

VELCRO® Brand Garden Products



ORIGINAL
THINKING™

Velcro Companies

November 20, 2023
Justin Werk



Velcro Brand Introduction

Velcro Companies

is a technology-driven, global organization providing fastening solutions that solve problems in simple, elegant, and surprising ways.

Our story begins with the invention of the **Original VELCRO® Brand hook and loop fastener** more than 60 years ago. This invention has transformed the world (and moon) one strip at a time and continues to inspire us today.



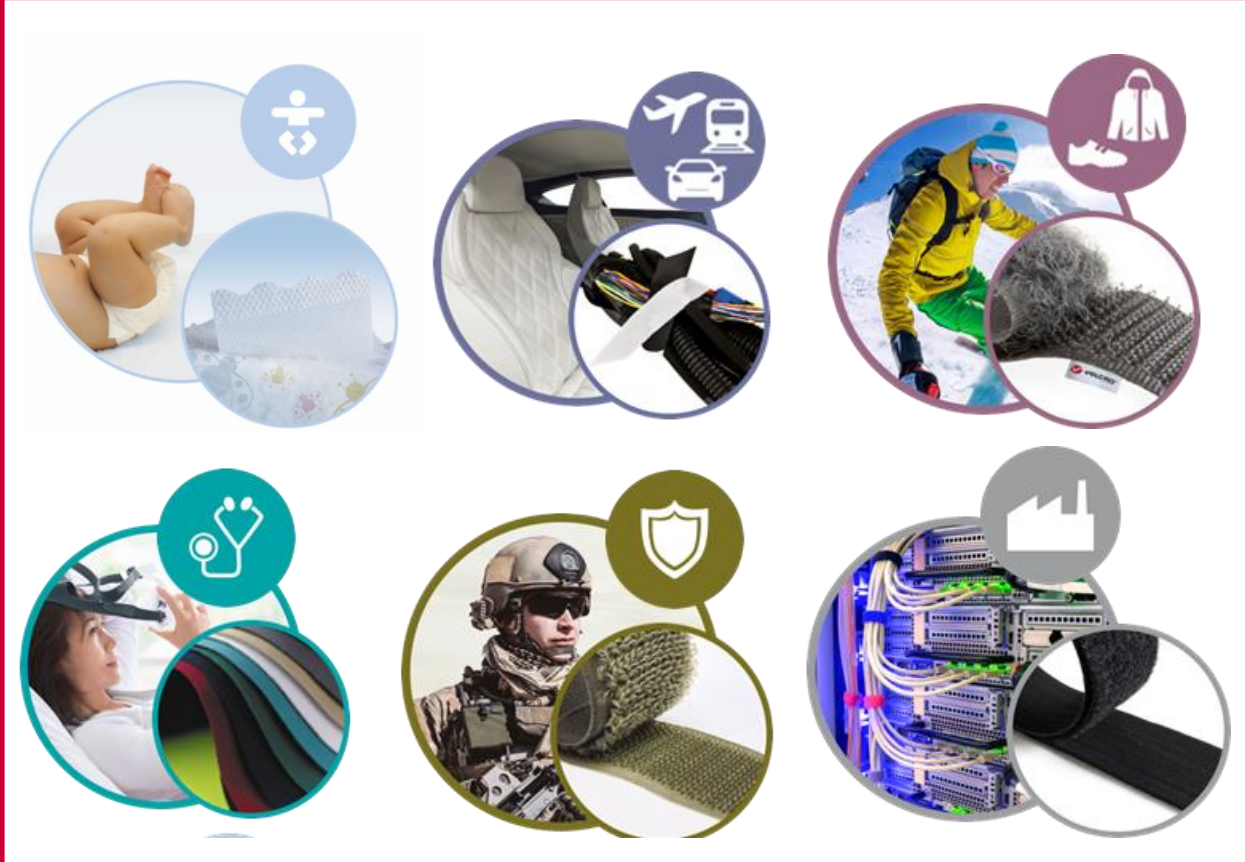
+40 Billion Connections | +4 Million Miles of Tape Each Year | 2,100 Patents | B2B and B2C Solutions



ORIGINAL
THINKING™

We Have a 60+ Year Track Record of Solving Real-World Challenges

Creating Infinite B2B Hook & Loop Solutions Across Multiple Industries



- ✓ Operational excellence in every aspect of the business
- ✓ Committed to sustainable product development and continuous improvement
- ✓ Relentless innovation with ORIGINAL THINKING™

Our products are present in
consumers' everyday lives

Broad Portfolio of Consumer Solutions and Category Investment

VELCRO® Brand products empower consumers to confidently tackle projects on their own

Robust Product Portfolio with 1000's of Applications



Innovative and differentiated fastening products addressing unmet needs

VELCRO® Brand product advantages of strength, durability, versatility, and ease of use relevant across many categories

Investment in Brand Awareness and Consumer Education

“EASY. DOES IT.” campaign launched in 2023; Demonstrating that VELCRO® Brand hook & loop products are easy and reliable solutions for DIY projects



The image features a red background with a repeating pattern of the word 'VELCRO' in a lighter red, sans-serif font, oriented diagonally. A white horizontal band is centered on the page, containing the main title.

