



**TOGETHER,  
LET'S INNOVATE SUSTAINABLY,  
FOR THE ROOT ENVIRONMENT**

**fertil**

# EDITORIAL



**Julien Perreve-Genet**  
CEO, FERTIL



*Deeply attached to respecting the environment, FERTIL has been pioneer since the early 1960s, with the creation of FERTILPOT®, the 100% natural plantable pot for professionals and for home gardeners. "*

FERTIL is a company that is strongly committed to its roots in the Vosges mountain range in eastern France. For more than 60 years, we have striven to manufacture our products responsibly with local, regional and national partners. Our products are “**made in France**” and exported around the world.

Completely natural in terms of both composition and manufacturing process, FERTILPOT® is responsible by its very nature. Its structure is 100% made of **wood fiber from the Vosges Mountains**, to which we add our industrial know-how, offering our customers a truly sustainable solution with no waste or residue. We are proud to be the market leader in France with our product, which contains no synthetic additives and is not chemically processed, making it suitable for use in organic farming. We took up the challenge of being environmentally and socially responsible long before it became fashionable.

This leadership position imposes on us a greater rigor but also allows us to support local businesses, and to give working opportunities to disabled workers at an ESAT (a social establishment providing protected employment) and to prisons in the vicinity of our factory.

Today, FERTIL has more than 50 employees, most of whom work at the production site in the heart of the Vosges Mountains. FERTIL is part of the Florentaise Group.

Cultivating in biodegradable pots can entail complications for professionals. FERTIL's innovation program aims to help them integrate FERTILPOT® more easily into their production systems. In 2019, an investment program of more than €2 million was launched for R&D and to increase the factory's production capacities.

The world has realized that it is essential to respect nature. We are all responsible for building a greener future.



# OUR VALUES



## ENVIRONMENTAL RESPONSIBILITY

FERTILPOT® is compatible with organic farming  
Ultra-local raw material (wood)  
PEFC Certification (10-31-3669)  
OK Biodegradable in Soil Certification (S1211) – TÜV  
OMRI Certification (U.S.)



## SOCIAL RESPONSIBILITY

100% French manufacturing process  
in the heart of the Vosges  
Collaborations with local businesses  
Work provided for an ESAT (a social establishment  
providing protected employment) and local prisons



## INNOVATION

Development of new solutions  
to meet emerging demands  
New digital services  
Continuous improvement of our processes  
and production methods



## QUALITY COMMITMENT

Daily quality checks by our in-house laboratory  
Responsive business team providing personalized  
support for growers



