

This planogram pack includes everything you need to establish your garden center as a "go-to" destination for classic red clay flower pots. The simple look of red clay has been embraced by houseplant and succulent enthusiasts, and will drive your pottery revenue throughout the year.

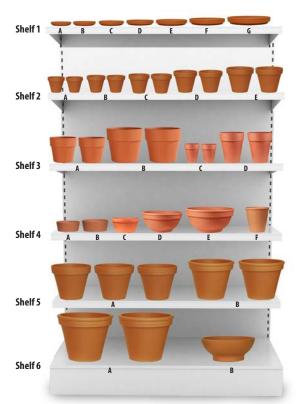
This assortment includes 620 pieces of our most popular shapes and sizes (ranging from 2.75" diameter to 12.25" diameter) of these German-made classics, and is designed to fit on a standard 4' gondola shelving unit with backstock for some of the more popular items. The diagram at right shows a single pot of each style for clarity, but when building the display for retail, we recommend stacking the pots. All items are available for re-order on an open-stock basis.

These planograms are offered year-round, and may be purchased on our website by scanning the code at right.

Please note that planograms are not part of the direct pallet program, and do not qualify for or count towards the discounting included in that program.



<u>ceramousa.com/flower-pot-planograms</u>



Item	Description	Planogram Location	Planogram Pack	Dia / Length	Height	Each Price	Extended Price
NSA-03	Saucer to fit 3" & Smaller Pots	Shelf 1 - A	36	3	0.5	\$0.55	\$19.80
NSA-04	Saucer to fit 4" Pots	Shelf 1 - B	48	3.25	0.5	\$0.60	\$28.80
NSA-05	Saucer to fit 5" Pots	Shelf 1 - C	48	4.25	0.75	\$0.80	\$38.40
NSA-06	Saucer to fit 6" Pots	Shelf 1 - D	36	5.25	0.75	\$0.95	\$34.20
NSA-08	Saucer to fit 8" Pots	Shelf 1 - E	24	6.25	0.75	\$1.65	\$39.60
NSA-10	Saucer to fit 10" Pots	Shelf 1 - F	12	8.75	1.25	\$3.20	\$38.40
NSA-12	Saucer to fit 12" Pots	Shelf 1 - G	8	10.25	1.5	\$5.50	\$44.00
S-2	2.75" Red Clay Standard Pot	Shelf 2 - A	45	2.75	2.25	\$0.40	\$18.00
S-3	3.5" Red Clay Standard Pot	Shelf 2 - B	72	3.5	3	\$0.60	\$43.20
S-4	4" Red Clay Standard Pot	Shelf 2 - C	48	4	3.5	\$0.75	\$36.00
S-5	5.25" Red Clay Standard Pot	Shelf 2 - D	24	5.25	4.5	\$1.15	\$27.60
S-6	6" Red Clay Standard Pot	Shelf 2 - E	24	6	5.25	\$1.60	\$38.40
CMS-6	6" Calima Modern Pot	Shelf 3 - A	12	6	5	\$2.90	\$34.80
CMS-8	8.25" Calima Modern Pot	Shelf 3 - B	12	8.25	7.75	\$6.15	\$73.80
RP-025	2.75" XL Tall Rose Pot	Shelf 3 - C	45	2.75	3.75	\$0.45	\$20.25
RP-6	6.5" XL Tall Rose Pot	Shelf 3 - D	12	6.5	7.5	\$3.65	\$43.80
SICB-TC-5	5" Red Clay Sirius Cactus Bowl	Shelf 4 - A	12	5	2.25	\$1.10	\$13.20
SICB-TC-7	7" Red Clay Sirius Cactus Bowl	Shelf 4 - B	8	7	2.75	\$2.85	\$22.80
BC-6	6.25" Cactus Pan	Shelf 4 - C	24	6.25	3.5	\$1.55	\$37.20
PLBL-9	9.5" Red Clay Planter Bowl	Shelf 4 - D	8	9.5	4.25	\$4.20	\$33.60
PLBL-10	10.75" Red Clay Planter Bowl	Shelf 4 - E	6	10.75	5.25	\$6.50	\$39.00
RCSN-5	5.25" Rose Cone Pot	Shelf 4 - F	16	5.25	5.5	\$1.80	\$28.80
S-8	7.75" Red Clay Standard Pot	Shelf 5 - A	24	7.75	6.75	\$3.20	\$76.80
S-10	10.25" Red Clay Standard Pot	Shelf 5 - B	8	10.25	8.75	\$7.30	\$58.40
S-12	12.25" Red Clay Standard Pot	Shelf 6 - A	4	12.25	9.75	\$11.85	\$47.40
LB-12	12.25" Red Clay Low Bowl	Shelf 6 - B	4	12.25	5.5	\$11.15	\$44.60
POG-RC-01	Red Clay Planogram Pack	~	620 Pieces	~	~	~	\$980.85









