



elho®

GIVE *Room* TO *Nature*

INSPIRATION 2026

colour collection 2026

- 100

transparent
- 101

frosted pink
- 118

ochre
- 119

amber yellow
- 125

honey yellow
- 133

golden sand
- 150

white
- new

156

sandstone beige
- 157

burnt orange
- 181

delicate pink
- 194

lovely red
- new

203

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- new

363

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- 367

stone green
- 368

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thyme green
- new

376

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- new

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- 457

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- new

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- 703

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- 708

theatre red
- 709

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- 752

mild terra
- new

753

chestnut brown
- 757

earthy brown
- new

775

cedar brown
- new

844

faded lilac
- new

870

fern green
- new

873

bamboo green

easy product finder

- ELHO B'S
- OUTDOOR
- CARE & GROW
- INDOOR
- WATERING CANS & SPRAYERS

GIVE
Room
TO
Nature



Certified

Corporation

we are on a green mission

Step into a world of green inspiration with our 2026 guide.

Discover the latest consumer trends that have shaped our beautiful innovations, made from 100% recycled plastic and explore tools and shopper experiences designed to grow the category together.

With the consumer at the heart of everything we do, we help to make every home a greener, more personal and happier place.
Join us on our green journey.

Enjoy reading!



*Elderenbosch family: 2nd and 3rd
generations together* ↗



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let's grow a greener world together

from waste to wonder

Full assortment of 100% recycled plastic
Lowest CO₂ emission in category
Lifetime guarantee
elho eco passport



investing in tomorrow

Largest investor in product news
The colour specialist
125 new elho products



your growth, our mission

Covering all relevant price segments
Multichannel support
Local sales teams
Category knowledge & insights





from waste to wonder

Since nature is so important to us, sustainability drives our way of doing business. During our journey towards the use of waste, we discovered the remarkable potential of recycled materials. Thanks to our gained expertise and commitment to sustainability goals, our entire product range is crafted from 100% regran, adhering to our stringent standards for long-lasting quality. This makes our products the most sustainable choice in our category, producing 2.5 times fewer CO₂ emissions than non-sustainable plastic pots, and an impressive 6 times less than ceramic pots.



We believe that together we can grow the category while making the world a greener and better place for future generations. As a B Corporation and family-owned company operating in more than 75 countries worldwide, we carry a deep responsibility to do good through every step of our supply chain, while always keeping people and nature in mind.



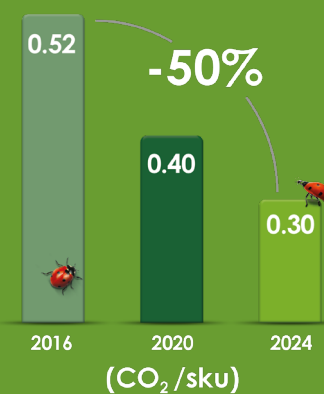
the lowest CO₂ in the category

frontrunner in sustainability



Driven by our love for nature, we proudly craft our entire collection from 100% recycled plastic. This has been key to achieving the lowest CO₂ footprint in our category, thanks to years of dedication, innovation and a strong commitment to sustainability. We measure our impact and share our progress openly to ensure full transparency.

**NEARLY
-50%
CO₂ IN 8 YEARS**



**OUR CO₂
FOOTPRINT IS
6X LOWER
THAN CERAMIC
POTS**



elho eco passport

At elho, we believe in transparency. By mapping CO₂e emissions and providing this information for each product on elho.com we help consumers and customers make informed choices. Our eco passport includes detailed information on the CO₂e emissions of all our products, making us the first flower pot supplier in the world to offer this.



Ø 25cm

CO₂e comparison

	This elho product	0.681 kg
	Ceramic pot	6.954 kg
	A cup of coffee	0.051 kg
	10 km driving	1.700 kg



lifetime guarantee

Our designers and dedicated craftsmen have a strong focus for every detail to create outstanding quality and to be able to offer your customers the best products and solutions.

One of the key factors behind our success is our persistent focus on synthetic materials. With more than 60 years of experience, we have built up a wealth of knowledge that enables us to exploit the full potential of these materials. We are specialised in designing and producing products that bring out the full benefits of synthetic materials.