**+ 40 COUNTRIES**  
MARKET FERTIL  
PRODUCTS



**N° 1**  
IN THE FRENCH  
MARKET



**+ 300 MILLIONS**  
FERTILPOT®  
BIODEGRADABLE POTS



**+ 60 YEARS**  
OF EXPERIENCE



**+ 50**  
EMPLOYEES

*" Products that sustainably meet all the  
needs for the root environment."*

MEMBER OF

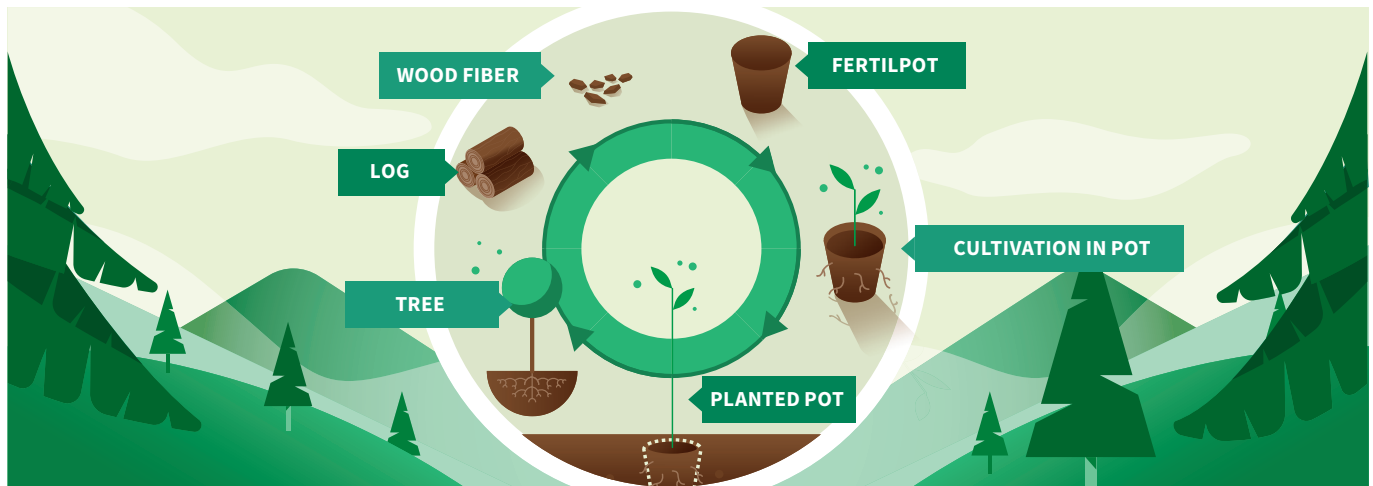
JE VOIS  
LA VIE EN  
VOSGES

to promote the Vosges, make the territory  
more attractive and unite  
all the stakeholders of the region

# FERTILPOT

## THE 100% NATURAL ORGANIC PLANTABLE POT

Today it's possible to produce and sell plants without plastic and with complete respect for the environment.



### NATURAL COMPOSITION WITH WOOD FIBER AND NOTHING ELSE!

- The FERTILPOT® owes its structure and good performance in cultivation to a unique manufacturing process.
- The sides of the pot, made of wood, decompose naturally in humus in the soil.
- The FERTILPOT® is on the list of Usable in Organic Farming inputs according to Regulation EC 834/2007 (ecocert.com/intrants).
- It contains nothing but wood fiber.
- No chemical additives are added.



### A ZERO PLASTIC SOLUTION FOR MORE SUSTAINABLE PLANTING

- Excellent recovery rate, without transplant shock (no root coiling in the pot).
- Save time when planting.
- No need for waste management.

*The best waste is the waste we do not produce*

### AN EFFECTIVE PRODUCTION TOOL

- The sides of the FERTILPOT® are permeable to water, to the air and to the roots.
- The root system is vigorous, thanks to self-binding.
- Plants grown with FERTILPOT® are dense and compact.
- The amount of substrate used is optimized because the sides of the FERTILPOT® themselves are an aid to cultivation.



## MAKING GARDENING TRULY ENVIRONMENTALLY FRIENDLY AND ETHICAL

- Products that engage and educate children.
- Zero plastic waste.
- A healthy and natural material that protects seedlings and cuttings.
- Ethical manufacturing: local and responsibly sourced raw materials, production 100% based in the Vosges Mountains, permanent jobs and collaborations with reintegration organizations (prisons) and a protected work organization (ESAT).



### WHO IS THE FERTILPOT® SOLUTION FOR?



- All growers, organic or otherwise.
- FERTILPOT® is suitable for both professionals and home gardeners.

