



ORGANIC

5 REASONS TO ♥ OUR LIQUID PLANT FOODS!



ORGANIC
Violet!
African Violet Plant Food

FOR ORGANIC GARDENING

Promotes Flowering
Mix with Water • Feeds Instantly
Easy Measure • No Mess

ORGANIC
Tomato!
Tomato & Vegetable Food

FOR ORGANIC GARDENING

Plump, Juicy Tomatoes
Mix with Water • Feeds Instantly
Easy Measure • No Mess

ORGANIC
Indoor!
Houseplant Food

FOR ORGANIC GARDENING

Promotes Growth & Greening
Mix with Water • Feeds Instantly
Easy Measure • No Mess

ORGANIC
Orchid!
Bloom Booster

FOR ORGANIC GARDENING

Promotes Flowering
Mix with Water • Feeds Instantly
Easy Measure • No Mess

ORGANIC
Cactus!
Succulent Plant Food

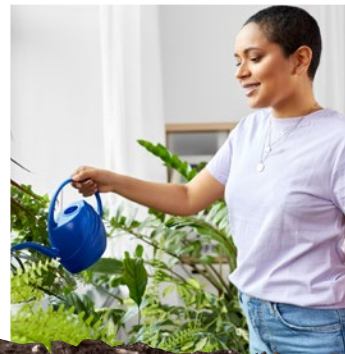
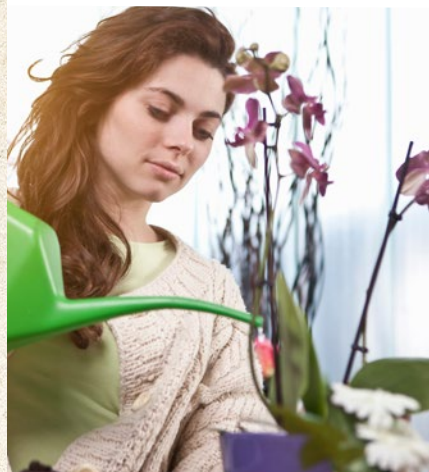
FOR ORGANIC GARDENING

Promotes Growth & Flowers
Mix with Water • Feeds Instantly
Easy Measure • No Mess

♥ **LOVED BY**
Loyal Customers!

“Espoma liquid fertilizers have been a great addition to the Espoma ‘tone’ line we have been selling for years. Customers with small yards and container gardens find them to be very convenient. The packaging is bright and eye catching and makes storage and usage as easy as can be!”

Jen Anderson – Metropolitan Farm - Closter, NJ



1 THE ESPOMA ORGANIC® Advantage

ONLY Espoma Organic offers liquid fertilizers that are complex blends of natural and organic ingredients and fortified with **millions of beneficial microbes**:

- ✓ Organic Approved
- ✓ Feeds Instantly
- ✓ Low in Salts
- ✓ No Foul Odor
- ✓ For Bigger, More Beautiful Plants



✓ PREMIUM INGREDIENTS

✓ VALUE

✓ PROFITABILITY

✓ SELECTION

✓ BRANDING

2 VALUE & Profitability

Our microbe enhanced plant foods provide a superior alternative to traditional salt-based fertilizers, and they are competitively priced to sell to mainstream gardeners. It's the best of both worlds – high quality organic products beautifully packaged at prices people can afford.

- ✓ Healthy Margins
- ✓ Cross Sell with Espoma Soils & Houseplants
- ✓ Attractive Price Points
- ✓ Concentrated – 8 oz. Bottle Makes 24 Quarts



1-800-634-0603 | www.espomadealer.com

✓ **PACKAGING & SUPPORT**

✓ **ORGANIC**

3

PACKAGING that Sells

Espoma's award winning packaging helps drive sales with eye catching displays on and off the shelf. Easy to cross merchandise with live goods and our indoor soils to capture additional sales!

- ✓ **Broad Selection for All Plants**
- ✓ **Easy to Use Detergent Cap**
- ✓ **Attractive Shrink Sleeve**
- ✓ **Shouts Out 'ORGANIC' to Consumer**



Follow us on:





4

MARKETING & Advertising

Espoma has partnered with social media influencers *Laura LeBoutillier*, *Summer Rayne Oakes*, *Kevin Espiritu* *Maria Failla* & *Kaleb Wyse* to create videos and content that inspire gardeners & drive demand for our soils & plant foods.

- ✓ Over 90M Annual Views & Growing
- ✓ 9.5M+ Combined Followers
- ✓ 3M+ Annual Page Views
- ✓ Active on all Major Social Channels
- ✓ 280K+ Facebook Fans
- ✓ Millions of Impressions
- ✓ Instagram & Facebook ads



Photographer: Joey L.
for Homestead Brooklyn

SUMMER RAYNE OAKES
HOMESTEAD BROOKLYN



KALEB WYSE
WYSE GUIDE



LAURA LEBOUTILLIER
GARDEN ANSWER



KEVIN ESPIRITU
EPIC GARDENING



MARIA FAILLA
BLOOM & GROW RADIO



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5 TRUSTED Brand & Support

Your staff & customers already know Espoma and its fertilizers. It's a brand that people have trusted for over 90 years. Build off that success and let our sales team help you make Espoma the one stop shop for all your organic gardening needs:

- ✓ **Product Knowledge Training**
- ✓ **Best Practices for Merchandising & Advertising**
- ✓ **Show You the Best Ways to Buy & Maximize Your Profits**



SINCE 1929

Espoma

ORGANIC