Our products are designed to last a lifetime and are of the highest quality.

- **unbreakable**
- **long-lasting colour**
- **frost resistant**

We have measures in place to ensure that our products consistently meet the highest quality and safety standards, providing utmost satisfaction to our customers. We execute a thorough inspection of incoming raw materials, take prompt action on production deviation and on customer complaints for effective quality management.



investing in tomorrow

In 2026 alone, we're introducing a whopping 125 new SKUs. With this significant investments in product development, we're proud to be at the forefront of introducing innovations that answer to consumer needs, contribute to category growth and your profitability. As a true colour expert, we translate the latest colour trends into a vibrant assortment that inspires consumers and sets your shelves apart.



consumer trends



A COSY HOME

Consumers are increasingly prioritising their mental and physical well-being within their living spaces.

EXPRESSIVE LIVING

Consumers are looking for items to create their own style and express their personality.



WORRY-FREE PLANT CARE

Consumers seek support to keep their plants healthy, this worry often acts as a barrier to purchasing plants.

ECO-CONSCIOUS LIVING

Consumers becoming increasingly aware of sustainability, yet unwilling to compromise on style and quality. Growing shift toward responsible, eco-conscious living.



By tapping into these key trends, we develop bold innovations that truly matter. Whether it's a clever new misting system, fresh twists on bestsellers, or breaking ground in biodiversity, we create solutions that stand out and speak to real consumer needs.



*a new design icon
for plant lovers*

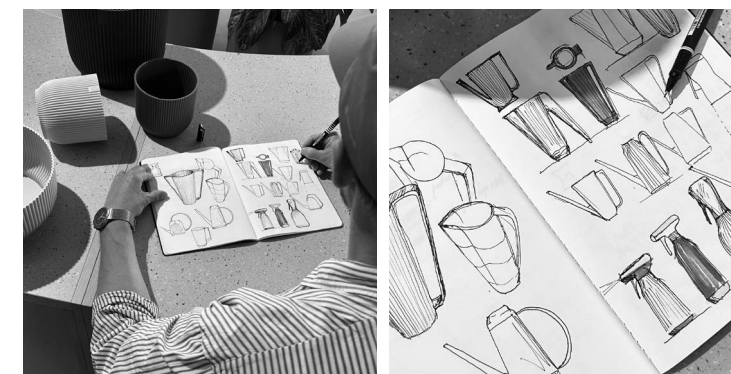
from insight to icon

the story behind the design

More and more people are discovering the joy of living with plants, plant ownership is growing by 4% every year. But while the love is real, watering can still feel like a bit of a hassle. We want to divert that feeling and make caring for plants feel just as good as watching them grow.

We aimed to create a stylish yet functional mister and watering can set that adds a touch of style to any interior. The design combines comfort and style, with a wide top to prevent splashing and a handle that's easy to hold.

We collaborated with partners to select high-quality sprayer heads that produce a gentle mist, ideal for plants. Working with trend experts, we chose colours that are stylish and popular, making these pieces perfect for nurturing your plants and adding beauty to your home.



SUNDAY BEST

Colourful



fern green - faded lilac

SLOW LIFE

Warm



bamboo green - sandstone beige - cedar brown

SYNERGY

Calm



almond pink - forest green - tea green - turf green - meadow green

colour trends

With our colour expertise, we bring trend-driven shades to life turning every pot into a statement. Curated with our trendwatcher and based on leading European colour directions, our 2026 palette reflects the moods of today's consumer.

From the optimistic energy of Sunday Best, to the natural warmth of Slow Life, to the calming balance of Synergy; each colour story brings emotion, lifestyle and a touch of green together in our inspiring new collections.

← where calm meets colour



We love to innovate

meet our new line-up

Innovation is in our DNA. Every new product starts with a clear consumer need, a market gap or an emerging trend. Our in-house design team is constantly on the lookout for fresh ideas that make life greener, easier and more joyful.

The result? Eye-catching designs, smart solutions, and meaningful innovations that draw consumers to your shelves and help your category grow.

