

The Garden Tower 2

50 Plant patio garden + composter

Transforms kitchen scraps
into organic produce

Garden Tower Project



Grows 50 plants in 4
square feet

Easily rotates for plant
access and sunlight

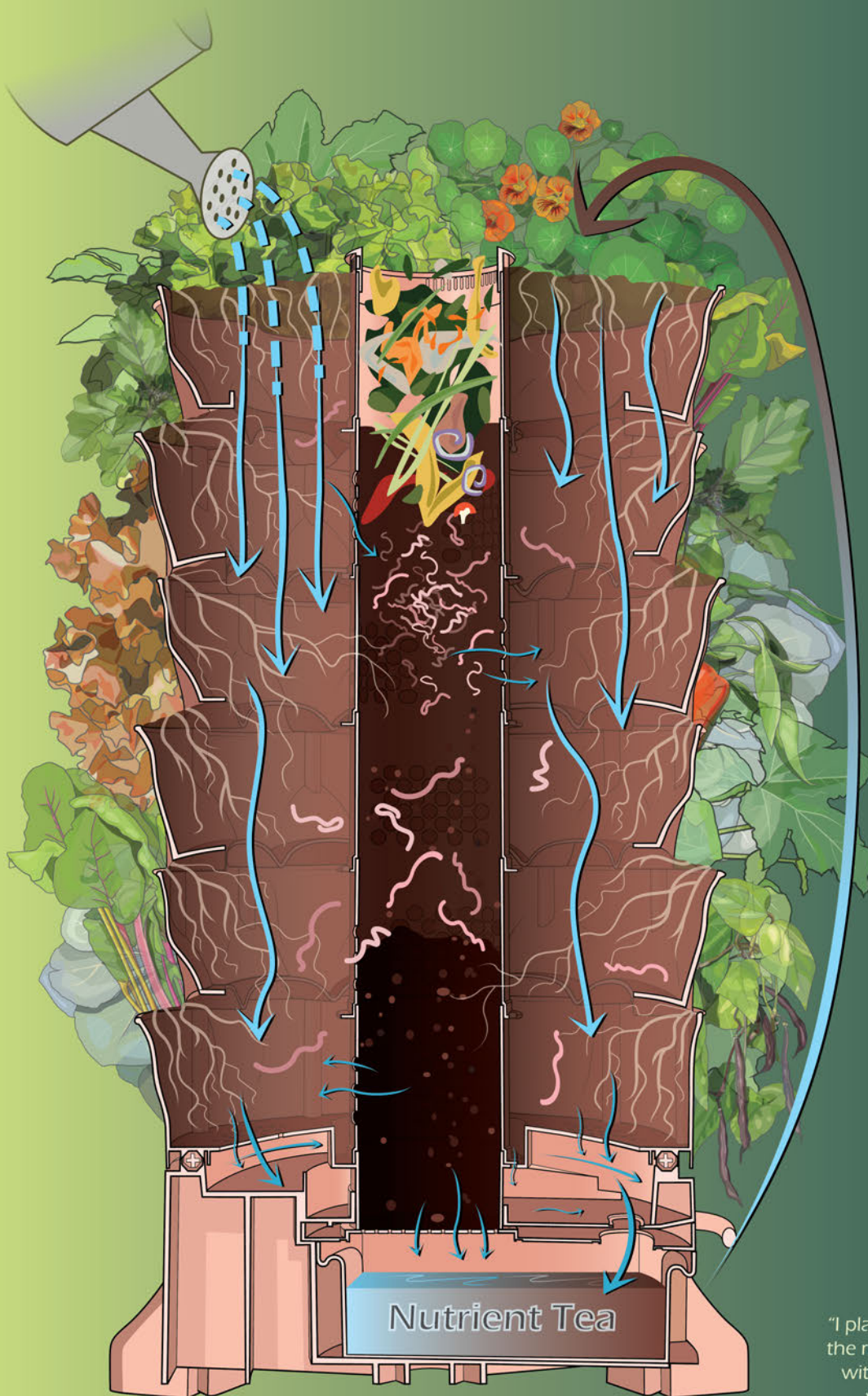
Composts kitchen scraps
into organic fertilizer

