



Ellepots by A.M.A.

GROWER GUIDE



IN THIS GUIDE:

- Ellepot Selection Chart
- Crop Density Enhancement Chart
- Sustainability and Benefits
- Propagator's Quarterly:
Ease Your Labour Woes

Propagation Your Way

We offer flexible, custom Ellepot programs to help you promote faster, healthier rooting while improving production efficiencies and costs. Made at A.M.A. and shipped across Canada and the U.S., Ellepots by A.M.A. are ready to use when they arrive at your greenhouse.

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ELLEPOT SELECTION CHART

Sizes, Packaging and Growing Suggestions



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annuals	perennials	geraniums	poisetias	mums	hydrangeas	herbs	vegetables	hemp	trees, grapes	step ups	nursery stock/shrubs	landscape packs	TRAY OPTIONS	BULK	TOWER	CASE	SIZES MM	SIZES IN
•						•							288 Deep (min. 400 trays)	320/92,160	400/115,200	13/3,744	15 x 40	.591" x 1.575"
•						•							209 Vented (min. 400 trays)	296/61,864	496/103,664	14/2,926	20 x 30	.787" x 1.181"
•						•							144 Ellepot Air Tray®	296/42,624	400/57,600	13/1,872	20 x 40	.787" x 1.575"
•							•						128 RD DVPT	296/37,188	496/63,488	15/1,920	21.5 x 30	0.846" x 1.181"
•				•									2 X 51 Strip	296/30,192	384/39,168	13/1,326	25 x 40	.984" x 1.575"
•				•									3 X 34 Strip	264/26,928	384/39,168	11/1,122		
•				•	•								102 Ellepot	296/30,192	384/39,168	13/1,326		
•				•	•	•							105 Oct Vent	296/31,080	400/42,000	13/1,365		
•	•	•											6 X 13 Strip w/Carrier	256/19,968	336/26,208	10/780	30 x 40	1.181" x 1.575"
•	•												3 X 26 Strip	256/19,968	352/27,456	11/858	30 x 45	1.181" x 1.772"
•				•	•								3 X 26 Uncut (78 Tray)	256/19,968	352/27,456	11/858		
•	•	•								•	•		50 Ellepot Tray 35	296/14,800	384/19,200	12/600	35 x 40	1.378" x 1.575"
	•	•	•										5 X 10 Strip Tray w/Carrier	240/12,000	336/16,800	10/500		
•	•	•		•		•					•		72 Ellepot Tray	296/21,312	384/27,648	12/864		
	•							•	•		•		72 Deep Ellepot Air Tray®	176/12,672	248/17,856	8/576	35 x 65	1.378" x 2.559"
	•							•	•		•		50 Star Deep	104/5,200	144/7,200	4/200	35 x 110	1.378" x 4.33"
	•				•	•				•	•		50 Oct Vented	296/14,800	384/19,200	13/650	40 x 40	1.575" x 1.575"
	•							•	•		•		50 Ellepot Air Tray®	240/12,000	288/14,400	9/450	40 x 50	1.575" x 1.969"
		•											A.M.A. 55 Ellepot Tray	200/11,000	272/14,960	9/495	40 x 60	1.575" x 2.362"
	•							•	•		•		36 Deep Ellepot Air Tray®	102/3,672	136/4,896	-	45 x 114	1.772" x 4.488"
	•				•					•	•		32 Ellepot	200/6,400	336/10,752	10/320	50 x 50	1.969" x 1.969"
	•								•		•		32 Deep Ellepot	160/5,120	224/7,168	7/224	50 x 75	1.969" x 2.976"
	•							•	•		•		32 Deep Ellepot Air Tray®	104/3,328	144/4,608	-	50 x 100	1.969" x 3.937"
	•								•	•	•	•	24 Ellepot Deep	136/3,264	208/4,992	7/168	60 x 78	2.362" x 3.071"
									•				RootSmart™ 25 Tray	117/2,925	153/3,825	251 Loose	60 x 100	2.362" x 3.937"
	•				•					•	•	•	18T Ellepot Stackable	200/3,600	300/5,400	8/144	65 x 70	2.559" x 2.756"
										•			18 Deep Ellepot Air Tray®	104/1,872	144/2,592	-	65 x 120	2.560" x 4.724"
	•				•				•	•	•	•	18 Ellepot Stackable	160/2,880	208/3,744	7/126	70 x 78	2.756" x 3.150"
	•								•	•	•	•	10 Ellepot	216/2,160	312/3,120	-	80 x 72	3.150" x 2.835"
•									•	•	•	•	4 X 15	136/2,040	160/2,400	-	80 x 90	3.150" x 3.543"
									•		•		10 Deep Ellepot Air Tray®	105/1,050	140/1,400	-	80 x 160	3.150" x 6.299"
									•		•		8 Ellepot Air Tray®	140/1,120	-	-	100 x 100	3.934" x 3.934"
									•		•		8 Deep Ellepot Air Tray®	100/800	-	-	100 x 160	3.934" x 6.299"

