
GOOD(S)FACTORY®
Get the good(s) feeling

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Meet the Good(s)factory

Proud part of the Elho Group

Pot solutions that bring plants to life and create value in retail.

At Good(s)factory, everything starts with a clear idea: create products people actually need, in a way that makes sense. For the market, for you as retailer and for the planet.

Practical, on-trend pots and accessories, developed together with you. Some ideas start with a blank page, co-created from scratch. Others build on our existing portfolio, ready for your market. Two routes, one goal: creating value. Always backed by decades of manufacturing expertise and a strong foundation in sustainability.

Plastic waste gets a second life, transformed into durable, stylish products for homes and gardens around the world.

As Elho group we are European at heart and global in reach. All production takes place in Europe, with distribution across more than 75 markets worldwide. As a certified B Corporation, we meet high standards for social and environmental performance, transparency, and accountability.
For us, sustainability isn't a story. It's simply how we work. Since 1964, we've been building smarter processes, better products, and strong partnerships. Ready to grow together?

Certified B Corporation

Great Place To Work. Certified NOV 2025-NOV 2026 NL

375 team members

75 countries

100% made in Europe

51 mln. long lasting products

100% wind energy

14 mln. kg plastic waste re-used

100% recycled & recyclable material

Creative power, in-house

From idea to impact

Our design team turns trends and insights into products that stand out and make sense, for you as retailer and for your consumers. Every detail, from shape and colour to material and finish, is chosen to create products that are relevant, efficient, and built to last.

Speed meets control

Design and production work side by side. That means short lines, fast decisions, and a smooth process from sketch to shelf. Ideas move quickly, without losing focus on quality or consistency.

Smart by nature

The way products are designed reflects the way they are produced. Recycled materials, local production, and efficient processes are part of development from day one, not added later. No extra complexity. Just a smarter way of creating products for today's market.

Tailored to your assortment

From subtle adaptations to fully custom concepts, every solution is shaped around your needs.

'**Shaped** around your **needs**.'



Co-create with us

From idea to shelf

Good products start with the right idea. Great products come to life through collaboration. We work side by side with you to create solutions that fit your assortment, your market, and your customers. From first concept to final delivery: fast, focused, and flexible.

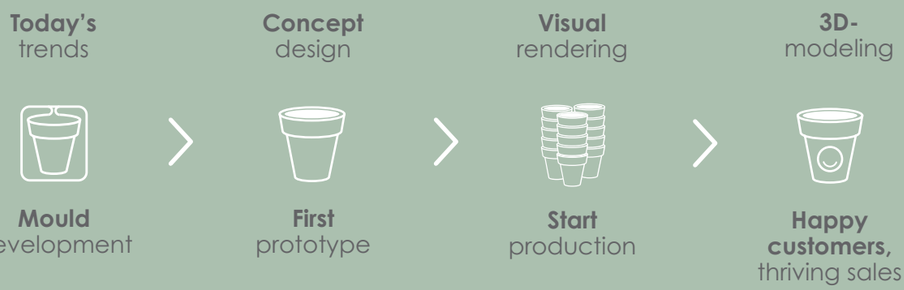
How we work

You choose the direction

Start with your ambition. Fully custom or off-the shelf? Product, colour, and positioning are shaped around what fits your assortment.

1 Co-creation

Starting from a blank page, we develop concepts together that fit your market and your customers. Combining market insights, trends, design expertise and rapid prototyping, we turn ideas into products that are ready for production and built to sell.



2 Customization

Looking for speed and flexibility? Start from our existing portfolio and make it your own. Choose colours, finishes, labelling and packaging. We take care of production and deliver directly to your warehouse.

3 Promotional concepts

Need extra visibility in-store? Our display solutions are designed to stand out and drive sales. From FSC-certified standard displays to fully custom concepts, we create impactful solutions that bring products to life on the shop floor.



'Every step is designed to make collaboration **simple** and **successful.**'

Smart pricing, no compromise

Efficiency that delivers

By combining design, production, and logistics in one smart setup, unnecessary costs are taken out. Local EU production keeps things flexible and fast, while optimized logistics keep pricing competitive.

The result?
Reliable products, consistent quality, and pricing that makes sense. No shortcuts. No surprises. Just strong value for you and your customers.

‘A **simple setup** that pays off.’





Proven commitment

No claims without proof

Sustainability, transparency, and responsibility are part of how we do business. Independent recognitions and certifications help us measure what matters and prove what we do.

