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# THE GROWTH GUIDE

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2023

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TRENDS AND COMMUNICATIONS  
TO ADVANCE YOUR BUSINESS

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## MESSAGE FROM OUR CEOS

It's been a year that's tested our patience and demanded change. With global supply chain interruptions, came the opportunity to shift our way of doing business. We had to learn to make peace with the discomfort of not being in control. Through this, we leaned into the change, and found innovative ways of doing things.

For us at CTI Living, we knew the way forward was through greater transparency and communication. We kept the customer experience alive with constant updates, high quality video broadcasts, a revamped trend guide, enhanced website and more informative emails to you, our loyal customers. And we have a lot more up our sleeves for this upcoming season. With new products on the horizon like the latest launch of Cassie Pots, more domestically-produced products, and new designs and colors to keep you on trend — we're ready to help you increase your sales.

In an ever-changing world, our plan for this season is to continue to evolve in response to your needs. We're excited to showcase our updated trend and communication guide. We're providing clearer insight on what to buy, how to purchase and estimated delivery timelines — so you can be better prepared. At the end of the day, our main goal is to always ensure that you receive a refreshing customer experience.



Scott and Michael

# OUR CORE VALUES

At CTI Living, we know that plants play a key role turning a house into a home. So regardless of what comes our way, we know we can meet the needs of our customers by staying true to who we are. And who we are is represented by what matters most to us. For insight into what that is, here are our core values:

**Embracing Innovation** Whether it's a rustic "stone" pot that seems to have come from an Italian villa, or a glossy cobalt "ceramic" pot that would be at home in a modern gallery — injection molded plastic pots, that master the art of illusion, is our kind of magic. Our design team studies global design trends and visits the top annual trade shows in Europe, Asia and North America, in order to create the next generation of designs that will excite your customers. You'll find us using 3D printers to experiment with new patterns, while our in-house color expert customizes hues. Innovation in trends, colors and quality live deep inside every pot.

## Protecting Our Future

When it comes to sustainability, we hope to lead by example — we don't take our influence as leaders in plastic container manufacturing lightly. For one, we're proud of our Flow Pot, made from recycled plastic collected from ocean-bound sources. The award-winning concept is just one step in reducing our ecological footprint, while promoting livelihood in developing countries. The best part? The Flow Pot is as stylish as it is sustainable, in trend-forward shades and a myriad of textures, meeting the demand for more ethically-minded purchases in an aesthetically pleasing way. As with any of our products, we always design to pack at a maximum, minimizing the cost to the environment and your bottom line.

**Global Meets Local** Seventeen years ago, we opened our factory in Nanjing, China with the goal of producing quality plastic pots with speed and efficiency for the North American market. Millions of pots later, we're proud to be laying down roots on home soil as well. With manufacturing facilities in Erie, Pennsylvania and Montreal, Quebec — along with multiple warehouses across the United States — our presence in North America is strong. But it's our headquarters in Toronto, Ontario that's the beating heart of it all, from housing our leading-edge design consultants, to our always-on customer service team. Merging global with local production leads to one thing: on-time delivery of products to your greenhouse or store.

## Working Together

Stronger together. When collaboration and a great customer experience is the goal, success means both offering and welcoming ideas. We are experts that respect the knowledge and expertise of others. That's the team spirit that allowed us to bring a unique concept to life and propel us to where we are now: with rich customer relationships and fully customizable planters and pots in over 700 colors. 'Team' is the mantra that helps bring the entire horticulture community together for the good of the industry as a whole. Working in partnership gets us all to a better place.

# THE GROWTH GUIDE

## TRENDS AND COMMUNICATIONS TO ADVANCE YOUR BUSINESS

As the world around us continues to bring forth waves of change, one thing remains the same: our collective desire to transform our homes (both indoors and out) into personalized sanctuaries. With this continued longing to nest, people's interest in gardening and houseplants remains at an all-time high. At CTI Living, we want to continue to nurture this growing interest, while dealing with the uncertainty of global shifts that are affecting most businesses. We know the only way forward can be through transparency, communication and embracing our core values and the customer experience — and that's exactly where we directed our efforts. You'll notice more information about deliveries, schedules, transportation and timeline estimates, a greater social media presence, email marketing with offers to help you respond to your customer's on-demand needs, and — as always — product innovation.

With our values in mind, we strive towards a future that is better for our customers, the environment, and for improving the relationship between people and plants. To do that, we tune into what they're looking for in the context of both global and local trends.