S-XX

Standard Pot

**Red Clay** 

Banded Rim (6" - 8")







SICB-TC-XX Sirius Cactus Bowl **Red Clay** 



LB-XX Low Bowl **Red Clay** 



PLBL-XX Planter Bowl **Red Clay** 



CMS-XX Calima Modern Standard Pot **Red Clay** 



RP/RPN-XX XL Rose Pot **Red Clay** 



S-XX Standard Pot Rolled Rim (10" - 20") **Red Clay** 



NSA-XX Saucer **Red Clay** 



**BC-XX** Culture Pan **Red Clay** 





As the houseplant craze has taken off over the past few years, our white-marbled "Granite" and dark-marbled "Basalt" clays have become favorites among houseplant fanatics. These unique clays are crafted in Germany, and feature subtle shades that perfectly complement houseplant foliage.

This configuration includes 554 pieces of our most popular shapes and sizes (ranging from 4.5" diameter to 12" diameter) of these unique pots and saucers, and is designed to fit on a standard 4' gondola shelving unit with backstock for some of the more popular items. The diagram at right shows a single pot of each style for clarity, but when building the display for retail, we recommend stacking the pots. All items are available for re-order on an open-stock basis.

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ceramousa.com/flower-pot-planograms



ltem	Description	Planogram Location	Planogram Pack	Dia / Length	Height	Each Price	Extended Price
SA-GT-04 / SA-DB-04	Saucer to fit 4" Pot - Granite & Basalt	Shelf 1 - A	96 (48/color)	3.5	0.5	\$0.65	\$62.40
SA-GT-06 / SA-DB-06	Saucer to fit 6" Pot - Granite & Basalt	Shelf 1 - B	72 (36/color)	5.25	0.75	\$1.05	\$75.60
SA-GT-08 / NSA-DB-08	Saucer to fit 8" Pot - Granite & Basalt	Shelf 1 - C	48 (24/color)	6.75	1	\$1.95	\$93.60
SA-GT-10 / SA-DB-10	Saucer to fit 10" Pot - Granite & Basalt	Shelf 1 - D	24 (12/color)	9	1.5	\$3.75	\$90.00
S-GT-4	4" Standard Pot - Granite Clay	Shelf 2 - A	48	4.5	3.75	\$1.15	\$55.20
S-DB-4	4" Standard Pot - Basalt Clay	Shelf 2 - A	48	4.5	3.75	\$0.85	\$40.80
S-GT-6	6" Standard Pot - Granite Clay	Shelf 2 - B	24	6	5.25	\$2.35	\$56.40
S-DB-6	6" Standard Pot - Basalt Clay	Shelf 2 - B	24	6	5.25	\$1.70	\$40.80
S-GT-8	8" Standard Pot - Granite Clay	Shelf 2 - C	12	7.75	6.75	\$4.85	\$58.20
S-DB-8	8" Standard Pot - Basalt Clay	Shelf 2 - C	12	8	6.75	\$3.40	\$40.80
LUSP-GT-4 / LUSP-DB-4	4.75" Luna Sphere Pot - Granite & Basalt	Shelf 3 - A	18 (9/color)	4.75	3.5	\$2.95	\$53.10
LUSP-GT-6	6.5" Luna Sphere Pot - Granite Clay	Shelf 3 - B	8	6.5	4.75	\$7.00	\$56.00
LUSP-DB-6	6.5" Luna Sphere Pot - Basalt Clay	Shelf 3 - B	10	6.5	4.75	\$7.00	\$70.00
LUSP-DB-9	9" Luna Sphere Pot - Basalt Clay	Shelf 3 - C	4	9	6.75	\$16.50	\$66.00
LUSP-GT-10	10.25" Luna Sphere Pot - Granite Clay	Shelf 3 - D	4	10.25	7.5	\$20.60	\$82.40
CMS-GT-9 / CMS-DB-9	9.5" Calima Pot - Granite & Basalt	Shelf 4 - A	12 (6/color)	9.5	8.75	\$9.05	\$108.60
CMS-GT-11 / CMS-DB-11	11" Calima Pot - Granite & Basalt	Shelf 4 - B	8 (4/color)	11	9.5	\$15.70	\$125.60
SICB-DB-5	5" Sirius Cactus Bowl - Umbra Clay	Shelf 5 - A	24	5	2.25	\$1.25	\$30.00
SICB-DB-7	7" Sirius Cactus Bowl - Umbra Clay	Shelf 5 -B	8	7	2.75	\$3.20	\$25.60
PARI-GT-7	7.75" Parisian Pot - Granite Clay	Shelf 5 - C	8	7.75	6	\$8.60	\$68.80
LEVB-DB-10	10.25" Levy Bowl - Basalt Clay	Shelf 5 - D	8	10.25	5	\$6.70	\$53.60
LB-DU-10	10.5" Low Bowl - Umbra Clay	Shelf 5 -E	6	10.5	5	\$7.60	\$45.60
RPXL-GT-8	8.25" XL Rose Pot - Granite Clay	Shelf 6 - A	8	8.25	10.25	\$9.05	\$72.40
RPXL-GT-10	10" XL Rose Pot - Granite Clay	Shelf 6 - B	8	10	12.25	\$13.80	\$110.40
RPXL-DB-12	12" XL Rose Pot - Basalt Clay	Shelf 6 - C	4	12	14.25	\$17.75	\$71.00
THP-GT-9 / THP-DB-9	9.75"Top Hat Pot - Granite & Basalt	Shelf 6 - D	8 (4/color)	9.75	7.75	\$10.95	\$87.60
POG-GB-02	Granite & Basalt Clay Planogram	~	554 pieces	~	~	~	\$1,740.50





