

WATERWICK GROWER ESSENTIALS

..... from grower to retailer





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WHAT IS WATERWICK?

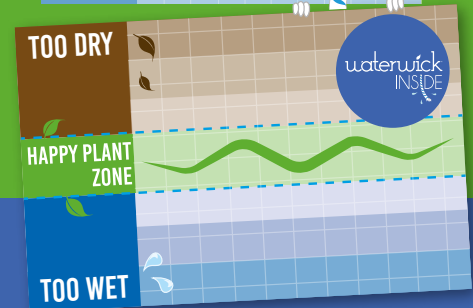
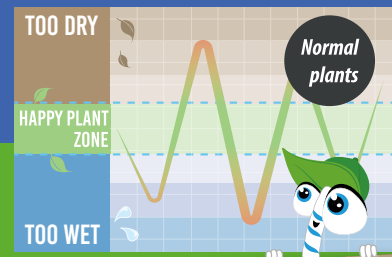


WaterWick

WaterWick is a self-watering system for plants which can be applied automatically. A blue & white wick (cord) does the trick. The wick draws water from a reservoir and provides any plant with the right amount of water. How does it work? The plant decides when it is watered and how much it is watered. The plant is therefore always in its happy zone!

Happy plant zone

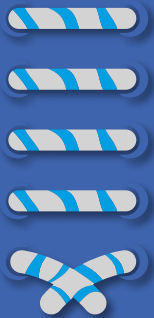
This technique improves the quality of your product and extends shelf life. WaterWick guarantees plants stay longer in their happy plant zone. They will flourish longer and stay beautiful in-store.



Proven self-watering concept

Contrary to conventional or untested methods, the blue and white WaterWick has been thoroughly tested and optimized. This makes the WaterWick a proven self-watering system for plants.

*WaterWick is a registered trademark of WaterWick B.V.



THE WATERWICK SUPPLY CHAIN



Growing

WaterWick can be implemented before or right after the growing phase. Visser Horti Systems developed machines to apply the WaterWick automatically. Using WaterWick during the growing process is called 'Grown with WaterWick'. In this brochure you find more information about the combination of using WaterWick automation and the Ebb & Flow system.



Transport

To make sure plants stay hydrated during transport, WaterWick developed different types of trays. These trays also include customized transport trays. To use these transport trays, the plants must include WaterWick. The tray serves as a water reservoir and the transport tray makes sure the plants stay stable during transport. After transport the trays can be used in-store as well.

FROM GROWER TO RETAILER



In-store

WaterWick in your store has multiple advantages. Plants stay watered and this results in fresh plants and less waste. The WaterWick team is also able to create customized in-store signing, to create the stopping power the products need!



Added value

As a grower you can add value to your plants by offering the WaterWick Cover Pots. WaterWick provides Cover Pots in different sizes, materials, colors and designs. Also, we have different materials available: plastic, paper and ceramic. Every Cover Pot includes a water reservoir.



IMPLEMENTING WATERWICK

WaterWick provides benefits throughout the entire supply chain, from grower to retailer. WaterWick can be implemented in two ways: implementing the Wick before the growing phase or implementing the Wick right after the growing phase.

GROWN
with waterwick

WaterWick before growing

Grown with WaterWick is a new, unique growing method which can be integrated into any greenhouse structure by applying the WaterWick cord prior to the growing process. Grown with WaterWick ensures efficient and uniform growing and extends shelf life in-store.



waterwick
INSIDE

WaterWick after growing

If you haven't grown with WaterWick, you can implement WaterWick after the growing phase. The wicking of finished plants can be fully automated. After the finished plants are provided with a WaterWick the product is ready for retail!



Ebb & Flow growing method

The Ebb & Flow method is key to Grown with WaterWick. The WaterWick growing method can be integrated into any greenhouse structure using tables and concrete floors with an ebb and flow irrigation system. The WaterWick Ebb & Flow Pot ensures that you can automatically water your plants in the greenhouse. Thanks to the special pot design, water stays inside the pot when the water level of tables and floors rises and drops. The Wick draws water from the reservoir in the pot and provides the plant with continuous access to water. In addition, WaterWick creates the perfect microclimate inside the pot for optimal root temperature and optimal growth. This results in uniform, high quality plants. The plant is always in its happy zone!

Advantages

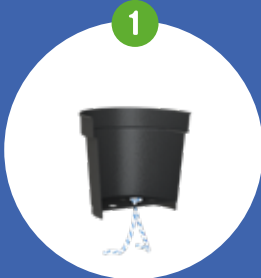
- ✓ Uniform, high quality plant growth
- ✓ Cultivation speed increases up to 15%
- ✓ Easy integration in any greenhouse



GROWN

with
waterwick™

1



Take your growing pot

2



Fill pot with substrate

3



Transplant your crop

4



Put your growing
pot into the Ebb &
Flow pot

5



Place your assembled
pots on the water
surface

6



Water level rises, the
reservoir is filled

7



When the water level
drops, water stays
inside

8



Your plant will grow
with ease



WATERWICK AUTOMATION

Together with Visser Horti Systems a fully automated solution has been designed to implement WaterWick in your growing process. WaterWick Automation is available to add the WaterWick before or after the growing phase.

