

ERGROWNOMICS

The container growing revolution: discover a new concept in producing home-grown salad crops, vegetables and herbs



The future
of raised
planters
and beds



Five models, four colours & three heights
- the choice is yours

ergrownomics.co.uk

What is Ergrownomics?



Ergrownomics was begun by a father-and-son team in rural Herefordshire, with one goal in mind: to break the mould, and manufacture a sustainable, high-quality raised planter, in the UK.

We're on a mission to do things differently, and to offer consumers a real opportunity to reduce their carbon footprint and plastic waste, learn about food provenance, and eat nutritious, organically grown fresh-produce - without the air miles or chemical residues.

With Ergrownomics, we've set out to modernise vegetable gardening – making it comfortable, simple, clean and efficient – through a mixture of excellent functionality and dedicated guidance. We want everyone to be able to grow their own, and don't believe that experience or available space should be a barrier!

We've spent over seven years on crop-variety research and product-design – meticulously growing together, testing and trialling in our own planters at home – and we've revolutionised container-growing in the process.



Jamie Bending BA Hons

Hi, I'm Jamie! In 2019, I graduated from Durham University and returned home, wanting to take "Ergrownomics" from a prototype set-up that my father and I had developed for our own needs, into a system that could provide repeatable, quality results - for everyone. With this in mind, I set-out to condense the research we'd undertaken together, channelling our own insights of real-world container-growing to offer a planter that could meet the challenges of the modern gardener, and make "no-dig" vegetable gardening as easy as possible!





Our Planters

Our planters have been designed from the ground-up to take small-space gardening beyond a recreation - with sustainability at the heart of our beliefs. We never want to sell the same planter, twice; with that in mind, we offer a class-leading 10-year warranty, made our range fully recyclable at end-of-life, offer containers made from recycled materials, and use compostable packaging wherever possible. We've made our planters to be passed on, not thrown out, and because of their fully modular and portable design – they can expand from a single container fitting a small balcony, to large garden kits filling the interiors of greenhouses – growing as the confidence grows, and letting you expand, rather than replace!

Our planters provide 'real-world' functionality for home-growing in compact spaces, including a drip-irrigation system (and two-part filter drainage – to keep everything clean!), patented plant-training system (allowing crops to be grown at high densities), and a customisable leg length, to ensure a comfortable working height (as well as preventing back-strain)!

And finally – because we're serious about building things that last – our planters are manufactured using rotationally moulded (food-safe) MDPE, galvanised steel, brass and aluminium. It's a no compromise approach, but it means that all our planters have a design-life of 50 years, outdoors!



Choose your planter model

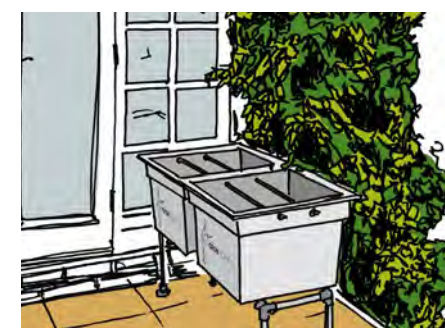
One Planter from £150

The smallest in our range, the One Planter is ideal for complete beginners working within a very confined space, and best suited to growing a variety of aromatic cocktail and culinary herbs, or even dedicated entirely to a mixed salad-bag!



Two Planter from £250

The Two Planter is a great introduction to home-growing, allowing you to split the space between herbs, salad crops and vegetables - and decide what works best for you! We think it's especially brilliant for growing salad crops such as Spinach, Kale and Lettuce, and can fit discretely into almost any space - including balconies!



Three Planter from £360

Our Three Planter is our most popular model, and can create a self-contained, productive urban-garden in almost any unused, linear space! Ideal for anybody wanting to start a journey towards self-sufficiency with a wide range of crops, or as a modern & comfortable alternative to traditional raised beds!



Four Planter from £470

Our largest linear planter is the perfect replacement for raised beds, creating a hugely productive space in any hard-standing, with access required from only a single side. Ideally suited to keen gardeners living in rented accommodation, flats, or with patio gardens!



Four² Planter from £470

The largest in our range, the Four² Planter creates a wonderful garden centrepiece – letting you showcase your success, even on a courtyard or patio! A brilliant alternative to allotments or larger raised beds, and perfect for anyone serious about vegetable gardening, wanting a modern approach, helpful functionality and a comfortable working height!



