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Terraneo Mykene Hellas

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Introduction

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Find us on Facebook & Youtube: Terraneo Mykene Hellas

Brief Facts

- ❖ Global demand for Terraneo (Greek) terracotta products far exceeds the country's current production capacity.
- ❖ Raw material (i.e. the composition and mix of five local soils) is exclusive to be selected from local terrains; there are only 4 areas in the world, and all 4 are located in Greece (Peloponnese & Crete), where the specific soils required are available in substantial quantities.
- ❖ The combination of soil mix and proprietary production methods yield a ONE-OF-A-KIND, superior product (as compared to comparable French or Italian handmade Terracotta.) It cannot be copied and can only be produced by Terraneo in Greece, in terms of both color and quality.
 - a. Light sand color terracotta fired at over 1,100 °C.
 - b. Frost-resistant, certified up to -50 °C, suitable for extremely cold climates and climates characterized by large shifts in temperature.

Brief Facts cont.

Terraneo product lines:

- a. The Minoan / Mycenae Originals; A line inspired by Greek ancient urn forms and designs handcrafted in Mycenae.
- b. The Mediterranean Classics Line; Handcrafted pots inspired by classic Tuscan designs.
- c. Terraneo Exclusives; Large sized handcrafted line, XXXL, Limited Edition.
- d. Terraneo Specials; Limited Production / Private Labeled by order only.
Created for clients that want exclusivity.
- e. Terraneo Basics; Small to medium sizes machine-made / semi-handmade pots for everyday use.
- f. Signature and bespoke lines in partnership with brand name architects, interior and landscape designers, perhaps also artists, fashion designers, and so on.
They will in a sense become 'brand ambassadors' for Terraneo, opening new market segments. The bespoke line will be offered exclusively to hotels, resorts and large scale commercial developers and architects, etc., on a case-by-case basis.



Brief Facts cont.

- ❖ Terraneo Terracotta Pottery is a trusted and preferred product by global brand-name wholesalers and retailers. Terraneo in cooperation with the EMSA Sales & Marketing team is servicing retail outlets (points-of-sale), of various sizes, throughout Europe, North America, South America, Australia, Southeast Asia, and Japan, incl. some of the largest retailers in the world.
- ❖ Terraneo offers highly competitive prices on a product of superior quality (as compared to the average prices of Tuscan produced Terracotta) - at least 50% lower. This is possible only because of Terraneo's proprietary production process.
- ❖ Pottery is a basic sales article in both good, and bad, financial times. Over the last 20 yrs Terraneo customers, (DIY, Super Markets and Home & Garden centers) have been steadily growing turnover and profits. In good times, people spend a substantial percentage of their disposable income on their homes and gardens. In bad times, when they cannot afford new home purchases or large home improvements, they once again select to spend a healthy portion of their disposable income, beautifying their homes and gardens to make them feel better.
- ❖ Pottery (terracotta) is not a trend article. It has been part of human culture since the dawn of organized civilization, and will continue to be for thousands of years to come. People increase in numbers – pot production increases to match it. In fact, two of the currently fastest growing high end terracotta markets are Asian Pacific and North/South America.



Brief Facts cont.

The value of fired earth
increases with age...

