



SolaRadiance
Media Kit





LIGHTING IS NOW
ILLUMINATING



SolaRadiance® Backgrounder

SolaRadiance® is a solar-powered lighting solution that will enhance any outdoor space. The innovative planter borrows energy from the sun to illuminate plants at night.

SolaRadiance® began when Chris Montgomery's wife brought solar landscape lights home and assigned him the task of placing them throughout their backyard. Montgomery, a senior account executive with Young's Plant Farm in Auburn, Ala., wanted to fully utilize these lights while maintaining symmetry in their yard. His solution was to place the solar lights inside a patio flower container.

When night came, the lights reflected off the blooms and created an elegant nighttime glow. Montgomery was inspired by the look, and 15 months later, the first SolaRadiance® was created.

Montgomery designed SolaRadiance® to create a visually appealing addition to outdoor spaces through plants and ambient lighting. His idea began in the summer of 2011 as a way to decorate his own space, but blossomed into a product that helps others decorate their spaces as well. He wanted to utilize solar-powered lights in a decorative way. SolaRadiance® enhances places such as front and back porches, patios, walkways and poolside areas.

When purchased through mass retail garden centers as a live-good product, each SolaRadiance® lighting solution comes with planter, potting soil and flower combination of choice. SolaRadiance® has paired annual flowers with complementary colors in specific seasonal combinations.

—more—



Each multi-flower combination is tailored to fit the personalities of a variety of gardens. With options for this spring including Lavender Spring, Shocking Blue, Blazing Maple and a few other varieties, SolaRadiance® offers beautiful combinations for every gardener.

SolaRadiance®'s mission and quality have set it in a league of its own, and will continue to help outdoor spaces flourish. This unique lighting solution will be available at mass retailers including Lowes and QVC and on qvc.com.

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SOLARADIANCE® CHANGES CONTAINER GARDENING

FOR IMMEDIATE RELEASE

Contact: Jessie King, Director of Communication
createTWO, 334.246.1535
jessie@createtwo.com

Auburn, Ala.- Young's Plant Farm, an Auburn-based nursery, has expanded their product offering to include a new solar-powered, decorative planter that can be used as an outdoor lighting solution.

The planter, named SolaRadiance® because of the solar-powered light incorporated into the design, borrows energy from the sun to illuminate plants at night.

This reusable planter creates a visually appealing addition to all outdoor spaces and can provide lighting in hard-to-access areas without the cost of electricity. Popular consumer uses of SolaRadiance® include incorporating the product into a tablescape, using it indoors as a home accent piece or simply placing around the garden as exterior lighting.

SolaRadiance® was created by Young's Plant Farm Senior Account Executive Chris Montgomery.

"SolaRadiance® combines the decorative look customers want, while utilizing solar-powered lights to create an outdoor space different from your neighbor's," Montgomery said. "The planter is sturdy, versatile and reusable to incorporate into any outdoor gathering."

The SolaRadiance® design includes a round planter, leaf-designed trellis and solar light with rechargeable batteries. When fully assembled, SolaRadiance® stands approximately 24 inches tall, and allows home gardeners to create their own flower combination or insert any standard 1.5-gallon hanging basket.

Montgomery is pleased with how several test groups have reacted to the planter thus far.

"We've sent planters to several gardeners around the country, and we have received nothing but positive feedback," he said. "They not only like the look of the planter and the solar light, but they love its versatility and the ease of being able to change out the soil and plants with each season."

Phillip Oliver, writer for the popular gardening blog Dirt Therapy, was among the first to test SolaRadiance®. "This is a very beautiful product, and one that will greatly enhance your garden and outdoor entertaining areas," he said. "The light casts a soft, opaque glow that illuminates the plants in the pot as well as light up the surrounding area."

SolaRadiance® is now available in garden centers and mass retailers, such as Lowe's, throughout the southeast and on QVC and qvc.com.

For more information about SolaRadiance®, visit solaradiance.com or contact Jessie King at jessie@createtwo.com or (334) 246-1535.

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SolaRadiance® Fact Sheet

- Solar-powered decorative planter
- 1.5-gallon planter holds standard hanging baskets and most Ready Refill™ baskets, available at mass retailers.
- Available as a live good with flowers at Lowes
- Available on QVC and qvc.com
- Flowers come in multiple varieties and colors for each season
- Developed by Young's Plant Farm Senior Account Executive Chris Montgomery
- Distributed by Auburn, Ala.-based Young's Plant Farm
- Planter comes in two colors: Bronze with a copper cap and Champagne with a nickel cap



SolaRadiance® FAQs

1. Where can I purchase SolaRadiance®?

The SolaRadiance® lighting solution is available in garden centers and mass retailers throughout the southeast, including Lowes, as well as on QVC and qvc.com.

