

German online retailer is looking for a manufacturer of high-quality lawn fertiliser under a commercial agreement

Summary

Profile type	Company's country	POD reference
Business request	Germany	BRDE20230622024
Profile status	Type of partnership	Targeted countries
PUBLISHED	Commercial agreement	• World
Contact Person	Term of validity	Last update
Rita ELSTE - TOMSONE	22 Jun 2023 21 Jun 2024	26 Jun 2023

General Information

Short summary

A German mail order company, specialised in garden and household products as well as personalized gift items, would like to further expand their portfolio of different garden articles. Thus, they are looking for manufacturers or wholesalers who are able to produce/sell different types of lawn fertiliser. Cooperation under a commercial agreement is envisaged.

Full description

The German family business successfully sells various consumer products online. In 2017, they started trading with cups and trophies. Since then, new products have been continuously added to their portfolio. Their products are sold under their own brand via well-known international online market places and in the company's own online shop. Trade takes place mainly to end customers and, to a small extent, also to business customers. The company has its headquarters and warehouse in central Germany with a direct connection to the largest motorways and thus a good infrastructure connection.

The company is now looking for manufacturers or wholesalers of mineral, organic-mineral and organic lawn fertilisers.
- Annual quantities for each product: 200 pieces à 5 kg for 250 m² / 200 pieces à 10 kg for 500 m² / 200 pieces à 20 kg for 1000 m²

- NPK (nitrogen, phosphorus, potassium) ratios: lawn fertiliser spring/summer 13+7+8, autumn lawn fertiliser 6+6+15
- Packaging: Preferred packaging types are either cartons or foil bags.
- White label: As the product is to be sold under their own brand, a white label solution is sought.

The German online retailer is looking for a long-term cooperation under commercial agreement with a reliable partner who can offer competitive prices.

Advantages and innovations

The brands of the German company include a wide range of high-quality products at affordable prices and continue to grow.

In addition, the new products are regularly supplemented according to customer wishes, needs and trends in the areas of garden and household items, gifts and awards.

Technical specification or expertise sought

Reliable manufacturer of high-quality mineral, organic-mineral and organic lawn fertilisers who can offer a white label solution.

Stage of development

Already on the market

Sustainable Development goals

• **Not relevant**

IPR Status

Partner Sought

Expected role of the partner

The German company is looking for manufacturers of mineral, organic-mineral and organic lawn fertilisers. Alternatively, wholesale traders with full stock are also welcome.

The partner will be in charge of the production of the sought articles for the German brand.

They are produced for online trade and distributed by the German company under its own brand in online market places.

Type of partnership

Type and size of the partner

Commercial agreement

- SME 50 - 249
- SME <=10
- Big company
- SME 11-49
- Other

Dissemination

Technology keywords

- **07001005 - Horticulture**

Targeted countries

- **World**

Market keywords

- **07004006 - Garden and horticultural products**

Sector groups involved