

SIC retail®

makers of

BENCHMASTER®
All Plastic Display Systems

REDUCE SHRINK
INCREASE PROFITS



 **Waterbed**™
by **BENCHMASTER**®
All Plastic Display Systems

*Designed for retail environments to
keep plants healthy and hydrated*

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What is Waterbed™ ?

by **BENCHMASTER**
All Plastic Display Systems



Waterbed™ is a self-contained plant watering system designed to ensure plants get just the right amount of water to thrive in a retail setting. This dual-purpose unit showcases live goods while addressing all watering needs, allowing retailers to spend more time on what matters, **customer satisfaction.**

**"Shriveled dead plants
can make customers
second guess the quality
of other products."**



Don't Lose Profits to Shrink

Let's face it, caring for plants in a retail environment is tough. Poorly cared for plants will lead to lost sales. However, this kind of shrink is totally preventable with our Waterbed™ plant hydration tray.

No one wants to purchase a dying or shriveled plant. It not only looks bad, but you've lost a potential sale due to shrink.

Waterbed™ was specifically developed with the retailer in mind. **It reduces watering time, improves plant quality, and more importantly, eliminates shrink.**

Don't lose your share of the \$41 billion live goods industry. Let Waterbed™ take the guess work out of your live goods program and put money back into your pocket.

How Waterbed™ Works



Fill Water Reservoir

Waterbed™ uses a reservoir system for its water storage. Place hose into nozzle opening to manually fill water tray. Excess water will drain away to prevent overflow.



Water Gets Wicked Up

A piece of wool-like fabric is used to pull water from the reservoirs up towards the micro-perforated capillary mat.



Water Distributed to Pots

The weight of the plant containers put pressure on the capillary mat, activating water distribution to those areas of the tray.



Soil Absorbs Water

Soil is porous, which allows it to absorb water like a sponge. A plant's roots will then pull the water up through the plant, providing the proper watering it needs.

Waterbed™ is Designed to Fit In

Waterbed™ Retrofit Kits allow you to transform your current display into a versatile all-in-one self-contained watering system. Each kit includes all the parts needed for your particular display, including extra legs for added stability. With no-tool assembly, it's as easy as 1, 2, 3!

Identify your display configuration and length



+

Order the corresponding Retrofit Kit



=

Install Retrofit Kit onto display (no tools required)



Pressure activated capillary mat pulls water up to feed plants



Antimicrobial top surface

Water reservoir stores up to 3-5 gallons of water depending on size of tray

H-E-B TEXAS GROCER



CHALLENGE:

H-E-B is a large regional grocery store chain with 340+ grocery stores. **They identified an opportunity to generate additional revenue and sales by integrating pop-up shops called Texas-Front Yard, located in the front porch area of select stores** that provide a limited SKU assortment of live goods. Integrating seasonal live goods into existing store architecture with limited amenities posed challenges in caring for and watering live goods by store level associates.

“Waterbed™ easily integrates with SPC displays and contributes to the reduction of cost associated with water run-off, product shrink, and man-power.”

SOLUTION:

H-E-B tested our Waterbed™ Self Watering Plant Display system in a high-traffic and volume store with positive results. Not only did Waterbed™ **cut H-E-B's watering labor time in half**, it also improved plant quality and **reduced shrink by over 20%**. In addition, H-E-B's store design and construction team was very pleased to learn that our patented Waterbed™ system also **cut down** on the amount of **site water run-off by 50%**, which is a very important factor to H-E-B as they plan to build more L.E.E.D Accredited stores in the future.



Waterbed™ FAQs

Where can I use Waterbed™?

Waterbed is self-contained and self-regulated, meaning it can be put anywhere- you are not tied to permanent plumbing or irrigation systems. It also integrates perfectly with our Benchmaster™ display systems.

How do you fill and maintain Waterbed™?

When introducing plants to the tray, you will need to wet soil from the top of the pots to help with initial water absorption. Next, position your water source over the fill hole and fill the tray until water comes out of the drain holes. Monitor the water level in the trays and refill as needed.



Will water pool or flood the trays if it rains?

No, a Waterbed tray cannot be overfilled. There's no need to worry if it rains or if an overhead irrigation system is used near it. Once the water inflow stops, the excess water will drain away until the reservoir level is below the height of the capillary mat.

FAQS Continued

Should I be worried about mold and algae growth?

Mineral deposits may appear on the capillary mat's surface, but this will not hinder overall performance. The tray's top surface layer is designed to block sunlight and prevent algae from growing on the inside of fabric. If build-up occurs, it is recommended that you spray down the tray.

Will a plant's roots grow into the mat lining of the tray?

No, the uppermost layer of Waterbed uses a microperforated material that prevents plant roots from growing into and through the fabric.

How should Waterbed™ be stored when not in use?

At the end of the season, hose off each tray and flush the unit with water. Let fully dry, then stack upside down on a pallet. If available, stretch wrap the trays and store them in a covered area.



Why should I choose Waterbed?