WaterWick automation provides growers with numerous benefits. The combination of the machine, trays, pots, and the WaterWick ClickStick strip enables growers to attach WaterWick to the pots. The fully automated WaterWick machine enables a smooth wicking process which reduces labor costs and allows growers to reach high capacities. After plants are provided with a WaterWick the product is ready for retail!





WATERWICK DURING TRANSPORT

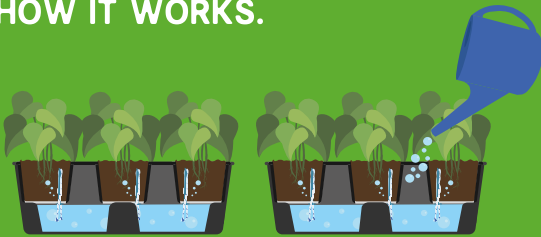
Water your plants during transport

To make sure plants stay hydrated during transport, WaterWick developed different types of trays. These trays also include customized transport trays. To use these transport trays, the plants must include WaterWick. The tray serves as a water reservoir and the transport tray makes sure the plants stay stable during transport. After transport the trays can be used in-store as well.

Benefits:

- ✓ Transport tray can be used in-store
- ✓ Plants can access water during transport
- ✓ Perfect fit for Danish trolley

HOW IT WORKS.



TRANSPORT TRAY





#HAPPYPLANT



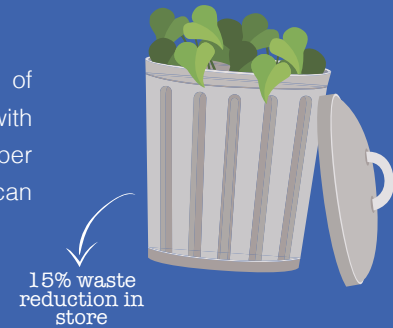
WATERWICK
PLANT INSIDE

... MATCH

WATERWICK IN-STORE

In-store waste reduction

The independent quality control company FlowerWatch tested the functionality of WaterWick. Below you find two Pintrays, the one on the right side has plants with WaterWick. During the test the Pintray was not refilled. Imagine how many hours per day the employee of the store saves with this way of watering. Now this employee can put his effort in selling your plants!





WATERWICK IN-STORE

WaterWick marketing

The WaterWick marketing team is ready to help you with the final step from product to promotion. The team is able to design customized point-of-sale materials like displays, banners and flyers for the in-store promotion. In addition, social media are primary source to support in-store promotion where our team likes to help you with.

The WaterWick table is perfect to combine the Pintrays, Cover Pots and plants including a WaterWick ClickStick. This is a perfect solution to create cross-sell opportunities. Another huge advantage is that the plants stay watered in-store. This results in better quality, fresh plants and waste reduction.





ADDED VALUE ACCESSORIES

WaterWick developed a wide range of accessories to help plants flourish in every household. Together with many WaterWick growers, we supply retailers with WaterWick plants in trendy accessories. For more information about our products, please contact our sales department.



Plastic Cover Pots
(regular and themed designs)



Paper Buckets
(regular and themed designs)



PlantBox
(3 different colors)



PatioPot
(4 different colors)



Balcony Planter
(3 different colors)



Windowsill Garden



WATERWICK ESSENTIALS

WaterWick Roll

The WaterWick system is based on a blue-and white wick that extends into a water reservoir. The wick draws water from the reservoir and provides any plant with the right amount of water. WaterWick can be used for nearly every kind of herb, pot plant or bedding plant. The WaterWick roll can be applied automatically or manually. The WaterWick roll is available in different sizes.

WaterWick ClickStick

In order to apply the WaterWick cord, WaterWick developed a ClickStick. As the name already tells you, the stick should be clicked into the pot. It is user-friendly, every consumer can use the WaterWick ClickStick to water their plants. WaterWick offers a thin and regular ClickStick which differs in thickness. The thin wick can be used for plants that need to be watered less.

WaterWick Roll



- ✓ Thin – diameter 2 mm – length 3400 m
- ✓ Regular – diameter 4 mm – 1700 m
- ✓ Thick – diameter 6 mm – 625 m

WaterWick ClickStick



Option:
Bio ClickStick

- ✓ Thin – 30 cm wick
- ✓ Regular – 30 or 60 cm wick
- ✓ Suitable for automation in WaterWick retail system

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POWERED BY:

