



rEarthTM
by **McCONKEY**

2013 Size &
Format Guide





The world's first eco-friendly container without a premium price tag

Introducing rEarth, McConkey's new line of 100% recycled plant containers made from water bottles. Your customers will love this eco-friendly, easily recyclable container, and so will you—rEarth is strong and durable while being cost-neutral to traditional containers.



Available in...



1020



Round



17"



To learn more, visit



www.rEarthPots.com

Grow in rEarth, grow your sales

Since your customers don't want to pay more for a plant just because it's in a sustainable pot, it can be difficult to maintain sell-through and high margins with many eco containers on the market today.

But with rEarth, you can promote a sustainability message without paying more for the container. So you can promote a sustainable product *and* maintain a higher profit margin.

rEarth's cost, eco message, and practicality make it a win-win for customers, growers, retailers, and the environment.


75% of Americans consistently participate in at least some green attitudes and behaviors.

The eco-conscious home gardener wants products that are...

Low cost

Sustainable

Made in the USA



“I want to help the environment,
but I don't want to pay more.”



Round Pots & Carry Trays



JMCTR433P
4.33" Round



JMCTR433DP
4.33" Deep Round Pot



JMCTR500P
5" Quart Pot



JMCCTR10433DP
Carry Tray for 433D 1.6 pt



JMCCTR10433SP
Carry Tray for 433 1.25 pt



JMCM17R42516F
Carry Tray for 433



JMCCTR12500P
Carry Tray for 5" Quart Pot

rEarth Round Pots

STOCK #	PRODUCT	COLOR	SIZE TOP OD" x H"	VOLUME	CASE PACK	PALLET COUNT
JMCTR433P	4.33 Rnd Pot	Black	4.33 x 3.9	1.25 pt/591 ml	1,200	33,600
JMCTR433DP	4.33 Rnd Deep Pot	Black	4.33 x 5.4	1.6 pt/757 ml	1,200	30,800
JMCTR500P	5" Rnd Quart	Black	5 x 5 x 5	1 qt/.95 L	1,200	22,800

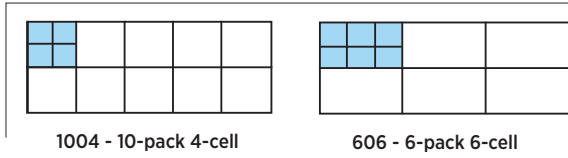
Carry Trays

STOCK #	PRODUCT	COLOR	SIZE L" x W" x H"			CASE PACK	PALLET COUNT
JMCCTR10433DP	Carry Tray for 433D- holds 10 pots	Black	8.5	21.67	5.6	100	3,000
JMCCTR10433P	Short Carry Tray for 433- holds 10 pots	Black	8.5	21.67	4.1	120	3,600
JMCM17R42516P	Carry Tray for 4.25 Round Pots- holds 16 pots	Black	17	4.25	3.875	100	3,000
JMCCTR12500P	Carry Tray for 5" Quart- holds 12 pots	Black	17	4	4	50	3,000
JMCM17R43516	Carry Tray for 4" Round Pots- holds 16 pots	Black	17	4	3.5	100	3,000

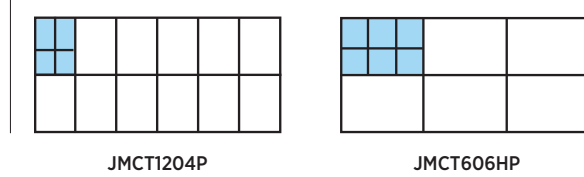
1020 Inserts & Flats

Inserts

1020 Slim - 7.25 x 20"



1020 True - 10x20"



1020 Inserts Product Information

STOCK #	PRODUCT	COLOR	PACK SIZE W" x L" x H"			CELL SIZE W" x L" x H"			VOL. /PACK	VOL. /CELL	SHEETS / CS	CS/ PLT	PALLET COUNT
JMCSL1004P	10-Pack 4-Cell	Black	3.74	4.02	4.25	1.73	1.82	4.25	19.65 oz	4.9 oz	120	32	3,840
JMCSL606HP	6-Pack 6-Cell	Black	3.72	6.72	3.5	1.65	2.1	3.5	27.8 oz	4.63 oz	100	44	4,400
JMCT1204P	12-Pack 4-Cell	Black	3.25	5	2.75	1.75	2.5	3	12.8 oz	3.2 oz	120	32	3,840
JMCT606HP	6-Pack 6-Cell	Black	6.88	5	3.125	2.13	2.25	3.13	1.2 qt.	6.4 oz	100	32	3,200

Compatible Flats



JMCM1020LT
1020 True Flat



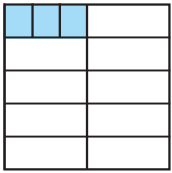
JMCS72520WF
7.25" x 20" Slim Injected Flat

1020 Flats

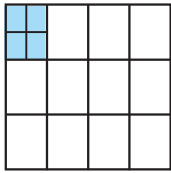
STOCK #	PRODUCT	COLOR	SIZE L" x W" x H"			CASE PACK	CS/PAL	PALLET COUNT
JMCS72520WF	7.25" x 20" Slim Injected Flat	Black	20	7.25	2.02	50	TBD	3,100
JMCM1020LT	1020 True Lt. Wt. Mesh Flat	Black	20	10	2.6	50	48	2,700



