

French wholesaler looking for suppliers or manufacturers of products for gardens, balconies and terraces.

Summary

Profile type	Company's country	POD reference
Business request	France	BRFR20220428036
Profile status	Type of partnership	Targeted countries
PUBLISHED	Supplier agreement Outsourcing agreement	• World
Contact Person	Term of validity	Last update
<u>Dominique DEVE</u>	28/04/2022 28/04/2024	28/04/2022

General Information

Short summary

French wholesaler of products for the landscaping of gardens, balconies, terraces, seeks new suppliers or manufacturers located in Europe. The company has very specific needs : natural and PVC fences, artificial plants and lawn, baskets for tree roots, reusable bags for green waste, borders, and baskets for vegetable gardens. It is expected that the partnerships will take the form of manufacturing/outsourcing or supplier agreements.

Full description

Founded in 1967 and acquired in 1993 by the current CEO, the French company is a wholesaler of products for the landscaping of gardens, balconies and terraces. It offers a wide range of products made from natural materials such as heather, willow, bamboo, raffia, etc. as well as synthetic products. Among the 1,200 items in its catalog are : fences, hedges, blinds, ties, trellises, mini greenhouses, artificial lawn,... The company works mainly with DIY stores and garden centers, professional customers like tree nursery but also has a B2C e-commerce site.

Since the COVID crisis, the company has been facing supply problems, especially due to delivery times, transport costs and the bankruptcy of some suppliers.

The company is looking for new partners, mainly manufacturers located in or near Europe to reduce its dependence on the Chinese market and its carbon footprint. Once its supply stabilised, it will be able to meet the needs of its French customers and resume its export sales.

Today, the company is looking for:

1 - fences, privacy screens, windbreaks made of natural materials (willow, heather...) or made of metal, PVC (photo 1)

- 2 - baskets for vegetable gardens, in willow or other materials (photo 2)
 - 3 - easy-to-install borders, to be planted in the ground, in PVC, wood or other materials (photo 3)
 - 4- artificial plants (not flowers) such as bamboo, boxwood, cypress... and artificial lawn. The products must look as real as nature. (photo 4)
 - 5- basket for tree roots. These are biodegradable structures made of galvanized steel mesh used to contain the root ball of trees to be replanted. (photo 5)
 - 6- reusable bags for green waste (photo 6)
- The company wishes to avoid intermediaries and seeks the most direct sourcing. It's why it primarily looking for manufacturers, but it can also work with wholesalers if they offer competitive prices.
The French company wants to establish manufacturing/outsourcing or supplier agreements.

Advantages and innovations

More than 50 years of experience

The quantities for the first orders will be small (test phase, market assessment, etc.) then larger if the test is successful. Potential partners can expect a long term cooperation.

Stage of development

Sustainable Development goals

- **Goal 13: Climate Action**
- **Goal 12: Responsible Consumption and Production**

IPR Status

No IPR applied

Partner Sought

Expected role of the partner

The French company is interested in different types of partners :

- manufacturers able to produce specific products according to design and materials specifications
- suppliers, themselves manufacturers, offering finished products that the French company can sell under its own brand
- wholesalers, but only if the prices are competitive.

Ideally, the partners are manufacturers of one of the products sought or able to adapt their know-how and production tool to meet the needs of the French company. For example, the vegetable baskets could be produced by willow fence manufacturers, as well as the basket for tree roots could be made by steel mesh manufacturers...

The partners will preferably be located in the EU or in a country close to the EU but the French company is open to any proposal, especially for products made of exotic materials (bamboo, raffia,...).

The quantities for the first orders will be small (test phase) but the manufacturers must be able to produce large volumes. Depending on the type of partner, the French company will establish manufacturing/outsourcing or supplier agreements.

Type of partnership

Type and size of the partner

Supplier agreement

• **SME 50 - 249**

Outsourcing agreement

• **SME <=10**

• **SME 11-49**

Dissemination

Technology keywords

Market keywords

• **07004006 - Garden and horticultural products**

Targeted countries

Sector groups involved

• **World**

Media

Images



[Photos 1,2,3](#)

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[Photos 4,5,6](#)

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