Based on our research, we've identified 3 trends that give us a glimpse into what people are gravitating towards:

## Maximalism Revival

This trend celebrates an unapologetically maximalist approach to color and pattern. For an artful and curated style, contrast is key.

## Rural Escape

Outdoor gardens will become more inviting and warm, with simple shapes that pair fibers, straw and natural textiles. Mix-and-match them to create a layered composition.

## Modern Ancient

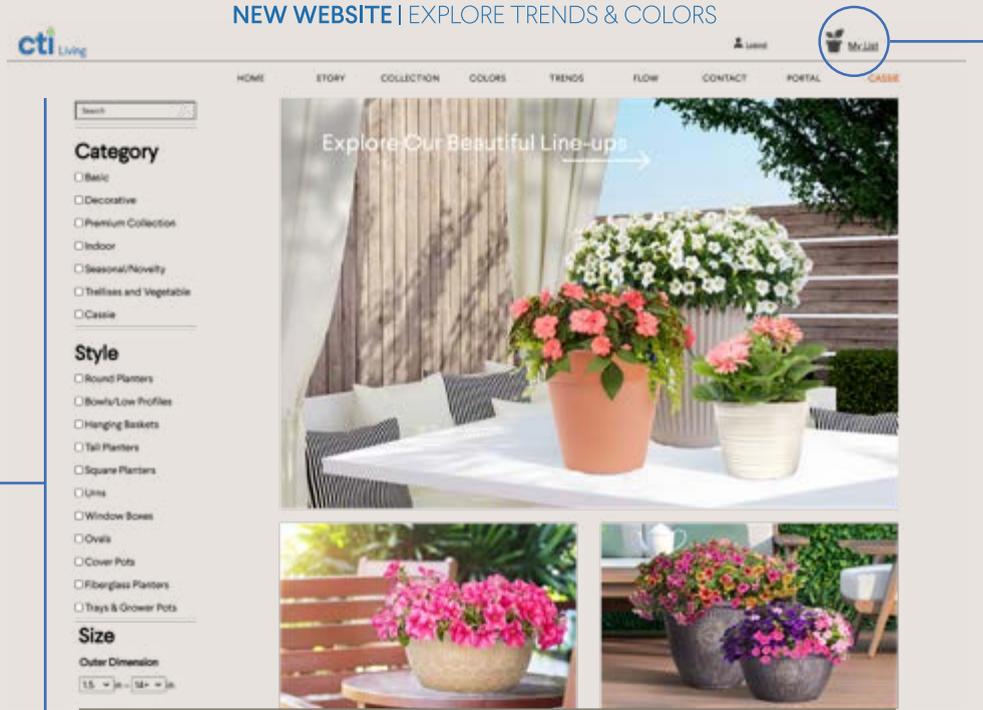
The key materials for this trend include onyx, stone and raw material. The archaic and sculptural shapes pair well with raw and earthy colors.



COLLECTION & CATALOG  
Browse for interesting options

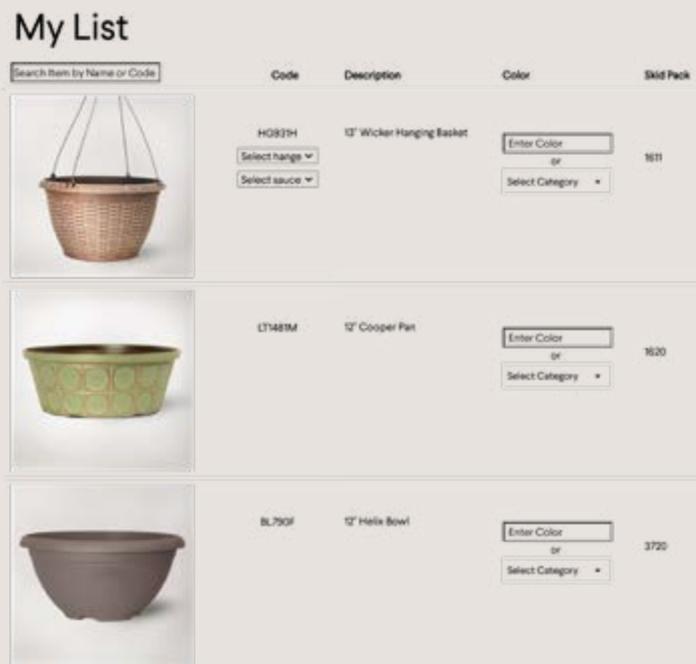


ADVANCED PLANTER SEARCH  
Category, size and shape



MY LIST  
CREATE A LIST OF YOUR FAVORITE PLANTERS

MY LIST PAGE | EASY ONLINE QUOTE



COLOR PAGE | MORE THAN 100 COLORS FOR YOU TO EXPLORE



# Here's an estimated timeline to place your order smoothly with us:



## Pricing Quotations:

Please note that due to current market conditions and supply chain disruptions, freight and manufacturing surcharges may be applied as a separate fee on your invoice.

