

**ESTERAS TERRANEO™ 2018:
FOUR STYLE WORLDS – EACH PIECE IS UNIQUE**



Esteras by Emsa extends Terracotta range

Terracotta is one of the oldest materials in the history of civilization. Esteras by Emsa has been continuing to write this history since 2016 with its high-quality ceramics: Terraneo is made of five types of soil unlike any other in the world and is made by hand with comprehensive expertise at our own production site in Greece. The range encompasses four style worlds and a collection of individual planter designs, from simple forms to Mediterranean classic as well as individualistic individual pieces, with which Esteras by Emsa will enhance the garden season 2018 with new unique pieces and sizes.



Terraneo Herbs: in line with the trendy topic herbs

What do terracotta, thyme, rosemary and sage have in common? Not only are they all Mediterranean, they form a perfect symbiosis and are in demand all year round. Absolutely pure and free of harmful substances, terracotta is the perfect material for herbs. And this is exactly why the Terraneo pots Carpi and Como are available in the new "herb" sizes starting 2018 – ideal for pots from 12 to 14 cm (4.72 to 5.51 in.) or for directly planting herbs.

Terraneo Best-seller: well-known planters, new sizes

After the successful market introduction in 2016 and the launch of the product lines Pure, Modern, Mediterranean as well as Characters in 2017, Esteras by Emsa is extending these style worlds with planters in new sizes in 2018. In line with the motto "big is beautiful" e.g. the XXL range is being extended with two new models – these are not only in demand for residential use but also in field of industrial gardening and landscaping as well as for commercial use. And to make sure that every planter has a matching saucer, the Terraneo saucer collection will also be extended with further sizes.



Esteras Terraneo at the Point of Sale – individually configurable



Not only do tastes differ, so do shop floor sizes, dealers and customers. This is why Emsa makes it possible for dealers to individually configure their goods and product presentations. Thanks to various, presorted mixed pallets, concepts can simply be developed depending on customer needs and in terms of optimum usage of space. From small planter to XXL amphora, the extensive range can be ideally positioned to form a balanced design mix.


Expressive and stylish presentation aids, such as banners, rack rails and flags, pallet cladding and beach flags ensure eye-catching and clear product presentations at the PoS.

Terraneo is a premium terracotta made in Greece: The clay is processed with great care and fired gently at an even temperature of 1,150°C. The result is a first-class terracotta with a natural warm colour. It is vapour permeable to ensure the optimum environment for roots, plus it is also extremely robust and frost-resistant up to -50°C. Emsa even offers a unique 10-year frost resistance guarantee to prove it – for a unique offer in the shop.



Terraneo at a glance:

- Unique combination of raw materials with 5 types of soil unlike any other in the world
- Carefully fired at 1,150°C
- Frost-resistant up to -50 °C
- Resistant to high temperature fluctuations
- Permeability for optimum root environment
- 100 % natural – no chemical additives
- Natural warm terracotta colouration
- Produced in-house
- Unrivalled 10 year frost resistance guarantee

Terraneo Herbs	
	<p>Pure Carpi, 17 x 15 cm</p>
	<p>Modern Classic Como, 17 x 14 cm</p>
<p>The collections can now be ordered as a mixed pallet</p>	

Terraneo – New sizes



Pure

Faro: 25 x 25 cm, 11 l

Mediterranean

Carini: 28 x 20 cm, 13 l

Caserta: 36 x 36 x 28 cm, 34 l

Monachou XXL: 105 x 95 cm, 285 l

Character

Faistos XXL: 90 x 100 cm, 379 l

The collections can now be ordered as a mixed pallet

Terraneo Saucer and Potfeet



Saucer

16 x 3 cm

25 x 5 cm

35 x 5 cm

45 x 6 cm

55 x 7 cm

65 x 9 cm

Lion Potfeet

22 x 12 x 11 cm

29 x 16 x 17 cm

Available to order now

www.esteras.com