ELLEPOT SELECTION CHART

Sizes, Packaging and Growing Suggestions

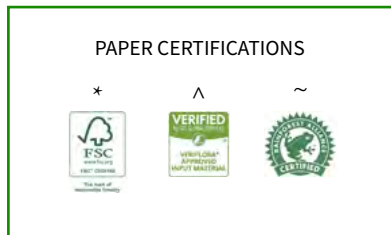


SHIPPING & FREIGHT:

Prices are FOB Kingsville, ON
A.M.A. can ship to any USA or Canada destination
Allow 2 - 8 weeks for delivery depending on season and tray
Tower: 43" x 43" x 96" ~ 1,000 lbs
Bulk: 43" x 43" x 68" ~ 680 lbs

MIXES AVAILABLE:

- Standard Mix - 80% Peat, 10% fine perlite, 10% coir, starter charge, wetting agent
- Grow Mix - 60% Peat, 30% fine perlite, 10% coir, starter charge, wetting agent
- High Porosity Mix - 45% Peat, 45% fine perlite, 10% coir, starter charge, wetting agent
- Organic Mix - 85% fine peat, 15% fine perlite, organic slow release fertilizer, limestone OR 100% fine peat, limestone, wetting agent, organic slow release fertilizer
- pH Ranges: 5.4 - 5.9 except Organic: 5.4 - 6.3
- EC Ranges: 0.5 - 1.0 except Organic: 0.08 - 1.5
- We recommend you always test pH & EC prior to sticking and monitor as crop progresses, particularly with Organic Mix.
- P.O.'s should specify which mix & paper are to be used



PAPER:

- AP - Standard paper on all Jumbo Ellepots - brown only - 120 - 180 day degradability - fungicide coating to reduce mold risk *^~
- AP Landscape - Similar to AP, but faster degradation - 90 - 150 days - for bare root trees & shrubs and landscape contractors *^~
- EP - Optional Paper - VeriFlora & FSC Certified Paper - white - more perforations than AP - 8 - 12 month degradability - no fungicide - limited stock *^~
- FP - Standard paper on Propagation sizes - brown - degrades more slowly than AP or EP - 12 - 24 month degradability - fungicide coating to reduce mold risk *~
- OP Organic - 1 - 2 month degradability - ECOCERT Certified *^~ - 16 week degradability option available with lead time

NOTE: Degradability timelines are dependent on growing conditions and are not guaranteed. Fungicide coating does not eliminate mold risk. Peat molds are naturally occurring in any peat mix.

STORAGE:

Ellepots are made to order and need to be used soon after their arrival. Storage is not recommended beyond 8 weeks, unless frozen. Certain conditions may warrant shorter or longer storage times.

NOTES:

* available spaced with half the Ellepots and available with 28mm length for sowing seed rather than cuttings - call for pricing
Special Order: Minimums may apply - allow extra time
Standard Size Trays: Ship on 43" x 43" pallet @ 28/53' trailer
T-Size Trays: Ship on 40" x 48" pallet @ 26/53' trailer

MAIL/ SHIP: 2011 Spinks Drive, Kingsville, ON, N9Y 2E5, Canada

PHONE: 800-338-1136 or 519-322-1397

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**Many other tray options available, call for details.*



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Crop Density Enhancement Chart

- 1 Increase crop density without increasing space
- 2 Maintain or improve crop quality
- 3 Turn the propagation space over more quickly

RESULT

- Reduced cost
- Added revenue
- Improved profit
- Better plants

In addition, you could:

- Grow a larger crop volume
- Grow a second crop
- Add a turn to the greenhouse
- Use less space for propagation and more for finishing

How can we do this?

