



## PRESS RELEASE

Tilburg, September 2019

### The return of organic shapes



**If we are to believe the visionaries at Salon del Mobile in Milan, our interiors are about to undergo a change from sleek and modern to natural and organic. Anticipating this trend, elho designed the pure beads: a collection of three plant pots with soft, organic curves and natural hues.**

Bringing nature back into your life is something best done with plants in pots that fit the shapes and atmosphere of the natural world. The elho pure beads are huggable pots that invite an embrace: we'd say go for it, your plants could use some loving every now and then! The pots are made from lightweight materials and are easy to move. They work well as a set, and can also be combined with interior elements made from organic materials like wood and ceramic.

The elho pure beads are the very first pots from the pure collection perfectly suited to the elho self-watering insert, which helps you give your plants the right amount of water at the right time. The elevated bottom takes the trouble out of repotting, as you need less soil or can simply place the plant and its container straight into the pot. Easy and natural, that's what elho is all about.

Available from 1. September 2019

**About elho**

The family company elho is proud to be the market leading innovator in the synthetic pottery market and has been focusing for more than 55 years on the sustainable development of new collections produced in the Netherlands. The collection is now sold in more than 75 countries.

Elho knows that nature makes you happy! Thanks to nature you feel healthier and it gives a big energy boost. That is why elho wants to bring nature in the place you call home. Every day again. Elho makes it as beautiful and easy as possible, always with nature in mind. Give room to nature.

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