Velcro Brand Consumer Insights

Fasteners are Used Across a Wide Array of DIY Tasks

HOME IMPROVEMENT



- Organizing tools
- Bundle hoses or cords
- Mount frequently-used items
- Hang craft projects for display

50% do DIY home improvement projects at least 1x/year

69% use fasteners for home repair / DIY tasks

ELECTRONICS



- Organize cables or wires
- Organizing home office supplies

70% have sought out electronics organization solutions

33% use fasteners for home electronics tasks

CRAFTS AND SEWING



- Organize craft supplies
- Make kids crafts
- Make clothing
- Make kids costumes

26% regularly craft with fabrics

70% of fabric crafters regularly require fasteners

GARDENING



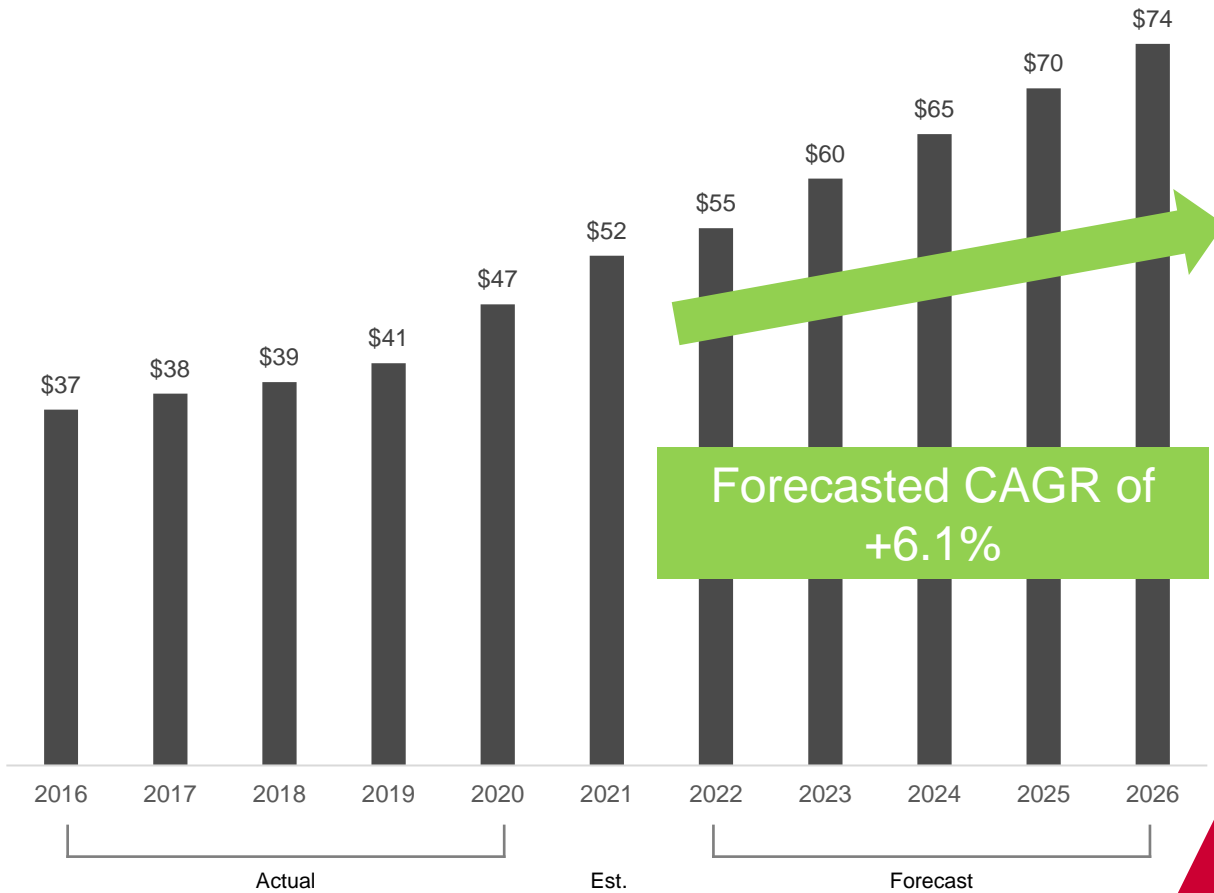
- Organize garden equipment
- Train plants, vines and small trees

