



LECHUZA

The successful lifestyle brand from geobra Brandstätter

Design, innovation and quality – for 15 years

To make things differently and better – this was the claim with which LECHUZA conquered the supposedly already saturated market for planters. The brand had sales-boosting arguments from the outset:

- A unique sub-irrigation system that can be used immediately without any prior horticultural knowledge, and supplies the plants with precisely the right amount of water and nutrients required for optimal growth.
- A multiple award-winning design that fits perfectly into the living spaces of modern consumers as well as company buildings in many different shapes and popular colors.
- High-quality workmanship – made in Germany.
- And the extensive, intelligent accessories, with the help of which planting or repotting is child's play.

This is why LECHUZA is valued and admired around the world by retailers and end users alike. By the way: "Lechuza" is Spanish for owl – this bird is a symbol like no other for wisdom and vigilance. So by choosing LECHUZA, you are choosing the smart route.

Premiere for LECHUZA furniture

The global trend of moving the living quarters outside led to the LECHUZA range being expanded to include attractive furniture. The tasteful and stylish LECHUZA chairs and tables feature a charming wicker-like surface structure. The consistently outstanding level of quality is ensured by means of state-of-the-art injection molding technology. And the materials are UV resistant, weatherproof, frostproof and very easy to clean, ensuring LECHUZA can be enjoyed for many years to come. Lovers of a neat and tidy style of living will surely not only use the attractive furniture outside, but inside as well.

Horst Brandstätter – a visionary entrepreneur

geobra Brandstätter was his life's work, and the PLAYMOBIL and LECHUZA brands were very close to his heart. In 1974, using his entrepreneurial vision and passion, Horst Brandstätter established the famous game figures as one of the world's favorite toys. At the end of the 90s, he began expanding the LECHUZA brand, and in so doing revolutionized the planter market. With extensive investments, far-sighted ideas, unconventional decisions and by maintaining constant control over product quality, he ensured the success of both markets. He devoted his entire life to the German site, and stood by his management team with help and advice until the very end. On June 3, 2015, Horst Brandstätter passed away at the age of 81.

geobra Brandstätter Stiftung & Co. KG headquartered in Zirndorf (near Nuremberg) is the maker of PLAYMOBIL and therefore Germany's largest toy producer. In addition, the innovative company has been developing, producing and distributing the LECHUZA brand of high-quality plastic planters since 2000 and designer garden furniture since 2015. The Brandstätter Group employs more than 4,100 people worldwide.

CONTACT:

geobra Brandstätter Stiftung & Co. KG

LECHUZA – Marketing & PR

Verena Thiel

Brandstätterstr. 2-10

90513 Zirndorf, Germany

Phone: +49 911 9666-1648

Fax: +49 911 9666-1178

E-mail: pr@lechuza.com