- A simple increase in crop density allows you to grow more plants in the same space
- Increases can range from 10% to 100% depending on the crop
- Growing as good or better plants is key

EXAMPLES:

Current Tray	Switch To	Plant Increase /Tray	% Increase In Plant Volume/ Tray	Plant Increase/m ²	m ² /10,000 Plants (previous)	m ² /10,000 Plants (new)	% Increase In Plants/m ²	Tray Description
144	209	65	45.1%	457	9.88	6.81	45.14%	Standard Size Plug Tray
128	209	81	63.3%	569	11.11	6.81	63.28%	Standard Size Plug Tray
128	144	16	12.5%	112	11.11	9.88	12.50%	Standard Size Plug Tray
105	209	104	99.0%	731	13.55	6.81	99.05%	Standard Size Plug Tray
105	144	39	37.1%	274	13.55	9.88	37.14%	Standard Size Plug Tray
105	128	23	21.9%	162	13.55	11.11	21.90%	Standard Size Plug Tray
102	209	107	104.9%	752	13.95	6.81	104.90%	Standard Size Plug Tray
102	144	42	41.2%	295	13.95	9.88	41.18%	Standard Size Plug Tray
102	128	26	25.5%	183	13.95	11.11	25.49%	Standard Size Plug Tray
102	105	3	2.9%	21	13.95	13.55	2.94%	Standard Size Plug Tray
78	102	24	30.8%	169	18.24	13.95	30.77%	Standard Size Plug Tray
78	105	27	34.6%	190	18.24	13.55	34.62%	Standard Size Plug Tray
78	128	50	64.1%	351	18.24	11.11	64.10%	Standard Size Plug Tray
72	128	56	77.8%	394	19.76	11.11	77.78%	Standard Size Plug Tray
72	105	33	45.8%	232	19.76	13.55	45.83%	Standard Size Plug Tray
72	102	30	41.7%	211	19.76	13.95	41.67%	Standard Size Plug Tray
72	78	6	8.3%	42	19.76	18.24	8.33%	Standard Size Plug Tray
55	72	17	30.9%	119	25.87	19.76	30.91%	Standard Size Plug Tray
50	105	55	110.0%	387	28.45	13.55	110.00%	Standard Size Plug Tray
50	102	52	104.0%	366	28.45	13.95	104.00%	Standard Size Plug Tray
50	78	28	56.0%	197	28.45	18.24	56.00%	Standard Size Plug Tray

Current Tray	Switch To	Plant Increase /Tray	% Increase In Plant Volume/ Tray	Plant Increase/m ²	m ² /10,000 Plants (previous)	m ² /10,000 Plants (new)	% Increase In Plants/m ²	Tray Description
50	72	22	44.0%	155	28.45	19.76	44.00%	Standard Size Plug Tray
50	55	5	10.0%	35	28.45	25.87	10.00%	Standard Size Plug Tray
32	72	40	125.0%	281	44.46	19.76	125.00%	Standard Size Plug Tray
32	55	23	71.9%	162	44.46	25.87	71.88%	Standard Size Plug Tray
32	50	18	56.3%	127	44.46	28.45	56.25%	Standard Size Plug Tray
32	38	6	18.8%	42	44.46	37.44	18.75%	Standard Size Plug Tray
32	25	-7	-21.9%	-49	44.46	56.24	-20.95%	32 Standard Tray vs RootSmart™
32	50	18	56.3%	119	47.25	28.45	66.05%	Air Tray 32 Deep vs 50 Star Deep
32	25	-7	-21.9%	-46	47.25	56.24	-15.99%	Air Tray 32 Deep vs RootSmart™
24	50	26	108.3%	163	66.41	28.45	133.40%	24 Deep Ellepot vs 50 Standard Tray
24	32	8	33.3%	50	66.41	44.46	49.38%	24 Deep Ellepot vs 50 Standard Tray
24	32	8	33.3%	50	66.41	47.25	40.56%	24 Deep Ellepot vs Air Tray 32 Deep
24	25	1	4.2%	6	66.41	56.24	18.08%	24 Deep Ellepot vs RootSmart™
18	38	20	111.1%	155	71.68	37.44	91.47%	18T Ellepot Tray vs 38 Standard Tray
18	32	14	77.8%	109	71.68	44.46	61.24%	18T Ellepot Tray vs 32 Standard Tray
18	25	7	38.9%	54	71.68	56.24	27.46%	18T Ellepot Tray vs RootSmart™
18	38	20	111.1%	141	79.04	37.44	111.11%	Standard Size Plug Tray
18	32	14	77.8%	98	79.04	44.46	77.78%	Standard Size Plug Tray
18	25	7	38.9%	49	78.12	51.61	51.35%	18 Standard Tray vs RootSmart™
18	18	0	0.0%	13	79.04	71.68	10.26%	18 Standard Tray vs 18T Ellepot Tray
18	25	7	38.9%	47	82.83	56.24	47.28%	Air Tray 18 Deep vs RootSmart™
15	32	17	113.3%	110	103.42	44.46	132.63%	15 Tray Ellepot vs 32 Standard Tray
15	25	10	66.7%	70	99.40	56.24	76.73%	15 Tray Ellepot vs RootSmart™
15	18	3	20.0%	19	103.42	79.04	30.85%	15 Tray Ellepot vs 18 Standard Tray
15	18	3	20.0%	19	103.42	82.83	24.86%	15 Tray Ellepot vs Air Tray 18 Deep
10	32	22	220.0%	196	112.20	44.46	152.36%	10 Tray Ellepot vs 32 Standard Tray
10	25	15	150.0%	134	112.20	56.24	99.48%	10 Tray Ellepot vs RootSmart™
10	18	8	80.0%	71	112.20	79.04	41.95%	10 Tray Ellepot vs 18 Standard Tray
10	18	8	80.0%	71	112.20	82.83	35.45%	10 Tray Ellepot vs Air Tray 18 Deep
10	15	5	50.0%	45	112.20	103.42	8.48%	10 Tray Ellepot vs 15 Tray Ellepot