55% engage in lawn & gardening activities

30% use fasteners for gardening tasks

Strong, Sustained Growth Expected for \$52B Lawn and Garden Market

US Sales and Forecast
Lawn and Garden Market (\$B)



Gardening Growth Fueled by Pandemic and Inflation

- ✓ **55%** of American HHs participate in home gardening
- ✓ The pandemic created **18.3 million** new gardeners
- ✓ **Gardening** brings economic value for consumers as **food inflation peaked to 11.4%** in Aug 2022
- ✓ Food Gardening saw a dramatic increase from 25% to 40% during the pandemic
- ✓ **Average garden** can yield **\$600** of produce in a year

VELCRO® Brand Product Benefits are Winning Over Consumers



Strong When it Counts



Incredibly Versatile



No Tools Needed



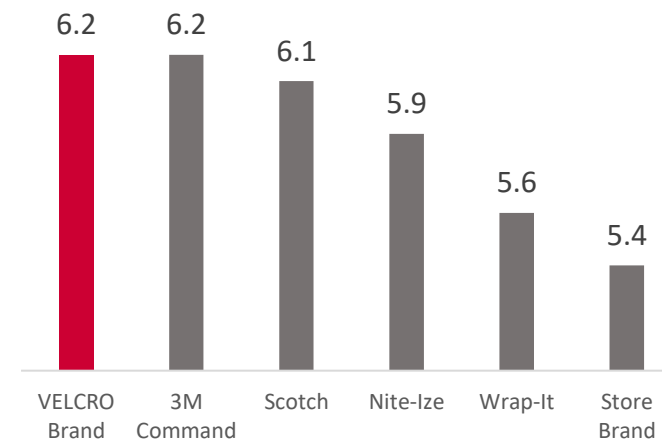
Clean & Mess Free



Reusable

High Brand Satisfaction

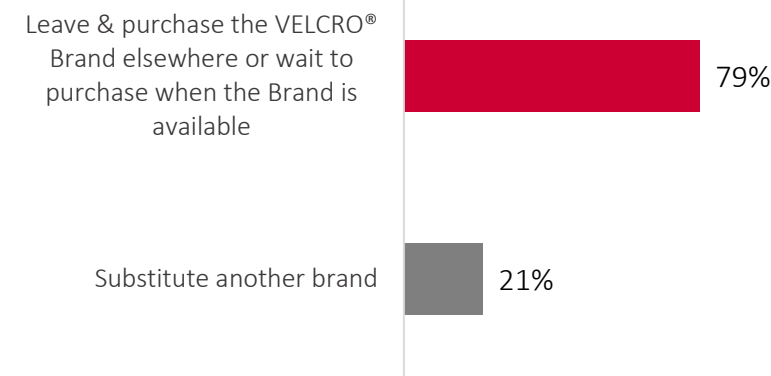
Brand Satisfaction is **considerably higher** for VELCRO® Brand products than for many other brands of hook & loop products.



7-Point Satisfaction Scale

Low Brand Switching

79% of shoppers would not switch to a competitor's brands when looking for VELCRO® Brand products and unable to find them



Garden Market (USA)

Home Gardening In American Households is at **77%**

(According To The Annual National Gardening Survey)



35% are of the older generation (mostly retired, empty nest)

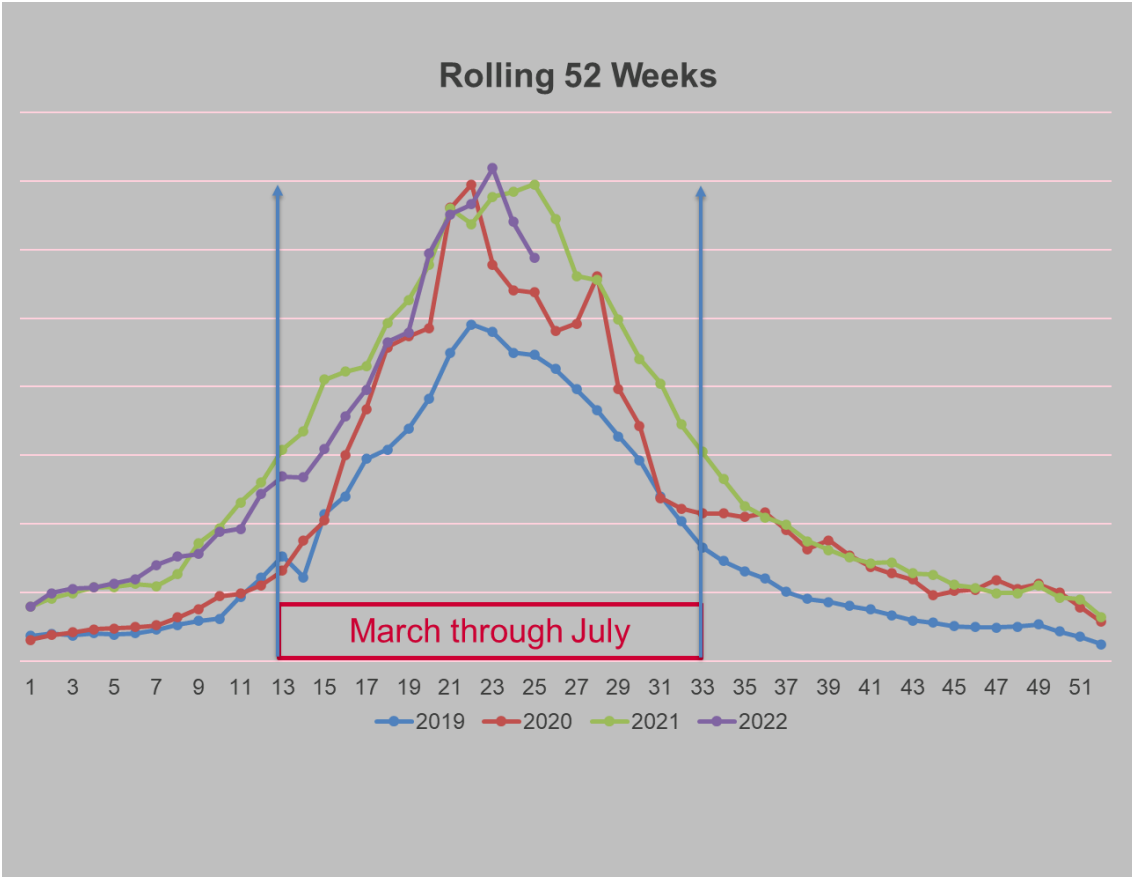


29% are of younger households (18-34 years)-- one of the most popular home garden age groups, and the numbers are increasing



10% are between the ages of 45-64

Garden Retail Sales Seasonality



Product Assortment

Growing the Core VELCRO® Brand Garden Solutions



VELCRO BRAND | ORIGINAL THINKING™

GARDEN TIES AND STRAPS

SECURE AND DURABLE
GARDEN SOLUTIONS



- Garden Products Storage Straps complement the current line of Plant Support Ties
- Solve storage pain points for gardeners with power tools, blowers, heavy long handled tools, bulky hoses
- Increase the addressable audience for VELCRO® Brand Garden Products

Plant Support with the VELCRO® Brand Garden Tie



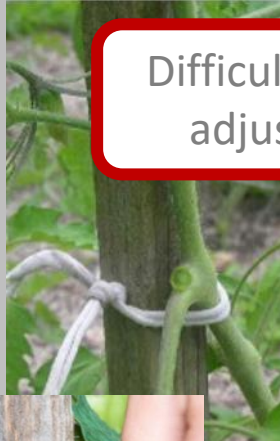
The Indispensable Garden Tool

- Over 900k units sold in 2022
- Supporting seven to nine million plants
- 2023 DIY Hardware retail sales up 30% - 50% YTD



VELCRO® Brand Garden Tie: Competitive Analysis

Twine & String



Difficult to adjust

Not Reusable



Deteriorate over time

Wire & Soft Twist Ties



Damage plants as they grow

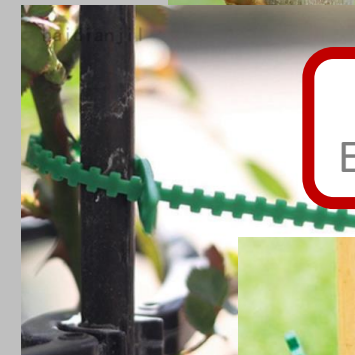


Time consuming to cut and twist

Plastic Ties



Plastic Not Eco-Friendly



Rough on sensitive plants



Key Consumer Benefits & Attributes



Eco-Friendly

Secures onto Itself.
No Twists or Knots

Soft & Gentle Plants

Easily Adjustable & Reusable

Made in USA

Durable & Weatherproof



Convenient Pre-cut or Customizable Cut-to-Length

Plant Support: VELCRO® Brand Garden Tie Collection



**Small Potted Plants,
Seedlings, Flowers**



**Raised Bed Plants
Tomatoes etc.**



**Full Range of Cut to Length Rolls for Small to
Large Holding Power Where & When Needed**

VELCRO® Brand Garden Tie Assortment



	Precut Garden Ties 12 ct.	Precut Garden Ties 45 ct.	Cut to Length Garden Ties	Cut to Length Garden Ties for Bushes & Shrubs	Cut to Length Garden Ties for Tree Support
Count	12 ties	45 ties	1 roll	1 roll	1 roll
Precut Size	6 in x ½ in wide	8 in x ½ in wide	Variable Length ½ in wide	Variable Length 1 in wide	Variable Length 2 in wide
Roll Length	n/a	n/a	50 feet	35 feet	18 feet
Best for	Container Gardening indoors or outside	Containers or two 4 x 4 raised beds	Large Gardens (raised beds and yards)	Yards and Landscaping	Trees
Plant Support	Two container plants	Six to eight plants	For most home gardeners, enough ties for a season of plant support	Five to seven bushes or shrubs	Six to nine saplings

