



# Hobby Gardening

Down to Earth



# MeMon

## The natural basis for future-proof growth

MeMon produces organic fertilizers and soil improvers that work with nature, and for our planet. Made from valuable residual streams. Circular, reliable, and proven effective in practice. We help hobby gardeners and professional growers worldwide achieve healthy soils, strong plants and crops and thriving gardens. Pragmatic, committed, and no-nonsense. That is MeMon, Down to Earth.



# Grow your brand with sustainable gardening solutions

From green ambitions to real garden results

## Gardening market in transition

The hobby gardening market is changing fast. Consumers expect easy-to-use products, visible results and sustainable solutions. We help translate these needs into a future-proof portfolio with healthy soil and plant resilience at its core.

## Responding to key trends

Together we develop assortments that address key trends: healthy soil, efficient nutrient use, resilience to heat and drought, support for biodiversity and a lower CO<sub>2</sub> footprint, keeping your brand relevant today and tomorrow.

## Strong branding, solid content

With MeMon, you combine strong branding with solid content: organic, circular and proven products that help customers enjoy greener lawns and thriving gardens, while your brand grows in value and earns long-term trust.

## Build your product range step by step

This brochure is your guide to creating a strong, market-ready product assortment under your brand. Through a clear five-step approach, you can confidently build a product range that fits your market, your customers, and your brand positioning. From defining the product range to selecting the final packaging, this structure provides clarity, flexibility, and confidence at every stage of product development.

# Your brand in Hobby Gardening

Organic nutrition for leading garden brands

## Proven partner in hobby gardening

For over 25 years, MeMon has developed and produced soil and plant nutrition for leading European hobby gardening brands, helping them supply garden centres, DIY chains, supermarkets and online retailers offer products that deliver visible results for flourishing gardens.

## Flexible portfolio for every brand position

Whether you need market-ready concepts or customised assortments, MeMon offers flexibility to create a range that fits your expectations. Our portfolio ranges from cost-effective organic manures and multi-purpose fertilizers to high-end plant nutrition. All based on organic and circular raw materials, optionally enriched with minerals or biostimulants, matching what consumers expect from A-brands and private labels.



STEP

1

# Build Your Product Range

Which soil and plant nutrition solutions are must-haves in your range?

Build your assortment by selecting the right combination of organic manures, soil improvers, universal plant nutrition and targeted plant nutrition, that fits with your target market, sales channel, and brand positioning.



## Product Group 1

### Organic Manures

A traditional base for long-term soil fertility and healthy plant growth

#### A range to choose from

- Insect Frass
- Chicken manure
- Cattle manure
- Horse manure
- Farmyard manure

#### Benefits for the Garden

- Provides natural plant nutrition for healthy, flourishing gardens
- Contains essential nutrients and trace elements
- Strengthens soil structure and improves water retention
- Stimulates healthy plant growth and soil activity
- Encourages a biodiverse garden ecosystem



## Product Group 2

### Soil Improvers

A natural foundation for long-term soil health

#### A range to choose from

- Organic Soil Improvers
- Compost Starters

#### Benefits for the Garden

- Improves soil structure and soil biology
- Prepares soil naturally before planting
- Supports long-term soil fertility and biodiversity
- Enhances water retention, soil resilience, and nutrient availability
- Creates optimal growing conditions for healthy plant development



## Product Group 3

### Universal Plant Nutrition

A multi-purpose feed for use throughout the garden

#### A range to choose from

Universal Plant Feed in various standard or tailor-made formulas

#### Benefits for the Garden

- Provides all essential nutrients for everyday plant care
- Supports healthy growth, flowering and overall plant vitality
- A solution to suit every need
- Easy to apply and user-friendly



## Product Group 4

### Targeted Plant Nutrition

The right nutrition at the right time

#### A range to choose from

- Targeted by Plant
- Targeted by Growth Stage

#### Benefits for the Garden

- Delivers tailored nutrition based on plant type and growth stage
- Supports optimal growth, flowering, and fruiting
- Enables clear differentiation within the assortment
- Standard targeted ranges available for common crops and growth stages



STEP

# 2

# Define the Performance Level

## What level of product performance does your market expect?

Determine product performance in line with customer expectations and market requirements – ranging from reliable, value-for-money soil improvers and plant nutrition to specialty products made with high-value ingredients and carefully selected additives.