Whether it's simplifying plant care, enriching your garden or interior, or offering sustainable choices, our innovations inspire people to surround themselves with green every day.



bring nature home

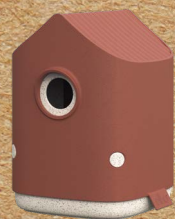
Let me tell you about the birds and the bees, the flowers
and the trees At elho we value nature more than anything so we're
entering a NEW category, tapping into consumer trend 'eco-conscious living'.
With B's by elho we venture into the world of biodiversity. Giving a home
to birds and insects and bringing every garden to life.



B's

give room to birds, bee's and bugs

With B's by elho, we aim to make a significant impact in 2026 by entering a new category and bringing sustainability into it. This will set a new quality standard that matches different consumer styles and spending willingness. Our products come with a lifetime guarantee: built to last as long as our impact.



COSY



ESSENTIAL



ORGANIC



Our material is simply 4 times better:

- **Better for nature** – we created smart ventilation that creates perfect microclimates
- **Better for hygiene and health** – advanced drainage keeps nests dry and clean
- **Better for the planet** – 100% recycled, 100% recyclable, made with 100% renewable energy
- **Better for consumers** – easier to clean, lifetime guarantee, superior quality and design



Everything is co-designed with and approved by Europe's leading experts.

Ensuring the best for birds, bees and bugs:

- Insulation
- Safety
- Temperature





new outdoor 2026



NEW
BIG SIZES

vibia easy hanger xl & xxl

- **Instant green impact** with bigger sizes in vibrant colours
- **Fits any balcony** (up to 6cm) – easy to install
- **Healthy plants** – more soil, better water retention

125 270 359 425 451 517
new



XL 56cm - XXL 69cm



UNIQUE
COLLECTION
MADE FROM
WASTE

the grass collection

- Building on **successful waste concept and vibes** texture for outdoor
- From **pitch to pot**: made from used artificial grass
- Hybrid design for **indoor & outdoor use**, with drill hole signs

378 558
new new



30 - 40 - 47cm



EXTENSION
OF BESTSELLER

Round 25 & 60cm
High 30 & 40cm



sereh round & high

- **New sizes, shapes & colours** to match varied shopper needs
- **Warm, nature-inspired colours** with broad appeal
- **Unique tactile texture** building on succes of vibes for outdoor

379 402 425 457
new



FOR INDOOR &
OUTDOOR USE

foss

- **Large water reservoir** with built-in saucer & drill hole signs
- **High-quality design** in 2 natural colours and 4 sizes
- **Strong value** at a commercial price

433 457



25 - 30 - 35 - 43cm



amiga xl 55cm

- **Affordable choice** for big plants & small trees
- **Durable, high-quality** design built to last
- **Straightforward, timeless** & made for the many

371 425 457
new

NEW
BIG SIZE

55cm





new
indoor
2026



elho x Lex Pott colour gradient round

- **Design with soft colour transition** by Dutch designer Lex Pott
- **Ceramic look & feel** with synthetic benefits: light weight and sustainable quality
- **On-trend gradient** colours in top-selling sizes

156 new 775 new 873 new

LEVERAGE
THE GRADIENT
HYPE TO
ATTRACT NEW
CUSTOMERS



14 - 16 - 18cm



elho x Carole Baijings facet round

- **Modern yet contemporary design** by Dutch designer Carole Baijings
- **Sleek, faceted form** in light-transmitting material: a perfect accent for minimalist interiors
- **Mix & match:** sizes and colours for various plants & spaces

203 new 363 new 376 new



STRIKING
ON SHELF,
APPEAL TO BROAD
CONSUMER
BASE

14 - 17 - 19 - 23 - 26cm



EXPAND
TOP-SELLING
RANGE FOR
CROSS-SELL
OPPORTUNITIES



vibes fold round

vibes fold bowl

vibes fold round & bowl

- **Refresh top-seller range** with ribbed pattern in new shapes, sizes and colours
- **Cross-sell** with self-watering inserts to keep large plants thriving
- **Additional styling options:** bowls ideal for mini plants & table décor

181 new 425 new 452 new 870 new

vibes fold round 40 & 47cm
vibes fold bowl 25cm



7 - 9 - 11cm

STIMULATE
IMPULSE
PURCHASE AT
ENTRY-PRICE
LEVEL



jazz round mini's

- New sizes designed for easy trial and popular plants like cacti and succuli
- Effortless mix & match across shapes and textures
- Natural look & feel with unique pattern in trendy colours

