

Ecopots is a Belgian brand in flower pots and planters. The three pillars of the brand are design, sustainability & functionality. The design is well thought-out making it timeless, the innovative and smart solutions (for the user and the plant) make Ecopots very functional and the unique composition of recycled materials, 80% of which are recycled plastics, makes them very sustainable. Ecopots have a distinctive, handmade finish that is unique to plastic planters, making them look and feel almost like natural stone, but with the advantages that plastic flower pots have. For example, they are lightweight, frost-resistant and shock- and break-resistant.

Our vision

Both our economies and products are becoming increasingly sustainable. That being said, sustainability is so much more than simply the responsible use of raw materials. We believe in developing products that are sustainable both in terms of durability and style. They should withstand damage and wear and tear, whilst remaining relevant and aesthetically pleasing for their users. After all, to us, the most sustainable products are those you can enjoy year after year, without the need to replace them.

The brand's mission

Ecopots gives 'sustainability' a different meaning. We design, produce and sell pots made from recycled plastic and ensure they are sturdy, beautiful and stylish, not only today, but also tomorrow and in 10 years' time.



handmade
finish



durable
& strong



indoor &
outdoor

Our proof

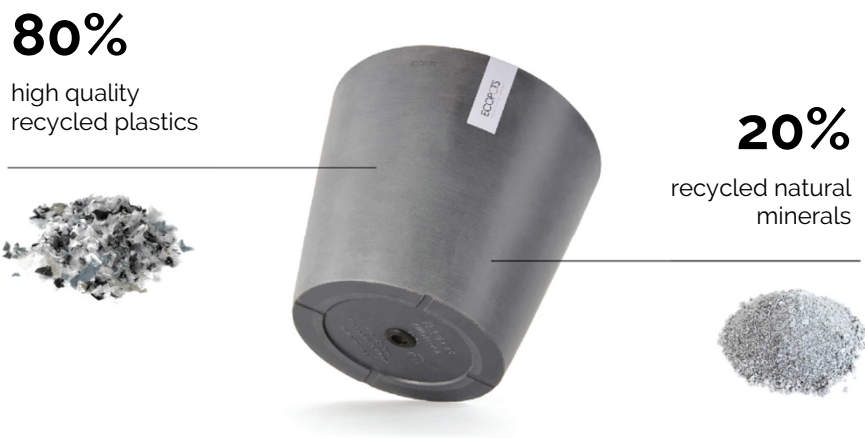
Our focus on durability also shows through in how we manage the brand itself. Ecopots is proud to hold both the CO2 Neutral Product and CO2 Neutral Company certificates to carry - which we first came up with. Furthermore, the brand carries Recycled Content and FSC certification. Our BSCI certification illustrates our determination to also be a good employer for our 350 workers in our production facility. The Ecopots HQ is located at the Evolis Business Park in Kortrijk, Belgium, a business park only open to innovative, sustainable and internationally oriented companies.



Durability by design

Clean, simple lines. A minimalist design where functionality goes hand in hand with beauty. Example of striving for universal aesthetic. Made from recycled materials with a unique, handmade finish and completely recyclable. Belgian designed Ecopots follows the Scandinavian design philosophy which brings a sense of calm that so many are missing in their daily, stressful life.

When we designed Ecopots more than ten years ago, no one had heard about the 'plastic soup'. No one was thinking about using recycled materials for their flower pots and planters. But we did. We saw the need and potential to use recycled materials for our products and continue to do so today.



Unique handmade finish

All Ecopots have a unique, handmade finish, making each pot different. Our compound formula of recycled plastics and natural minerals (recovered from a waste stream) makes the pot not only strong and durable, but also very light. Ecopots are UV resistant, break-proof and resistant to temperature fluctuations, ideal for both indoor and outdoor use. They have a unique natural look and feel, making Ecopots the go-to brand for everybody looking to combine timeless design and durability.

Timeless shapes and colours

At Ecopots, we develop products which are not bound by trends. That is why we follow the Scandinavian design philosophy. In short, this philosophy is about creating a calm and clutter free home as a counter balance to our hectic and stressful daily lives. It is characterized by clean and simple lines, minimalism and the use of natural colours and materials. Ecopots are available in 6 colours and in 2022 we added a new colour: Pure White (bottom picture).