Also available

Greenhouse kits (Imperial)

Polytunnels kits (Metric)

Irrigation Packs

- Automated Irrigation Systems with timers
- Individual Plant Dripper Packs
- Pipe Extension Kits

Plant Training

- Sample Plant Training Packs
- Plant Training Packs

Plant Protection

- Container Cloche
- Copper Protection Bars

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Design and Features

Container

Our container is the star of our system, designed to be productive, bold and durable. Our containers are all specially moulded in the UK from food-safe MDPE, using a 'rotational' method which avoids pressure, and which gives them an excellent strength-to-weight ratio (avoiding the weak spots found with most injection-moulded products). Each container has hollow cylinders (to fit our plant training), a drainage sump, and a uniform soil-depth – as well as smooth inner walls which provide nowhere for pests to hide!

Our container is available in four colours, including 'recycled black' - produced using entirely re-ground waste plastic, and all are designed to last 50 years before being widely recycled.

Frame

We've engineered our frames from the ground up, designing them to be strong, safe and easily assembled with a single hex-key. Our frames are produced using thick steel tube and genuine Interclamp™ fittings (with stainless steel set-screws) – producing an extremely contemporary appearance that's also capable of withstanding heavy loads. All our standard frames are then twice galvanised to prevent rust, and a powder coated option is now available.

What's more, we offer all of our planters with a choice of three leg heights - free of charge - allowing customers to select a length best suited to them, and provide a comfortable working height. Our frames are also widely recyclable at end-of-life.



Plant Training

Our patented Plant Training system works seamlessly with our container to support crops, divide rows, encourage airflow, and make for easier picking; simply put - it's the reason our planters can be so productive, despite their compact size! It also helps improve plant establishment, deter pests, and protect crops from wind and rain.

The system uses hollow aluminium rods (which fit inside our planters' pre-formed internal cylinders), linked with an elasticated cord finished with brass aglets - and joined with toggles (fitted with marine-grade stainless-steel springs). O-ring seals then allow the rods to be adjusted in height as crops grow, as well as protecting against intrusion from soil.

Irrigation

Our watering system has been adapted from commercial equipment used all over the world, and produced entirely from Rainbird™ components. Our system uses drip-irrigation, modelled on the natural water cycle, to create a concentric and consistent wetting pattern throughout the soil profile, and preventing the saturation associated with capillary systems.

The irrigation maintains a constant flow throughout all the lines, and guarantees a precise output of 2.3l per hour, per dripper. The tubing is also impervious to both UV rays and algae, which ensure a design life of at least 10 years. This is all completed with a manifold fitted with a brass Hoselock™ 'tap connector'. Finally, the system is suitable for use with water-butts, and we also offer a timer unit for fully automated watering.

Drainage

All our planters are equipped with a two-part drainage system, to ensure the container soils are always at an optimum, and never saturated! The 'sump' moulded into the base of our container is shaped exactly to fit our mesh-bag (which is filled with aggregate), and then covered with a non-woven geotextile panel. The system uses gravity as a natural draw-down, filtering our soil fines and nutrients, and only removing excess water. What's more, this also keeps the surface beneath the planter free of mud and staining, keeping everything neat and your soil exactly where you want it!

Complete Container Growing Kit

- Ideal for beginners, renters & new-homes with limited garden space.

- Exclusively available from quality retailers (& not direct from us!)

- Equipped with the same class-leading functionality of our system, but at a reduced price point. Same 10-year warranty & 40-year design life – still made in the UK.



- Fully modular with our 'extension kits', letting you expand your growing space at a later date.

- Ideal for centring a visual 'GYO' display in-store, with huge upselling capacity and an intriguing design (while still remaining neat & compact).

Upselling Support

Our complete container growing system can provide an exciting and eye-catching foundation for upselling a host of seeds, sundries and assorted accessories! When a consumer picks up one of our products, they're immediately directed to purchase peat-free compost, perlite and topsoil, while QR links provide extensive advice on which crops and varieties they should grow. Ergrownomics provides the opportunity to 'orbit' a huge collection of accessories around our container, such as gloves, trowels, knee pads etc., in addition to the growing materials themselves. Our system essentially allows you to offer the idea of 'GYO', enabling customers to purchase all necessary elements in-store, then head-home to start growing immediately! Your centre could even choose to prepare dedicated bundles or 'planter packs' of seeds and cell-plants, specifically selected for growing in our containers by you - and offering a unique and personalised approach.

In addition to this, our kit is also helpful for selling larger-ticket items which serve to complete the 'GYO' lifestyle. One obvious example are water-butts, which have become increasingly popular of late as part of the sustainable living movement. Compost bins are an equally good example, and automatic irrigation timers are a must-have to realise the full benefit of the drip irrigation system!