119 404 433 451 703





new water management 2026



vibes fold watering can & plant mister

- **Innovative compression system:** in 3 presses up to 5 seconds of ultra-fine mist
- **Iconic ribbed vibes design** transforms functional tools into stylish statement pieces

425 403 452 403

UNIQUE
MISTING SYSTEM
FOR NEXT-LEVEL
PLANT CARE



watering can 1.7ltr
plant mister 0.37ltr

ALL-IN-ONE
SOLUTION FOR
CONSUMERS



self-watering insert 13 & 15cm
all-in-1 brussels 18 & 25cm
all-in-1 vibes fold 18 & 25cm



self-watering insert all-in-1 brussels round all-in-1 vibes fold round

433 150 425 425 452 new

self-watering insert & all-in-1

- **New sizes** self-watering insert with water level indicator: plants absorb water when needed
- **Full range to suit all pot sizes** at an accessible price point
- **All-in-one decorative solution** including pot and insert (combination)



your growth our mission

Together with our dedicated local sales teams, we offer expert advice and top-notch service both in-store and online to elevate your sales. Our success is measurable: we drive traffic to your stores, increase shopper basket value and increase profit per m².

no worries best service

We want to make your life as easy and efficient as possible. We do this with our high quality and service standards, but also with next level supply solutions.



We do what we promise, you can rely on our support and that your shelves are filled. We offer more reliability. This is our biggest priority.

How do we do this?

- With our state-of-the-art warehouse, one of the most circular buildings in Europe.
- Our optimum delivery assurance (on time, in full).
- Uncompromising quality control.
- Drop shipment solutions.
- Personal contact in your own language.
- One stop shopping.



your instore partner

steer shoppers' behavior

At elho, we believe instore visibility is the key to success. That's why we support our retail partners with impactful brand presence that drives traffic to your stores and attracts new shoppers.

Our proven approach includes:

- **Clear shelf presentations** that guide shoppers and make choosing easier.
- **Eye-catching POS materials** that highlights product benefits and supports buying decisions
- **Second placements** that inspire to drive impulse buys and cross-selling
- **Inspiring displays** that spark impulse purchases and improve the shopping experience

Together, we'll create a store experience that turns interest into action and browsers into buyers.

millions of shoppers inspired at home

We bring our purpose to life by inspiring people to surround themselves with nature and by building a strong, distinctive elho brand along the way. We activate shoppers and drive traffic to your stores through a powerful, integrated approach.

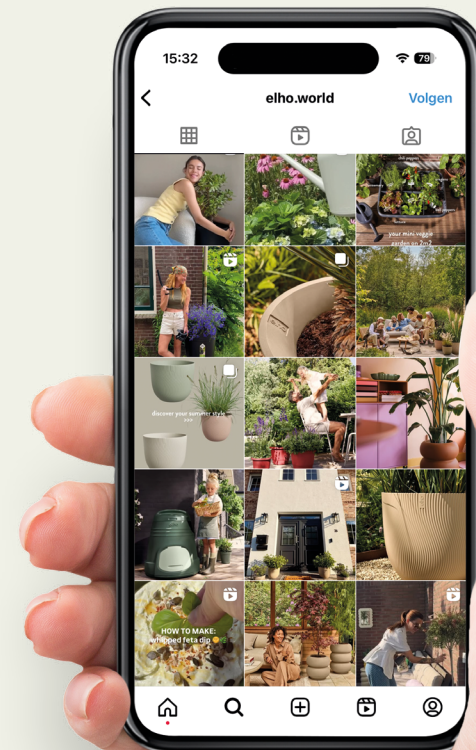
How do we do this?

- Our high-impact media campaigns reach millions of consumers every year.
- We combine mass media and instore activation to boost visibility and sales
- Most offline shoppers orientate online, we guide them from inspiration to purchase.
- Inspiring content through social media, influencers, collaborations, and elho.com supports this journey.