Standard Size Plug Tray	= 220.50 sq in = 0.14226 m ²	7.029 trays/m ²
RootSmart™ 25 Tray	= 217.95 sq in = 0.14061 m ²	7.112 trays/m ²
Air Tray 18 Deep	= 231.10 sq in = 0.14910 m ²	6.707 trays/m ²
18T Ellepot Tray	= 200.00 sq in = 0.12903 m ²	7.750 trays/m ²
Air Tray 32 Deep	= 234.36 sq in = 0.15120 m ²	6.614 trays/m ²
24 Deep Ellepot	= 247.05 sq in = 0.15939 m ²	6.274 trays/m ²
15 Tray Ellepot	= 240.46 sq in = 0.15514 m ²	6.446 trays/m ²
10 Tray Ellepot	= 173.91 sq in = 0.11220 m ²	8.913 trays/m ²



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Sustainability and Production Benefits

Want healthy trees?

Improve ROI with the RootSmart™ propagation system.



Download your free Grower Guide! rootsmart.com



Compatible with Ellepots by A.M.A.

Get a better product using fewer resources and less plastic

Fast, healthy rooting promotes quality plants

101 lbs of paper waste vs. 2,000 lbs of plastic waste for 100,000 plants

Certiifiable by the growers' certifier for use in organic horticulture

Ask about our organic paper and mix



Reduce production costs and labour

Shipped on bulk-skid, ready-to-stick

Fast rooting means less time on the bench

Even crops with high take rates and less time spent grading

Easy transplant – go straight to pot or ground



Brought to you by



amahort.com
800.338.1136

Welcome to the future of sustainable production technologies.

Welcome to Air Tray®

- Better rooting
- Recyclable

AIR TRAY® RACKS

- Consolidate movement
- Minimize pathogens



Air Tray® Technologies. Find value, optimize labour and reduce plastic.

Plastic Pots or Ellepots?



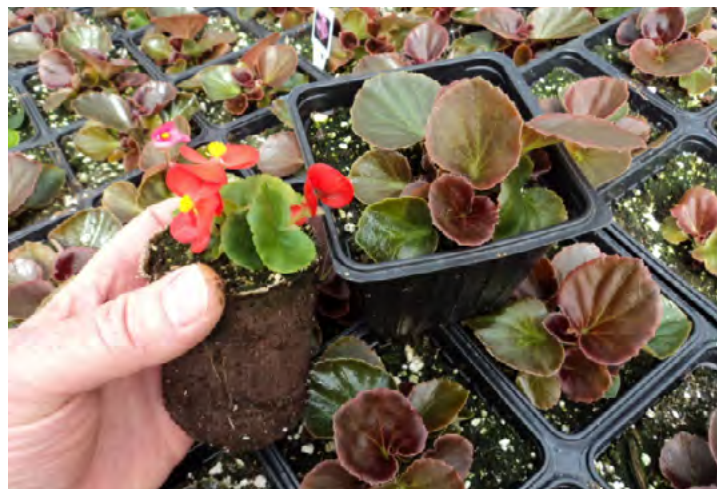
POLYSTYRENE POTS

- Can be recycled, but most likely goes to landfill
- 10,000 - 3.25" square plastic pots ~ 200 lbs
- 100,000 - 3.25" square plastic pots ~ 2,000 lbs
- Injection molded pots are usually a little heavier



ELLEPOTS BY A.M.A.