Waterbed was designed specifically for the retail environment. It is entirely self-sufficient and straight-forward to use, meaning employees don't need extensive training to learn how much or when to water each plant. It doesn't require frequent attention since the reservoir will hold up to several day's worth of water and distribute it as needed. Also, Waterbed is a money-saver as it keeps your plants healthy, so you have less shrink.

What type of care and maintenance is needed?

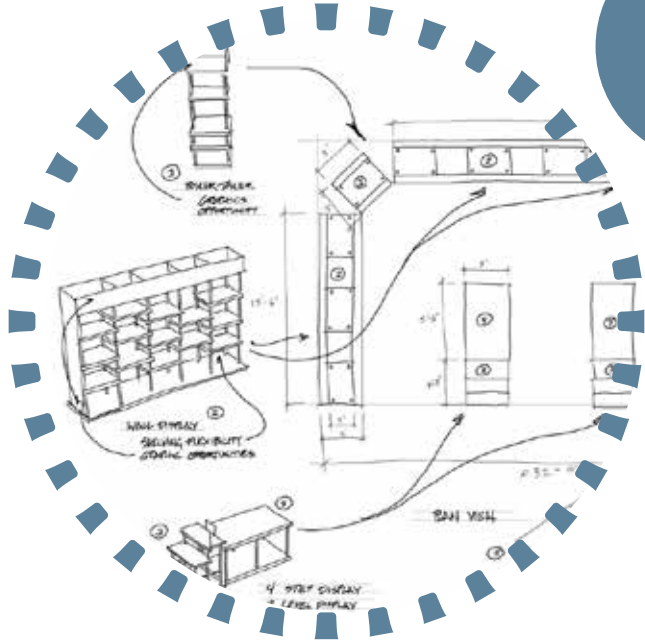
Waterbed requires minimal care and maintenance. For light debris and soil, simply spray off with a hose. For stuck-on residue or mineral buildup, start by removing plants from the tray and rinse with a high-powered hose. Only use water to clean the tray.

How often does Waterbed need to be refilled?

Factors such as regional climates, sun exposure, and individual plant needs contribute to how often a tray will need to be refilled. In the hottest of temperatures, a full tray will provide a day's worth of water, while it can last up to a week in milder climates.

Working With Us

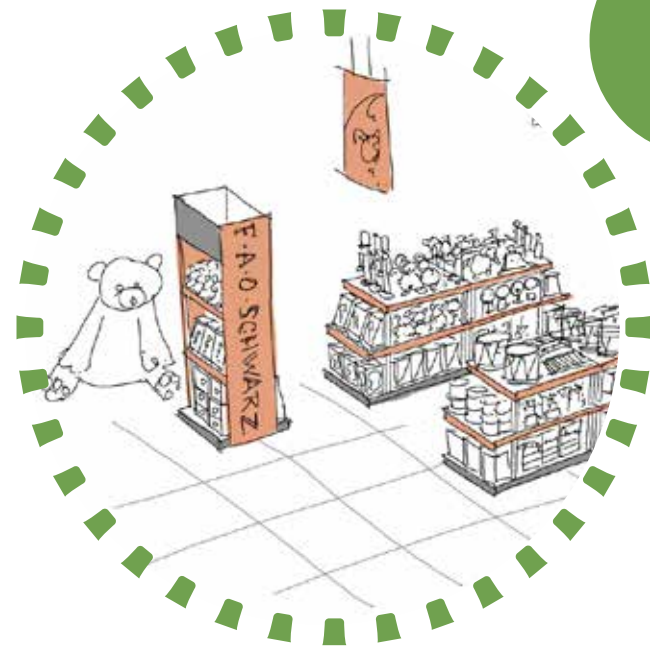
1



Opportunity Assessment

We'll start every project with you-asking questions, uncovering potential challenges, and discovering what makes your store and brand unique. After we've studied the layout of your store, identified your goals, and defined the scope of your project, we'll then progress to the design phase.

2



Design

Our design lab team will create 3D mock-up drawings of potential displays and configurations, narrowing in on our most valuable recommendations. Then we'll provide layouts and renderings for your review, refinement, and approval. We welcome and appreciate your honest feedback during this phase; it's crucial to finding the best solution.

Together, We'll Get It Right

3



Implementation

In the implementation stage, we'll evaluate how well our product configurations fit in your space and if they achieve the goals our team identified with you. At SPC, we know from experience that an organized and efficient roll-out makes everyone happy, so we'll act as project manager to ensure a smooth, successful implementation.

When you work with SPC Retail®, you're our top priority.

From the moment you contact us to the delivery of your new display, our team will make you and your store the center of attention.

We'll collaborate with you to tailor our solutions to your needs, ensuring that you're happy with your displays and confident that they'll help you create a wonderful experience for your customers.



MARKETS WE SERVE

Institutional
Lawn & Garden
Health & Beauty
Soft Goods/Apparel

Big Box/Large Chains
Value/Discount
Drug Stores
Specialty

Grocery
Convenience
Auto Aftermarket
Hardware/ Co-Ops