More and more interaction is visible between online and offline stores. Therefore, it is key to align both channels to provide your customer the same positive experience in all channels.

elho can support and help you with the execution of your multichannel strategy:

- top notch product content
- social media packages
- brand page packages
- inspiration at elho.com
- online assortment advice
- customer support





elho b's collection



colours



discover



elho b's



cosy bird house
18cm



cosy insect hotel
18cm



cosy bird feeder
18cm



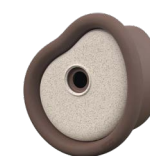
essential bird house
18cm



essential bee hotel
18cm



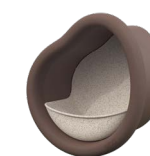
essential bird feeder
18cm



organic bird house
25cm



organic bee hotel
25cm



organic bird feeder
25cm



outdoor collection





colours



discover



the grass collection

NEW

MADE WITH
ARTIFICIAL GRASS



IN- AND
OUTDOOR
USE



DRILL
HOLES FOR
OUTDOOR USE



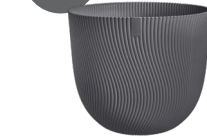
round
30 - 40cm



sereh



NEW
COLOUR
& SIZES



round
25 - 30 - 40 - 47 - 60cm

NEW



high
30 - 40cm



greenville



NEW
COLOUR



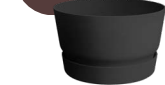
round
14 - 16 - 18 - 20 - 25
30 - 40 - 47 - 55cm