2. Why use rechargeable batteries instead of regular batteries?

Rechargeable batteries will greatly decrease the need for battery replacement. A rechargeable battery should not have to be replaced more than twice per year. Regular batteries, like alkaline, should not be used in this rechargeable planter, because they have the potential to become damaged and may leak harmful compounds into the planter.

3. What is the life of the bulb?

Approximately 15,000 hours.

4. How much sunlight does my SolaRadiance® lighting solution need?

The lighting solution will need six hours of direct sunlight per day for maximum performance. Direct sunlight means unfiltered, unshaded sunlight.

5. Can I leave my SolaRadiance® outside during the winter?

Cold weather will not hurt the planter or the solar light attachment. However, the performance of the solar light may diminish during short days or extremely cold temperatures.

6. The plants in my SolaRadiance® died. How do I replace them?

There are several options available for SolaRadiance® plant replacement. You may purchase a Ready Refill™ replacement, available year-round with combinations for each season, which can be placed directly (container and all) into the planter, as well as taken out of the container and planted into the solar planter. Another easy solution is to replace a wilted plant with a 1.5 gallon (10") hanging basket. This hanging basket can be placed directly into the planter after removing the hanger. For a more hands-on approach, you can also purchase individual plants and potting soil from your local garden center.

7. Where is the best place to use my SolaRadiance®?

You can use your SolaRadiance® anywhere outdoors. A few suggestions are patios, decks, porches, entryways, sidewalks and poolside areas. Visit the SolaRadiance® Pinterest page for additional placement recommendations.

8. If my SolaRadiance® breaks, how do I replace it?

Please contact your SolaRadiance® retailer for refund information. Unfortunately, replacement parts are not readily available.

9. What kind of elements can SolaRadiance® withstand?

SolaRadiance® can stay outside when it rains, but if there are high winds, it is advised to place your plant under a covering or indoors. During the winter, extremely cold temperatures and shorter days can diminish solar light performance.

10. How long will my SolaRadiance® flowers live?

With proper care, including watering, fertilizing and pruning, your flowers should live for their entire growing season.

5 STEP INSTRUCTION GUIDE

Once you have opened your SolaRadiance® lighting solution and taken all contents out of the box, you are ready to start your simple 5-step instructional guide.



- 1** First, peel the plastic layering off the top of the solar light.



- 2** Second, unscrew the lid to the solar light, revealing the battery compartment. Pull the battery tab sticking out from underneath the battery and replace the solar light's lid.



- 3** Third, open bag of potting soil and pour all contents into the planter.
—OR—
Remove hangers from any 10-inch hanging basket.



- 4** Fourth, plant flowers into potting soil, spread evenly apart.
—OR—
Drop flower basket into SolaRadiance® planter.



- 5** Finally, connect the trellis (leaf-designed piece) to the planter using the clips on the bottom of the trellis. Once connected, simply place the solar light into the opening on the top of the trellis.



Once you have followed these five steps, your SolaRadiance® lighting solution is ready for use. Simply place your planter into direct sunlight during the day and watch it glow at night.

Visit solaradiance.com for more information.



I GOT MY SOLARADIANCE®...

now what?

1. Unpack planter and assemble
2. Fill planter with potting soil and place plants in soil
3. Water, fertilize and place in direct sunlight
4. Watch your plants bloom and your yard glow...

ALL YEAR LONG!



SPRING

Take advantage of sunnier days and put your SolaRadiance® back in your yard.

Find some beautiful blooms to replant in the planter.

Catch solar-powered spring fever and see your yard transform from winter blues into beautiful flowers and bright lights!



SUMMER

Water everyday to keep your flowers from wilting in the heat.

Cut away dead blooms.

Soak up the sun during the long summer days and see your yard illuminate at night!



FALL

Water every other day.

When cooler temperatures roll in, consider putting new autumn flowers in your planter.

Who needs jack-o-lanterns to light the night when you have SolaRadiance®?



WINTER

Shorter days and colder weather can decrease light productivity.

Bring SolaRadiance® inside to complement your holiday décor.

Make someone's holidays merry and bright— give SolaRadiance® as a gift!



MEDIA CONTACTS

Jessie King
createTWO
Director of Communication
jessie@createtwo.com
(334) 246-1535

Katy Doss
createTWO
Account Executive
katy@createtwo.com
(334) 246-1535

More information, as well as high-resolution photographs, is available for SolaRadiance®.