Pure Nature

No waste material

Fully Recyclable

Green Production &
Eco friendly facility

introduction

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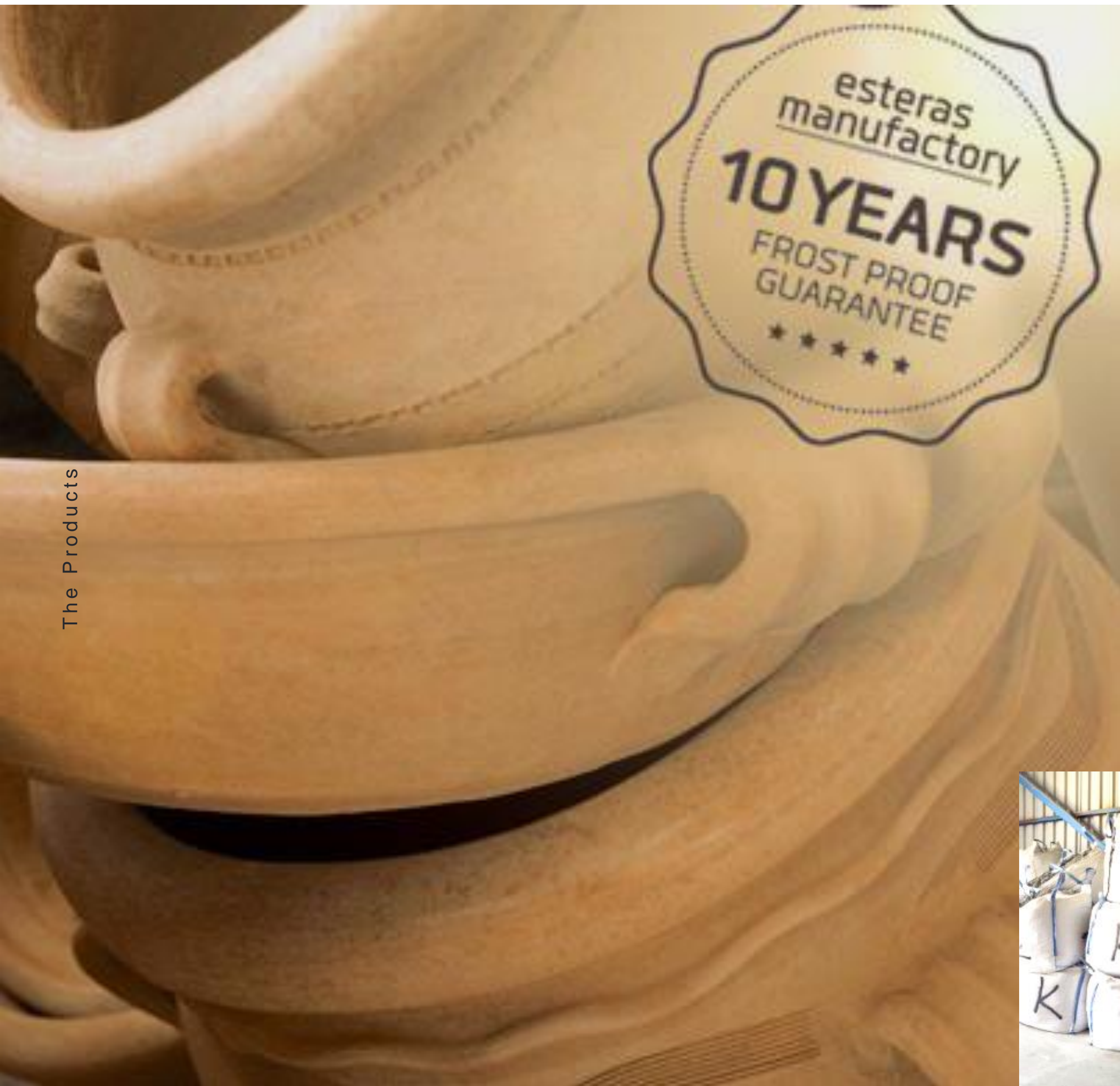
The Factory

The production site is in Mycenae, Greece: the very same region that has been producing top quality terracotta since prehistoric times. The factory of approximately 15,000 square meters of covered surfaces on a 40,000 square meters premises, constitutes the largest edifice in its greater region.

The secret behind the success of the specific region with terracotta lies with the special know-how and techniques that have been developed through out the millennia, but most importantly with the special properties of local soils and clays. These were the main criteria for choosing this particular location.



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The Products

Terraneo produces supreme quality frost-resistant terracotta planters in its facilities in the history-rich area of Mycenae in Greece. The frost-resistant quality of Terraneo planters (certified for up to -50 degrees Celsius) gives it an obvious, unrivalled competitive advantage in Northern Europe and elsewhere, in climates where other terracotta planters break.

Terraneo possesses a unique earth-blend formula that allows it to produce its own clay mix with unique product properties and tremendous cost advantages: its terracotta planters are sturdy and strong, with minimal breakages, moss-free, and frost-resistant down to -50 degrees Celsius and are sold with a 10-year guarantee.



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The designs

Terraneo develops 5 designs' lines, while it also maintains the classic:

- ❖ Pure
- ❖ Modern
- ❖ Mediterranean
- ❖ Character
- ❖ Accessories & Saucers

Mediterranean line of designs that continue to be popular across the world.