## Granite & Basalt S-GT-XX Standard Pot **Granite Marbled Clay**









**PARI-GT-XX** Parisian Pot **Granite Marbled Clay** 



LEVB-DB-XX Levy Bowl Pot Dark Basalt Marble Clay



THP-DB/GT-XX Top Hat Pot Dark Basalt & Granite Marbled Clays

CMS-DB/GT-XX

Marbled Clays



SICB-DB-XX Sirius Cactus Bowl Dark Umbra Clay





LB-DU-XX Low Bowl Dark Umbra Clay



S-DB-XX Standard Pot **Basalt Marbled Clay** 



RPXL-DB/GT-XX XL Rose Pot Dark Basalt & Granite Marbled Clays



SA-DB/GT-XX Saucer Dark Basalt & Granite Marbled Clays

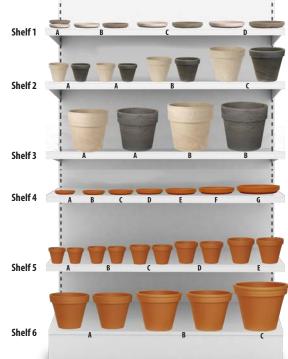


If you close your eyes and imagine a "flower pot", the image that comes to mind is of the classic clay "Standard Pot". These terra cotta planters have been the industry standard for decades, and are enjoying a trendy renaissance as the simple shape and muted colors are being embraced by a new generation of "plant parents" and collectors.

This configuration includes 889 clay flower pots and saucers, ranging in size from 3" diameter to 12.25" diameter. This collection is intended to fit on a standard 4' gondola shelving unit with backstock for some of the more popular items. The diagram at right shows a single pot of each style for clarity, but when building the display for retail, we recommend stacking the pots.

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Item	Description	Planogram Location	Planogram Pack	Dia / Length	Height	Each Price	Extended Price
SA-GT-04 / SA-DB-04	Saucer to fit 4" Pot - Granite & Basalt	Shelf 1 - A	96 (48/color)	3.5	0.5	\$0.65	\$62.40
SA-GT-06 / SA-DB-06	Saucer to fit 6" Pot - Granite & Basalt	Shelf 1 - B	72 (36/color)	5.25	0.75	\$1.05	\$75.60
SA-GT-08 / NSA-DB-08	Saucer to fit 8" Pot - Granite & Basalt	Shelf 1 - C	48 (24/color)	6.75	1	\$1.95	\$93.60
SA-GT-10 / SA-DB-10	Saucer to fit 10" Pot - Granite & Basalt	Shelf 1 - D	24 (12/color)	9	1.5	\$3.75	\$90.00
S-GT-4	4" Standard Pot - Granite Clay	Shelf 2 - A	48	4.5	3.75	\$1.15	\$55.20
S-DB-4	4" Standard Pot - Basalt Clay	Shelf 2 - A	48	4.5	3.75	\$0.85	\$40.80
S-GT-6	6" Standard Pot - Granite Clay	Shelf 2 - B	24	6	5.25	\$2.35	\$56.40
S-DB-6	6" Standard Pot - Basalt Clay	Shelf 2 - B	24	6	5.25	\$1.70	\$40.80
S-GT-8	8" Standard Pot - Granite Clay	Shelf 2 - C	12	7.75	6.75	\$4.85	\$58.20
S-DB-8	8" Standard Pot - Basalt Clay	Shelf 2 - C	12	8	6.75	\$3.40	\$40.80
CMS-GT-9 / CMS-DB-9	9.5" Calima Pot - Granite & Basalt	Shelf 3 - A	12 (6/color)	9.5	8.75	\$9.05	\$108.60
CMS-GT-11 / CMS-DB-11	11" Calima Pot - Granite & Basalt	Shelf 3 - B	8 (4/color)	11	9.5	\$15.70	\$125.60
NSA-03	Saucer to fit 3" & Smaller Pots	Shelf 4 - A	36	3	0.5	\$0.55	\$19.80
NSA-04	Saucer to fit 4" Pots	Shelf 4 - B	48	3.25	0.5	\$0.60	\$28.80
NSA-05	Saucer to fit 5" Pots	Shelf 4 - C	48	4.25	0.75	\$0.80	\$38.40
NSA-06	Saucer to fit 6" Pots	Shelf 4 - D	36	5.25	0.75	\$0.95	\$34.20
NSA-08	Saucer to fit 8" Pots	Shelf 4 - E	24	6.25	0.75	\$1.65	\$39.60
NSA-10	Saucer to fit 10" Pots	Shelf 4 - F	12	8.75	1.25	\$3.20	\$38.40
NSA-12	Saucer to fit 12" Pots	Shelf 4 - G	8	10.25	1.5	\$5.50	\$44.00
S-2	2.75" Red Clay Standard Pot	Shelf 5 - A	45	2.75	2.25	\$0.40	\$18.00
S-3	3.5" Red Clay Standard Pot	Shelf 5 - B	72	3.5	3	\$0.60	\$43.20
S-4	4" Red Clay Standard Pot	Shelf 5 - C	48	4	3.5	\$0.75	\$36.00
S-5	5.25" Red Clay Standard Pot	Shelf 5 - D	24	5.25	4.5	\$1.15	\$27.60
S-6	6" Red Clay Standard Pot	Shelf 5 - E	24	6	5.25	\$1.60	\$38.40
S-8	7.75" Red Clay Standard Pot	Shelf 6 - A	24	7.75	6.75	\$3.20	\$76.80
S-10	10.25" Red Clay Standard Pot	Shelf 6 - B	8	10.25	8.75	\$7.30	\$58.40
S-12	12.25" Red Clay Standard Pot	Shelf 6 - C	4	12.25	9.75	\$11.85	\$47.40
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\$1,437.00

POG-STD-05

Standard Pot Essentials - Planogram

889 pieces









S-XX Standard Pot Banded Rim (6" - 8") **Red Clay** 



Standard Pot Plain Rim (1.75" - 5.5") **Red Clay** 



SA-DB/GT-XX Saucer Dark Basalt & Granite Marbled Clays









CMS-DB/GT-XX Calima Standard Pot Dark Basalt & Granite Marbled Clays

For many houseplant enthusiasts, the entry point to their collections are succulents and cacti. These hardy plants continue to drive sales in a variety of plant shop settings, which has resulted in this much-requested planogram configuration.