To ensure CTI Living gives you our best pricing options, it will require **48 hours to 5 business days** to confirm pricing (depending on how many items are on quote). Full container and less than container pricing will be given to you. We price our products FOB port. Someone from our Sales team will be in contact with you to confirm your quote.



## Order Placement:

Order placed: April-May 1st, 2022  
Expected delivery date to greenhouse: **December 2022**



Order placed: May-June 1st 2022  
Expected delivery date to greenhouse: **January – Feb 2023**



Order placed: June- July 2022  
Expected delivery date to greenhouse: **February – March 2023**  
\*A more specific delivery date window will be given at time of order submission.



## Tracking Orders: CTI's Online Portal

Every grower has been assigned a unique login to CTI's online portal. If you are new to us this will be assigned. You'll have visibility to see the following on the portal:

- Viewing and tracking your order arrival date
- Your container number and vessel shipping company
- Your packing slips
- Estimated surcharges (Ocean + Land) \* Please note, only available at time of loaded on a shipping vessel)

\*Automatic notifications will also be emailed to the primary contact from your greenhouse if any changes to delivery dates happen during production or transit of product.

## Delivery of Product:

Trucking companies will contact growers **24 hours before delivery.**



## Invoicing, Billing and Terms

- CTI Living's payment terms are Net 30 days
- Payment can be received via check, money transfer or credit card
- You will receive your invoice within **15 business days after the order is delivered** to the customer

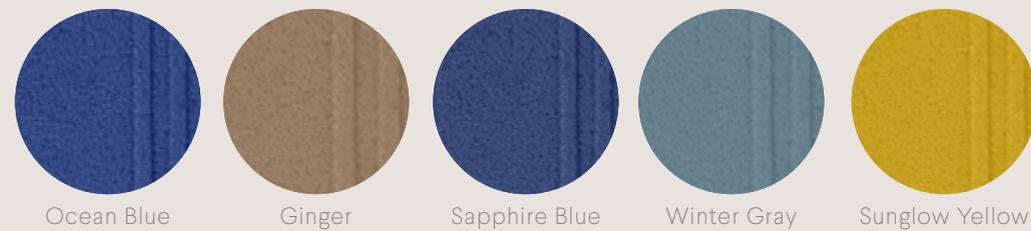
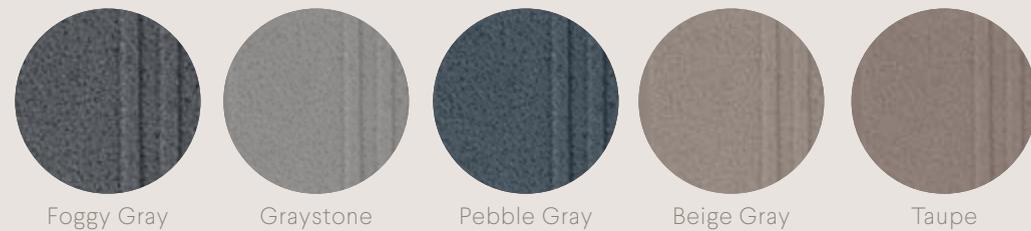
# BESTSELLING COLORS

Looking to refresh your color palette with what's trending now? Want to know what our historical top trending colors are? Here's the list of our top colors by category.