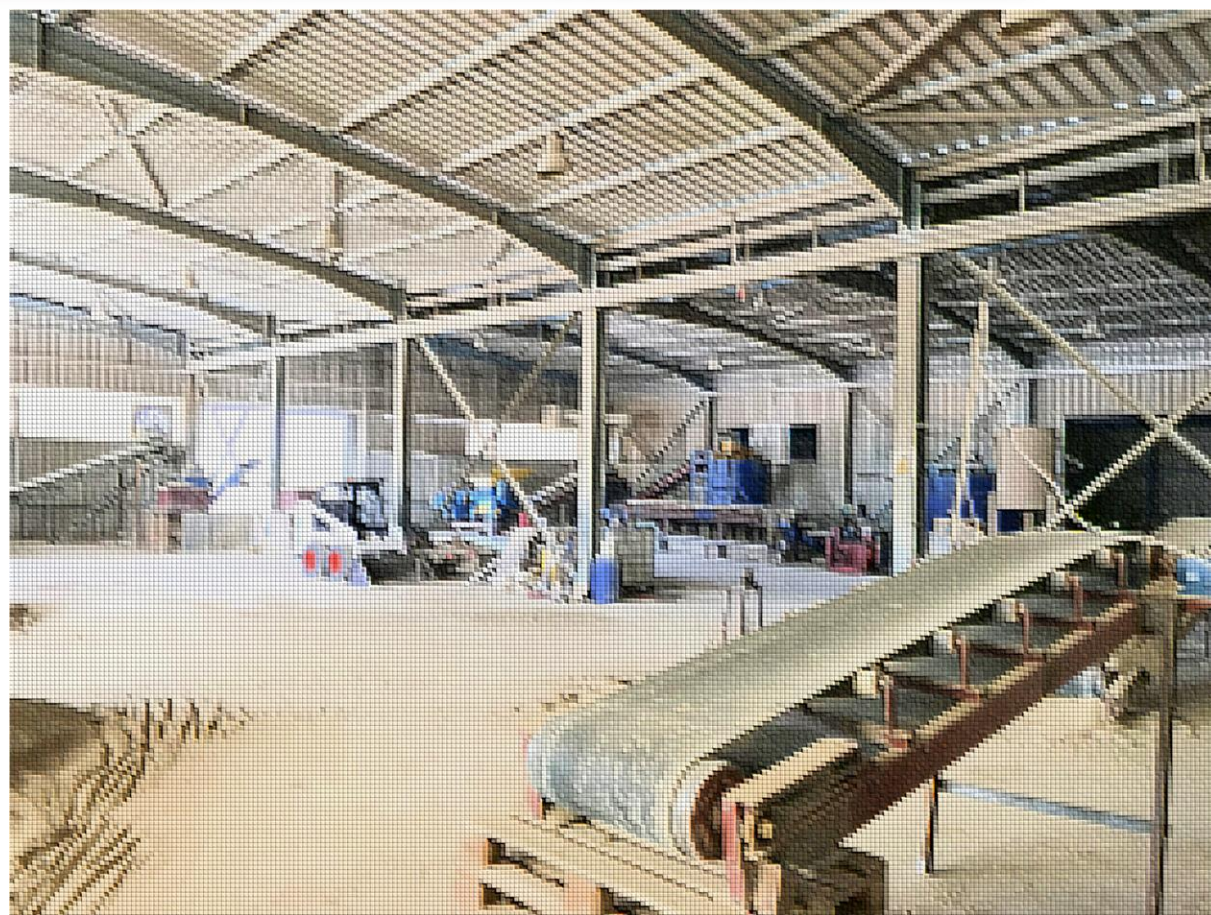




Stages of Production Process

1. Clay Preparation:
 - Earth sorting/cleaning
 - Earth mixing and elaborate testing
 - Clay preparation (water-mixing and removal of trapped air)
2. Mold-filling / primary drying in molds / mold removal
3. Hand-finishing and decoration (on potter wheels)
4. Drying (frequent change of position – active monitoring and minor repairing)
5. Firing in kilns for 24/36 hours up to 1150 degrees Celsius
6. Showering of pots to neutralize active destructive minerals in fired pots
7. Warehouse handling and packing / loading / shipping

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1. Clay Preparation

- ❖ Earth sorting/cleaning
- ❖ Earth mixing and elaborate testing
- ❖ Clay preparation (water-mixing and removal of trapped air)