Recycles nutrients,
saves water, and
vermicomposts

Accessible, easy to use,
senior friendly, food-
grade, recyclable

The "Ultimate Patio
Farm" for porches,
balconies, & rooftops

The Ultimate Patio Farm by Garden Tower Project



"This is the solution for food deserts...
this is exactly what our cities need."
– Will Allen, Growing Power
Milkwaukee, WI



"The best vertical container
gardening system I've ever used"
– John Kohler, Growing Your Greens
Las Vegas, NV



"I planted my first two Garden Towers in 2011,
the results were astounding...Being a gardener
with limited mobility, I could not be happier
with the easy care and performance."
– Michael Simmons, G.O.E.S. Founder
Bloomington, Indiana

The GARDEN TOWER is the ULTIMATE PATIO FARM

The Garden Tower Project combined innovation with ecological science and advanced engineering to develop a multi-patented, vertical gardening system known as the Garden Tower. The Garden Tower is the highest performing soil-based gardening system available.

The all-new Garden Tower 2 is the culmination of four years of extensive testing by thousands of Garden Tower users across North America. First-time Gardeners, Master Gardeners, Environmental Scientists, Commercial and Community Gardeners, and Ecological Educators in more than forty institutions consistently rely on the ease and efficiency of this system. The Garden Tower 2 incorporates many widely requested features and numerous functional enhancements to the well proven Garden Tower system.

The Garden Tower was engineered to optimize soil-to-compost ratios to allow plant roots direct access to organic fertilizer via the patented vermicompost column. Mature plant roots naturally find the nutrient rich vermicompost₁ contained in the column through the numerous perforations designed to provide unrestricted access.

THE GARDEN TOWER PROCESS TO CREATE ORGANIC FERTILIZER

Starting with a high quality potting soil (free of synthetic nutrient salts or fertilizers), add compostable kitchen scraps into the vermicompost₁ column.

After one week of kitchen scrap additions, add ½ to 2 cups of red wiggler worms to accelerate the composting cycle. Worms are available through a GTP partner, on the internet, or locally in many communities. The addition of nightcrawlers to the Garden Tower further boosts nutrient transport and compost productivity in the system, but is not essential.

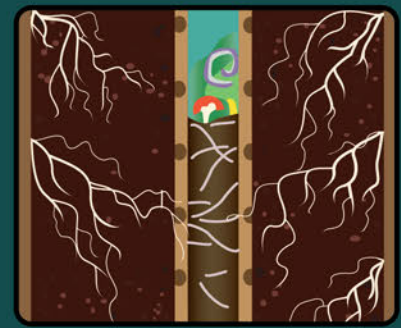
As kitchen scraps decay, the worms digest the decaying matter and transform it into worm castings. The natural activity of worms substantially increases the rate of decomposition of kitchen scraps creating an organic nutrient source (or natural fertilizer) which is directly available to the plants!

The worms continually transform kitchen scraps into fertilizer creating a self-contained, nutrient dense, organic fertilizer system. Dissolved and entrained nutrients are transported through the soil column with every watering of the Garden Tower. Excess “nutrient tea” is conveniently captured in the specially engineered nutrient collection drawer after heavy watering and is returned to the top of the tower’s soil column periodically.

Nutrient rich, aerobic, highly organic and biologically active soil equals healthier, more productive plants! The finished compost or worm castings are easily harvested seasonally and incorporated into the soil as a rich, high quality amendment.

Footnote: ₁Vermicompost: The use of worms to convert organic waste into fertilizer.

A full analysis of typical “nutrient tea” accumulated in the collection drawer can be found at www.GardenTowerProject.com (also see additional handouts).



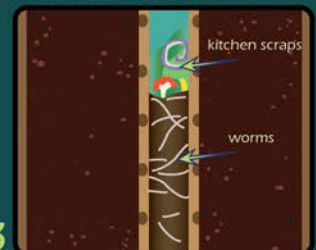
Plant roots access organic fertilizer.