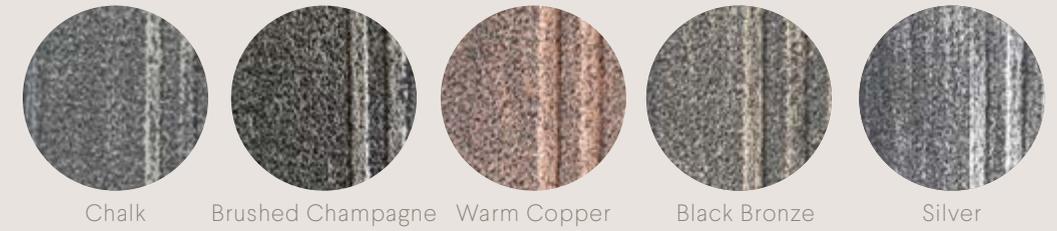
## BASIC | \$\$\$\$\$



## STANDARD | \$\$\$\$\$



## BETTER | \$\$\$\$\$



## BEST | \$\$\$\$\$



## PREMIUM | \$\$\$\$\$



# Maximalism Revival

70's

Unique Style from the 70's "More is More"



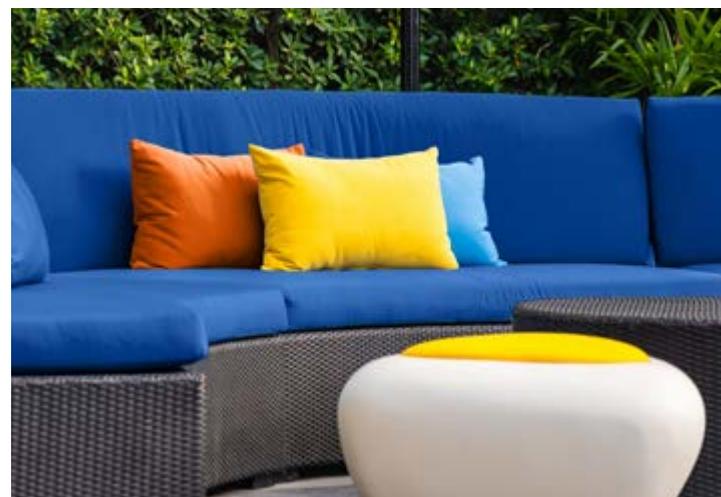
Geometric shapes like rounded, fluted and arches silhouettes



Bold colors



**Maximalism Revival**  
This trend celebrates an unapologetically maximalist approach to color and pattern. Contrast is key here, for an artful curated styling.



1

## Fraser

Planter

Planter

Hanging Basket



Jade Green



Sunflower



Persimmon Orange

2

## Cove

Square Planter

Planter

Bowl



Charleston Green with Speckles



Sepia with Speckles



Dark Chocolate with Speckles



3

### Bellagio

Bowl

Planter

Hanging Basket



Sapphire Blue



Papaya



Sunglow Yellow

4

### Cooper

Bowls



Indigo Rosette



Indigo Blue



Light Concrete



5

## Orson Planters



Pine Green



Lagoon Teal



Southern Clay

6

## Brooklyn Planters



Glossy Magenta



Glossy Cobalt Blue



Glossy Forest Green

Orson | Southern Clay, Lagoon Teal, Pine Green



## Rural Escape



Natural materials and fibers. rattan, cork, jute, etc.



Tranquil & calm lifestyle



Beiges, greiges, burnt colors, terra cotta, nudes and calm tones



**Rural Escape**  
Outdoor gardens will become more inviting and warm, with simple shapes that pair fibers, straw and natural textiles. Mix-and-match them to create a layered composition.