Clay Preparation

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2. Molds

- ❖ Molds Filling
- ❖ Primary drying in molds
- ❖ Molds removal

Molds



3 Types of Molds:

- ❖ Hand Made Molds
- ❖ Jigger Molds
- ❖ Steel Molds



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Molds



CLASSIFICATION OF PRODUCTION METHOD BY MOULD USE

	Hand-filled	Jigger/jolly	Steel/machine pressed
Shape of Planters	Flexible: both squares and rounds -thick walls	rounds	squares and rounds - thin walls
Size	Small to very large	small to medium	smaller
Production speed	slow	fast	fastest
Labor intensity	high	limited	minimum
Well finishing	normal	normal	minimum
Drying time	long	average	short
Showering	yes	yes	no
Standardisation	No/human effect	high	high
Price/margins	high for large sizes	good	very good
Purpose	Municipalities and Architect/ landscaper Projects: Household: indoor and outdoor	Household: indoor and outdoor through garden centres and home & garden stores	Nurseries / household: indoor/outdoor through DIY stores and hypermarkets
Distribution	upscale stores	across the board	mass



3. Hand-finishing and decoration

After the molds' removal, all the pots are hand finishing on potters' wheels.

The Character pots' decoration is totally hand made.



Drying



4. Drying

Frequent change of position

Active monitoring and minor repairing



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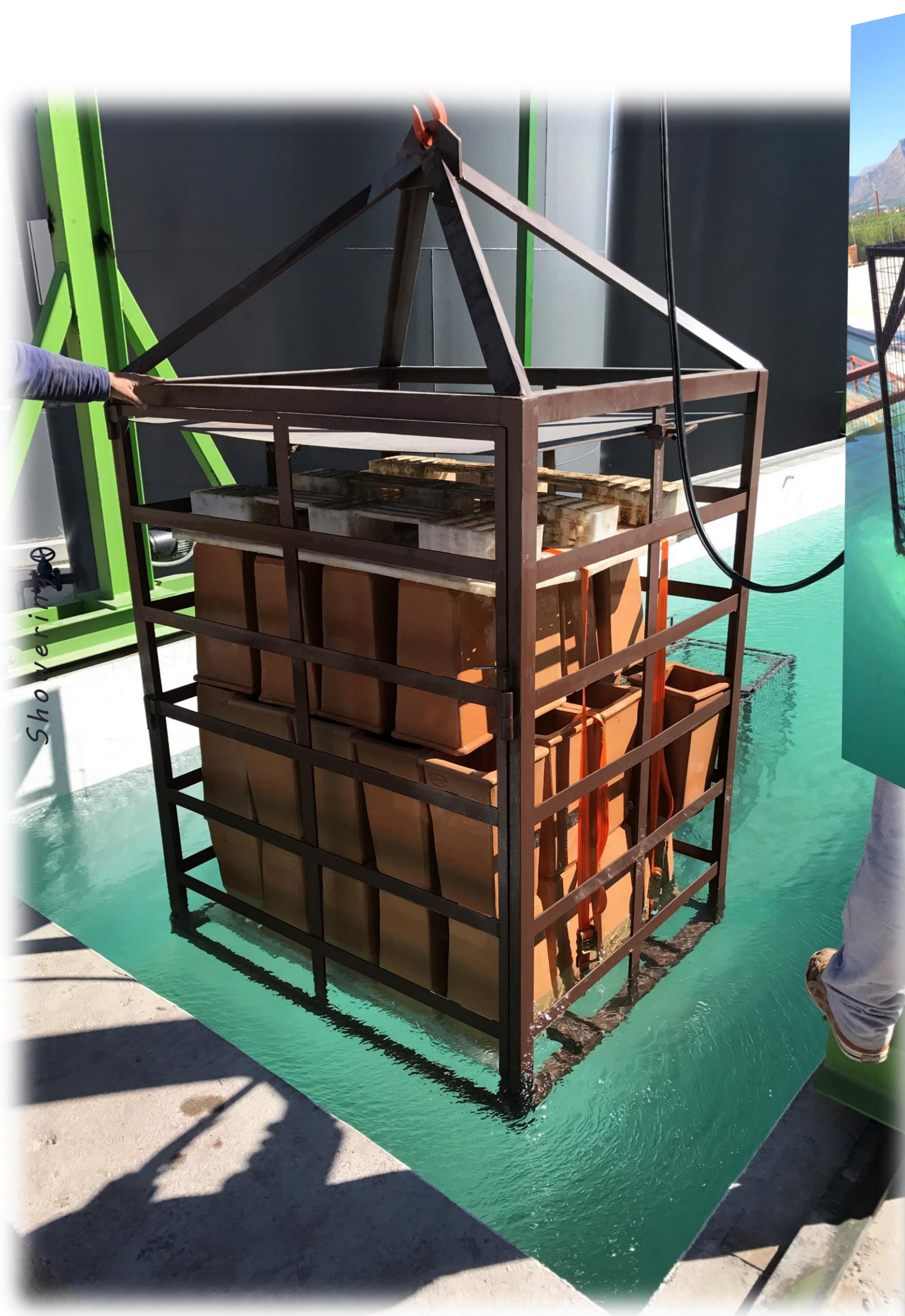
Firing