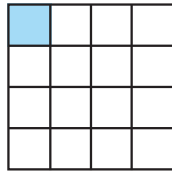
17" Square Inserts



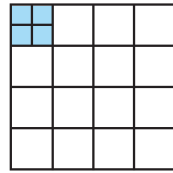
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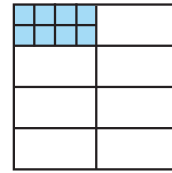
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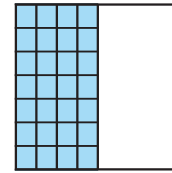
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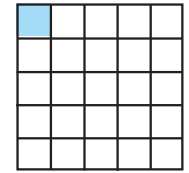
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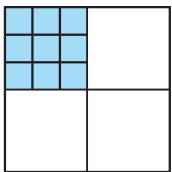
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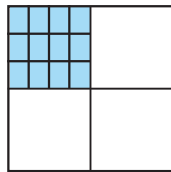
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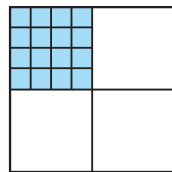
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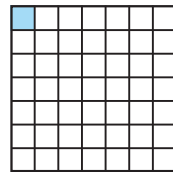
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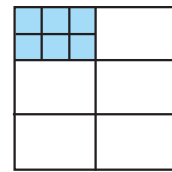
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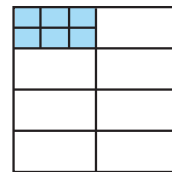
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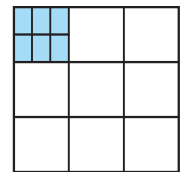
JMCM1749



JMCM17606



JMCM17806

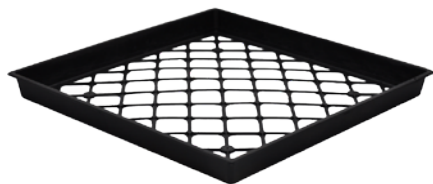


JMCM17906

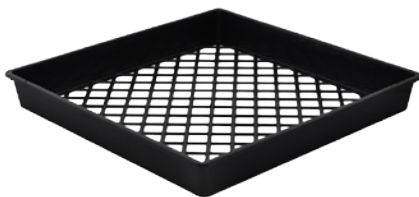
rEarth Inserts - 17"

STOCK #	PRODUCT	COLOR	CASE PACK			PACK SIZE W" x L" x H"	CELL SIZE W" x L" x H"	VOLUME / PACK	VOLUME / CELL	CS / PLT
			SHEETS	PACKS	CELLS					
JMCM171003P	10-Pack 3-Cell	Black	100	1000	3000	8.75 x 3.375 x 3.5	3.375 x 2.75 x 3.5	1.05 qt/1.0 L	11.26 oz/333 ml	25
JMCM171204P	12-Pack 4-Cell	Black	100	1200	4800	4.2 x 5.6 x 3.5	2.5 x 1.75 x 3	1.54 pt/730 ml	6.15 oz/182 ml	25
JMCM1716-1P	16-Pack	Black	100	1600	1600	4 x 4 x 3	4 x 4 x 3	1.14 pt/540 ml	1.14 pt/540 ml	25
JMCM1716TCP	16-Pack Tall Cell	Black	100	1600	1600	4 x 4 x 3.5	4 x 4 x 3.5	1.39 pt/660 ml	1.39 pt/660 ml	25
JMCM1716QP	16-Pack Deep Cell	Black	90	1440	1440	4 x 4 x 5	4 x 4 x 5	1.03 qt/975 ml	1.03 qt/975 ml	25
JMCM171604P	16-Pack 4-Cell	Black	80	1280	5120	4 x 4 x 3.5	1.9 x 1.9 x 3.5	1.58 pt/750 ml	6.32 oz/187 ml	25
JMCM17808P	8-Pack 8-Cell	Black	80	1280	5120	8 x 4 x 3.5	1.9 x 1.9 x 3.5	1.58 pt/750 ml	12.6 oz/374 ml	25
JMCM17228P	28 Cell Half Pack	Black	100	200	3600	8.5 x 17 x 3.5	2 x 2 x 2.125	1.17 gal/4.43 L	5.34 oz/158 ml	25
JMCM1725TCP	25-Pack Tall Cell	Black	80	2000	2000	3.125 x 3 x 3.5	3 x 3 x 3.5	15.22 oz/450 ml	15.22 oz/450 ml	25
JMCM17409P	4 Pack-9 Cell	Black	100	400	3600	8.75 x 8.75 x 3.5	3.375 x 2.75 x 3.5	1.93 qt/1.82 L	6.83 oz/202 ml	25
JMCM17412P	4 Pack-12 Cell	Black	100	400	4800	8.25 x 8.25 x 2.75	2 x 2.5 x 2.75	1.84 qt/1.75 L	4.9 oz/145 ml	25
JMCM17416P	4-Pack 16-Cell	Black	100	400	6400	8.5 x 8.5 x 2.625	2 x 2 x 2.625	1.86 qt/1.76 L	3.72 oz/110 ml	25
JMCM17416DP	4-Pack 16-Cell Deep	Black	80	320	5120	8.5 x 8.5 x 3.5	2 x 2 x 3.5	2.76 qt/2.62 L	5.51 oz/163 ml	25
JMCM1749P	49-Cell	Black	100	4900	4900	2.25 x 2.25 x 2.25	2.25 x 2.25 x 2.25	2.08 gal/7.9 L	5.44 oz/161 ml	25
JMCM1749TCP	49-Tall Cell	Black	100	4900	4900	2.25 x 2.25 x 3	2.25 x 2.25 x 3	2.32 gal/8.8 L	6.05 oz/179 ml	25
JMCM17606-1P	6-Pack 6-Cell	Black	120	720	4320	5 x 7.75 x 3	2.375 x 2.375 x 2.75	1.53 qt/1.45 L	8.14 oz/241 ml	25
JMCM17606TCP	6-Pack 6-Tall Cell	Black	120	720	4320	6 x 7.75 x 3	2.375 x 2.375 x 2.75	1.34 qt/1.27 L	7.13 oz/211 ml	25
JMCM17806-1P	8-Pack 6 Cell	Black	100	800	4800	4.125 8.375 x 3	1.75 x 2.5 x 2.75	1.09 qt/1.04 L	5.85 oz/173 ml	25
JMCM17806-2P	8-Pack 6 Cell	Black	100	800	4800	4.125 8.375 x 3.5	1.75 x 2.5 x 3.25	1.32 qt/1.25 L	7.03 oz/208 ml	25
JMCM17906P	9-Pack 6-Cell	Black	100	900	5400	5.25 x 5.5 x 3.5	1.25 x 2.5 x 3.25	1.12 qt/1.06 L	176 ml/5.95 oz	25
JMCTP906P	9-Pack 6-Cell	Black	100	540	3220	5.5 x 5.5 x 3.5	1.75 x 2.625 x 3.25	1.28 qt/1.22 L	203 ml/6.86 oz	25

