NEW! Sgaravatti Trend's Magnetic Flower Pots for vertical display

Monday 15 September, 2014

Sgaravatti Trend Srl, dynamic **Italian home and garden décor company,** is launching its **patented** KalaMitica Magnetic Pot range at GLEE, Birmingham 14-16 September (Stand 50, Hall 20, Aisle G).

Integrated magnet

The unique feature of KalaMitica Magnetic Pots is the **super-strong integrated magnet** fused into the resistant, **resin pot** structure. KalaMitica Magnetic Pots attach to any metal surface so, for the first time, plants can be arranged **vertically**. Attractive displays can be created while saving space on furniture surfaces and kitchen working tops. Sgaravatti's optional accompanying range of **metal plates** offers various attractive shapes and different-sized rectangles. Some plates come with **wooden block supports**, or attractive **frames**. A new frame launched earlier this year even has an **integral LED light,** for added decorative appeal and to encourage plant growth.

Shapes, sizes and colours

KalaMitica Magnetic Pots come in three attractive shapes – **cube, pyramid and cylinder** – in many sizes and in an array of stylish, intense colours. KalaMitica has a shape, colour and size to complement every room in the home, especially the **kitchen, bathroom and living room** and is also a popular choice for **offices** and their reception areas. Pots can also be purchased complete with plants, including **Air Plants** – these plants require no soil making them the easiest choice for adding a touch of green to any indoor environment.

European success

KalaMitica – a genuine patented innovation - is the company's flagship range. Today its combination of style, quality and **'Made in Italy' design** is popular in **15 other markets** in mainland Europe, particularly France, Germany and Spain.

Antonio Sgaravatti is co-founder and President of Sgaravatti Trend Srl. "Our company has a long heritage. Our forerunners were leaders in horticulture in northern Italy. Over the past ten years we have taken the company a big step further combining our respect for the environment and our love of design with 100% 'Made in Italy'-manufacturing. We have made a name for ourselves in mainland Europe with our f**un, innovative and high quality products.** We are delighted now to be launching KalaMitica Magnetic Pots into the British market because I know just how much people here are passionate about their gardens, and appreciate good design. We feel sure that KalaMitica will appeal to the discerning, plant-loving British consumer."

KalaMitica Magnetic Pots will soon be available in leading stores around the UK. They can be purchased online at www.sgaravatti.eu and at www.amazon.co.uk

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