Recognised as a company

The way we work is recognised by leading independent organisations.

- **Great Place to Work® Certified**
- **Certified B Corporation™**

These recognitions reflect our commitment to people, transparency, accountability, and long-term impact

Certified in our products

Our products and materials meet recognised industry standards, including:

- **GRS (Global Recycled Standard)**
- **RecyClass**
- **TÜV Green Product**

These certifications verify the origin of materials, support traceability throughout the supply chain, and provide independent validation of product sustainability.

Clarity you can trust

For retail, this means:

- Verified sustainability claims
- Transparent sourcing and production
- Confidence in every product on the shelf
- Independent proof behind every claim

TÜV NORD RecyClass Global Recycled Standard Great Place To Work. Certified NOV 2025-NOV 2026 NL Certified B Corporation

* Check with the Sales Manager which certificates apply to the product.

Our collection

Made to perform. Ready to sell

The collection is designed with one goal in mind: create pots and solutions that perform on the shelf and in everyday use. From timeless essentials to trend-driven designs, every product combines style, function, and reliable quality.

Designed for real life

The focus stays on what matters.

- **Practical designs people use every day**
- **Durable products that last**
- **Styles that fit every home and garden**

Products that are easy to choose and easy to use.

Made to move

This is where design meets commercial impact. Collections are built to create visibility, fit seamlessly into your assortment, and deliver strong sell-through. From entry-level basics to standout pieces, everything is designed with the end customer and your sales in mind.

Flexible by design

Every market is different. That's why collections are easy to adapt, combine, and scale, whether the need is a full range or a strong seasonal offer.

'**Great products** don't just look good. They need to **work**.'



Colour collection

Built to sell. Easy to style

Colour makes your products stand out and move. Our collection is designed with a clear structure and strong visual impact. Easy to combine, easy to explain, and built to drive sales on the shelf.

Evergreens
Your reliable base

These are your go-to colours. Timeless, proven, and always in demand, from deep blacks to clean whites. They form the solid foundation of every strong range

Trend colours
Fresh. Seasonal. Fast-moving.

This is where you create excitement. Our trend colours bring energy to your range with shades that catch the eye and create urgency.

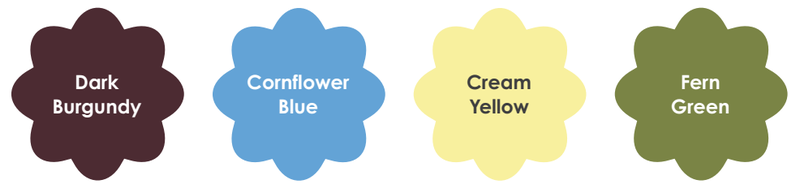
This season: Dark Burgundy, Cornflower Blue, Cream Yellow, and Fern Green.

'Designed to **stand out** and **sell fast.**'

Evergreens



Our trend colours





Trend products

Designed to stand out
Built to sell

Trend products create excitement on the shelf and keep your assortment relevant. Inspired by the latest colours, materials and lifestyle trends, these designs help consumers refresh their home and garden with ease. Fast-moving products that attract attention, drive impulse purchases and bring new energy to every season.



Charm
round

Product specifications

25 cm	22 cm	8 L	335 g	22 cm
30 cm	27 cm	14 L	520 g	25 cm
39 cm	34 cm	30 L	965 g	35 cm

Only available in selected markets



Charm
easyhanger

Product specifications

18 cm	26 cm	3 L	230 g

Only available in selected markets

Charm
bowl



Product specifications

24 cm	10 cm	3,1 L	157 g	25 cm

Only available in selected markets



Charm
coupe

Product specifications

35 cm	33 cm	21 L	713 g	25 cm

Only available in selected markets

Watering systems

Smart functionality every day

An integrated saucer makes plant care easier and cleaner. Excess water is collected directly in the pot, helping to protect surfaces and reducing the risk of overwatering. For consumers, it adds convenience. For retailers, it adds value through a feature that is easy to explain and appreciated in everyday use.





Harmony

Product specifications

29 cm	26 cm	10 L	500 g
34 cm	31 cm	17 L	785 g

Glow

Product specifications

29 cm	28 cm	13 L	535 g





Basics

The essentials done right

Some products never go out of style.
Our basics collection combines trusted designs with practical features consumers expect.
Every pot is equipped with drill holes for optimal drainage and is made from recycled plastic.
UV protection helps colours stay looking good, while frost resistance ensures reliable outdoor performance season after season. Products that simply work, wherever they are used.