**7 Wicker**

Planter      Tall Planter      Tall Square Planter      Hanging Basket

- Powdered Taupe
- Indigo Blue
- Caramel Wood

**8 Sorrento**

Bowls

- Driftwood
- Brushed Peach Terra
- Powdered Beige Gray

Indigo Blue

Hazel White

Caramel Wood

Brushed Southwest Sand



9

### Jute

Bowl

Square Planter

Hanging Basket



Oval Planter



Cover pot



Hazel Beige



Brushed Southwest Sand



Brushed Butterscotch

10

### Piper

Hanging Basket

Rimless Planter

Planter



Powdered Foggy Gray



Vintage Wood



Hazel White

# Modern Ancient



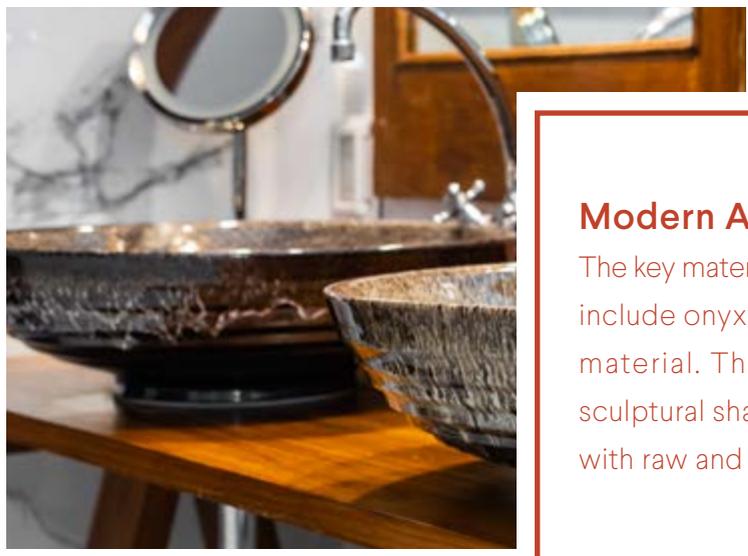
Natural textures



Symbolic & ancestral



Stone colors



## 11 Sandthatch Bowl



Oval

Planter



Tall Planter



Vintage Wood



Powdered Clay



Chestnut

**Modern Ancient**  
The key materials for this trend include onyx, stone and raw material. The archaic and sculptural shapes pair well with raw and earthy colors.

Vintage Wood

Powdered Clay

Powdered Cappuccino

Brushed Foggy Gray



12

## Sugared Sand

Planter

Tall Planter

Bowl



Aged Beige Gray



Washed Maple



Brushed Foggy Gray

13

## Keke

Planters



Powdered Clay



Powdered Cappuccino



Powdered Foggy Gray



14 Helix Planters



Champagne Cappuccino



Vintage Rust



Vintage Tin

Tall Planter

Tall Square Planter



Hanging Baskets



# BASIC HANGINGS BASKETS, GROWER POTS AND TRAYS



**12" Helix Planter**  
DP795L  
OD 12" HT 9.4"  
Capacity 2.5 US Gal

**12" Helix HB**  
HG795GUS  
OD 12.3" HT 6.7"  
Capacity 2 US Gal

**12" Delta Planter with/without Saucer**  
DP1168MB/DPS1168MB  
OD 12" HT 9.8"  
Capacity 2.6 US Gal

**16" Delta Planter with/without Saucer**  
DP1168DB/DPS1168DB  
OD 16" HT 10.5"  
Capacity 6.4 US Gal

**12" Pelee Planter**  
DP881J  
OD 11.5" HT 8.9"  
Capacity 2.4 US Gallons

**12" Plain Pelee Planter**  
DP527J  
OD 11.5" HT 8.9"  
Capacity 2.4 US Gallons

**10.5" Jollie HB**  
HG1640N  
OD 10.2" HT 6.5"  
Capacity 1.5 US Gal  
Available in many colors

**12" Bella Planter**  
PN088EA  
OD 11.8" HT 8.7"  
Capacity 2.5 US Gallons  
Available in many colors

**13" Bella Planter**  
PN088CA  
OD 12.5" HT 9.5"  
Capacity 3.3 US Gallons  
Available in many colors

**9.5" Bella Planter**  
PN088GCA  
OD 9.5" HT 6.7"  
Capacity 1.4 US Gallons  
Available in many colors

**14" Bella Tall Planter**  
TP088EA  
OD 14" HT 11.3"  
Capacity 4.4 US Gal

**10" Bella Planter**  
PN088O  
OD 10.1" HT 6.3"  
Capacity 1.5 US Gallons  
Available in many colors

**9.5" Bella Planter**  
PN088GA  
OD 9.5" HT 6.7"  
Capacity 1.4 US Gallons

**10" Beeline HB**  
HG1449NCA  
OD 10.4" HT 6.5"  
Capacity 1.5 US Gallons

US Colors

**BLACK** **GRAYSTONE**

Canada Colors

**BLACK** **FOGGY GRAY**

Beeline Bottom View

**BASIC HANGINGS BASKETS, GROWER POTS AND TRAYS**



10" Avalon HB  
HG1620N  
OD 10.3" HT 7"  
Capacity 1.6 US Gal



10" Lax HB  
HG1731M  
OD 10.4" HT 6.5"  
Capacity 1.5 US Gallons

Lax HB Bottom View



10" Lax Planter  
DP1731M  
OD 10.5" HT 7.9"  
Capacity 1.7 US Gallons



12" Lax Tomato Cage  
TC200E  
OD 12" HT 8.2"  
Capacity 2.5 US Gallons

**BASIC HANGINGS BASKETS, GROWER POTS AND TRAYS**



3.5" Square Grower Pot  
TSIN350K  
OL 3.5" OW 3.5" HT 3.25"  
Thermoform with Tag slots  
Fits in TTY0118H