All of this works to create an extremely low-resistance path for customers starting their GYO journey, and leaves them feeling assured that they have all the necessary elements to succeed. We would never expect our containers to be sold in isolation, assuming they would form an integral part of the seasonal mat, with our display model working symbiotically with other products.





The following applies only to our ‘complete container growing kit’.

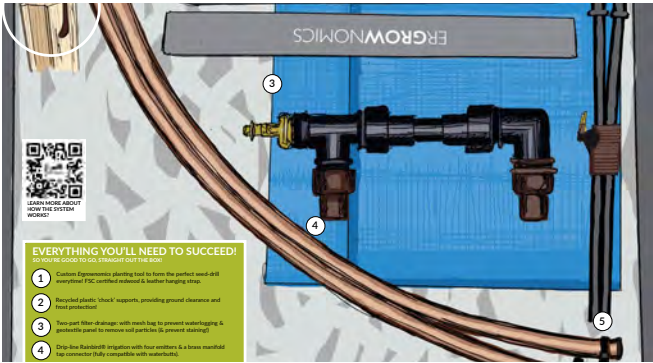
Our complete container growing kit is a hardware-only product (the kits do not include seeds, compost etc.), which uses the container to ‘house’ the many different ancillaries that the kit contains. These are fixed in place using a corex cover-panel, with a high-quality graphic that identifies ‘What’s in the box’.

The container growing kit comprises of the following:

1. MDPE (deemed food safe by FSA) rotationally-moulded, hand-finished horticultural container with predrilled holes for drainage and the fitting of irrigation components (x1)
2. Recycled plastic lumber chocks, with Ergrownomics branding (x2)
3. Irrigation manifold, preassembled using Rain Bird™ ‘Locktype’ fittings and with solid brass ‘Hozelock’ connector (x1)
4. Dripline irrigation pipes, preassembled using Rain Bird™ XF-D pipes with pressure compensating emitters to allow use in gravity feed system with end stop and ratchet clamp (x2)
5. Plant training pack (sample), preassembled solid nylon rod, vinyl end cap and polymer ‘O’ ring, elasticated lace with solid brass aglet and spherical cord lock with M2 stainless steel spring (x1)
6. Drainage pack with heavy duty welded mesh bag and pre-cut thermally bonded non-woven geotextile panel (x2)
7. Seed drill tool with routed profile formed from FSC certified, oiled Scots pine timber with leather hanging strap (x1)

The product has an estimated 40-year service life, achieved by the use of exceptionally high-quality materials and components. The container itself is supplied with a 10-year warranty. This requires registration of the product on the Ergrownomics’ website, in order to provide advice on maintenance and verify any warranty claims directly.

The container growing kit can be extended due to its modular design, allowing users to purchase multiple units and increase their growing space over time; the irrigation systems can be linked to provide an extensive network of up to 30 containers. The container growing



kit for the extension is as above but with the Irrigation manifold (3) and Seed drill tool (7) both omitted, and the Dripline irrigation pipes (4) modified as follows: Dripline irrigation pipes using Rain Bird™ XF-D pipe with Rain Bird™ ‘Locktype’ coupling (x2)

The Ergrownomics growing kit together with the extension requires no tools and the modification time is less than 5 mins.

Merchandising

Our container growing kit is intended primarily for use as a hub, around which to upsell a host of GYO accessories. To this end, all stockists will be supplied with the following self-supporting display.

- Galvanised steel frame joined with genuine Interclamp® components to be used as a ‘plinth’.
- Resting upon this plinth, a 3D model constructed from printed corex board showing the container in use and growing carrot, beetroot and spring onion. The model demonstrates the product’s functionality, and also includes a cross-section showing root growth below the soil surface. The plant training system is utilised to ensure the model is supported and robust enough for display.
- 2D panel constructed from printed corex board. The panel provides an actual size representation of what the growing kit comprises, under the title of ‘What’s in the box’.

Pricing

Ergrownomics offer two different options for retailers - a ‘dropship model’ and a traditional wholesale model. Full details on each are given below.

The gross margin available for the container kit underestimates the overall profitability the planter affords, due to the considerable upselling possibilities the product represents. These are most obviously from the sale of topsoil, compost and perlite (required to fill the containers), as well as seeds or root-trainers, but also in the sale of larger ticket-items aligned to the product - such as water butts, compost bins and irrigation timers.

Dropship Model

The Dropship model is becoming increasingly popular for physically larger or more expensive items in the garden and hardware sectors, but to work well requires that products are well-packaged and presented, and that orders taken by retailers are rapidly and reliably fulfilled by the supplier. Ergrownomics will meet these needs by the following:

1. Fulfilment of orders for shipping within 1 working day of receipt of orders
2. Packaging the container and ancillaries in a fully recyclable, glued, heavy duty corrugated cardboard box (DW200KT) with partial handholds
3. Use of a premium carrier (DPD Local) and expedited delivery service (Door 2 Door – Next Day)

The Dropship model is based on the supply of a choice of the following colours: (1) dark grey mottle (‘Millstone’) containers, (2) white mottle (‘Marble’) containers and (3) solid purple containers.