ALL VELCRO® BRAND GARDEN TIES MADE FROM 65% RECYCLED PLASTIC

VELCRO® Brand Garden Shed Organization



51% of consumers surveyed reported that organizing garden tools is a problem

"Not enough space for bulky items. Hate hoses and extension cords Meaning keeping them wrapped up"

BUNDLING SOLUTIONS



VERTICAL STORAGE SOLUTIONS



WRAPS, STRAPS, ACCESSORIES

- Cords
- Stakes
- Hoses & Tubing

HEAVY DUTY STRAPS

- Hoses
- Power tools
- Blowers, Trimmers, & Edgers
- Hand Tools & Rakes

VELCRO® BRAND Garden Vertical Storage Solutions

EASY HANG™ GARDEN HOSE STRAP

new

For off season storage of garden hoses:



- Garden Hoses
- Irrigation tubing
- Soaker hoses



NEW ITEMS

- VELCRO Brand EASY HANG Garden Hose Straps Multi-pack Green
- VELCRO Brand EASY HANG Large Garden Hose Straps 18in x 2in. Green. 2 ct.

EASY HANG™ GARDEN CINCH STRAP

new

For storing power tools & Bulky Items



- Blowers
- Trimmers
- Weed whackers
- Leaf vacuums



NEW ITEMS

- VELCRO Brand EASY HANG Garden Cinch Strap 24in x 1 1/4in strap - green.

**STRONG
HOLD**



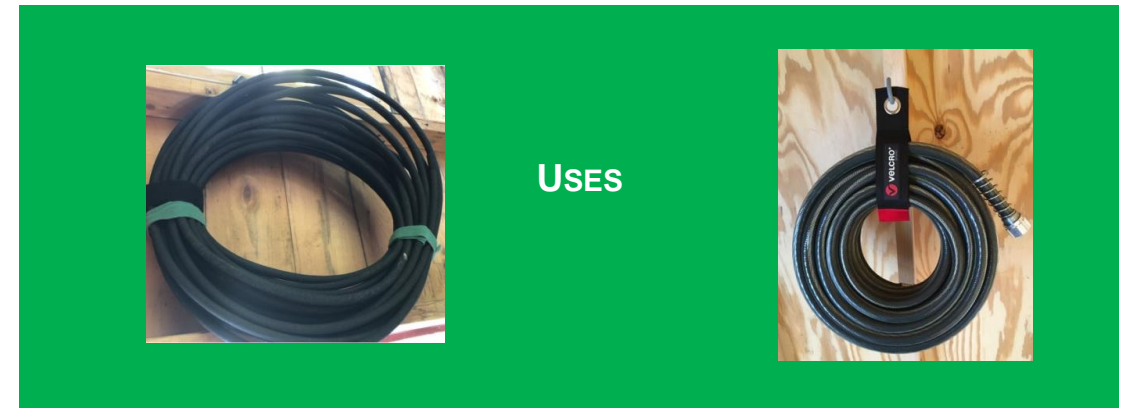
2-Pack
100 LBS



3-Pack
**60/75/100
LBS**

- ❖ Heavy Duty Strap Engineered for Garden Bundling & Mounting
 - ❖ **Industry-leading Strength (60lbs/75lbs/100lbs)**

- ❖ Features & Benefits
 - ❖ Rust-resistant grommet hangs easily on hooks and nails
 - ❖ Ballistic Nylon Webbing
 - ❖ Easy Release Pull Tab