4" Round Grower Pot  
TRIN400K  
OL 2.2" OW 8.5" HT 4"  
Thermoform  
Fits in 4" Round Count Tray (TTY0110L)



4.3" Round Grower Pot  
TRIN430H  
OD 4.3" HT 3.8"  
Thermoform Smooth  
Fits in 4.3" Round Count Tray (TTY0110K)



3.5" Square 18 Count Tray  
TTY0118H  
OL 21.25" OW 10.8" HT 2.5"  
Thermoform Smooth  
Fits TSIN350K



4" Round 10 Count Tray  
TTY0110L  
OL 18.7" OW 12.2" HT 7.1"  
Thermoform  
Fits 4.3" Round Grower Pot (TRIN400K)



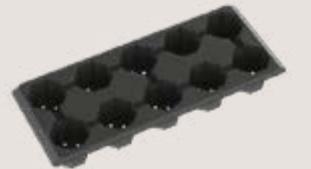
4.3" Round 10 Count Tray  
TTY0110K  
OL 22" OW 8.5" HT 4"  
Thermoform  
Fits 4.3" Round Grower Pot (TRIN430H)



304 Square Insert  
TTN0403H  
OL 20.1" OW 7.5" HT 3.5"  
Thermoform Smooth  
Fits in 304 Square Tray (TTY0403H)



24 Cell Tray  
TTY0124K  
OL 14.9" OW 10.2" HT 3.2"  
Thermoform Smooth



20" x5 Thermoform Spaced Tray  
TTY0110F  
OL 18.7" OW 12.2" HT 7.1"  
Thermoform



304 Square Tray  
TTY0403H  
OL 19.9" OW 7.5" HT 3.5"  
Thermoform Smooth  
Fits 304 Square Insert (TTN0403H)



32 Cell Tray  
TTY0132H  
OL 20" OW 7" HT 2.8"  
Thermoform Smooth



1.5 Gallon Single Count Tray  
TR300H  
OL 19.3" OW 13.2" HT 3.7"  
Injection Mold



## BASIC HANGINGS BASKETS, GROWER POTS AND TRAYS



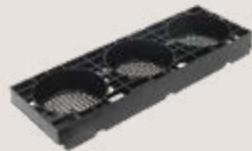
21" Flat Tray  
TY001H  
OL 21" OW 10.6" HT 2.4"  
Injection Mold Smooth with Tag slots



1 Gallon 6 Count Tray  
TY010EK  
OL 18.9" OW 12.6" HT 2.6"  
Injection Mold with Tag slots



8" Round Grower Pot  
TRIN800J  
OD 7.9" HT 5.1"  
Thermoform  
Fits in 8" Round Count Tray (TTY0104K)



Round 3 Count Tray  
TY0103H  
OL 19.6" OW 6.8" HT 2"  
Injection Mold



3.5" Square 12 Count Tray  
TY0112H  
OL 19.7" OW 6.3" HT 1.8"  
Injection Mold



8" Round 4 Count Tray  
TY0104H  
OL 20" OW 10" HT 5"  
Thermoform Smooth  
Fits 8" Round Grower Pot (TRIN800J)



4.5" Round Grower Pot  
TRIN450H | with or without print  
OD 4.5" HT 3.5"  
Thermoform Smooth  
Fits in 4.5" Round Count Tray (TTY0110H)



6.3" Round Grower Pot  
TRIN630H  
OD 6.3" HT 6.3"  
Thermoform  
Fits in 6.3" Round Count Tray (TTY0106J)



5" Round Grower Pot  
RIN001H  
OD 5" HT 4.7"  
Injection Mold Smooth  
Fits in 5" 8 Count Tray (TTY0108H)



4.5" Round 10 Count Tray  
TTY0110H  
OL 22.2" OW 8.7" HT 3.9"  
Thermoform Smooth  
Fits 4.5" Round Grower Pot (TRIN450H)



6.3" Round 6 Count Tray  
TY0106J  
OL 18.7" OW 12.2" HT 7.1"  
Thermoform  
Fits 6.3 Round Grower Pot (TRIN630H)



5" Round 8 Count Tray  
TTY0108H  
OL 20" OW 10" HT 5"  
Thermoform Smooth  
Fits 5" Round Grow Pot (RIN001H)



Our team can't wait for Spring to arrive!



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