



2019



「
Creating Living
Treasures Since
1975.
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Passion for Plants

A deep abiding passion for plants, nurtured for more than 40 years focused on developing healthy, beautiful plants and not fanfare, Altman Plants has quietly become the largest grower of succulents in the world.

What started out as a hobby in Ken and Deena Altman's Los Angeles backyard has transformed into a wholesale nursery business with locations across the United States. This footprint allows Altman Plants to efficiently service many of the leading national retailers, supermarkets, and independent nurseries.



The business began with a plant catalog of unusual succulents. Later, the Altmans would take their overflow plant material and sell it to local retail nurseries. The retailers loved the unusual and varied plant material and so did their customers. Altman Plants became more and more important to these retailers because of their quality plants and innovative products.

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Today, Altman Plants is a family of employees from coast to coast, from those dedicated to nurturing plants in the fields to those nurturing relationships with retail partners — all for the purpose of making our living treasures available to people who, like us, love plants.

Along with succulents and cacti, Altman Plants offers expertise in growing roses, herbs, drought tolerant shrubs, perennials, annuals, grasses, and more.

Breeding programs

Our in-house succulent breeding program has introduced dozens of varieties into the marketplace. Altman hybridizers seek to develop healthy, vibrant varieties that will thrive in the containers and gardens of our fellow succulent and cactus enthusiasts.

Through careful research, our rose breeding team has been able to cultivate some of the most unique hibiscus and roses in the industry, including three winners at the prestigious Biltmore International Rose Trials since 2015.

- *True Gratitude* PPAF (aka *Flying Kiss*)
Biltmore Best Climber Award Winner 2015
- *True Passion* PPAF (AKA *Double 10*) A.R.T.S.® Master Rose for 2018 by the American Rose Trials for Sustainability® and Biltmore International Rose Trials "Pauline Merrell Award for Best Hybrid Tea Rose 2016"
- *True Friendship* PPAF (AKA *Goldmine*)
Rose Hills Best Floribunda Award Winner 2016

Culture of conservation

At Altman Plants, we are invested in the green industry and the impact it has on our local communities and everyday lives. For example, on a busy summer day, our Lake Mathews location in southern California might recycle and reuse 1 million gallons of water. At our Texas location, a five-acre retention pond circulates captured rainwater and runoff back through the property.



From our Garden to Yours

In our “garden,” which comprises growing grounds and greenhouse space in four states, we nurture an impossibly large number of plants to a range of sizes. Just with succulents and cacti, we grow more than 1,000 varieties, from regular species and fascinating “mutant” forms to cultivars and an incredible selection of hybrids. Many of those hybrid succulents have been brought into existence at Altman Plants, including patented introductions such as Echeveria ‘Cubic Frost’ and Aeonium ‘Mardi Gras’.

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Our Customers

We are a leading wholesale supplier of live goods to some of the biggest household names in retail — The Home Depot, Lowe's, and Walmart — as well as to grocery stores and independent garden centers and nurseries nationwide. We deeply value those partnerships. In 2017, Altman Plants was named by The Home Depot as its Supplier Partner of the Year for Outdoor Garden.



Altman Plants e-commerce

To provide another option for people to discover and bring beautiful succulents and cacti into their homes and gardens, customers can conveniently purchase succulents and cacti online not only in small but also in large sizes which is unique in the online world.

Retail: shopaltmanplants.com

Wholesale: cactusshop.com

The Altman Brands

We are thrilled to be unveiling over the coming months several new, diverse product lines, made possible by years of research and development. Our brands include Aloha Hibiscus™, HibisKISS™, OASIS®, Smart Planet®, and True Bloom™ Roses providing beautiful living treasures for the novice, the hobbyist and the enthusiast.



1 True Bloom™

Reflecting a commitment to innovation in the purest sense: award-winning, disease-resistant, compact, amazingly colorful roses bred at Altman. Blooms you can trust. Coming in 2019 to retailers everywhere.

2 HibisKISS™

Our enormous, show-stopping hibiscus flowers will stand out in any crowd. Like a bolt out of the tropics, these are the shades that make an out sized color statement in outdoor living spaces big and small. Available exclusively at The Home Depot.

3 Smart Planet®

Gardens can be environmentally sustainable and attractive. Smart Planet plants conserve water, are low maintenance, provide year-round beauty, and create a welcoming habitat for native wildlife. Available exclusively at The Home Depot.