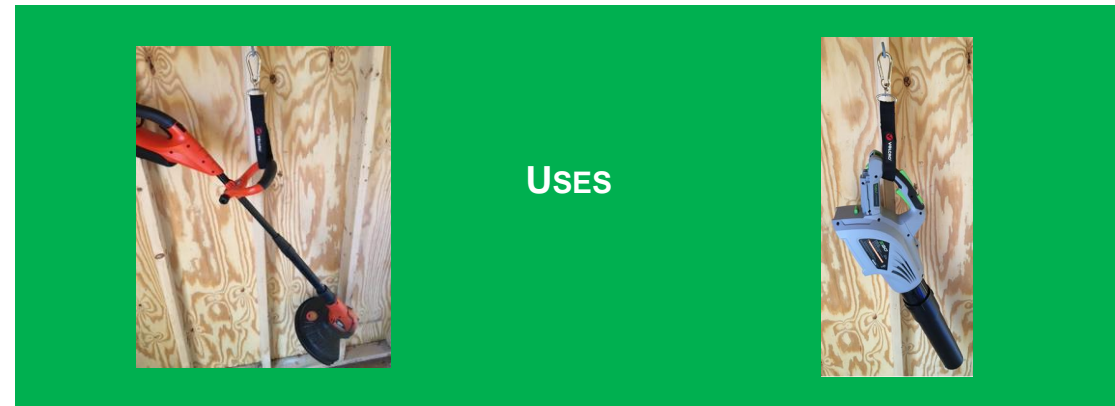


**STRONG
HOLD**

250 LBS



- ❖ Heavy Duty Strap Engineered for Large and Bulky Items in the Shed
 - ❖ **Industry-leading Strength (250lbs)**
 - ❖ Cinching Ability to prevent Unrolling
 - ❖ Easy to Use
- ❖ Features & Benefits
 - ❖ Heavy Duty Carabiner for Versatile Hanging and transport
 - ❖ D-Ring allows strap to cinch tight for a secure hold
 - ❖ Easy Release Pull Tab



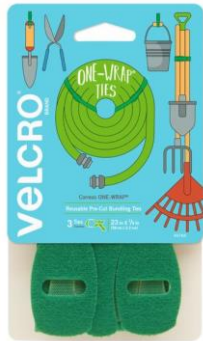
VELCRO® BRAND Garden Bundling Solutions

ONE-WRAP® TIES

new

For bundling cumbersome garden accessories:

- Garden Hoses
- Tarps
- Ground Covers



NEW ITEM

- ❑ ONE-WRAP® Ties, 23in x 7/8in, green, 3 ct.

ELASTIC CINCH STRAPS

new

For wrapping multiple & odd-shaped garden accessories:

- Tarps
- Ground covers
- Irrigation tubing
- Garden stakes

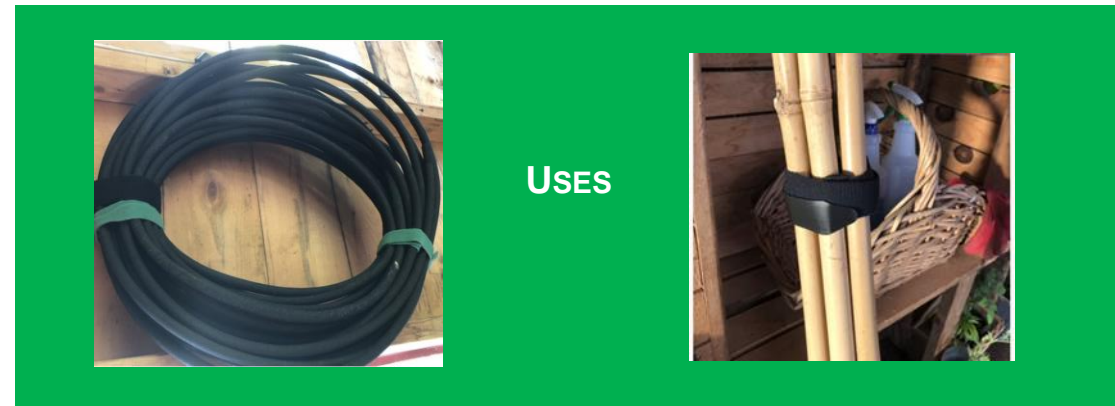


NEW ITEMS

- ❑ Elastic Cinch Strap 15in x 1in. black with Yellow D Ring. 2 ct.
- ❑ Elastic Cinch Strap 30in x 1in. black with Green D Ring. 2 ct.