Smile
straight



Product specifications

16 cm	14 cm	2 L	81 g	14 cm
20 cm	18 cm	3 L	124 g	14 cm
25 cm	22 cm	6 L	210 g	19 cm
29 cm	26 cm	10 L	347 g	22 cm
39 cm	35 cm	26 L	710 g	32 cm
47 cm	42 cm	45 L	1117 g	35 cm



Smile
straight high

Product specifications

34 cm	39 cm	22 L	620 g	25 cm

Smile
wall basket



Product specifications

26 x 17 cm	17 cm	4 L	176 g

Smile
curve square



Product specifications

29 x 29 cm	31 cm	19 L	540 g	26 cm
37 x 37 cm	39 cm	37 L	974 g	31 cm

Smile
easyhanger single



Product specifications

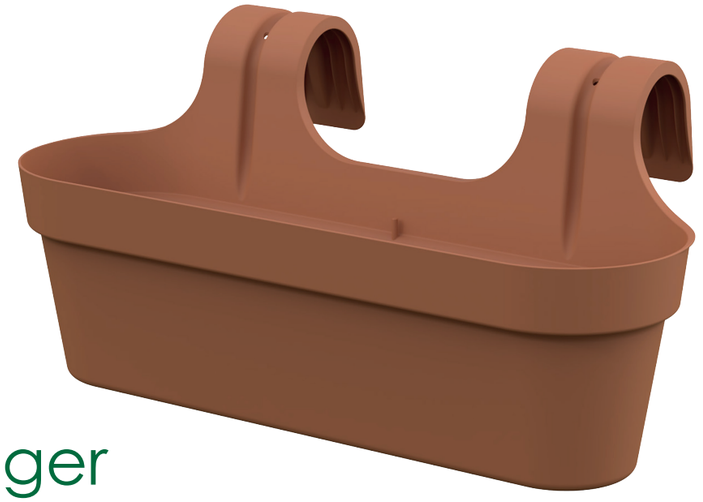
18 cm	25 cm	2 L	147 g



Smile
easyhanger duo

Product specifications

35 x 27 cm	25 cm	6 L	252 g



Smile
easyhanger 50

Product specifications

50 x 24 cm	24 cm	7,5 L	401 g

Available with or without rack



Smile
curve trough set

Product specifications

49 x 28 cm	20 cm	12 L	866 g

Comes with
Integrated saucer
Metal rack



Smile
balcony
2-way

Product specifications

30 x 49 cm	27 cm	6 L	705 g



Laugh

Product specifications

25 cm	22 cm	6,5 L	231 g	17 cm
30 cm	26 cm	11 L	367 g	22 cm
40 cm	34 cm	26 L	793 g	28 cm
47 cm	40 cm	46 L	1235 g	32 cm



Joy
easyhanger
single

Product specifications

18 cm	26 cm	2 L	135 g



Joy
easyhanger
duo

Product specifications

35 x 25 cm	25 cm	5 L	272 g



Joy
2-way

Comes with
Fixators to level the pot

Product specifications

29 cm	22 cm	6 L	285 g





Joy
vertical garden

Product specifications

45 x 42 cm	15 cm	10 L	310 g

Cheer
round

Product specifications

30 cm	25 cm	10 L	421 g	22 cm
40 cm	33 cm	24 L	866 g	28 cm
47 cm	40 cm	42 L	1411 g	35 cm





Cheer
high

Product specifications

35 cm	41 cm	23 L	870 g	25 cm



Fun
round

Product specifications

28,5 cm	25,5 cm	8 L	275 g	19 cm
38 cm	24 cm	20 L	611 g	28 cm
47 cm	42 cm	38 L	1203 g	35 cm
58 cm	72 cm	72 L	2054 g	44 cm

Only available in selected markets

Wicker
round

Product specifications

30 cm	24 cm	11 L	340 g	25 cm
39 cm	32 cm	26 L	608 g	32 cm



Wicker
easyhanger

Product specifications

18 cm	25 cm	2 L	145 g





Comes with
Fixators to level the pot

Wicker
2-way

Product specifications

29 cm	22 cm	7 L	380 g

Wicker hanging basket



Product specifications

25 cm	15 cm	4 L	165 g

Comes with
Rope and hook



Wicker wall basket

Product specifications

26 x 17 cm	17 cm	4 L	180 g

Terrassa



Product specifications

80 x 40 cm	37 cm	52 L	4340 g
80 x 40 cm	60 cm	52 L	6356 g

Terrassa square



Product specifications

40 x 40 cm	37 cm	20 L	2543 g
40 x 40 cm	60 cm	20 L	3731 g

Chill
campana



Product specifications

30 cm	22 cm	7 L	220 g	19 cm
35 cm	26 cm	11 L	316 g	22 cm
40 cm	29 cm	16 L	446 g	25 cm
49 cm	36 cm	33 L	800 g	37 cm