*5 . Firing in kilns for 24/36
hours up to 1150 degrees
Celsius*

Only the well dried pots are placed inside the kilns
properly for firing.

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*6 . Showering of pots to
neutralize active destructive
minerals in fired pots.*



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7. Warehouse

- ❖ Handling and Packing
- ❖ Loading
- ❖ Shipping

Warehousing



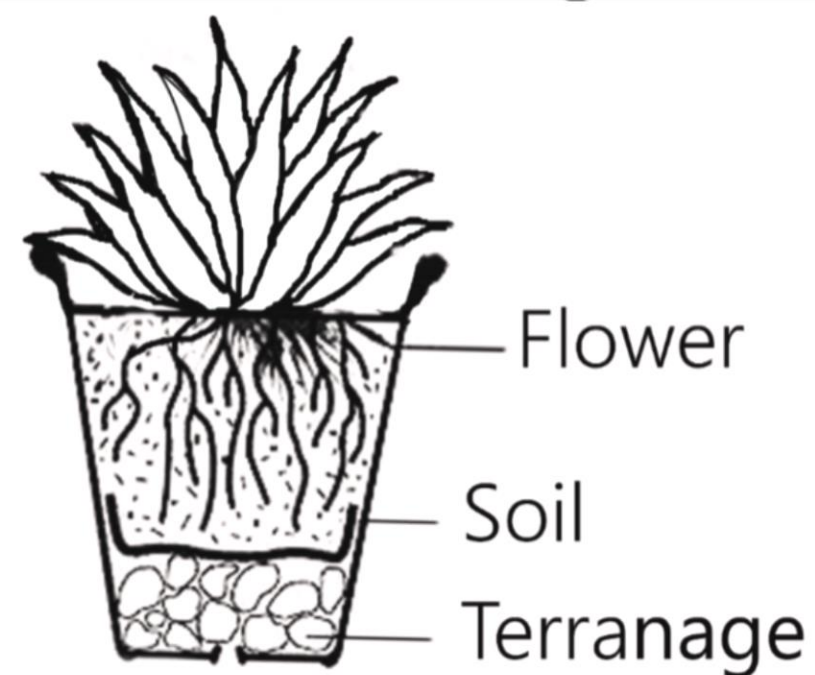
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NEW ARRIVALS

1. Terranage

The innovation of Terranage comes from its special composition. The fired, broken ceramics are crushed into small pieces and used as Terranage before planting and for covering the soil. It is also used for paths.

The uses of Terranage:



- ❖ Drainage
- ❖ Insulation
- ❖ Decoration
- ❖ Paths
- ❖ Coverage

Χρήσεις

Απορρόφηση Υγρασίας
Μόνωση
Διακόσμηση
Διάδρομος Κήπων
Κάλυψη Κήπων

Uses

Drainage
Insulation
Decoration
Paths
Coverage

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2. Potfeet & Saucers

*The Multiple use of
Accessories*



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3. Promo Packing Units

Attractive Sets
Value for money Sets
Commercial Designs
Easy Handling
Chain Stores