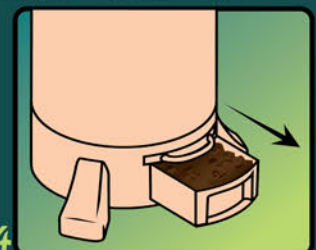
1 To start, add 2-10 inches of kitchen scraps.



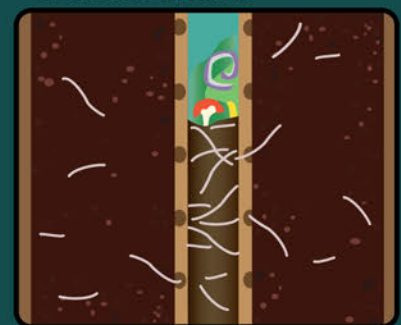
2 Next, add 1/2-2 cups red wiggler worms (fishing bait worms).



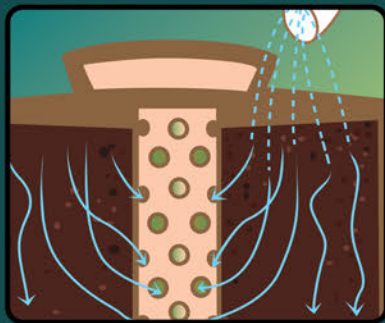
3 With regular addition of kitchen scraps the worms will generate organic fertilizer (compost) in about 90 days.



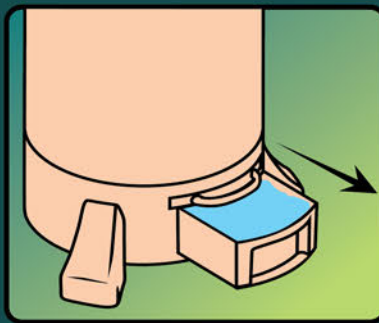
4 Once drawer is full, push handle back in and remove drawer. Pour compost on top of tower to enrich soil.



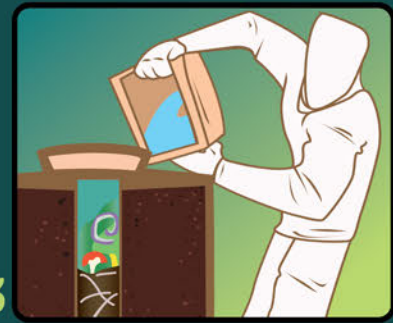
Worms enriching soil within the Tower



1 Water the soil at the top of the tower.



2 Excess water collects in the bottom drawer.



3 The next time the plants need water, recycle the collected water in the drawer by removing and pouring on top of the soil.

The Garden Tower's easy-to-access nutrient collection drawer was designed to systematically collect 100% of unused water to conserve and recycle lost nutrient back into the Garden Tower.

The base of the Garden Tower has an integrated bearing track which offers effortless (one-handed) 360 degrees rotation for easy access to plants and sunlight. Bearing are rust and waterproof for years of maintenance and hassle-free use.

The bearing design feature lets the gardener easily choose just the right amount of sunlight needed to maximize plant health and productivity. Additionally, it offers an incredibly easy way for school age children, seniors and the physically challenged to comfortably garden nearly anywhere.

The durable sliding compost filter gate directly above the nutrient collection drawer is multi-purposed – It is used to secure the vermicompost as it accumulates, but is easily removed to collect the fertilizer in the nutrient collection drawer when the column is full. The filter gate is fully perforated to improve drainage and maximize aeration of the aerobic vermicompost column.

To empty the compost into the nutrient collection drawer, simply pull the compost filter gate half way out. The dry compost will load into the nutrient collection drawer, then redistribute the newly created organic material evenly on top of the Garden Tower. Excess compost can be used in other potted plants or gardens.

Notes:

The vermicompost column should be emptied at least once a season or more depending on the number of worms used and environmental conditions.

