



MARKETING & PACKAGING  
VISUAL COMMUNICATION



# Our team

Dedicated individuals with years of experience in horticulture, graphic design, printing and packaging.

We work with you, devoted to a common goal: contributing to YOUR bottom line!

This mix of diverse talents allied with our state-of-the-art printing facilities delivers horticulturally-sound content, striking design concepts and quality products manufactured and delivered at the opportune time in the most efficient way.

You want to be successful! So do we!

As you will see upon leafing through this brochure, we share the same priorities: products, presentation, and promotion.



**Pierre Bertrand**  
General manager



**Philip Thompson**  
Business Development



**Cam Duggan**  
Business Development



**Fred Kozak**  
Business Development



**Fabienne Michelland**  
Sales & Marketing



**Franck Paltrié**  
Graphic designer



**Josée Bernier**  
Graphic designer



**Lise Lavoie**  
Horticultural specialist



# Packaging

You want to capture the consumer's attention. You want to sell more than single units of plants. You want product presentation that rivals other consumer product categories.

There are numerous options of type, size and material. And when we add your inspiration and our creativity, anything is possible!

Our team is well-versed in the technical aspects as well as the marketing possibilities inherent to these projects.



4-packs, 6-packs, and other combos are great vehicles for collections, specific programs and worthy causes.



The handle makes these items quite portable. An easy grab-N-go for the consumer.



"It looks like it was made for this pot".  
That's exactly right! Our sleeves and  
pot wraps are designed using your container.  
We apply rigorous standards to ensure a proper fit.  
You like well-adjusted clothes, so do your plants!



What will they think of next?  
All it takes is a little imagination, some  
clever designers, both graphic and structural...  
and voilà! you've got a new innovative  
packaging concept ready to test and roll out.







Smart, sophisticated package design not only attracts the consumer (as they are accustomed to seeing examples of such in other venues) but it also clearly places your program on the radar screen of retailers. The extra available "real-estate" is a tremendous added benefit, allowing you an opportunity to inform, educate and promote.

You know how fleeting the attention span of consumers is. In a garden centre environment that is full of colourful visual stimuli, your product needs to stand out.

Perhaps you have a product that just needs that extra little something in order to become a top seller!

A successful packaging project often entails many steps and details. Careful and early planning usually gets the best results! We work with you to implement winning strategies.







## Economy & Flexibility

The VERSA tag Program fits neatly between fully custom options and off-the shelf generic offerings.

- 6 different formats adapted to the most popular applications
- Complete freedom as to content (design, images, and copy)
- Economical: pre-determined shapes, group production runs
- Your individual look and image can carry over across several formats
- Regularly produced from October through April (less frequently during the Summer months)