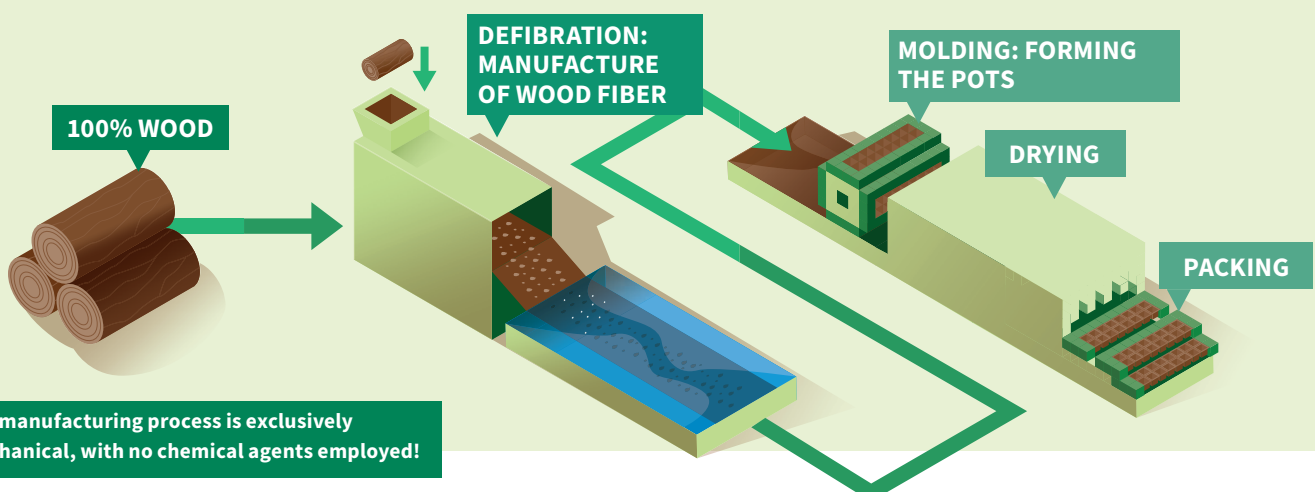


### FERTILPOT NT

- The newest version, the FERTILPOT NT, is an innovative concept based on a new technology developed and patented by FERTIL. It is fully mechanizable and provides optimal de-stacking and proven agronomic performance.
- GOLD TROPHY WINNER IN THE INNOVERT AWARDS 2017.

*The new-generation FERTILPOT® is perfectly de-stackable, innovative and as natural as ever.*

### HOW IS A FERTILPOT MADE?



# Q&A

## **Does your FERTILPOT® contain binders or other chemical products?**

The FERTILPOT® contains wood fiber, without any additions of chemicals. The structure of the fibers and the manufacturing process give our pots their shape and hold in cultivation. The FERTILPOT® can be used in organic farming, and its composition is 100% natural.

## **What are the benefits of the FERTILPOT NT?**

The FERTILPOT NT is an innovative concept, the result of a new technology developed and patented by us. It's perfectly mechanized, the de-stacking is optimal and its agronomic performance has been well proven.

## **Who can use the FERTILPOT®?**

The FERTILPOT® is a suitable solution for both professionals and home gardeners, who are looking for a “ready to plant” product which is genuinely respectful of the planet.

## **How long does a FERTILPOT® last following planting?**

A FERTILPOT® decomposes under the action of the microbial life of the soil in which it is planted. The richer the soil, the more rapidly it will degrade. During cultivation, the pot will be subjected to watering and to piercing by the roots. It can last several months. Beyond 4 months, we recommend alternating phases of drying the pot.



## **Fungus has appeared on the surface of the pot, with my seedlings. What should I do?**

The appearance of a white fuzz (mold) attests that the pot is a natural substrate, and it can appear if the pot is moist for a long time. It is completely safe for the plant, and it will disappear by reducing watering and ensuring good air circulation.



## **How should plants grown in FERTILPOT® be labeled in garden centers?**

Think of the FERTILPOT® not as packaging, but as a real tool for cultivating the plant. It will have a moist and earthy aspect. So we have to reinvent the marketing of these products! Some sales outlets have opted for cardboard sleeves, labels on bamboo sticks planted in the substrate, or even trays.

## **I have a special project (e.g. a pot that's not in your catalog or customized packaging). Who should I contact?**

So that we can study the feasibility of your personalized project together, send a request to the following address: [projet@fertil.fr](mailto:projet@fertil.fr). Don't forget to specify the quantities you want to order, the desired delivery time, etc.

## **Where can I find FERTILPOT®?**

If you are a grower, contact your usual distributor, who probably knows us and will be able to advise you. If he is not a FERTILPOT® distributor, you can find these products in our online store : [www.boutique.fertil.fr](http://www.boutique.fertil.fr). If you are a home gardener, you can find them in garden centers, under several different brand names.

FERTILPOT® is the only additive-free wood fiber pot made in France. It contains no peat, coconut, or recycled paper.

# TESTIMONIALS

## ARNAUD LEBRUN

Head of Production at the Hortival  
Diffusion nursery

*" It's another approach to cultivation,  
you need to change production codes  
in order to adapt. "*

We produce 20 million plants per year. Although we are strongly committed to improving our carbon footprint, the issue of mechanizing our activity remains paramount. The use of the FERTILPOT NT® is one of the solutions we are considering. This product has the advantage of being biodegradable, while retaining the mechanization of our activity that we already have. This will allow us to mechanize the product, achieve very good results in cultivation, reduce our plastic waste and save time in preparing plants for repotting, which we do internally. The root system is also less disturbed during repotting.

We are currently looking at the possibility of having other sizes of pot with FERTIL, which would allow us to extend the use of biodegradable pots to other crops.

## BENOÎT PRÉVOTEAU

Head of Cultivation  
at the Pessac-Léognan vineyard

*" The financial benefit over the course  
of a year is really important for our  
estates. "*

On large planting projects, with 140,000 vines to be planted during the year, we realized that it was impossible to plant them all at the same time. We did late plantings of potted vines, and today I challenge anyone to differentiate between potted and rooted vines. With a success rate which is exactly the same, late planting allows us full control of our schedules.

