

# 2014 Casa Verde Trellis Collection



Casa Verde  
*It's where you live*



Train and showcase your climbing vines, flowers and vegetables in style. Casa Verde trellises are made from recycled plastic composite that is durable and strong for even the harshest of elements. This simple to use accent accessory is practical, but is also an economical way to stylize your home. Available in traditional and fashion colors, and a variety of styles and heights from 2 to 6 foot. Built to last with the longevity of composite compared to wood, it will endure the weather for many years without rotting, splintering, or fading. Waterproof, mildew and insect resistant. **No assembly required. MADE IN THE USA, ISO 9001 Certified**

**From Traditional Elegance to Whimsical Color.** Available in this year's top color picks for outdoor living décor like "black and white" and "brights" trending as this year's favorites according to 2014 Forecasting Reports including **Arett-Outlook** Trend Report.

### Color & Trend Alert!

**Orchid** is the hot garden color for 2014 according to Pantone; and **Plum** voted #1 by Sherman Williams. "We're using trendier colors, like **Acid/Bright Green** and **Amethyst**, as accent pieces", says, The Director of Color, Style and Design at Shaw Industries. Try our Violet Trellis to support this trend. Journalstar.com picks **Cobalt Blue** as this year's color. Try our Cobalt blue trellis to support this trend. **White** and **Black** are trending for modern and geometric designs. "**Sand**, which is a lightly toasted neutral, conjures images of the beach and the carefree days of summer", says, Pantone Color Trend Report 2014. Try our Cedar Trellis for this affect. The colors have really gotten very happy, because we're all feeling better," says Garden Media's McCoy (National Hardware Show,



# 2014 Casa Verde Trellis Collection



2014 Industry Edge). “White is the perfect neutral to make colors pop. The beauty of white is that it enhances any color!”

**Casa Verde Bright Trellises** Casa Verde trellises keep vined plants, vegetables and flowers neat and manageable while meeting the “lifestyle” demands of today’s home owner and economical shopper.

## Lawn & Garden Trends

**People are “Decorating their yards”.** \*\*\*\*Growing emphasis on outdoor spaces as extension of today’s home. Fuelled by social trends like lawn parties and BBQs. Driving demand for garden art, and **decorative planters**. Expected record growth in 2014.

**Outdoor Space is becoming a statement that reflects personal Style.** \*\*\*\*Now that the economy is getting better, people are sprucing up their homes – both inside and out. There will be a shift back to “decorating” gardens with plants and accessories.

**Easy Outdoor Living Updates - “Staycations”** Getting away while at home through visually pleasing outdoor space. Coordinated by theme and color to express one’s vacation-destination preference – Seaside Cottage, Caribbean/Tropical, Spa, English Garden, Rustic, Modern, Artsy, Traditional, Campy...



# 2014 Casa Verde Trellis Collection



## Multi-use Innovation!

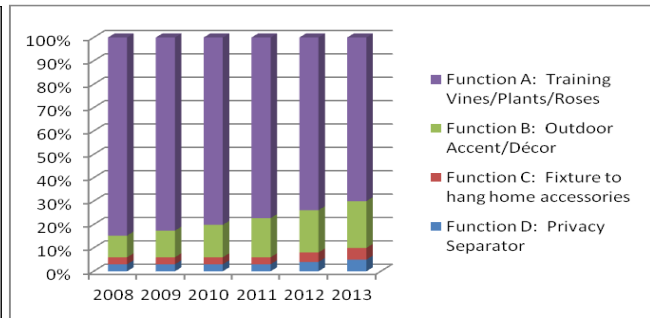
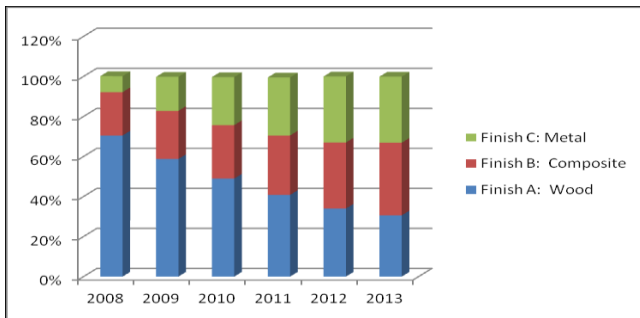
POP Displays and Artwork available to help educate and inspire end-users to incorporate trellises indoors and outdoors alike. Hobbyist and Creative spirits, College Students and Thrifty Individuals will be amazed at all the possibilities using economic trellises to brighten, accessorize and organize too!

## Appealing to Additional Markets (New, Emerging and Untapped)

- Opportunity to appeal to younger home-owner audience (Gen Y) innovative product and colors.
- Opportunity to appeal to Hispanic, College, Hobby, Home Accessory, and Coastal Markets with Colors, Form and Function!

## Realizing Composite Plastic - Opportunities and Benefits

- Limitless colors & finishes only possible through composite material
- Easy to customize exclusive shapes, colors, styles and heights
- Wood price going up
- Effortless maintenance
- Many years of use without weathering, fading, splintering, insect degrade, and rotting



## Macro-Economic Statistics – Trellis Market

- Total Market Size: \$16,900,000
- \*80% of households are single-family with yard, 36% have a flower garden
- \*Total Market Growth Per Year: 8%
- \*Home Gardening Growth: 19%
- \*\*Seed sales up 40-46% (trellises needed)
- \*\*\*Building Materials & Garden Supplies Sales up 6.3%
- Home Improvement Market Size: \$275.6 billion
- Home Improvement Market Growth: 5.4%
- Gas/Food price at premium increasing home-gardening, off-the grid living, self-sustainable lifestyle

\* National Gardening Association

\*\* Homechannelnews.com & lawn & garden performance group

\*\*\* National Retail Association/Census

\*\*\*\* Garden Media Group- Garden Trends 2014

# 2014 Casa Verde Trellis Collection

---



## About Casa Verde Trellises and the Loxcreen Company, an M-D Building Products Company

Casa Verde Lawn and Garden Products, established by Loxcreen, an M-D Building Products Company is celebrating 67 successful years PROUDLY MADE IN AMERICA and ISO 9001 Certified. Casa Verde products include Privacy Fence Slat, Bender Board Lawn Edging, Bark Guards, Stakes and Trellises; all constructed of the highest quality plastic composite and backed by a Limited Lifetime Warranty. Headquartered in Oklahoma City, M-D Building Products' Loxcreen Division is a low-cost on time supplier of OEM and Retail Products. Loxcreen specializes in custom plastic extrusions and is known for great value and exceptional customer service with plants and distribution centers coast-to-coast. For more information: [www.loxcreen.com/plastics.com](http://www.loxcreen.com/plastics.com) and [www.mdteam.com](http://www.mdteam.com).

## Casa Verde Retail Sales Support!

- Innovative sales support & materials across multiple mediums (Email, Print, Mail, Web)
  - Flyers, Catalogs, Ad Artwork, Presentations, Innovation Videos, Online Brochures
- Storyboarding / Coordinated style concepts for Indoor and Outdoor Decorating Ideas
- Multiple Images – Lifestyle Images, Accessorized with Home, Potted, Multiple use innovations
- In-House Creative for Customizing POP Materials, Co-operative Artwork & Advertising Designs

