

# A world of wellbeing

IPM Essen 2023

New brand identity & story



air  
so  
pure



air  
so  
pure

- Our Brand  
for strong air-purifying plants
- Our Growers' association  
a collaboration of proud members
- Our Plant collection  
for a pleasant living, working and relaxing environment

# Our proud members



Onze telersvereniging



Phlebodium 14-17



Spathiphyllum 17-27



Kentia | Howea 13-44



Spathiphyllum 13



FOREVER PLANTS  
GROUP

Groen assortiment 14-24



Monstera deliciosa 14-21



Spathiphyllum 7-9



Chlorop. | Hedera 8.5-19



Varen assortiment 9-26



Calathea 14-27



Spathiphyllum 13



van der voort  
POTPLANTEN

Spathiphyllum 6.5-23



Groen assortiment 12-17



Westland Plant

Spathiphyllum 14-21

# Sustainability



Our growers association

BARREVELD

600767  
MPS A, SQ  
GLOBAL G.A.P. GRASP



601232  
MPS A+, SQ, Quality  
GLOBAL G.A.P.



680794  
MPS A+, SQ  
GLOBAL G.A.P.



801909  
MPS A  
GLOBAL G.A.P.



FOREVER PLANTS  
GROUP

600112  
MPS A+, SQ  
GLOBAL G.A.P., GRASP



600113  
MPS A, SQ  
GLOBAL G.A.P.



600138  
MPS A, SQ, Quality  
GLOBAL G.A.P. GRASP, ETI



681381  
MPS A, SQ  
GLOBAL G.A.P. GRASP



680003  
MPS A+  
GLOBAL G.A.P. GRASP



600652  
MPS A+, SQ  
GLOBAL G.A.P.



682189  
MPS A  
GLOBAL G.A.P. GRASP



681139  
MPS A  
GLOBAL G.A.P. GRASP



680177  
MPS A, SQ  
GLOBAL G.A.P. GRASP



Westland Plant

601763  
MPS A+  
GLOBAL G.A.P. GRASP





air  
so  
pure

# The Brand.

Air-purifying Greeners  
for a more beautiful and  
healthier environment to live,  
work and relax in.

air so pure



# Air So Pure

Water, soil and air. The key ingredients for **life on earth**. Our life. A life full of joy. Meaning. Growth and attention. A world increasingly aware of the **power of nature** and the importance of a **healthy living environment**. A world where people increasingly want to be in harmony with the elements of the earth. It gives us **inner peace, energy and balance**. It provides **relaxation, focus** and **connection**. That is why Air So Pure is committed to a revolution. A green revolution that contributes to the well-being of us all. At school, at home, in the office and in public spaces.

The Air So Pure collection is selected for **special air-purifying properties** that make the difference between an ordinary plant and plants that contribute to a **healthy living, working and relaxing environment**. Grown with love, attention and care, exactly as we should embrace the world. We receive it back doubly. Discover Air So Pure's **air-purifying greens** and create...