This set-up includes 513 pieces of our most popular shapes and sizes for succulents and cacti (pot sizes

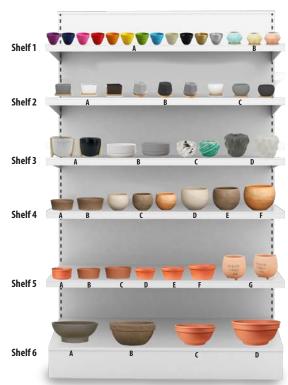
range from 2.75" diameter to 10.5" diameter), featuring small pots and low profiles, and is designed to fit on a standard 4' gondola shelving unit with backstock for some of the more popular items. The diagram at right shows a single pot of each style for clarity, but when building the display for retail, we recommend stacking the pots. All items are available for re-order on an open-stock basis.

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ltem	Description	Planogram Location	Planogram Pack	Dia / Length	Height	Each Price	Extended Price
LEVA-2-XX	2.75" Levante Pot - Assorted Colors	Shelf 1 - A	96	2.75	2.25	\$1.40	\$134.40
MHGEMS-3-ASST	3.5" Mini Hexagon Gem Pot w/ Saucer	Shelf 1 - B	24	3.5	2.75	\$5.70	\$136.80
SSUCS-3-ASST	3.5" Mini Square Succulent Pot w/ Saucer	Shelf 2- A	24	3.5	2	\$5.70	\$136.80
MPGEMS-3-ASST	3.5" Mini Pentagon Gem Pot w/ Saucer	Shelf 2 - B	24	3.5	2.5	\$5.70	\$136.80
MBUBS-3-ASST	3.5" Mini Bubble Pot w/ Saucer	Shelf 2 - C	24	3.5	2.5	\$5.70	\$136.80
FBUT-5-ASST	Flying Buttress Bowl - Case/24	Shelf 3 - A	24	5	3.75	\$6.25	\$150.00
SUCS-7-ASST	7" Succulent Pot w/ Saucer	Shelf 3 - B	6	7.5	2.75	\$20.15	\$120.90
SSERV-4-ASST	4.75" Soft Serve Pot	Shelf 3 - C	12	4.75	3.25	\$5.25	\$63.00
PPP-5-ASST	5.5" Prickly Pear Pot	Shelf 3 - D	12	5.5	4.5	\$7.50	\$90.00
SICB-DB-5	5" Sirius Cactus Bowl - Umbra Clay	Shelf 4 - A	24	5	2.25	\$1.25	\$30.00
SICB-DB-7	7" Sirius Cactus Bowl - Umbra Clay	Shelf 4 - B	8	7	2.75	\$3.20	\$25.60
LUSP-GT-4 / LUSP-DB-4 / LUSP-LM-4	4.75" Luna Sphere Pot - Granite, Basalt, & Light Marble	Shelf 4 - C	27	4.75	3.5	\$2.95	\$79.65
LUSP-GT-6	6.5" Luna Sphere Pot - Granite Clay	Shelf 4 - D	8	6.5	4.75	\$7.00	\$56.00
LUSP-DB-6	6.5" Luna Sphere Pot - Basalt Clay	Shelf 4 - E	10	6.5	4.75	\$7.00	\$70.00
LUSP-LM-7	7.75" Luna Sphere Pot - Light Marble	Shelf 4 - F	4	7.75	6	\$10.30	\$41.20
RRPB-TC-4	4.25" Rolled Rim Planter Bowl - Red Clay	Shelf 5 - A	30	4.25	2	\$0.85	\$25.50
SICB-TC-5	5" Red Clay Sirius Cactus Bowl	Shelf 5 - B	12	5	2.25	\$1.10	\$13.20
SICB-TC-7	7" Red Clay Sirius Cactus Bowl	Shelf 5 - C	8	7	2.75	\$2.85	\$22.80
BC-4	4.5" Bonsai / Cactus Pot	Shelf 5 - D	40	4.5	2.5	\$0.70	\$28.00
BC-5	5.25" Bonsai / Cactus Pot	Shelf 5 - E	36	5.25	3	\$1.00	\$36.00
BC-6	6.25" Bonsai / Cactus Pot	Shelf 5 - F	24	6.25	3.5	\$1.55	\$37.20
PDDP-C8	Please Don't Die Pot - case/8	Shelf 5 - G	8	5.5	5.5	\$7.25	\$58.00
LB-DU-10	10.5" Low Bowl - Umbra Clay	Shelf 6 - A	6	10.5	5	\$7.60	\$45.60
LEVB-DB-10	10.25" Levy Bowl - Basalt Clay	Shelf 6 - B	8	10.25	5	\$6.70	\$53.60
PLBL-9	9.5" Red Clay Planter Bowl	Shelf 6 - C	8	9.5	4.25	\$4.20	\$33.60
PLBL-10	10.75" Red Clay Planter Bowl	Shelf 6 - D	6	10.75	5.25	\$6.50	\$39.00
POG-SUC-03	Succulent Pot Planogram	~	513 Pieces	~	~	~	\$1,800.45





