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Ellepot-USA EP & VP Papers Attain VeriFlora[®] Approved Input Material Status

October 27, 2009 – Emeryville, CA – Two types of papers, utilized by Ellepot-USA in their cutting and seed propagation system, are now listed as VeriFlora[®] Approved Input Materials.



Ellepots in reusable trays

Plastic pots used in the garden industry often end up in landfills. The Ellepot propagation system offers an alternative by utilizing the special EP or VP paper with reusable trays, rather than planting directly into disposable plastic pots. The 'Ellepot' is suitable for flowers, plants, vegetables and other nursery products such as starts.

"Ellepot-USA is proud to have two of our paper types approved as VeriFlora input materials," said Lars Peter Jensen, National Sales Manager of Ellepot-USA. "In business, sustainability means ensuring that the work we do today makes our business stronger for tomorrow!"

Some of the sustainable attributes related to the use of Ellepot EP and VP papers include:

- Degradable papers produce less waste and environmental impact than alternatives such as plastic pots.
- EP and VP papers are Forest Stewardship Council (FSC) certified from well-managed forests.
- Ellepot paper is in many cases sustainable cheaper than plastic pots!
- One roll of paper is equivalent to about 17,000 4" pots. One pallet of paper holds 32 times that, or 540,000 pots, taking up much less space (and weight) on a pallet, allowing greater efficiency in transportation.
- The Ellepot reduces the amount of planting media needed and avoids root shock when transplanting by keeping the soil secured around the root system

The VeriFlora Approved Input Material program addresses the needs of growers and retailers concerned about sustainability and looking for independent guidance to decide which input materials, such as plant pots and containers, support their sustainability objectives.

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About Scientific Certification Systems and VeriFlora

Scientific Certification Systems (SCS) is an independent certifier of environmental, health and safety claims. For more than two decades, SCS has developed internationally recognized standards and certification programs aimed at spurring the highest level of environmental improvements, social accountability and product performance. VeriFlora is an agricultural sustainability certification and eco-labeling program administered by SCS and accredited under ISO/IEC Guide 65, the international standard for third-party product certifiers. There are more than one billion flower stems certified “sustainably grown” under the VeriFlora label.

For more information: www.SCScertified.com and www.VeriFlora.com

About EllePot-USA

EllePot -USA is a partnership between Ellegaard a/s and Blackmore Co.
Ellegaard: A Danish company which develops and sells Ellepot machines, paper and trays worldwide.
Blackmore Co: The developer the seeder and the initiator of growing plugs in the 1970's.

For more information: www.ellepot-usa.com or call 321-960-7416

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