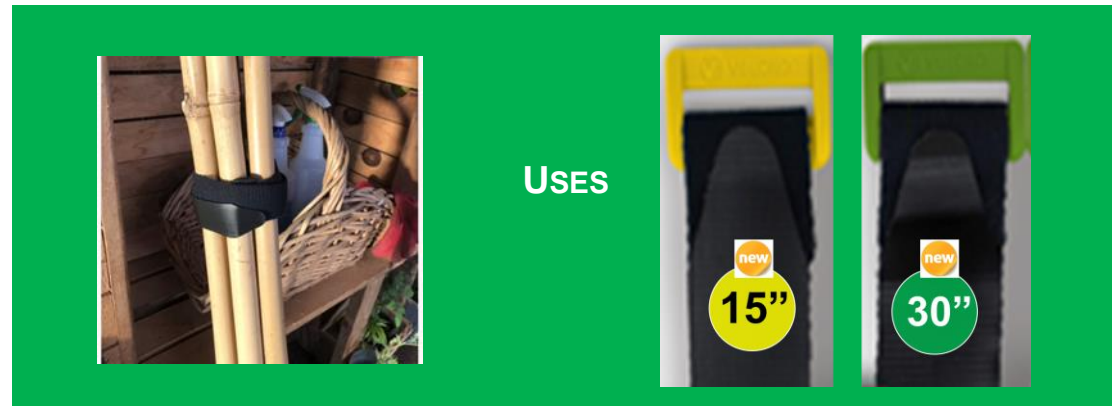


- ❖ Easy-to-Use Pre-Cut Bundling Ties
 - ❖ Adjustable & Reusable
 - ❖ Wraps onto Itself for a Secure Hold
 - ❖ Perfect for Bundling hoses, stakes, and garden equipment
- ❖ Features & Benefits
 - ❖ 40lbs break strength
 - ❖ 23in x 7/8in Ties
 - ❖ 3 count





- ❖ Multi-Use Bundling Solution
 - ❖ Featuring VEL-STRETCH Technology (Non-Scratchy and Safe)
 - ❖ Conforms easily to different Shapes & Forms
- ❖ Features & Benefits
 - ❖ Sung Fit
 - ❖ Convenient
 - ❖ Problem Solving
 - ❖ Versatile/Multi-Purpose



VELCRO® Brand Top Performing Garden Ties & Organization

Part #	Description	UPC
VEL-30088-AMS	ONE-WRAP® Garden Ties. 8in X 1/2in precut 45 ct	075967300883
VEL-30071-USA	ONE-WRAP® Garden Ties 50ft x 1/2in. Green	075967300715
VEL-30888-USA	VELCRO Brand EASY HANG Garden Hose Straps 18in x 2in.	075967308889
VEL-30889-USA	Velcro Brand EASY HANG Garden Hose Straps Multi Green	075967308896
VEL-30890-USA	VELCRO Brand EASY HANG Cinch Strap 24in x 1 1/4in strap	075967308902
VEL-30886-USA	Velcro Brand Cinch Strap 15 x 1 W/ Yellow D Ring	075967308865
VEL-30887-USA	Velcro Brand Cinch Strap 30 x 1 W Green D Ring	075967308872
90766	ONE-WRAP Ties 23in x 7/8in. Green 3 ct.	075967907662
Totals		



VELCRO® Brand Garden Assortment



- ❖ VELCRO Brand Plant Ties
 - ❖ Made in the USA
 - ❖ ½ inch, 1 inch, and 2-inch-wide options
 - ❖ A Must have for any Garden



- ❖ Garden Shed Organization
 - ❖ Easy Hang Garden Hose Straps
 - ❖ Easy Hang Cinch Strap
 - ❖ Elastic Cinch Straps

VELCRO® Brand Garden Free Standing Display



- ❖ VELCRO Brand Plant Ties Display
 - ❖ Made in the USA
 - ❖ ½ inch, and 1 inch widths
 - ❖ A Must have for any Garden
 - ❖ 68pc Display

VELCRO® Brand Garland Ties Free Standing Display



- ❖ VELCRO Brand Plant Ties Display
 - ❖ Made in the USA
 - ❖ ½ inch width x 30ft Rolls
 - ❖ A Must have for Holiday Decorating
 - ❖ 60pc Display



VELCRO® BRAND PRODUCT PORTFOLIO

VELCRO® Brand Core DIY Solutions & Best Sellers

HEAVY DUTY FASTENERS



**GREAT FOR SEMI-PERMANENT MOUNTING W/
NO TOOLS**

- ❑ All-Purpose Heavy-Duty Mounting, DIY Projects, and Hacks
- ❑ Misc.. Items: Electrical tools, flashlights, Signs, Battery Lights, indoor power strips

GENERAL PURPOSE FASTENERS



GREAT FOR MOUNTING EVERYDAY ITEMS

- ❑ Indoor Crafting and Organizing Solutions
- ❑ Perfect for Everyday items like Remotes, Tablets, Labels, and Decorations

TIES AND STRAPS



GREAT FOR ORGANIZING YOUR CORDS

- ❑ Bundling Cables and Electric Cords, & Rope
- ❑ Seasonal Decoration Management
- ❑ Vertical Storage

VELCRO® Brand Heavy Duty Product Lines

MAX HOLD:

Up to **10lbs**

Up to **15lbs**

Up to **15lbs**

INDUSTRIAL STRENGTH
(FOR EVERYDAY USE ON SMOOTH SURFACES)

EXTREME OUTDOOR
(UV AND WEATHER RESISTANT FOR ROUGH SURFACES)

ALFA-LOK® FASTENERS
(SEMI PERMANENT MOUNTING SET IT & FORGET IT)