## Essential

Essential performance is delivered through simple, robust, and proven formulations, perfect for everyday use.

### Product Scope & Target Market

- Price-conscious gardeners
- Basic soil improvement and plant nutrition
- Straightforward formulations
- Easy to use with broad applicability
- Reliable, value-driven assortments

## Advanced

Advanced performance will be achieved through optimized formulations and functional additives.

### Product Scope & Target Market

- Garden enthusiasts focused on results
- Advanced soil conditioners and dedicated plant feed
- Supports soil life and biodiversity
- Helps gardens withstand extreme weather conditions
- Versatile assortments with an eco-conscious focus

## Premium

Premium performance combines tailor-made formulations with specialized additives.

### Product Scope & Target Market

- Passionate, results-driven garden lovers
- Specialty soil improvers and plant nutrition
- Promotes long-term soil regeneration and biodiversity
- Enables plants and soils to thrive under changing climate conditions
- Innovative, high-value assortments for a sustainable future



STEP

# 3

## Choose the Product Classification

Which raw material and regulatory requirements should your range meet?

Select the origin of raw materials and define the appropriate certification options to ensure your products meet customer expectations and comply with relevant regulations, such as CE, CUC, Ecocert, FIBL, KRAV.

Product Class:

ORGANIC | ORGANO-MINERAL | BIO-CERTIFICATION

Raw material source:

PLANT-BASED  | and/or | ANIMAL-BASED



STEP

# 4

## Select the Product Form

Which form best suits the products in your range?

Define the product form that best suits the intended plant or soil nutrition use, desired application efficiency and performance level - from reliable, easy-to-use formats to advanced solutions optimized for maximum effectiveness and precision.



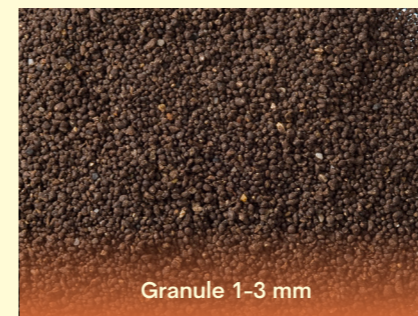
Pellet



Crumb 0,7-3 mm



Crumb 1-4 mm



Granule 1-3 mm



Granule 1-5 mm



Granular blend 1-2 mm



Granular blend 2-5 mm



Mixture



Liquid

STEP

5

# Choose the Packaging Format

Which packaging best showcases your product?

Package the product yourself or leave it to us - options range from bulk and big bags to small retail packs.



# How Everything Comes Together

## 1 Build your **product range**

- Organic Manures
- Soil Improvers
- Universal Plant Nutrition
- Targeted Plant Nutrition

## 2 Define the **performance level**

- Essential
- Advanced
- Premium

## 3 Choose the **product classification**

- Organic
- Organo-mineral
- Bio-certification

## 4 Choose the **product form**

- Pellet
- Crumb
- Granule
- Granular blend
- Mixture
- Liquid

## 5 Choose the **packaging format**

- Bulk
- Big Bag
- Bag
- Bucket
- Box
- Bottle

# Ready to grow your gardening brand?

As a brand owner or private label supplier, you want products that perform and a partner who supports you. MeMon combines strong formulations, proven in professional and hobby markets, with the flexibility you need to build a distinctive range.

With multiple production sites, long-term experience in retail, and a broad portfolio of organic and organo-mineral concepts, we offer consistent quality and reliable availability. Together, we help gardens bloom and flourish in a natural, sustainable way – under your brand.

## Let's grow together!

Ready to grow your gardening brand? Reach out to us to exchange ideas and create the perfect solution together.

info@memon.nl  
+ 31 (0)26 3523100  
memonfertilizers.com

# MeMon Down to Earth