**A world of wellbeing.**

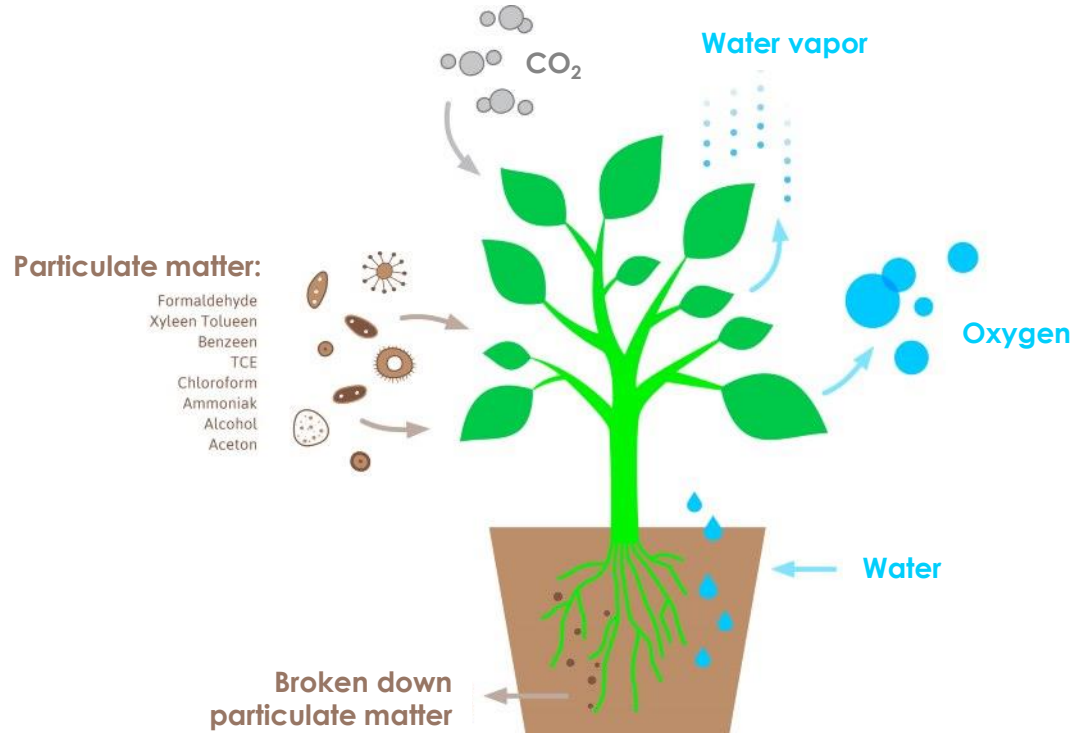


# Air-purifying qualities

- Neutralize harmful substances
- Improve the humidity indoors
- Effectively convert carbon dioxide into oxygen
- Attract fine particles from the indoor air

# Air purification

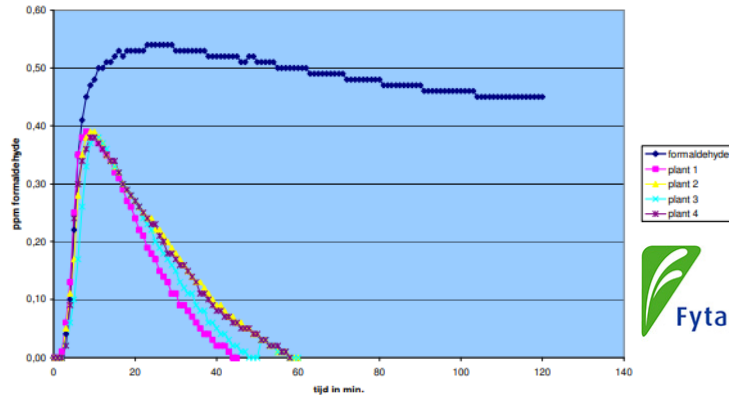
*by Air So Pure Plants*





# Scientifically Tested

Formaldehyde break down by an Air So Pure plant:



We test 3 separate plants, and we test these plants 3 times.  
We test the plants on the rate at which the concentration of formaldehyde in a room decreases. The results of the separate tests may not vary > 10%.

**Only the strongest air-purifying plants are within our Air So Pure collection!**



# A world of wellbeing

- More than beautiful strong air-purifying plants. It is **an experience**.
- Connects with a lifestyle **focused on well-being** and the feeling our plants bring.
- Choose the **positive effects** of our air-purifying greeners. Both mentally and physically.
- Create the **right balance** for good health and a happy life.



# Our worlds







Meet  
our  
plants!

# The purest range.


The Air So Pure collection  
has been selected for  
quality and its special  
air-purifying properties.