NEW
COLOUR



hanging basket
24cm

NEW
COLOUR



bowl
33cm



terrace trough
80cm



trough long
50 - 70cm



easy balcony
52cm



amiga

NEW
SIZE
55cm

NEW
COLOUR

DRAINAGE
HOLES

MATCHING
SAUCER
AVAILABLE



round
25 - 30 - 35
40 - 47 - 55cm



colours



vibia campana balcony

NEW
COLOUR





vibia campana terrace





colours



new



algarve

NEW
COLOUR



DRAINAGE
HOLES



MATCHING
SAUCER
AVAILABLE



cilindro
25 - 30 - 35
40 - 48 - 58cm

foss



round
25 - 30 - 35 - 43cm



colours



colours



discover



loft urban





colours

new



barcelona



NEW
COLOUR



trough
40 - 50 - 70 - 90cm



trough saucer
40 - 50 - 70 - 90cm



all-in-1
50cm



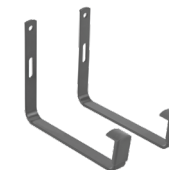
xl all-in-1
55cm



xl
60 - 80cm



xl saucer
60 - 80cm



wall bracket
for trough



balcony bracket
for trough



balcony support
for trough



colours



discover



vivo next



IN- AND
OUTDOOR
USE



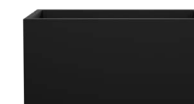
EASY TO
MOVE



OVERFLOW
PIPE



square
30 - 40cm



long
30 - 40cm



colours



pure



round
40 - 60 - 80
100 - 120cm



straight round
50 - 65cm



colours



noa



noa balcony trough
M - L - XL
52 - 65 - 78cm



noa balcony hooks metal
4.4 x 19.0cm



colours



new

saucers



NEW
COLOUR



round
13 - 15 - 17 - 19
21 - 25 - 27 - 30
35 - 40 - 48cm



square
20 - 25 - 30 - 35cm



planttaxi
30 - 35 - 40cm



uni-saucer round
14 - 16 - 18 - 21 - 25
28 - 33 - 37 - 42cm



green basics balcony



MAXIMUM
RAILING WIDTH
6CM



INTEGRATED
SAUCER



EASY TO
REFILL WITH
WATER



green basics
trough all-in-1
50 - 70cm



green basics
trough
40 - 50 - 60 - 80cm



green basics
trough saucer
40 - 50 - 60 - 80cm



green basics
trough mini
30cm



green basics
trough mini all-in-1
30cm



green basics balcony
potholder all-in-1
26cm



green basics
flower bridge
55cm



green basics easy
hanger small
26.5cm



green basics easy
hanger large
36cm



green basics balcony
racks metal
40 - 50 - 60 - 80cm



green basics wall
bracket metal
for trough



green basics balcony
bracket metal
for trough



green basics
trough xl all-in-1
55cm



green basics
hanging basket
28cm



colours



green basics terrace



cylinder
30 - 35 - 40 - 45
55 - 65 - 80cm



bowl
27 - 33 - 38cm



saucer
10 - 14 - 17 - 22
25 - 29 - 34 - 41
45 - 53 - 65cm



garden xxl
60 - 80 - 100cm



garden xxl saucer
60 - 80 - 100cm



top planter
23 - 30 - 40 - 47cm



top planter high
35cm

care & grow collection



colours



discover



water saving



green basics
rainbarrel plus
110 - 200l



green basics
rainbarrel diverter
universal



green basics
rain catcher
35l



pure raindrop
70l



colours



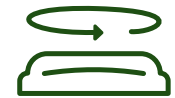
discover



green basics composting



200 LITERS



EASY TO
OPEN



USE WASTE
FOR GOOD



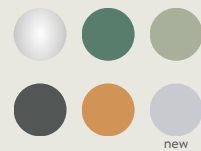
composter
200L



composter bottom
70 x 69cm



colours



green basics grow your own



- | | | | | | | | |
|--|--|---|--|--|--|--|---|
| 
balcony grow set
55cm | 
growpot
11 - 13 - 15 - 17
19 - 21 - 24 - 27
30 - 35 - 40cm | 
saucer
10 - 14 - 17 - 22
25 - 29 - 34 - 41
45 - 53 - 65cm | 
growpot starter set
7.3cm (set/10) | 
grow house round
17 - 30cm | 
grow table xxl
& super xxl
75.5 x 36.5
75.5 x 56.3cm | 
grow house xxl
& super xxl
74.8 x 35.5
74.8 x 56.3cm | 
grow garden house L
75.1 x 56.4cm |
| 
grow garden L
76.7 x 58cm | 
strawberry pot
33cm | 
tomato pot
33cm | 
potato pot
33cm | 
veggie wall
80cm | 
grow set M
36cm | 
grow house S - M - L
23.8 - 35.8 - 51cm | 
seedtray
22cm |
| 
grow tray S - M - L
24 - 36 - 51.5cm | 
grow tray saucer
S - M - L
23.5 - 36 - 51cm | 
growpot orchid
13 - 15 - 17cm | 
orchid saucer
10 - 14cm | 
garden tray
58.5cm | 
plant label S
set/5 | 
scoop S - M
7.5 - 8.7cm | |



