

PRESS RELEASE

Tilburg, September 2019

Plants on a pedestal: Dutch Design for a natural and modern interior



Neat lines and simple solutions: the modern interior is one filled with unique designs, every possible comfort, and lots of plants. Plants create a pleasant living environment, and boost our energy. This year, elho expanded its popular b.for collection with a plant standard and pot designed by Dutch design studio Daphna Laurens. With a focus on industrial trends and the wish for a unique, nature-filled home, the duo from Eindhoven designed the b. for studio.

High up or down low, combined with a giant plant or subtle succulent. The b. for studio plant standard and pot is a neat design that fits the current vertical greenery trend. Made from metal and recycled plastic, the b. for studio is available in three different heights: with all three together, you can create a stylish and modern interior that underlines the natural shapes and benefits of your plants.

Studio Daphna Laurens: "This collection literally brings your plants to the next level. The way the pot and frame interact, and the way the elements become 'one', were our biggest focus when designing this collection. The characteristic rim of the pot allows for this connection, both technically and physically. When used without the frame, the rim gives this pot a distinctive look."

Available from 1. January 2020

**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.

PR contact

Patty Willems - PR Manager

patty.willems@elho.nl

+31 (0)6-21459656

elho.com

high res images

elhoportal.com