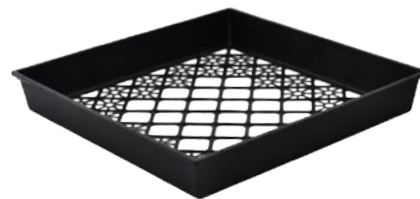
17" Square Flats



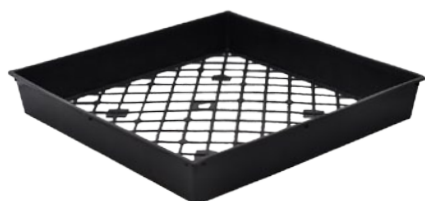
JMCM17P-1
Pony Flat



JMCM17M-1
17" Heavy Duty Mesh Flat



JMCM17A
17" Lt. Wt. Mesh Flat



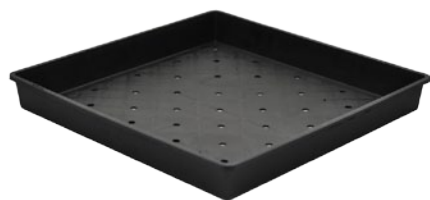
JMCM17T
16.75" Tall Flat



JMCM17TX
Texas 20 Flat



JMCM17WF
Window Flat



JMCM17GF
Heavy Duty Grass Flat



JMCM17S-1
17" Heavy Duty Propagation Flat

17" Flats

STOCK #	PRODUCT	COLOR	SIZE W" x L" x H"			VOLUME	CASE PACK	CS/PAL	BULK SKID
JMCM17A	17" Mesh Flat Lt. Wt.	Black	17	17	2.5	2.96 gal/11.2 L	60	30	1,650
JMCM17M-1	17" Heavy Duty Mesh Flat	Black	17	17	2	2.48 gal/9.4 L	60	30	1,800
JMCM17P-1	17" Pony Flat	Black	17	17	1.5	1.72 gal/6.5 L	80	30	2,400
JMCM17T	16.75 Tall Flat	Black	16.75	16.75	2.5	2.77 gal/10.5 L	60	25	1,650
JMCM17TX	Texas 20 Flat	Black	17.75	14.375	2.25	NA	NA	NA	2,160
JMCM17WF	16.75" Window Flat	Black	16.75	16.75	3	NA	60	25	1,800
JMCM17GF	17" Heavy Duty Grass Flat	Black	17	17	2	NA	60	25	NA
JMCM17S-1	17" Heavy Duty Propagation Flat	Black	17	17	2.5	2.77 gal/10.5 L	60	25	1,500

Point of Purchase

Showcase your commitment

Let your customers know that you are using 100% recycled, eco-friendly plant containers made from water bottles.

Our design team can work with you to develop a custom point-of-purchase system for your nursery or garden center.



12" x 48" Vinyl banner or Coroplast



18" x 36" Vinyl banner



24" x 36" Vinyl banner or Coroplast sign