### VERSA original

Width: 1<sup>11/16</sup>" / 42.5 mm  
Height: 5<sup>5/8</sup>" / 143 mm







**VERSA mini**

Width: 1<sup>3</sup>/<sub>16</sub>" / 30 mm  
Height: 4" / 101.5 mm



**VERSA hanging**

Width: 3" / 76 mm  
Height: 5<sup>5</sup>/<sub>32</sub>" / 131 mm



Length: 18 <sup>15</sup>/<sub>16</sub>" / 481 mm

**VERSA handle**

Width: 1" / 25.5 mm



**VERSA basket**

Width: 2 <sup>3</sup>/<sub>16</sub>" / 55 mm

Height: 4 <sup>3</sup>/<sub>4</sub>" / 120 mm

**VERSA basket XL**

Width: 3" / 76 mm

Height: 7 <sup>1</sup>/<sub>2</sub>" / 190 mm







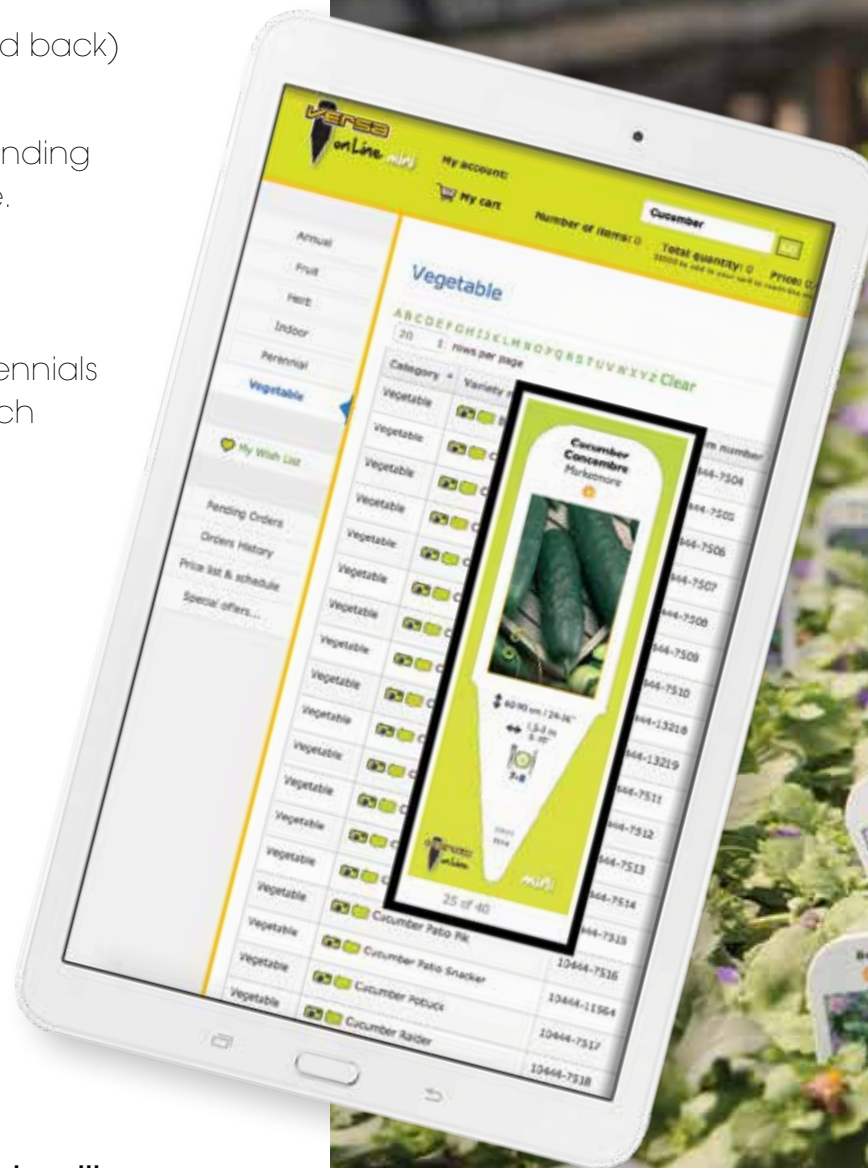
The **easy**,  
**economic**,  
**hassle-free**,  
and **quick**  
way to order  
your tags!

More than 6,300  
different tags ready-to-print!

Horticolor Quality  
that you can order at  
your convenience.



- You can see every tag (front and back) before ordering.
- You pick the delivery date depending upon your production schedule.
- You receive an immediate order confirmation.
- Annuals, Herbs, Vegetables, Perennials and Indoor Plants. Different search options allow you to quickly find what you are looking for.



To find out more  
about our order deadlines  
and delivery schedule, visit:

[versaonline.horticolor.net](http://versaonline.horticolor.net)



# Custom tags

You want to make an impact and be clearly identifiable.

You want to stand out from the crowd on the sales bench!

The fully customized tag option involves:

- a distinctive shape (possibly with a locking or clipping feature) adapted to your production
- information and images can be presented in the style you wish. It's your choice!
- with as much personalization as you want



We can also design your custom container and send the graphics to the pot manufacturer of your choice.





Your brand is important, so is consistency across your range of product; it's all about registering impressions.





# Branding

You want your products to be recognized. You want them to inspire confidence.

More than a signature, a logo, a name, or a tag-line, your Brand is the ultimate representation of who and what your company is.

Our Team is chronically brand-oriented and is always guiding you toward the consistent, coherent and repetitive application of what you have developed.

One of our greatest rewards is to share in the pride and satisfaction of our clients regarding their Brand.







By offering a wide range of different marketing materials, we are well-placed to ensure supervision and proper usage of your Brand across all platforms. Whether it be simple or very elaborate, we think it is wise to protect your investment of time and money.