White Grey



Grey



Dark Grey



Taupe



Terra



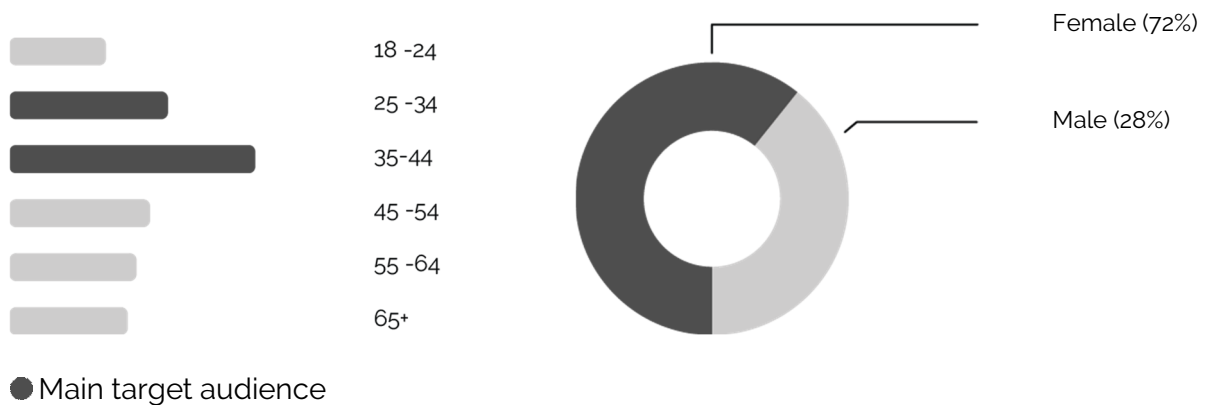
Blue Grey



Ecopots is a brand for millennials

With Ecopots, we focus on people who live consciously. People who make calculated and thoughtful decisions and who like to surround themselves with things that make them feel better. With their attention to detail, design and innovation, they seek simplicity. Their outdoor life is carried over into their interior; inside becomes outside and outside becomes inside.

Purchase demographics:



A few figures about Ecopots

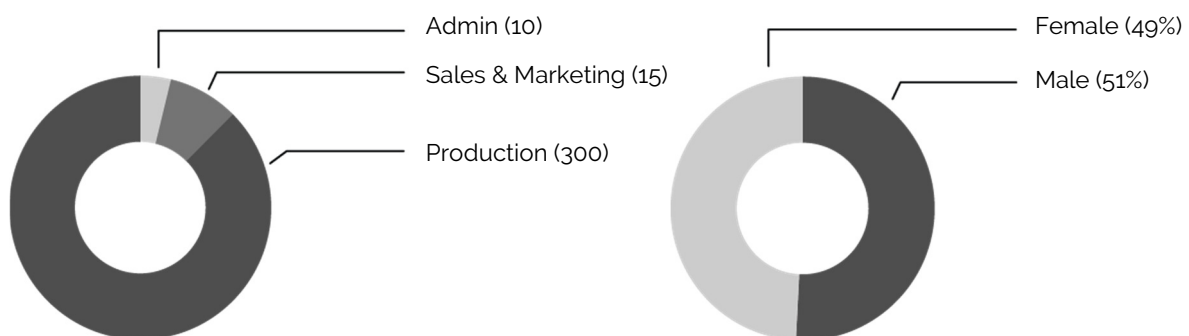
Founded in **2006**

Number of countries where Ecopots is active **+50**

Number of stores where available (physical and online) **± 10.000**

Number of products in the collection (2023) **877**

Our team (2022)



Key Persona

Emmanuel Devriendt (43)

Founder of Ecopots and as CEO the driving force behind the brand.

He has a great international network and is mainly focusing on the commercialisation and production of Ecopots.

Nicolaes Devriendt (39)

Architect and brother of Emmanuel. Nicolaes has a different take on product design and applies the same design principles that guide architecture to designing commodities like flower pots and planters.

Delphine Bossuwe (46)

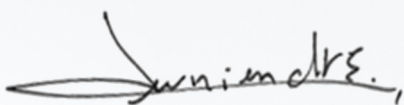
Married to Emmanuel, Delphine joined the company in 2013. Delphine's key focus is on the organisation, finance and supply chain.

These three people focus on product development and marketing and can count on the strong support of a professional team that has been loyal to the company for years.

Ecopots, a brand by The Pots Company

"We are a creator of brands in flowerpots and planters. We are passionate about design and the impact it has in making the world a better and nicer place.

Our mission is to create impact for people, planet and profit through the flowerpots and planters we design. We do this by being unique in our designs, responsible when it comes to the materials we use and cooperative when it comes to our business model."



Emmanuel Devriendt

The Pots Company NV
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