



# Press kit Pottery Pots

## Company information

Pottery Pots is a global brand with Dutch roots, developing and selling high quality planters and related products, from jumbo pottery to small accessories, from Glossy to Rough finishes, from furniture for family diners, to esthetic pieces to relax on. Since our foundation in 2008 we aim for an extensive assortment that is based on the belief that design should be available for everyone. That is why we are always looking for the perfect balance between design, quality and price.

Every Pottery Pots product is designed from a simple but clever perspective. We believe in basic forms and shapes, without thinking of it as boring. This no-nonsense way of thinking and designing is assigned to the Dutch identity, and is widely known as 'Dutch design'.



*Head office in Aalsmeer, Nederland.*

### **Pottery Pots**

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dutch design **pottery** and more

## Facts & numbers

- Founded in 2008
- 2 offices; 1 head office in Aalsmeer, The Netherlands and 1 office in Hamilton, New Jersey, USA
- Available in more than 50 countries worldwide
- An assortment consisting of 10 collections, from budget to very exclusive and pretty much every item directly available from stock.
- A wide choice of 29 colours
- Proud adoption parents from our cow 'Boefje', our mascot.

## Rebranding

We are very excited to present to you our all-new logo and visual identity!

Design is about creation and change and that is why we decided that, after almost ten years of existence, it is time for a visual refreshment of our brand. The goal of our redesign is to create a visual representation of Pottery Pots that is modern and reflects the simplicity of the products we sell.

We used the Dutch heritage of Pottery Pots as a starting point. This resulted in a design that is clean, sharp and approachable.

The 'P' functions as single initial and is of course derived from the words 'Pottery' and 'Pots'. By drawing the 'P' with a single continuous line, the logo becomes a contour. This 'contour – drawing' technique, stands for clarity and simplicity. The straightforward, honest and elementary way the logo has been made, exactly qualifies how we design our products, work and communicate.



*The new catalogue.*



## Materials

Pottery pots is well known for its broad range of fiberstone and ficonstone products. From the moment the company was founded, we believe that design should be available for everyone.

All our handmade products are pure craftsmanship, handled with love and care. The complete assortment is made from high quality, durable material that will last indoor and outdoor. Because of the high quality and durable materials, our products come with a standard 3 year guarantee.

### Fiberstone

Glossy collection | Matte collection | Natural collection | Gradient collection | Platinum collection | Jan de Bouvrie collection

The majority of our product range is made of fiberstone. This material is based on precious natural stone. Fiberstone consists of a mixture of fiberglass and crushed stone. These two raw materials ensure a durable material that is suitable for both indoor and outdoor use at any temperature. The unique characteristics of this lightweight material, which is virtually the same in appearance as natural stone, makes this product a better alternative.

### Ficonstone

Antique collection | Laterite grey collection | Ridged collection | Rough collection

Next to fiberstone we also have collections made of ficonstone, a combination of fiberglass, cement, sand and finely ground stone. Ficonstone has a natural, rough heavy feeling.



## Collections

At Pottery Pots we design for the public. That's why we aim for an extensive and diverse assortment that meets the taste of any customer. To be able to maintain a good overview of our assortment we divided our collections into specific series;

Essentials | Classic | Deluxe | Trend | Collaboration

Each range functions as an umbrella for a few collections that share the same style and attitude. By doing this we can present each collection in its own ambience, and give it the attention it deserves.