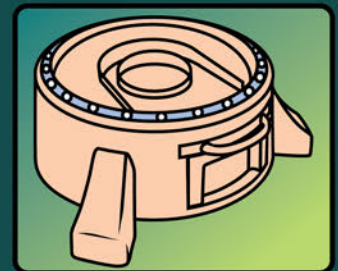
Scientific testing has demonstrated that the vermicompost system only fluctuates by 3 degrees (f) daily even when the tower is exposed to 25 degree changes in outside air temperature! This makes for an incredibly stable vermicomposting environment.

The combination of a large soil thermal mass and insulating capacity of the thick FDA food-packaging grade plastic exterior walls allows for earlier spring plantings and an extended fall growing season.

Traditional gardens suffer significant water and nutrient loss as excess water carrying dissolved nutrients is pulled downward through the soil below the root zone before it can be utilized by plants.

The Garden Tower recycles nearly 100 percent of unused water through innovative design and minimizes exposed soil surfaces greatly reducing evaporation.

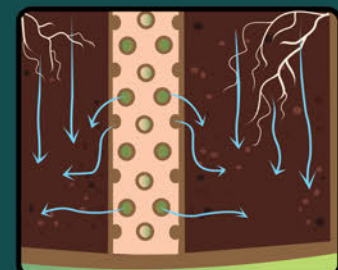
Water savings of 90 percent have been reported in high heat zones and in arid, high-altitude desert regions with poor or sandy soils.



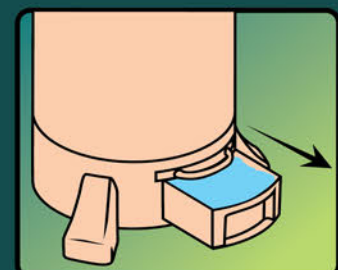
Internal ball bearing track.



To empty compost into easy access drawer, simply pull out on handle.



Gravity pulls water down, nourishing the plant roots.



Excess water collects in the bottom drawer.

"Here near the North Rim of Grand Canyon, (a high altitude desert) we live in an off grid home where collected rainwater is all we use for our home and garden. In the past, we have attempted to grow vegetables the traditional way. We tried permaculture; mulching them, raised beds, etc. We would give every plant a gallon a day, and they still did not thrive through our challenging winds, dryness and altitude. Then in mid summer, there was always a danger of running out of water before the monsoons rains come.

Now it appears that the Garden Tower is going to change all of that! We can now water 50 plants with only 5 gallons of water a day. For a garden with limited water resources in the dry desert climate, this is a huge blessing!"

– In gratitude, Kathryn Sharp (Fredonia, AZ)
Garden Tower Customer

After the initial set up and planting, total care in only 5 minutes daily!

The Garden Tower provides and maintains an optimum growing environment for all types of plants across multiple growing zones. Weeding is minimal so the gardening experience is simple, yet rewarding with very little daily effort.

The Garden Tower is perfect for first time or experienced gardeners!

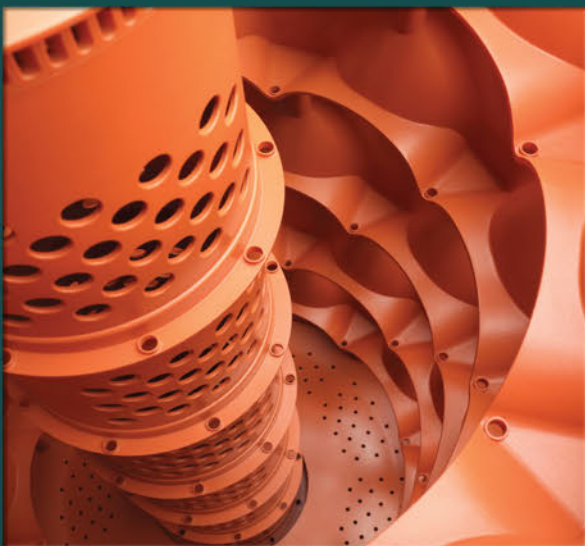
Because it is incredibly easy to use and performs so well, the Garden Tower is perfect for all levels of experience; particularly first time gardeners.

