



## Square Pot Printing

Printed containers provide growers with an opportunity to customize and differentiate their products on retail shelves. Doing so allows growers to:

- Promote their products at the point of sale, where visual appeal often drives consumer purchases.
- Showcase a unique brand, which is often linked to consumer perception of quality and trust in the products they're purchasing.
- Educate consumers directly on the container, offering invaluable information for optimal growth.

While printed growing containers have become incredibly popular in the industry, the availability has been limited to round containers. This is because many commercial machines previously available were engineered to print on cylindrical products, not flat.

Square growing containers provide incredible space efficiency, feature tag slots for merchandising at retail, and easily denest. They can be used with a wide range of automated equipment, which has become necessary for many growers struggling with labor shortages.

As a leader in providing custom printing services on many of our round greenhouse and nursery growing containers, The HC Companies now has the exclusive capability to custom print on many of the square greenhouse growing containers we offer.

### Features & Benefits



- Four-color printing delivers crisp, clean colors to match any branding standards.
- Square growing containers have four flat sides – printed individually – allowing each side to feature unique artwork, expanding the potential for messaging and imagery.
- Ideal for incorporating UPCs, SKU numbers, and QR codes directly onto the container – no separate labeling required for incremental cost savings.
- Containers can be manufactured in a variety of popular colors.
- Printed square growing containers will still be compatible with their appropriate trays and flats.
- Manufactured and printed locally for deliveries across North America.

The HC Companies continues to transform the horticultural industry through bold leadership, innovative manufacturing, and a comprehensive portfolio of products ideal for greenhouse and nursery growers. The ability to print on square growing containers is revolutionary for the industry and is part of HC's commitment to the growers we serve.



From Grower to Gardener, Improving Our World.