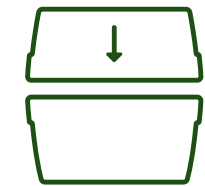
colours



discover



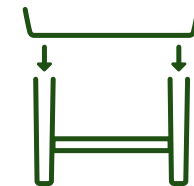
noa grow table



GROW HOUSE
INCLUDED



WATER LEVEL
INDICATOR



DETACHABLE
LEGS



WATER
RESERVOIR



grow table xxl
78.5 x 38.7 x 93.5cm



colours



discover



grow your own indoor



happy herbs
15cm



bouncy basil
16.5cm



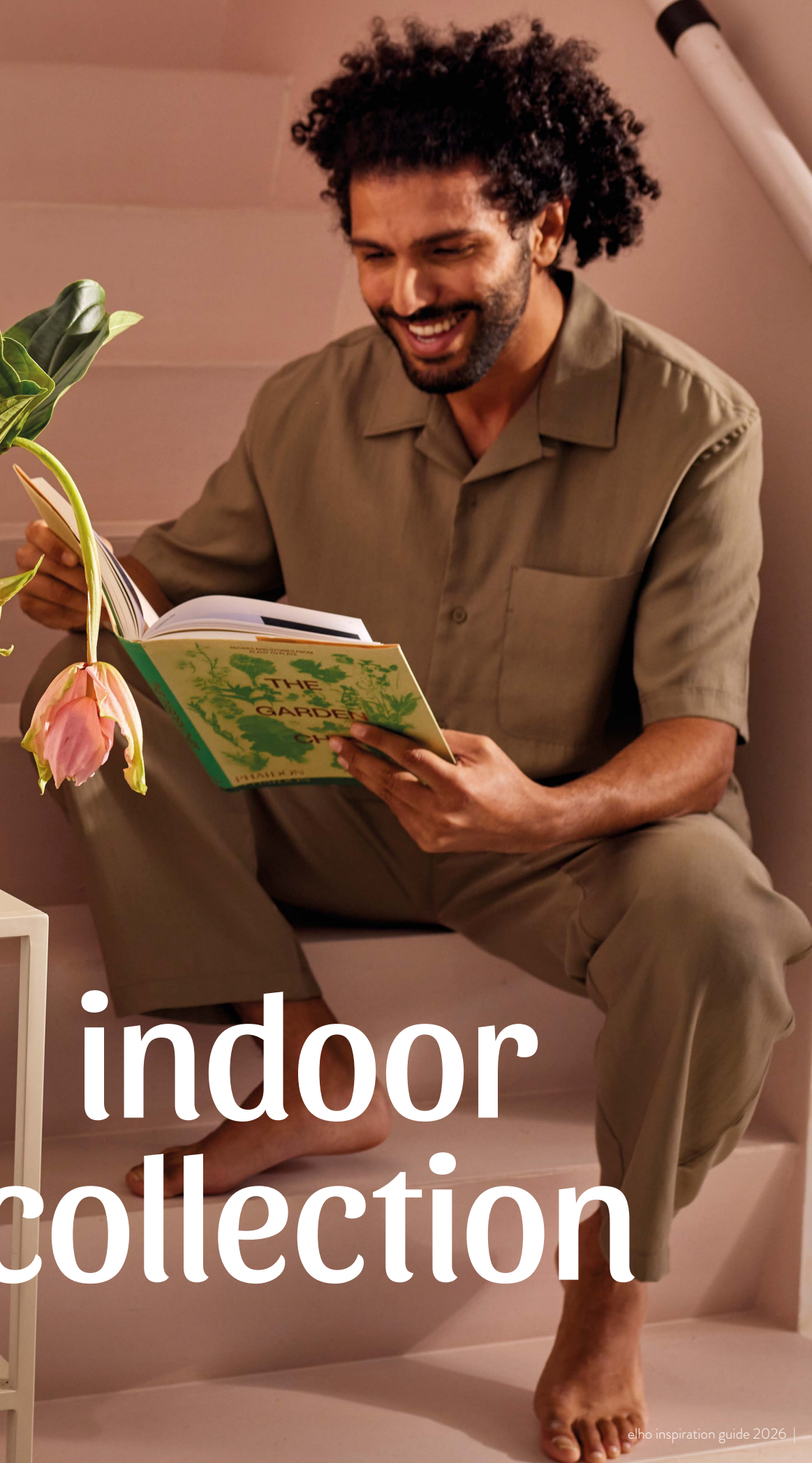
magic microgreens
16.8cm



amazing
avocado pot
12cm



indoor collection





facet

NEW



round
14 - 17 - 19 - 23 - 26cm



colours



colour gradient



round
14 - 16 - 18cm



elho x lex pott





colours



discover



the winery collection



round
14 - 16 - 18 - 22cm



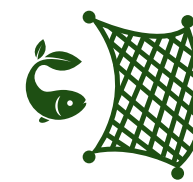
colours



discover



the ocean collection



MADE WITH
MARITIME
WASTE



EASY INNER
POT FIT



round
14 - 16 - 18 - 22cm



colours



jazz



NEW



round mini
7 - 9 - 11cm



round
14 - 16 - 19 - 23
26 - 30 - 35cm

NEW
COLOUR



bowl
28cm



vibes fold



MIX & MATCH



round mini
7 - 9 - 11cm



round
14 - 16 - 18 - 22 - 25
30 - 35 - 40 - 47cm



vibes fold bowl
25cm



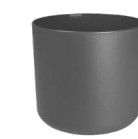
coupe
14 - 30cm



orchid high
12.5cm



b.for soft



round
14 - 16 - 18 - 22
25 - 30 - 35cm



swing
18cm



colours



brussels



round mini
7 - 9.5 - 10.5 - 12.5cm



round
14 - 16 - 18
22 - 25 - 30cm



round wheels
35 - 40 - 47cm