# P.O.P.

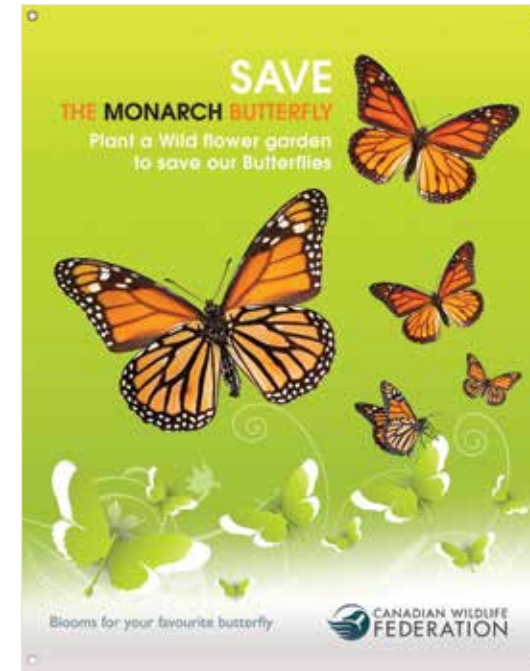
You want to be able to communicate effectively with consumers at store level.

You want to influence their purchasing decisions.

P.O.P. comes in many different types and sizes: posters, banners, bench cards and bench tape, area signs, shelf talkers, and even tree wraps.

These can have many different functions: “silent salesmen”, “how-to” instructionals, “mood-setters” and Brand support.

Context is important: where and how your product is displayed will often influence the type and style of your P.O.P.



A well-signed sales area can be quite reassuring, alleviating consumers’ uncertainties and possible confusion, reducing their stress levels and increasing their purchasing potential.





# Publishing

You want your company to be a point of reference and a source of information and expertise.

Catalogs and other printed documents still have their importance, even in this digital age.

The look and feel, the ability to peruse wherever and whenever; for many this remains an interesting and valuable activity.

There are corporate necessities such as business cards, order forms, company presentation folders and general stationery. Your Brand should show through on these as well.

Promotional pieces such as flyers, post cards, and magazines are also important and useful tools in communicating with your customers and prospective clients.





# Horticultural content

You want a good image of your plant along with the right description. You want to help your customers with appropriate care tips.

Our extensive horticultural information data-base has been steadily built over the years and is continuously up-dated as new varieties enter the marketplace. It is a daunting task to keep up and requires meticulous attention to detail, but fortunately, we have the right people for the job on our team. Because of our geographical location and our current client base, we in fact support both an English and a French database. If the need arises, Spanish translation is also available.

As licensees of the high-quality NOVA international photographic library this is our main source for pictures. However depending upon the project, several other sources (including your images) will be used.

Our experience and involvement in the Horticultural industry have brought us numerous key contacts and a strong working knowledge of the industry. These are essential assets to help facilitate discussions and develop appropriate strategies with our clients.



## Testimonials

### What our clients say about us...



Doing business with Horticolor is not just about plastic, it's like having your own marketing department. The professionalism and expertise of their team, all dynamic and proactive people, makes Horticolor indispensable in the marketing of our products. Their ability to listen and their knowledge of the industry allow us to better communicate with our clients and to differentiate ourselves with style and originality.

Lisa Tellier & Normand Tellier - DECO-Style



The quality of their products is as high as the level of their service... they listen and come up with more great ideas - these guys are the best. Feels like we are dealing with a partner rather than a supplier, Horticolor gets it.

Ed Vermolen - Aldershot Greenhouses Ltd.



Our company, Bates Sons & Daughters Inc., has Horticolor produce our brochures and variety cards. We have always been pleased with the quality, price and especially the customer service. Our secondary company, Capital Caladiums Company, uses Horticolor for our variety specific plant tags. Our customers love the tags! I highly recommend Horticolor for all printing needs. The customer service is stellar and the staff is knowledgeable and quick to respond.

Terri Bates-Cantwell  
Bates Sons & Daughters and Capital Caladiums Company



Jardins Paquette is a perennial, vegetable & herb grower supplying major chain stores. We have been working with Horticolor for a long time and it's with great pleasure that we order our tags every year. Their horticultural expertise is a must when comes the time to develop new marketing ideas. Their availability and work quality are remarkable even with tight deadlines whilst their graphic artists always meet our needs and keep up with current trends. The Horticolor team is a valuable partner that has greatly contributed to our success and we are proud to recommend them.

Vicki Cyr - Jardins Paquette





Sales office:

250-A Industriel, Boucherville

Qc J4B 2X4 - Canada

Tel: (450) 641-2642 - Fax: (450) 641-4833

Production facilities:

1025-8<sup>th</sup> Street East, Owen Sound

On N4K 1M5 - Canada

Tel: 1-866-258-2992 - Fax: (519) 376-8726

[www.horticolor.net](http://www.horticolor.net) - [info@horticolor.net](mailto:info@horticolor.net)