## **Succulent Pot** Planogram



MBUBS-3-ASST 3.5" Mini Bubble Pot w/ Saucer



**MPGEMS-3-ASST** 3.5" Mini Pentagon Gem Pot w/ Saucer



Flying Buttress Bowl



SSUCS-3-ASST 3.5" Mini Square Succulent Pot w/ Saucer



MHGEMS-3-ASST 3.5" Mini Hexagon Gem Pot w/ Saucer



SUCS-7-ASST 7" Succulent Pot w/ Saucer



PPP-5-ASST **Prickly Pear Pot** 



SICB-TC/DB-XX Sirius Cactus Bowl Red & Umbra Clays



PDDP-C8 Please Don't Die Pot

Soft Serve Pot



PLBL-XX Planter Bowl Red Clay



Levy Bowl Pot Dark Basalt Marble Clay



Luna Sphere Pot Dark Basalt, Light Marble, & **Granite Marbled Clays** 



**BC-XX** Culture Pan **Red Clay** 



RRPB-TC-4 Rolled Rim Bowl **Red Clay** 





If your garden center isn't stocking our powder-coated "Standard" flower pots and saucers, you're missing out on the full Ceramo experience. These boldly-colored classic planters have become one of our signature items, and are a smash hit in a wide variety of retail settings.

While we carry a wider range of these pots than any other pottery distributor (almost 25 colors! Click here to see them all), this planogram collection includes 10 Shelf 1

of our most top-selling colors and our most essential shapes and sizes.

This planogram includes 276 flower pots and 180 saucers, including our 2.75" Levante Pot, and the timeless Standard Pot in 4.5", 6.5", & 8.5" diameters. The Standard Pots are packed with saucers to match, while the small Levante pots are not, as they do not have drainage holes.

This assortment is intended to pack on a standard 48" gondola shelving unit. We recommend stacking pots on top of saucers of the same size & color to best fit the shelving (as shown in the diagram).

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LEVA-2-XX	2.75" Levante Pot - Assorted Colors	Shelf 1	96	2.75	2.25	\$1.40	\$134.40
PCS-4-XX	4.5" Standard Pot - Assorted Colors	Shelf 2	80	4.5	3.75	\$2.90	\$232.00
PCSA-4-XX	Saucer to fit 4.5" Pot - Assorted Colors	Shelf 2	80	3.75	0.5	\$2.40	\$192.00
PCS-6-XX	6.5" Standard Pot - Assorted Colors	Shelf 3-4	50	6.5	5.5	\$5.50	\$275.00
PCSA-6-XX	Saucer to fit 6.5" Pot - Assorted Colors	Shelf 3-4	50	5.75	0.75	\$3.90	\$195.00
PCS-8-XX	8.5" Standard Pot - Assorted Colors	Shelf 5-6	50	8.5	7.5	\$7.75	\$387.50
PCSA-8-XX	Saucer to fit 8.5" Pot - Assorted Colors	Shelf 5-6	50	7.75	1.75	\$5.40	\$270.00
POG-RPC-4	Rainbow Powder Coat Planogram	~	456	~	~	~	\$1,685.90

## Color hart:







## Rainbow Powder Coat Planogram













PCS-8-XX 8.5" Standard Pot

**PCSA-8-XX**Saucer to fit PCS-8-XX