4 Oasis®

Attractive, versatile, drought-tolerant plants that are proven, tough, reliable, and easy to care for, with a variety of colors, textures, and shapes. Available exclusively at Lowe's stores.

5 Aloha Hibiscus™

Giant, bountiful blossoms bring the Hawaiian spirit of Aloha and vivid, comforting tones into any garden or patio. Available exclusively at Lowe's.

6 Water-Less™

Low-maintenance, drought-tolerant plants that are attractive and versatile. These tough and reliable plants come with a variety of colors, textures and shapes. Available exclusively at Walmart stores.

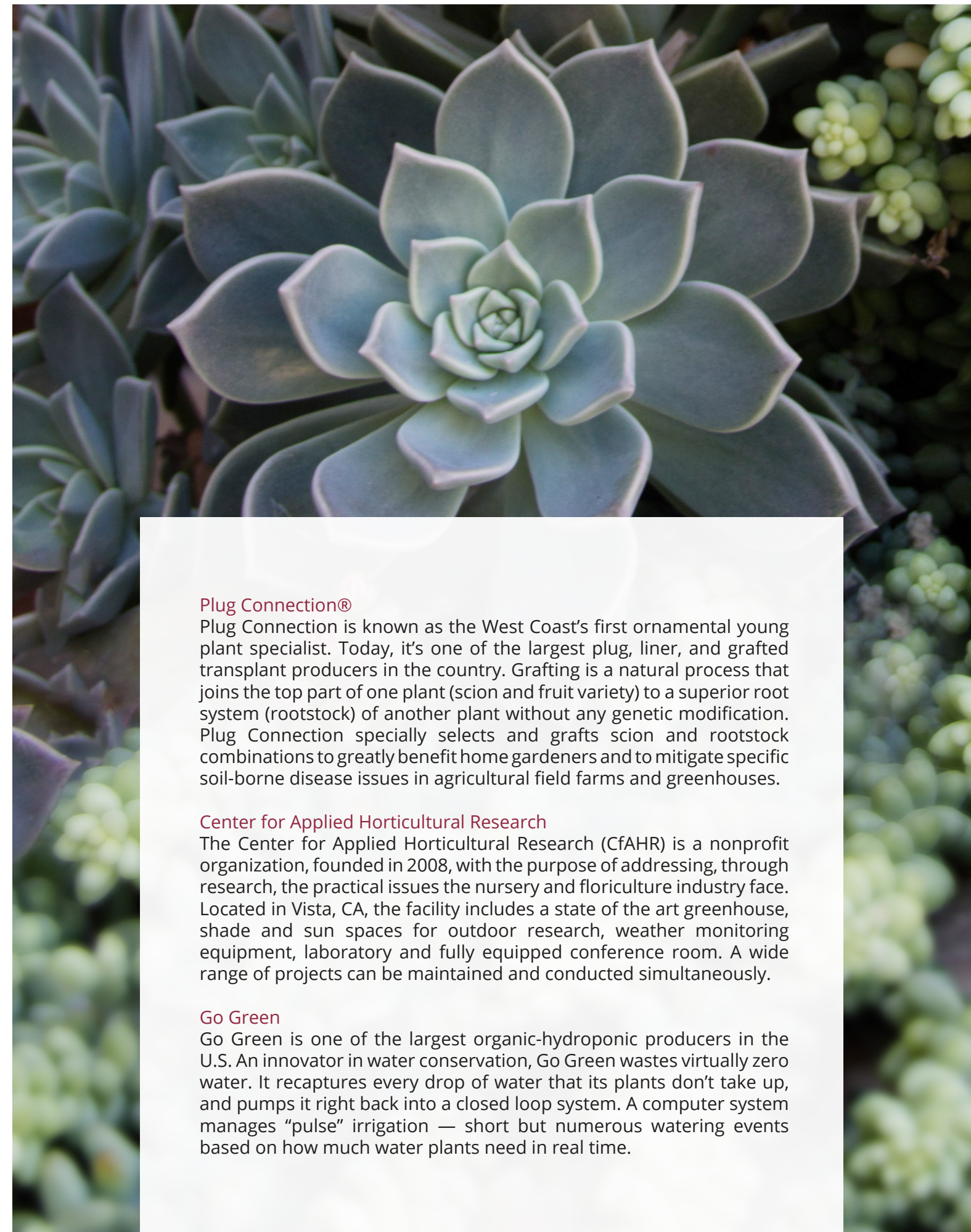
7 Purple Princess™

Purple Princess™ is a new, one of a kind compact high-color bougainvillea, with prolific and vibrant deep magenta flowers that bloom all year round in a massive display.