## Spathiphyllum

 15 - 145 cm

 6 - 27 cm



## Nephrolepis

 15 - 85 cm

 9 - 26 cm



## Asplenium

 15 - 65 cm

 9 - 17 cm



## Kentia

 50 - 225 cm

 13 - 44 cm



## Phlebodium aureum Davana®


 15 - 75 cm

 9 - 26 cm



## Dypsis lutescens Areca


 40 - 145 cm

 12 - 44 cm



## Monstera deliciosa

 65 - 95 cm

 17 - 21 cm



## Calathea

 45 - 100 cm

 14 - 27 cm



## Dracaena


 45 - 145 cm

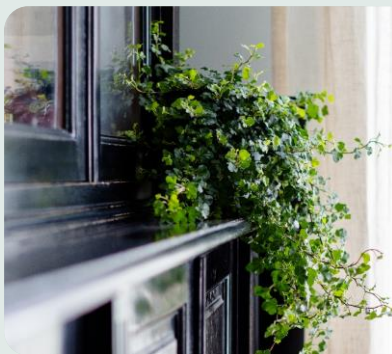
 14- 24 cm



## Chlorophytum

 25 - 55 cm

 12 - 19 cm



## Hedera

 15 - 55 cm

 8 - 19 cm



## Dryopteris

 15 - 55 cm

 9 - 17 cm



## Blechnum

 45 cm  
 17 cm





## Didymochlaena

 15 - 55 cm  
 9 - 17 cm



## Spathiphyllum

 15 - 145 cm  
 6 - 27 cm



## Phlebodium Blue Star


 15 - 85 cm  
 9 - 26 cm





## Dracaena Janet Lind

 45 - 140 cm


 14 - 24 cm

NEW



## Ficus lyrata

 60 - 170 cm

 17 - 35 cm

NEW



## Strelizia nicolai

 100 - 150 cm

 21 - 35 cm

NEW



# Large collection

- 12 Product groups
- 17 Pot sizes
- > 100 Products
- Unique EAN-Codes available
- Up-to-date on web shops through Floriday; 'Air So Pure'
- continuous development



# In-store Presentation



Attractive presentation &  
clear brand story

easy reordering and  
replenishment of the shelf

customers doubt less and  
so, they will buy more



# Packaging & P.o.s. materials



**Planten label**



**Care card & Sleeve**



**Boxes** (under construction)



**Eye-catchers**



**Info cards**



**Product cards**



**Table banners**





# Our clients

- Are specialized plant outlets in Europe,
- Present plants, give care and inform shoppers,
- Create added value based on content and plant benefits, not primarily on price.

# Our Clients

- Present  
the added value of Air So Pure in an attractive shopping environment and shelf
- Care  
for the Air So Pure plants on the shop floor, when a little TLC is needed, with attention for quality.
- Inform  
the shoppers with one clear presentation including p.o.s. materials and in a the personal talks.

The logo for 'air so pure' is displayed in a white circle. The text 'air so pure' is written in a dark green, lowercase, sans-serif font. There are small green dots above the 'i' in 'air' and below the 'e' in 'pure'.

air  
so  
pure



# Onze partners

*are among others:*



Intratuin



Plantcollect BV



AllGreen



Hamiplant



Gartenc. Augsburg



Moterra



Altena



Flora-point



Groenrijk



Floreac



Tuinc. Osdorp



Javado plant



OZ Planten



Tuinc. Ockenburgh



Waterdrinker



bij Stox



Profit plant



Royal Lemkes

# Store locator

- Air So Pure outlets  
showing the consumers where  
to buy there Air So Pure plants.
- Directions  
the consumers can easily click  
vthe outlet and plan the route.

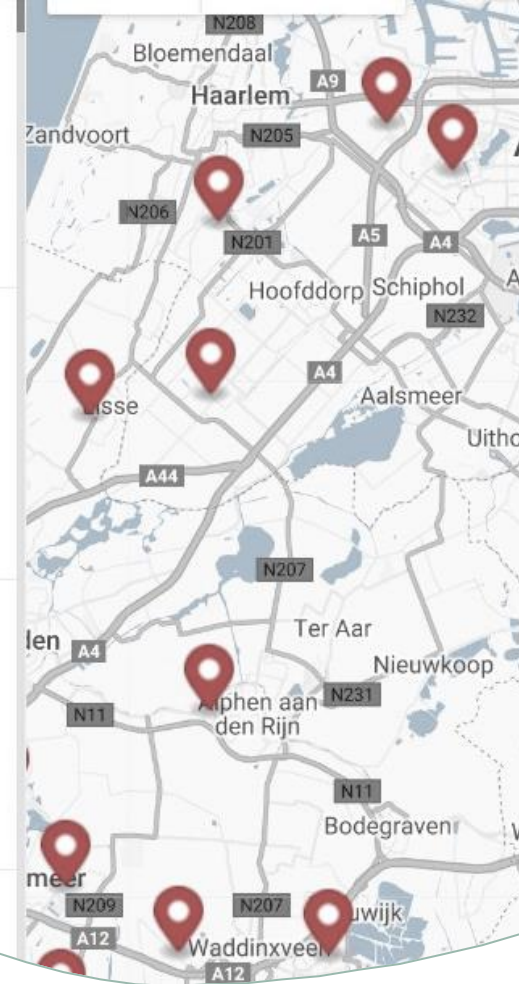
Our clients  
in the  
picture..

oflor Gartencenter  
Düsseldorfer Str. 255  
Wuppertal

Garden Center

essandro Volta 11  
del Friuli GO

en Centre



air so pure



# Air So Pure

## Contact us

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## Visit us

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2675 LP Honselersdijk  
Nederland



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