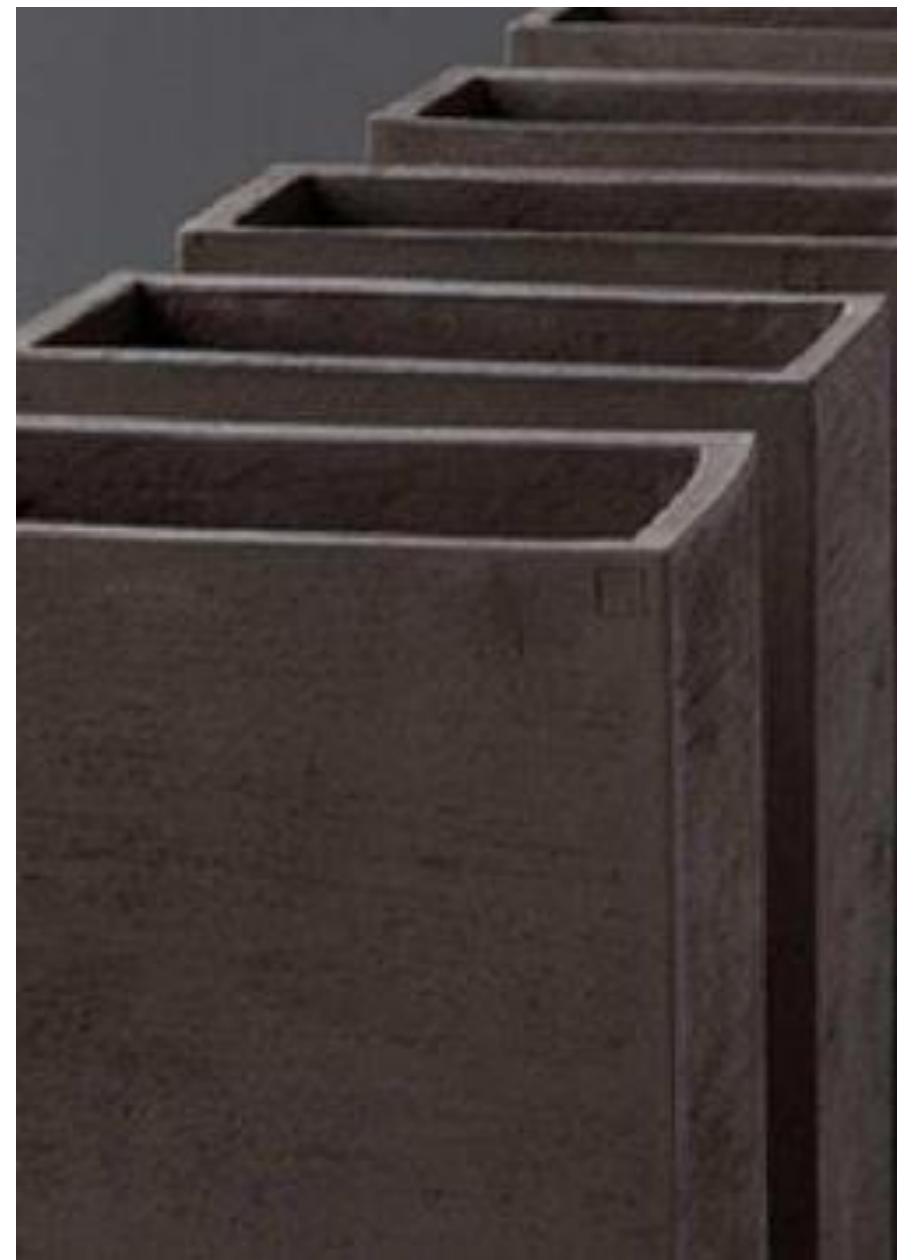


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4. Exclusive XXXL Limited Edition