Altman Plants and its Affiliates

As we have grown over the last 40 years, Altman Plants has established several affiliated companies with a shared vision of providing the highest quality plant material, comprehensive research and development, and landscape design solutions to the communities that we service.



Plug Connection®

Plug Connection is known as the West Coast's first ornamental young plant specialist. Today, it's one of the largest plug, liner, and grafted transplant producers in the country. Grafting is a natural process that joins the top part of one plant (scion and fruit variety) to a superior root system (rootstock) of another plant without any genetic modification. Plug Connection specially selects and grafts scion and rootstock combinations to greatly benefit home gardeners and to mitigate specific soil-borne disease issues in agricultural field farms and greenhouses.

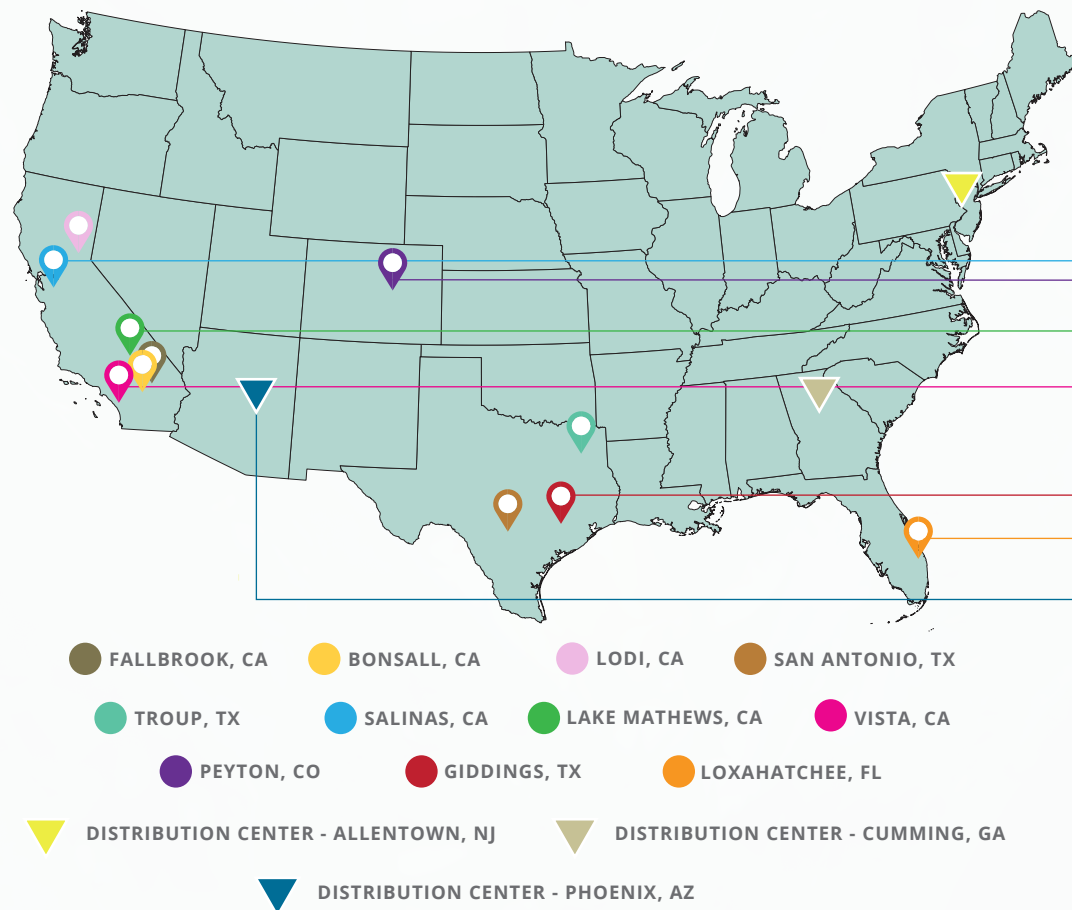
Center for Applied Horticultural Research

The Center for Applied Horticultural Research (CfAHR) is a nonprofit organization, founded in 2008, with the purpose of addressing, through research, the practical issues the nursery and floriculture industry face. Located in Vista, CA, the facility includes a state of the art greenhouse, shade and sun spaces for outdoor research, weather monitoring equipment, laboratory and fully equipped conference room. A wide range of projects can be maintained and conducted simultaneously.