bowl
23cm



oval
36cm



hanging basket
18cm



colours



brussels diamond



EASY INNER
POT FIT



round
14 - 16 - 18
20 - 25 - 30cm



oval
36cm



round high
27 - 32cm



easy insert
27 - 32cm



colours



brussels orchid



diamond orchid high
12.5cm



orchid high
12.5cm



orchid duo
25cm



orchid
12.5 - 16cm



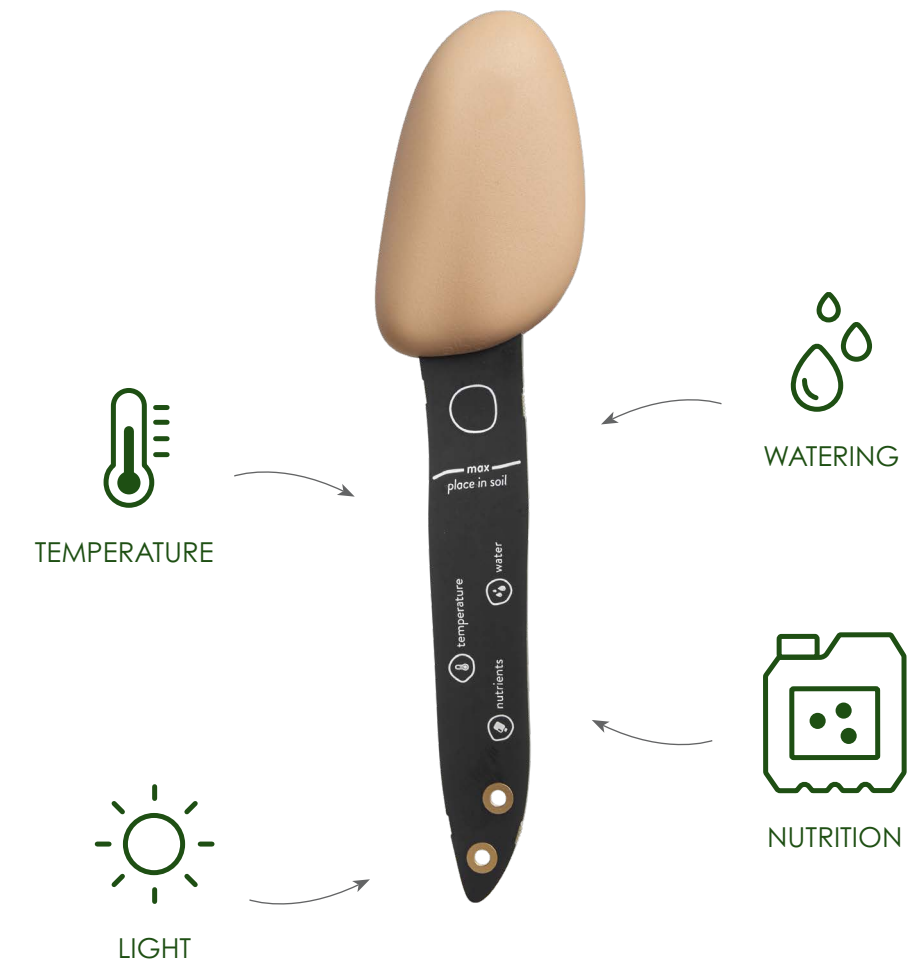
colours



discover



smart pebble





colours



discover



self-watering insert



universal
13 - 15 - 17 - 21 - 24
28 - 33 - 36 - 44cm



colours

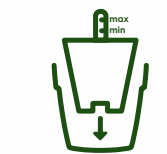


discover



all-in-1

NEW



all-in-1 brussels round
18 - 25cm



all-in-1 vibes fold round
18 - 25cm



colour



floorprotector



round
12.5 - 15 - 18 - 21 - 25cm



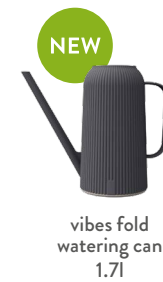
watering cans & sprayers collection



colours



watering cans & sprayers



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With the consumer at the heart of everything we do,
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2026 containing detailed
product & order info!

colophon

Production, concept & text
elho

Design, concept
De creatieve afdeling

Printing
Printman BV

Photography
No Point Studio's
Hans van Brakel

Image editing
House of retouch

Styling
Nienke Anema

Planting
elho's green keeper - Koen van Ierland

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