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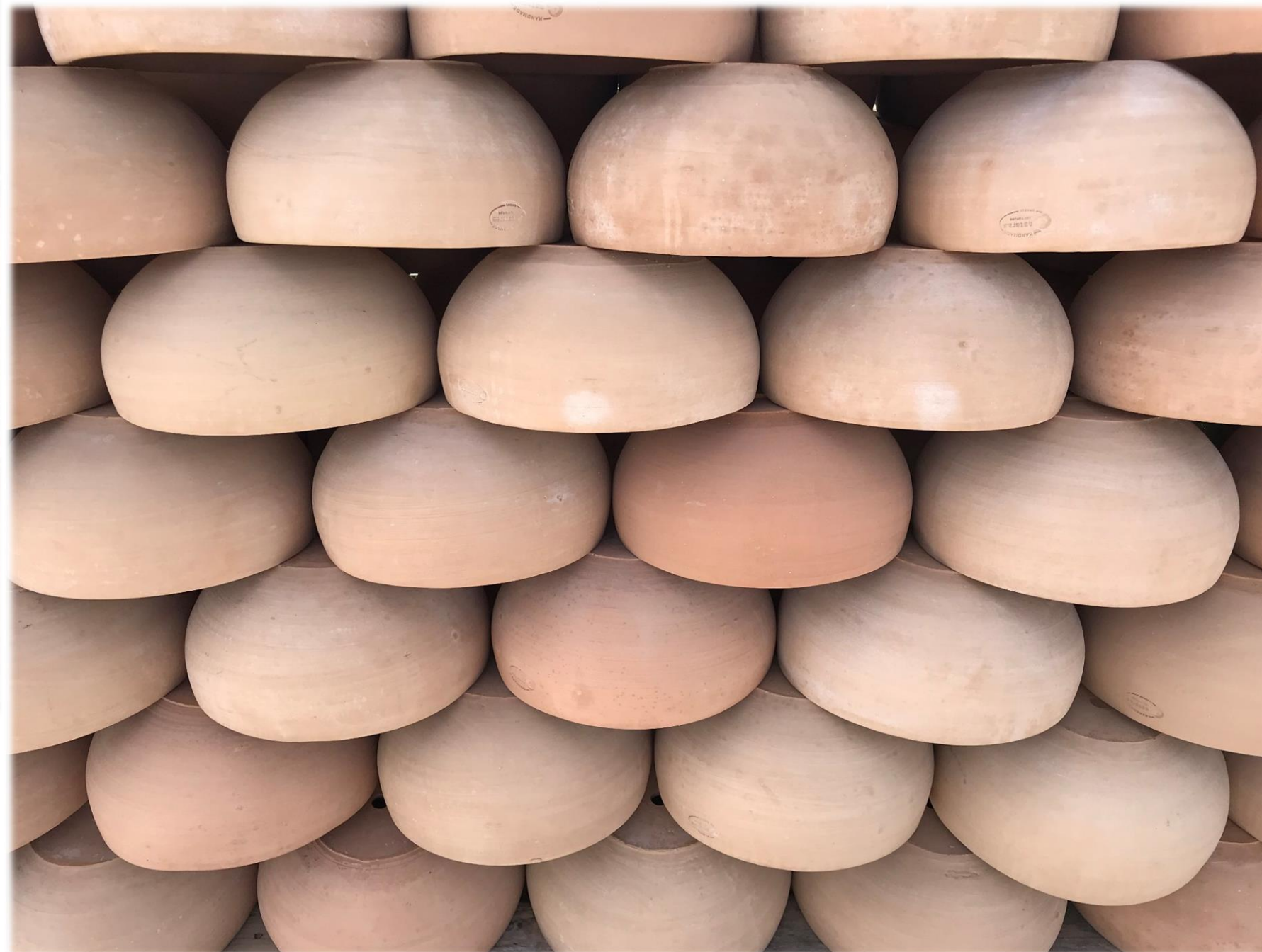
5. Colors

Terraneo is already developing proprietary technology to naturally produce grey and black terracotta from the very same raw materials, without the use of additives or artificial color pigments, which is expected to be a game-changer in the garden/outdoor terracotta market.

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*Be familiar with the
Beauty of Terracotta*



25 terraneo 

*Be familiar with the
Beauty of Terracotta*



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Market Information

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Terraneo Sales Channels:

- ❖ The Netherlands: TerracottaSpecialist (Beltrum, NL)
- ❖ DACH: Emsa GmbH.
- ❖ United Kingdom: Woodlodge.
- ❖ France: Groupe SEB.
- ❖ USA: Orinokia (ONK).
- ❖ Far East: Emsa Vietnam, E-pot, Maguchi, Evergreen.
- ❖ Middle East: Emsa Vietnam, Titanium.
- ❖ Greece & Cyprus: Leroy Merlin, Praktiker, 100 Independents.
- ❖ Balkan: HomeMax, GBM, Megatek SA.



Gafa Cologne
2016



Exhibitions in Germany

Gafa Cologne
2017



Gafa Cologne
2018



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*IGC Chicago
2018*



*GLEE
UK
2018*



*Vietbuilt,
Vietnam
2018*



*Exhibitions in
USA, UK,
Vietnam &
Greece*

*Kipotexnika
Greece 2017*



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Garden Stores & Projects in Greece



Athens Airport, EL. Venizelos
(Departure Entrances)



Garden center in Thessaloniki

Garden center in
Mykonos



Garden center in
Kefalonia



Garden center
in Syros

Garden center
in Paros



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HomeMax (7 stores), Bulgaria



Leroy Merlin (7 stores), Greece



Praktiker (17 stores), Greece



Megatek, Albania

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