Go Green

Go Green is one of the largest organic-hydroponic producers in the U.S. An innovator in water conservation, Go Green wastes virtually zero water. It recaptures every drop of water that its plants don't take up, and pumps it right back into a closed loop system. A computer system manages "pulse" irrigation — short but numerous watering events based on how much water plants need in real time.

Our Wholesale Nursery Locations



Salinas, CA

The city of Salinas, on California's central coast, has the perfect climate for growing robust annuals, perennials, and specialty plants. From this facility of 120 acres, with 1.5 million square feet of greenhouse space, we service northern and central California customers as far north as Redding, south to Santa Barbara, and as far east as Bakersfield.

Peyton, CO

Our Colorado site covers 400 acres and includes a contiguous 32-acre greenhouse production facility. The state-of-the-art operations are complete with automated environmental controls, irrigation booms, and plant conveyor systems, allowing for water-efficient production of plants and vegetables.

Lake Mathews, CA

We grow flowering annuals and perennials, along with grasses, ferns, lilies, herbs, vegetables, and bedding plants. This 670-acre facility also serves as a major distribution center for much of California and parts of Nevada and Arizona.

Vista, CA

Of our 1,700+ acres across the U.S., 500 acres are located at Altman Plants headquarters, in San Diego County, CA. This includes more than 2 million square feet of greenhouse space and 18 acres of shade house production for succulents, cacti, roses, perennials, and annuals.

Giddings, TX

Altman Plants' Texas location is located between Austin and Houston in the town of Giddings. The facility includes 200 acres of growing grounds and a large on-site water collection and retention system. Operations are undergoing an expansion that will allow for accommodating a much larger market footprint in Texas in 2018 as well as in Oklahoma and parts of Arkansas.

Loxahatchee, FL

Complementing our distribution capabilities is this 75-acre production facility in southern Florida with 600,000 square feet of greenhouse and shade structure space. From here we supply, grow, and ship many tropical plant varieties and other plants to East Coast markets.

PHOENIX, AZ

Our Phoenix, Arizona, location serves as a key distribution hub for storing plants and then sending them on their way to retailers. We acclimate full-sun cacti to the desert heat here and do some growing too, including roses early in the season.

Public Nurseries

Altman Plants own two nurseries in north San Diego County that are open to the public; OASIS Water Efficient Gardens and Waterwise Botanicals.

OASIS WATER EFFICIENT GARDENS

OASIS Water Efficient Gardens is a plant nursery and demonstration garden specializing in cactus and succulent plants, drought tolerant perennials for landscapes and special projects. It is open for retail and wholesale purchasing.

WATERWISE BOTANICALS

Open to the public as well as commercial trade, this 20-acre nursery and growing grounds offers demonstration gardens, ponds, a shade house, and fields of plants.

「 From our gardens,
to yours.
We do our best to
provide everyone
access to high quality,
unique plants. 」