## STÉPHANE LORRIÈRE

Manager of Lorrière Horticultural  
Establishments

For 30 years, we have been producing our own varieties of tomatoes, and today we only use the FERTILPOT® to cultivate our plants. Tomato plants have a brittle root system. With the FERTILPOT®, the plants are stronger because the root system is more developed thanks to self-binding. They are more resistant to water stress and do better in production and retail greenhouses. For our customers, this guarantees better growth in the ground, without transplant shock.

For new customers, we must communicate well that the tomatoes have to be planted WITH the pot. We have gotten our customers accustomed to receiving our tomato plants in FERTILPOT®.

*" The self-binding offered by the  
FERTILPOT® allows better resistance  
to water stress. "*

## LAURENCE B.

Development Manager  
of a garden distributor

As a supplier of gardening equipment for many specialized distribution chains, we have made a major shift over the last two years by turning towards more eco-responsible products. The choice of French, or at least European, suppliers has become a priority for us. FERTILPOT® has been a natural part of our product ranges for many years. This year, in order to go all the way, we have decided to offer completely plastic-free packaging, in partnership with FERTIL. One more step towards zero waste! This has proved very popular with our customers, whose businesses have exploded since the start of the health crisis.

*" REALLY eco-friendly gardening is  
booming! Let's stay in tune with our  
customers and promote the French  
know-how! "*

# CERTIFICATES



FERTILPOT® is from sustainably  
managed forests and controlled  
sources



OK Biodegradable Soil guarantees  
that FERTILPOT® is fully biodegradable  
in the soil with no adverse effects  
on the environment



Organic  
Farming

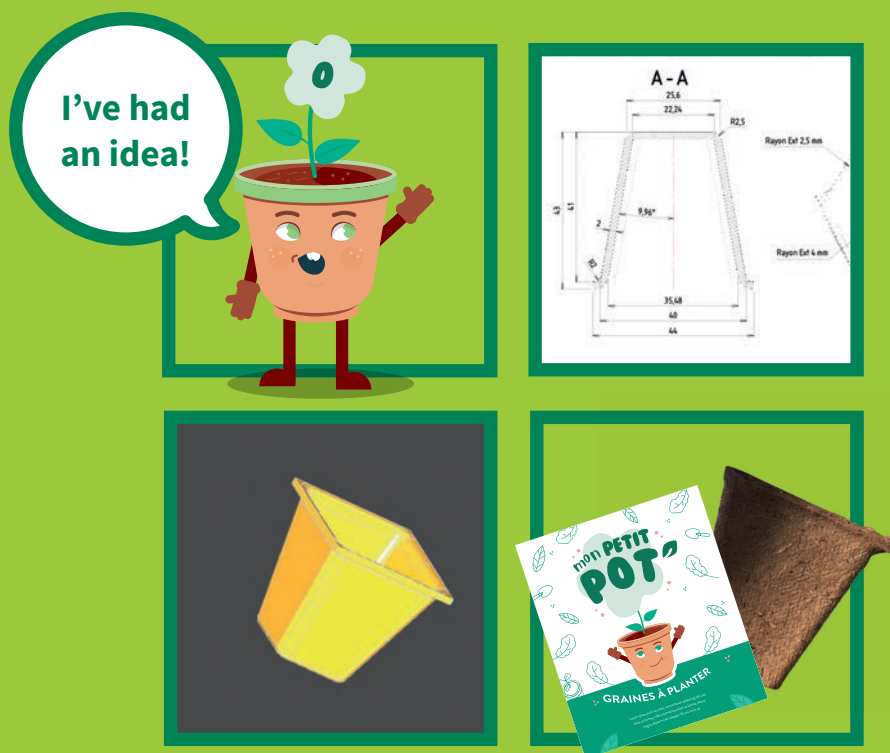
FERTILPOT® can be used in organic  
farming according to EC Regulation  
834/2007



Organic Materials Review Institute  
(OMRI) is a third party certification  
body assuring listed products are  
in compliance with the United States  
Department of Agriculture's National  
Organic Program (USDA NOP)



# INNOVATION IS ALSO IMPORTANT TO US!



For more information or to discuss  
your projects, contact us!

To innovate with us: [projet@fertil.fr](mailto:projet@fertil.fr)  
For further information: [press@fertil.fr](mailto:press@fertil.fr)

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