, Thymus Lemon)
- 19,5 x 3 x 11,5 cm

Ready for your own cocktail party? Serve the best cocktails in town with your own homegrown herbs. The Guardians Cocktail mix is a well-sorted combination of flavors, to spice up your cocktails.

The Cocktail mix includes Mint, Rosemary and Thymus Lemon. First step is to grow your own herbs. Second step is to find a cocktail recipe with the perfect blend of flavors. Finally, you add these lovely herbs, shake, stir, add some ice and let the party begin!



The Gardians Dianthus mix



Dianthus mix

- 3 x 2 plugs (*Dianthus* purple, pink & salmon)
- 19,5 x 3 x 11,5 cm

Ever tried to grow your own flowers? The Gardians Dianthus mix is your chance to try this at home. Plant the little plugs into the soil and make sure you treat them well. After a little while you can enjoy your homegrown Dianthus mix. After some watering and waiting, the buds will start to bloom into colorful flowers. Share your success with your family and friends and give your self-grown flowers as a gift to them.

The Gardians Lavender mix



Lavender mix

- 3 x 2 plugs (*Lavender Stoechas* blue, purple & red)
- 19,5 x 3 x 11,5 cm

Can you imagine the smell of Lavender herbs at home? As soon as you open the package, the fragrance of Lavender will fill your home. Plant the small plugs into the soil and add the right amount of water.



Young Plants cross-sell opportunities



Windowsill Garden



PlantKit



PlantBox

The Gardians Young Plants are ready to leave their packaging and enter a whole new world of plant loving surroundings! To make it even easier to be successful with these winners, The Gardians offer you a cross-sell opportunity with WaterWick. The wide range of WaterWick products includes a self-watering system. The growing process is easier and The Gardians will shine even more. The Gardians will look great and are watered at all times as long as you fill the reservoir!





The Gardians Jungle Plants



Jungle Plants

- 2 x 7 cm indoor plant
- 10-15 cm spike length
- 19 x 9,5 x 24 cm (LxWxH)
- Incl. 2 x Cover Pot
- Incl. 2x WaterWick watering system

Adding that extra green to your life will bring your space alive. With The Gardians Jungle Plants you will soon find yourself in lush green!

To make sure the Jungle Plants get plenty of water, we added a little trick: the Waterwick ClickStick, an automatic plant watering system. Just add water to the little pot and the plant draws water through the wick. The Jungle Plants will have continuous access to water. They will stay green and thriving. The Jungle Plants are also perfect as a gift.



Syngonium Pixie



Syngonium Neon Robusta



Calathea



Asparagus



The Guardians Orchids



Orchids

- 2 x 7 cm Orchids
- 15-20 cm spike length
- 19 x 8,5 x 33 cm (LxWxH)
- Incl. 2 x Cover Pot
- Incl. 2 WaterWick watering system

The Guardians Orchids line will exceed your expectations! These top quality Orchids will brighten every room in lovely shades of purple and white. The Guardians Orchids are the perfect gift for a birthday, Mother's Day, Valentine's Day or any other day of the year you want to surprise your loved ones!

Taking care of these Orchids is made easy with the Waterwick ClickStick, an automatic plant watering system. Just add water to the reservoir and the plant draws water through the wick. Your Orchids will stay fresh and thrive for a long time!





The Gardians marketing

The Gardians marketing team delivers:

- ✓ Social media support
- ✓ Video & photo content
- ✓ Campaign support
- ✓ Product information

With our in-house marketing team we support the (online) sales channels of The Gardians. One of the services we offer is the creation and distribution of content to generate traffic to B2B partners using social media, influencer marketing & printed magazines. In collaboration with our partners we want to make The Gardians a worldwide success that inspires consumers to grow and take care of their own herbs & plants.

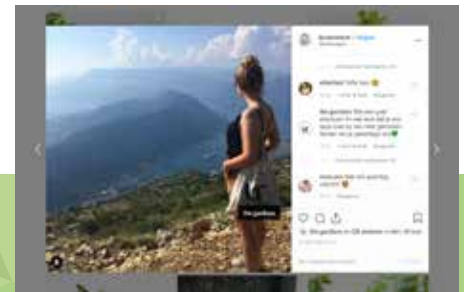
Influencer marketing



@Bloompost give away



@pia_mia_clean_food post



@keukenmeid

Social media



Instagram @the.gardians



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