Chill
cilinder



Product specifications

20 cm	15 cm	2,5 L	99 g	17 cm
25 cm	18 cm	5 L	168 g	19 cm
30 cm	23 cm	9 L	270 g	25 cm
35 cm	26 cm	13 L	430 g	32 cm
39 cm	30 cm	20 L	550 g	35 cm
47 cm	36 cm	35 L	850 g	44 cm
57 cm	41 cm	60 L	1347 g	50 cm
78 cm	59 cm	168 L	4586 g	-

Chill
2-way



Product specifications

30 x 30 cm	23 cm	7 L	280 g
49 x 30 cm	23 cm	14 L	560 g

Available with or without rack



Chill
trough set

Comes with
Metal rack
Integrated saucer

Product specifications

49 x 28 cm	23 cm	12 L	850 g

Sienna
round



Product specifications

29 cm	22 cm	9 L	294 g	22 cm
34 cm	26 cm	13 L	361 g	25 cm
39 cm	30 cm	20 L	511 g	32 cm
47 cm	36 cm	35 L	812 g	35 cm



Sienna
2-way

Product specifications

29 cm	23 cm	7 L	286 g



Sienna
square

Product specifications

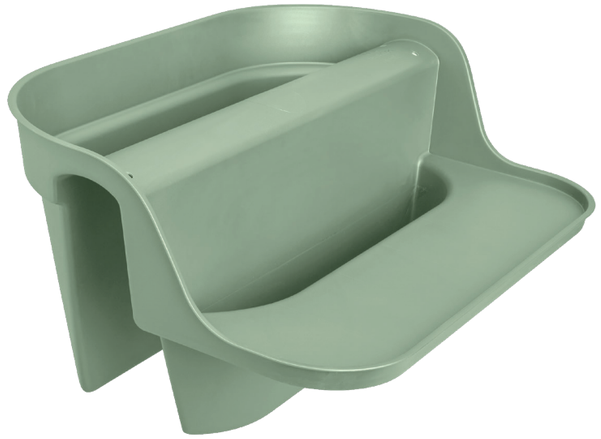
33 x 33 cm	28 cm	17 L	485 g	26 cm
39 x 39 cm	33 cm	28 L	717 g	31 cm

Sienna
trough



Product specifications

58 x 29 cm	25 cm	27 L	623 g	52 cm





Balcony table

Product specifications

39 x 54 cm	26 cm	8 L	865 g

Fence square



Product specifications

29 x 29 cm	28 cm	18 L	630 g	26 cm
35 x 35 cm	33 cm	30 L	967 g	31 cm



Rotation

Strong by design

Rotational moulding allows us to create strong, durable pots with a premium appearance and consistent wall thickness. The process produces lightweight yet robust products, ideal for larger sizes and outdoor use. A smart production technique that combines design freedom with long-lasting quality.



Proud vertical

Product specifications

40 cm	39 cm	27,5 L	1042 g
47 cm	47 cm	48 L	1789 g

Proud horizontal

Product specifications

40 cm	31 cm	22 L	750 g
40 cm	41 cm	30 L	975 g





Amuse
round

Product specifications

40 cm	29 cm	26 L	1190 g
47 cm	35 cm	46 L	1636 g

Amuse
rim



Product specifications

40 cm	35 cm	20 L	998 g
47 cm	42 cm	40 L	1720 g



Indoor

Style made for everyday living

Indoor pots turn plants into part of the interior. Designed around today's colours, shapes and living trends, our collection makes it easy to add style and greenery to every room. Accessible designs with strong shelf appeal, easy to combine and ready to fit into a wide range of interiors.