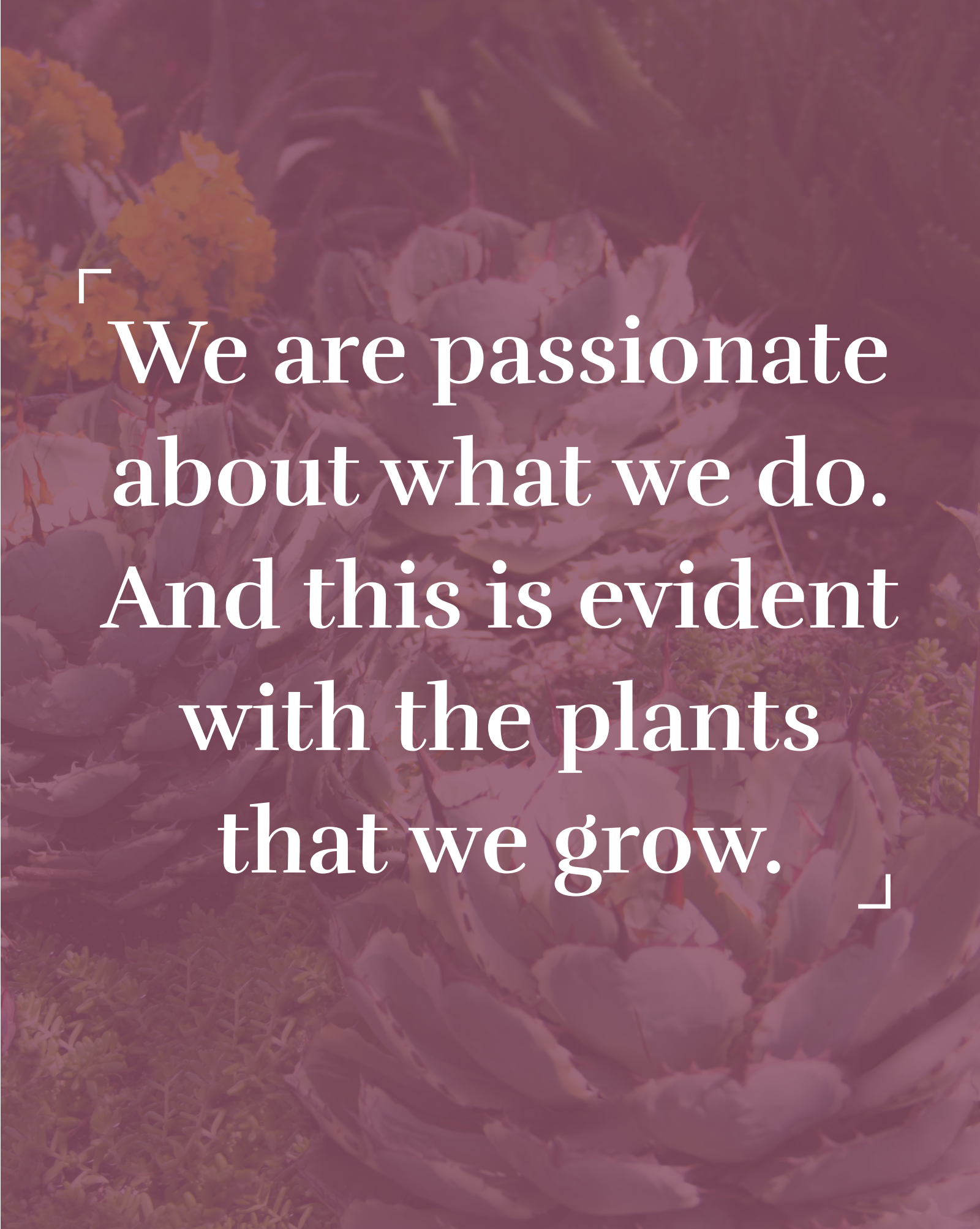
What's new at Altman Plants

For much of 2017 and 2018, we were laying the ground-work for 2019 that will be full of new markets and new opportunities to connect with fellow plant enthusiasts. We will be tripling the size of our presence in Texas, further expanding our growing grounds in California and also increase our business footprint on both coasts.

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presence in Texas.
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We will be introducing to the market True Bloom Roses, our program of award-winning roses bred for disease resistance, easy care, repeat flowering, and compact size.

Lowe's customers will have the opportunity to shop for Altman Plants-grown succulents, cacti and drought-tolerant shrubs and perennials through our Lowe's-exclusive OASIS® brand.



「
We are passionate
about what we do.
And this is evident
with the plants
that we grow.
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Fact Sheet

In 1975, Altman Plants was simply a backyard hobby for Ken and Deena Altman. Their nurturing care and passion for each individual plant set them apart and quickly grew the business to the industry front-runner it is today. Since those humble beginnings, with the help of a team of renowned plant breeders and dedicated staff, Altman Plants is now one of the largest nurseries in the country and the largest succulent grower in the world.

COMPANY NAME:

Altman Plants

OWNERS / FOUNDERS:

Ken, Deena and Matt Altman

FOUNDED:

1975



7 BRANDS:

- Aloha Hibiscus™
- HibisKISS™
- OASIS®
- Smart Planet®
- True Bloom™ Roses
- Water-Less™
- Purple Princess™

3 AFFILIATE COMPANIES:

- Center for Applied Horticultural Research
- Plug Connection®
- Go Green
- Tissue Culture Lab

10 WHOLESALE NURSERY LOCATIONS:

- Vista, CA
- Lake Mathews, CA
- Salinas, CA
- Fallbrook, CA
- Bonsall, CA
- Lodi, CA
- Peyton, CO
- Giddings, TX
- San Antonio, TX
- Troup, TX
- Loxahatchee, FL

2 PUBLIC NURSERIES (San Diego County, CA):

- OASIS Water Efficient Gardens
- Waterwise Botanicals

3 DISTRIBUTION-ONLY LOCATIONS:

- Phoenix, AZ
- Cumming, GA
- Allentown, NJ



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