- Decomposes in the soil = no landfill
- Ellepot paper for 10,000 - 65mm Ellepots ~ 8 lbs
- Ellepot paper for 100,000 - 65mm Ellepots ~ 78 lbs
- Ellepots for organic horticulture are available



- Both come in an 18-count True Size tray (not included in the weight)
- Trays are easier and more likely to be recycled
- Both are suitable for landscape contractor installations
- **Ellepots transplant 30% - 40% faster than plastic pots**
- No plastic pots to pick up when planting is finished
- Ellepots by A.M.A. arrive ready to use - no filling necessary



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WHY ELLEPOTS?



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EASIER

handling
grading
dislodging

FASTER

rooting time
crop turnover
crop take-off after transplant
transplants in landscaping jobs
transplanting than a filled plug tray

BETTER

even growth
able to hold a crop
finished product
ability to check roots at any time with no damage
quality rooted plug for the grower

REDUCED

shrink
plant die-off
transplant shock
water usage
chance of returns
use of plastic pots
labour requirement
root girdling and other defects in nursery stock

AND WITH

ROOT
SMART™

healthier trees
long-lasting trees
faster finishing time
faster propagation time
quick to reach transplant stage
far fewer root defects

ends root girdling and circling in propagation

depending on current tray, can increase greenhouse density while producing better trees

skip the step up from propagation to a secondary pot - go straight to the field or finishing pot

MORE BENEFITS

healthier root system

increased profits

can be used for any crop

a degradable 'green' alternative

can be customized (length & soil type)

largest product range

able to be used with automated planting lines

highest quality mixes with perlite, coir, and RootShield

can be used for a variety of propagation methods (seed, cutting, tissue culture)

Larger cells allow for multiple treatments while still in the tray (pinching, regulators)



Propagators' Quarterly

Articles & Information for Growers



Ease Your Labour Woes

by Richard Bradt, Managing Director, A.M.A. Horticulture Inc.

May 2021

Back in 1999, when we first began producing Ellepots, we did not realize how important the labour-saving benefit of Ellepots by A.M.A. would become. Today, every business has a labour story to tell. We have our own here at A.M.A., with help being in short supply, both skilled and unskilled. One solution for us will be the installation of our eleventh Ellepot machine this summer, a fully automated EPM that will double our production with half the people of a manual machine.

This will be our fifth fully automated machine.

More importantly, A.M.A. can produce enough Ellepots to help you ease your

labour issues. Ellepots by A.M.A. reduce your labour requirements. It's a big deal. It starts on the arrival of the Ellepots; in the tray of your choice, when you need them, and ready to use. There are no boxes to open, unpack, and dispose of unless you want them boxed. Sticking cuttings, sowing seeds, or transplanting from tissue culture is easy. Once you get to the propagation bench or floor, you could find a significantly reduced time looking after your crop, depending on the species and growing conditions. Our favorite example is in poinsettias, where growers don't have to babysit their cuttings after sticking.

When plants root in faster and stronger, there's less time spent looking after

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them before transplant. Every day that gets knocked off the propagation cycle is a labour saver. In some crops, this will be negligible, but in others, it could be weeks.

The sorting and grading stage with Ellepots by A.M.A. lead to less grading. This is because higher take rates and nice and even crops could mean less time in sorting and grading, resulting in the transplant arriving sooner. Transplanting becomes faster and easier, simply because there's less sorting and grading to do.

So, there you have it. You are bound to save time in at least one of these four areas of propagation and maybe in all four. Labour savings have consistently been one of the BIG reasons that growers have made the switch to Ellepots by A.M.A. over the last 22 years. ☀️



Ready to get started with Ellepots by A.M.A.?



Contact Jennifer for information, advice or a custom quote.

Jennifer Mills

Ellepots and Pre-fill
Customer Service & Sales

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We have what you need to succeed.

A.M.A. Horticulture is a dynamic, solutions-focused supplier serving the horticulture industry since 1982. We don't start with the products, we start with your growing goals and challenges and then work with you to find the best solution. Our experienced team understands what it's like on your side of the fence and speaks your language. We believe in strong partnerships, learning and innovation, and great customer service. Our mission is to help you find solutions for your success.

Check out our other horticulture solutions at www.amahort.com and contact our team to get started.

