



IDeL SRL

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## OUR ADDED VALUE

Pioneer in plastic pots and containers manufacturing, IDeL is an Italian family-owned and managed company, based in Tuscany. With over 60 years of industrial experience, the business is committed to providing its customers increasingly functional and advanced solutions. Market leader in Italy and working in more than 60 different countries, IDeL designs and manufactures items for the *hobby-DIY* field (such as garden centers, wholesalers, specialized retailers, distribution through large scale and DIY stores) and for the *professional plant growers*, exporting worldwide a 65% share of production.

Our mission is to offer a wide range of high quality products and services, ensuring a competitive price, without forgetting the ecological sustainability.

Thanks to the careful selection of raw materials, each IDeL product provides top-level mechanical performances (i.e. the resistance to high and low temperatures, the notable UV colour tolerance and the great robustness). Moreover, the company guarantees compliance with environmental standards and legal requirements, since all manufactured articles are fully recyclable.

The firm covers an area of 25,000 sq. m., and runs 25 injection moulding machines, operating 24 hours per day: these distinctive features ensure fast delivery times, building strong relationships based on trust and reliability.

Exhibiting in several international shows, IDeL constantly develops new products, keeping pace with every market trend and design tendency. Thanks to its dynamism, the company is flexible and open to change: IDeL propositions completely satisfy the needs of the clients, with whom several new products and shared projects are often synergically elaborated. Furthermore, to face the strong competitive pressure, the Italian business proactively invests in R&D, innovation and technology, with the aim to optimize its production process and, consequently, the dynamics of the whole supply chain.

The long-standing experience and the international vocation make IDeL a solid and globally highly esteemed company, getting positive results and a continuous product improvement.

Enjoy our world: [www.IDeL.it](http://www.IDeL.it)



Find out our collection!

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LET'S DISCOVER OUR RANGE!



## MOSAIC



It is a unique line, suitable for indoor and outdoor use.  
Enjoy the timeless advantages.

*Mosaic* is a unique line, with advanced technical features; it is suitable for indoor and outdoor use, thanks to the employment of high quality raw materials, UV rays stabilized, too. In addition to the fine design developed in partnership with the architect Marco Saporiti, the main characteristic of each model is the H<sub>2</sub>O System, which allows to maintain the right plant hydration. Moreover, IDeL has promoted an important communication investment, and obtained special patents, making *Mosaic* its flagship line. Many accessories complete this family, such as the pumice stone bag, the water level indicator and the adjustable balcony brackets, with their extensions for the cement balconies.

## CLASSIC MATTE



### **A contemporary line. Stylish and geometric: it's a must have!**

Boost your revenue with *Classic Matte*.

Young, stylish, geometric. With several square and rectangular solutions, and a beautiful matt finish, *Classic Matte* is a contemporary line, which perfectly fits both with the modern indoor furniture, and with outdoor locations, such as clubs and restaurants, that define their spaces with beautiful hedges. Moreover, many models include the Self Watering System, which keeps the soil constantly moist: this is a perfect connection between aesthetics and functionality!

## CLASSIC SHINY



A young and fresh line, on top of new trends!  
Make the difference.

Like its sister *Matte*, *Classic Shiny* is a young and fresh line with its glossy finish. What makes it elitist is the possibility to choose among the colours of the *Exclusive* collection, interpreted by IDeL as fancy chromatic textures, with light and dark shades. A wide range of sizes and dimensions is available, so *Classic Shiny* pots can directly contain the soil and the plant, but also cover less elegant containers, with the function of cachepot.

## LIVING



A must have collection: not only pots, but also real furnishing accessories!  
Discover the added value of this fashion line.

The *Living* line includes pots intended as furnishing accessories, characterized by a clean, minimal and modernist design. Each model has an appealing shiny finish, which enhances every colour, making it bright and eye-catching. Considering the fashionable shape of these vases, IDeL has conceived them as captivating cachepots that are perfect for the living room or to renew the kitchen following a real Italian style.

## FEEL



A real sensory experience with the *Feel* family!  
Let's try this new emotion.

A real sensory experience: this is what the *Feel* line products offer, thanks to the combination of the grainy edge, gratifying to the touch, but softened by the delicacy of the smoother and shinier body. According to the main IDeL features, the *Feel* vases are versatile, and can be used as useful cachepots, like their cousins *Living*. Moreover, the transparent colour version and the *Exclusive* colour range are both excellent solutions to make the retail assortment even more attractive.

## BIO-COMPO(S)T



Quality and sustainability: the main values followed by IDeL!  
The environmental care is not a joke.