Prices under the Dropship model, which include all costs related to fulfilment by Ergrownomics, are as follows:

Net cost from Ergrownomics £83.50 each (excluding VAT)
RRP £140.00 each (including VAT)
RRP £116.50 (excluding VAT)

Profit £33.00 each (excluding VAT)
Margin on gross profit 28%
VAT due on RRP £23.30

The above prices apply both to the container planter kit and the extension kits.



Wholesale Model

The wholesale model requires the purchase of a minimum of 30 kits, with orders in multiples of 30 thereafter. It should be noted with this option that the planters are supplied stacked and are not individually boxed. However, the containers are pre-packaged with ancillaries and are supplied with a cover panel which shows the contents.

The wholesale model is based on the supply of dark grey mottle ‘Millstone’ containers.

Prices under the Wholesale model, which included palletised delivery to a central warehouse or individual store, are as follows:

Net cost from Ergrownomics £73.00 each (excluding VAT)
RRP £125.00 each (including VAT)
RRP £104.00 (excluding VAT)

Profit £30.00 each (excluding VAT)
Margin on gross profit 29%
VAT due on RRP £20.80

The above prices apply both to the container planter kit and the extension kits.

Planters w/frames – Dropship Model (only).

Using a dropship model, we are now able to offer our standard planter range (with galvanised steel frames). The costs for these are as follows:

1. One planter
Net cost from Ergrownomics £113.75 each (excluding VAT)
RRP £145.83 each (excluding VAT)
RRP £175.00 (including VAT)

Profit £32.08 each (excluding VAT)
Margin on gross profit 22%
VAT due on RRP £29.16

2. Two planter
Net cost from Ergrownomics £178.75 each (excluding VAT))
RRP £229.17 each (excluding VAT)
RRP £275.00 (including VAT)

Profit £50.42 each (excluding VAT)
Margin on gross profit 22%
VAT due on RRP £45.83

3. Three planter
Net cost from Ergrownomics £246.99 each (excluding VAT)
RRP £316.66 each ((excluding VAT)
RRP £380.00 (including VAT)

Profit £69.67 each (excluding VAT)
Margin on gross profit 22%
VAT due on RRP £63.45

4. Four planter (linear or square)
Net cost from Ergrownomics £315.24 each (excluding VAT)
RRP £404.15 each (excluding VAT)
RRP £485.00 (including VAT)

Profit £88.91 each (excluding VAT)
Margin on gross profit 22%
VAT due on RRP £80.85

Why work with us?

- We believe our growing system caters specifically to the needs of the 21st century gardener - providing an innovative, compact and reliable solution for time-poor, space-poor, unsure beginners - who are looking for a non-traditional approach and are attracted to our more contemporary appearance.

- We're a family run business, designing & manufacturing all our products in the United Kingdom. Evidence suggests that post-Brexit, there is a growing awareness of the need to buy UK products and services, and that the proportion of UK manufactured products available in-store is likely to attract customers and engender loyalty. British manufactured products also benefit from not suffering unavailability when supply lines for imported goods are disrupted!

- Our planters are fully modular and easily relocated, allowing users to extend their growing space as required, and even entirely relocate their veg-garden alongside them when they move. We've also worked to ensure that our system is as low-maintenance and systematic as possible, helping users to succeed with straightforward guidance, crop-variety recommendations and growing media

advice. This reliability is a key factor and works to ensure repeat custom from new users, time-and-time again.

- We're a small, on-trend & creative company with strong sustainability values, a compelling brand image, and available exclusively from only high-quality retailers, like yourself! We were also recently awarded runner-up in GIMA's prestigious 'Innovators Seed Corn Fund' as a 'Highly Commended' company (GLEE, 2021). Working with us offers something new and exciting to your customers, and demonstrates your commitment to sourcing creative & quality products from within the UK. We also offer exciting merchandising which can form a core part of your GYO displays, and is a real asset in up-selling the lifestyle of GYO. We've worked hard to establish a reputation for quality and GYO knowledge; with Ergrownomics, your customers buy into a revolution - not just another planter!

- We're an enthusiastic team, and are keen to work productively with suppliers to showcase both our planters and their products in the best possible light. We're very happy to visit and offer exhibitions and demonstrations on home-growing.

Contact

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