Sweet round

Product specifications

14 cm	13 cm	2 L	94 g	14 cm
19 cm	17 cm	4 L	168 g	17 cm





Gentle

Product specifications

14 cm	13 cm	1,6 L	86 g
16 cm	15 cm	2,4 L	127 g
18 cm	17 cm	3,4 L	177 g
22 cm	20 cm	6,2 L	278 g
25 cm	23 cm	8,6 L	370 g
30 cm	27 cm	15 L	586 g

Tingle

Product specifications

14 cm	13 cm	1,5 L	95 g
16 cm	15 cm	2,3 L	137 g
18 cm	16 cm	3,3 L	190 g
20 cm	18 cm	4,5 L	254 g





Grow

Make growing simple

Growing your own herbs and vegetables should be easy and accessible. From first seeds to fresh harvests, our smart grow solutions help consumers get started and keep growing. Practical features make growing easier, whether on a balcony, terrace or in the garden. A relevant category that turns the joy of growing into everyday use.

Grow table



Product specifications

		height incl. hood & legs		
76 x 37 cm	24 cm	80 cm	50 L	3131 g

Feature
Detachable legs
Ventilation sliders
Transparent hood

Grow house set



Feature
Ventilation sliders
Transparent hood

Product specifications

		height incl. hood		
39 x 19 cm	8 cm	18 cm	4 L	304 g

Grow pot set



Product specifications

		height incl. hood			
17 cm	18 cm	30 cm	2 L	116 gr	14 cm

Feature
Transparent hood



Grow potato pot



Product specifications

33 x 32 cm	26 cm	13 L	680 g

Grow pot



Product specifications

7 cm	7 cm	0,12 L	8 g	-
15 cm	14 cm	1,2 L	54 g	14 cm
17 cm	16 cm	2 L	68 g	17 cm

Grow bowl



Product specifications

20 cm	10 cm	2 L	45 g	17 cm



Grow duo herbs

Product specifications

25 x 13 cm	11 cm	2 L	105 g

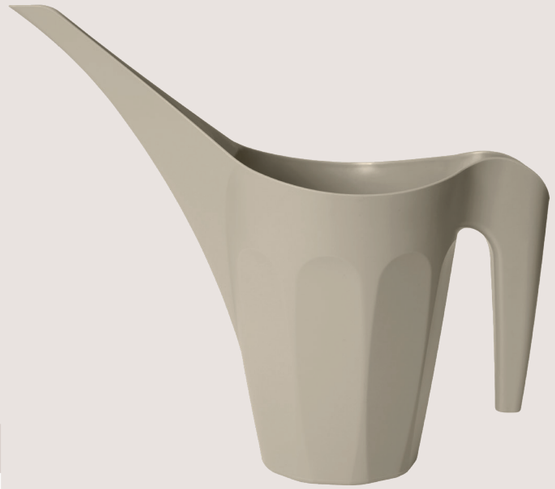
Feature
Integrated water reservoir

Essentials

Smart solutions for everyday use

Some products simply make life easier. Our essentials collection brings together practical solutions for everyday plant care and seasonal moments. From watering cans and plant movers to Christmas tree stands, every product combines clear functionality with easy-to-use design. Reliable products that earn their place in every assortment.

Splash watering Can



Product specifications

28 x 13 cm	24 cm	1 L	118 g
33 x 15 cm	29 cm	1,5 L	184 g



Bright watering Can

Product specifications

43 x 15 cm	28 cm	5 L	245 g
53 x 17 cm	33 cm	10 L	445 g

Plant taxi



Feature
Maximum load capacity 60 kg

Product specifications

40 cm	6,5 cm	2,7 L	633 g

Saucer round



Product specifications

10 cm	1,6 cm	8,8 g
14 cm	1,8 cm	17 g
17 cm	1,9 cm	29 g
19 cm	2,5 cm	38 g
22 cm	2,9 cm	59 g
25 cm	3,2 cm	76 g
28 cm	3,5 cm	95 g
32 cm	4,2 cm	137 g
35 cm	4,6 cm	181 g
44 cm	5,2 cm	294 g
50 cm	5,5 cm	435 g

Saucer square



Product specifications

20 x 20 cm	2,3 cm	75 g
26 x 26 cm	3,1 cm	110 g
31 x 31 cm	3,7 cm	160 g

Silver Fir Xmas tree stand



Product specifications

			tree height	thickness tree trunk
38 cm	18 cm	2,5 L	2 m	7-12 cm

Comes with
Screw set and manual

Nordmann Xmas tree stand



Product specifications

			tree height	thickness tree trunk
39 cm	18 cm	2,5 L	3 m	7-12 cm
52 cm	20 cm	5 L	4 m	7-19 cm

Comes with
Screw set and manual

Take a look at our Good(s)factory movie:
goodsfactory.nl/en/movie

GOOD(S)FACTORY®

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