ADHESIVE & HEAT OPERATIONS

Operating Temperature
0°F to 120°F

Operating Temperature
0°F to 140°F

Operating Temperature
-40°F to 194°F

APPLICATIONS:



VELCRO® Brand General Purpose Product Lines

STICKY BACK

IDEAL FOR EVERYDAY USE ON SMOOTH SURFACES & CAN BE USED INDOORS



- Simple Peel & Stick application
- Adheres to smooth surfaces
- Durable long lasting nylon construction



THIN CLEAR

MINI SIZE FASTENERS BLEND INTO GLASS OR PLASTIC SURFACES GREAT FOR SMALL PAPER CRAFTING



- Low profile
- Clear finish
- Adheres to most surfaces including glass



DAMAGE FREE

EASY TO HANG PAPERS, PHOTOS, POSTERS, & DECORATIVE ITEMS & REMOVES DAMAGE FREE



- Damage-Free Hanging
- Easy to Remove
- Low Profile



VELCRO® Brand Ties & Straps Product Lines

ONE-WRAP® Ties

STRONG & REUSABLE TIES FOR INDOOR & OUTDOOR TIES



- Adjustable & versatile
- Wraps onto itself for secure hold
- Great for computers, appliances, and electronics wire management
- Pre-cut ties



ONE-WRAP® Thin Ties

LOW PROFILE & ECONOMIC OPTION FOR WIRE & CORD CONTROL



- Low profile
- Adjustable & versatile
- Wraps onto itself for secure hold
- Great for computers, appliances, and electronics wire management



All Purpose Straps

EASY TO BUNDLE, SECURE, AND CINCH CARGO, LUGGAGE, EQUIPMENT, & MORE



- Adjustable & versatile
- Wraps onto itself for secure hold
- Super strong for keeping larger items secure



EASY HANG™ Storage Straps

HELP MAXIMIZE SPACE IN YOUR GARAGE, BASEMENT OR STORAGE AREA



- Adjustable & versatile
- Holds up to 300lbs
- Great for vertical garage storage



VELCRO® Brand Garage Organization Solutions

EASY HANG™ EXTENSION CORD STRAP



STORAGE HANGING STRAPS

4.7 Rating on Amazon
4.9 Rating on BazaarVoice

- ❑ Hang Cords (Extension Cords, Garden Hose, Rope, and Twine)

POWER CORD WRAPS



BUNDLING

Bin Organization & Unravel Prevention

- ❑ Power Cords, Cables, & Rope
- ❑ Seasonal Decoration Management

WORKBENCH MOUNTING TAPE & STRIPS



MOUNTING SOLUTIONS

4.8 Rating on BazaarVoice

- ❑ Misc. Items: Signs, Battery Lights, workbench surge protector.

ELASTIC CINCH STRAPS



BUNDLING WRAPS

4.4 Rating on Amazon
4.9 Rating on BazaarVoice

- ❑ Bundling Cables and Electric Cords, & Rope
- ❑ Seasonal Decoration Management

VELCRO® Brand Garage Organization Solutions

EASY HANG™ CINCH STRAPS



STORAGE HANGING STRAPS

4.7 Rating on Amazon
4.9 Rating on BazaarVoice

- ❑ Hang Cords (Extension Cords, Garden Hose, Rope, and Equipment)

CARRY STORAGE STRAPS



BUNDLING

Wall Storage with Mobility featuring the Carry Handle

- ❑ Power Cords, Cables, & Hoses
- ❑ Seasonal Decoration Management

ELASTIC STORAGE STRAPS



BUNDLING WRAPS

Organize oddly shaped items

- ❑ Bundling Cables and Electric Cords, & Rope
- ❑ Seasonal Decoration Management

VELCRO® Brand ECO Collection Summary

- It is created to **SPEAK AND RELATE** to younger consumers through **SIMPLE, BOLD, & UNDERSTANDABLE** design aesthetic
- Naming conventions based on **ANALYSIS OF TOP SEO TERMS** for VELCRO® Brand products
- Packaging made with **100% RECYCLED PAPERBOARD** and no plastic blisters
- Claims emphasized to identify that product is made from % of **RECYCLED MATERIALS** and still delivers **STRONG PERFORMANCE** attributes.



VELCRO® Brand Recommendation Summary

VELCRO® Brand POG Recommendations

Prioritize Heavy Duty Fasteners

- Industrial Strength
- Extreme Outdoor

Build around Heavy Duty products with General Purpose Fasteners along with Ties & Straps

- Sticky Back Fasteners
- ONE-WRAP® Rolls
- ONE-WRAP® thin ties

Complement Core with New Products

- Garage
- Shed Organization
- ECO Collection



Thank You

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