About our Plastic

The Garden Tower is injection molded, using food grade (FDA approved) high-density polyethylene (HDPE) or high-impact polypropylene in all components. The plastic contains no BPA, PVC, phthalates or other substances suspected to cause disease or hormone disruption.

Available Colors

Garden Towers comes in an attractive terracotta color, but look for additional color offerings to be released in 2015 and 2016.



What factors are driving customers to purchase Garden Towers?

GMO Foods (& Organic Alternatives)

Today's consumers are concerned about food safety and buying Non-GMO foods. One of the most crucial and popular trending issues facing consumers and producers is food labeling. Current national polling demonstrates that 92% to 96% of consumers favor GMO labeling.

Garden Tower customers have the ability to know exactly what they are eating because it's homegrown from non-GMO seeds and produced organically.

Senior Gardeners

Seniors are a growing and enthusiastic segment of the gardening industry. As millions of baby-boomers age they discover the daily rituals of traditional gardening increasingly more difficult. The 50-plant Garden Tower can be easily maintained from a chair or wheelchair. Not only does vertical gardening make the most sense for this demographic, but having the ability to rotate gives the senior gardener an easy method to manage their freshly grown produce.



Lack of Space to Garden

Nearly 50% of the world's population lives in cities. For urban dwellers wishing to garden, the lack of available space and uncontaminated soils are growing concerns. The Garden Tower has a diminutive footprint of a mere 4 square feet but an amazing 50 plant capacity which is expandable to 70 plants with the additional of two grow rings added to the top of the Garden Tower. This is an ideal solution for today's urban balconies, rooftops and courtyards.

Water Scarcity

The United States is suffering unprecedented droughts in some of our most fertile growing areas. The Garden Tower delivers optimal water conservation, while maximizing yield and convenience!

Selling Garden Towers

The Garden Tower 2 meets an ultrawide range of customers' needs, desires and purchasing criteria:

- Desire to consume healthy foods
- Age factors
- Mobility restrictions
- Space limitations & soil toxicity concerns
- Time & ease of use
- Drought prone areas or water use restrictions
- Conservation programs & non-profits
- Rising food costs
- GMO sensitivities
- Organic consumers
- Gardening & composting enthusiast
- Self-sufficiency & independent lifestyles

Sales Materials

Upright displays, pallet wrap, custom packaging, and digital/print media available on request.

Companion or Bundled Sales

The Garden Tower generates companion product purchases at the point of sale creating substantial additional revenue for garden stores:

- 8 cubic ft. of **professional potting soil** (\$25-80)
- Red-wiggler **composting worms** (\$15-35)
- Seeds and **plant starts** (\$12-75)
- Organic plant food / **soil amendments** (\$4-16)
- Additional Garden Tower **accessories**

Dimensions

Packaged: 23" x 23" x 25" & 35 lbs (dry)
Assembled: 25" x 24" x 44" & 200 lbs (loaded)

Manufacturing Ability

The Garden Tower Project is in partnership with the largest child safety products manufacturer in the Midwest with over 1,100 employees and distribution to more than 70 countries worldwide.

The Garden Tower 2 will be produced locally in a state-of-the-art zero waste manufacturing facility certified to the highest plastics manufacturing standards for infant products.

Worms

Garden Tower Project has partnered with a leading national garden worm supplier to offer customers easy, low cost solutions to obtaining healthy worms.

Private Label

High quality customized private labeling is available for the Garden Tower 2 and future accessories (minimum order quantities and additional fees may apply). With broad market appeal, there is ample room for niche targeting.

Warranty

Garden Tower Project, LLC. is confident in the quality of our products and we know your customers will get many years of worry free use out of each Garden Tower. We have a reputation for quality, safety, and durability achieved through superior design, materials, and craftsmanship. Please contact us for additional information.

Cumulative Direct Garden Tower Sales



For sales inquiries, please contact:

Clark@gardentowerproject.com or 1-844-GROW-GTP

(1-844-476-9487)

For more information and to download this brochure, visit:

www.GardenTowerProject.com/GT2