Quality and sustainability: these are the main values followed by IDeL in the *Bio-Compo(s)t* line development, considering that each item is created with certified, biodegradable and compostable raw materials. As all IDeL vases, the *Bio* products are completely non-toxic and recyclable, and are UV rays resistant. Strong against weathering, these eco-friendly pots are extremely durable and excellently meet the needs of the most ecologically conscious customer, as they comply with the international biodegradability standard ISO 14855. To help the retailer effort in the store differentiation using sustainable layout solutions, the *Bio-Compo(s)t* line also includes a special wood display that improve genuineness perception, reproducing the natural environment: it is the perfect manner to impress the customer.

res nova



**Don't close the cycle!**  
Make a conscious choice.

With the new *res nova*, a 100% recycled and 100% recyclable raw materials line, the Italian company made a conscious choice: not only traditional top quality pots and flowerboxes, but also a less pollution and CO<sub>2</sub> reduction strategy, supported by an important communication campaign enhancing the importance of a greater green consciousness and a deeper environmental engagement. The *res nova* articles have been conceived thinking about natural elements and they spread their sustainable values through a special label and their natural colours: clay, carbon and rock. Don't close the cycle: make a conscious choice: Choose ethics, choose IDeL.

## PLASTICOTTO GREEK



The elegance of the ancient Greek motifs is the key!  
A traditional line, distinguished by unique features.

By benefiting from the high plastic flexibility, but maintaining the elegance of the ancient Greek motifs, as well as the grainy finish, the *Plasticotto Greek* family impeccably reproduces the traditional Tuscan terracotta vases. These pots are particularly suitable for creating a wide and deep assortment, facing competition with an excellent price solution and high quality goods. In addition to the wide choice of sizes, this line is distinguished by its top-level quality, thanks to many years of industrial experience. Moreover, the weight of each vase is 20% higher than similar products.

## PLASTICOTTO BASIC



A frugal version for a long-standing tradition.  
Don't miss the opportunity.

*Plasticotto Basic* is the frugal version of the *Greek* line, of which it unquestionably maintains the linear shape and the long-standing tradition. In this case, the differences are the less grainy finish and the lower and extremely competitive price. In confront of equivalent products offered by competitors, IDeL differentiates itself from other companies, combining satisfactory quality levels, even for essential pots, with prices assuring a very high rotation for stores and garden centers: a must have for every retailer, all over the world!

## IDeLSIGN



We offer more!  
Not only injection, but also rotational.

To satisfy the increasing market needs, IDeL's injection moulding range is made even more complete with the *IDesign* line, a family of top quality products, manufactured in resistant resin, using the rotational moulding process. Thanks to the several shapes, modern and essential, or sober and classic, these items allow the consumer to personalize every space in the house, either inside or outside. In fact, *IDesign* offers the opportunity to characterizing even garden decorations with exclusive solutions, thanks to the availability of various accessories and lighting elements, particularly suitable for clubs or restaurants offering outdoor spaces, such as terraces for summer dinners or glamour parties! With IDeL.... You are cool!

## PRODUCT DISPLAY SOLUTIONS



We help you to organize the sales space.  
Let's optimize goods turnover, cross selling and sell out!

Thanks to their wide variety of shapes and materials (metal, wood, plastic and cardboard) and the extreme versatility, all IDEL display proposals allow to easily organize the sales space, optimizing cross selling and sell out, as they highlight and enhance the articles, making them quickly accessible. Each IDEL display solution is durable, and efficiently stimulates the consumer visual attention, considering that the purchase decision depends on the easiness of product finding. This aspect becomes decisive if the buying intention is not clear before the store visit: the internal atmosphere influences the customer perception, so each element of the store design, such as lighting, colours and shelves, becomes a fundamental card to play in partnership with IDEL. With the IDEL display solutions it is possible to give a nice welcome to the consumer coming to the store, successfully satisfying his needs.

## IDeL PROFESSIONAL



A deep range of high quality proposals!  
We help professional plant growers and producers in their work.

With a deep range of high quality proposals, the *IDeL Professional* line was conceived for professional plant growers and producers. IDeL manufacturing uses advanced technologies and proven design methods that have allowed to enter the market with top quality articles, which excellently satisfy professional growers' needs, thanks to a long-standing experience. Moreover, the close collaboration with important European and worldwide known partners has allowed to develop innovative solutions and special patents, able to optimize no matter which production. In fact, *IDeL Professional* is a line of functional and high resistant vases: these products are not only durable, but a special attention is paid to the design, too. Various sizes are available and the pots can be used for several cultivations, obtaining truly satisfactory results in every situation. Finally, pursuing customer satisfaction as a primary goal, each professional article can be manufactured in every colour upon request.



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