

# DARE PLANTS IN YOUR DECORATION



- ▶ SMART
- ▶ DESIGN
- ▶ ECOLOGICAL

Capill<sup>®</sup>   
Cube

P R E S S E   R E L E A S E



Jacques et Mylène Reussard

*Horticultural inventors*

## A STORY OF A COUPLE

Capill'O concepts is, above all, a story of a couple and a common passion for the nature, the trees and the plants, like deep needs to be in contact with the world of plants in order to be happy.

Jacques Reussard has been fallen on to the soil from very early age. The horticulture is in his DNA since 3 generations. His wife, Mylène, cannot breathe in the cities. She needs to be around the trees, to be in a countryside, and to hear birds' singing to keep her smile.

Needless to say, their house is full of plants, green or flowering. And like green thumbs is a second nature for Jacques, these small wonders grew and multiplied in abundance both inside where they bloom with the light from the windows, Mylène ends up spending long time watering.

Jacques, who is a fine handyman (and an attentive husband), has felt an urgency to invent a long-lasting solution to care for his sweet heart. The concept of Capill'O is sown.

So, their house is transformed into an atelier and an experimental green house. This was a summed and shared choice. The new project of the accomplice couple was a challenge to take up!

Everything was turning around this project for 4 years. Mylène and Jacques ate, drank, talked, and slept Capill'O, sometimes spitting it out when discouragement gets invited to their plates.

After many months of experimentations, the concept of the wick Capill'O was technically validated and came the moment for Mylène to add her feminine touch to it. From this luminous idea, she imagined an elegant object, practical and accessible : Capill'O Cube is the ideal planter to optimize the performance of the amazing invention.

The duo team worked perfectly: Mylène had a precise idea of the aspect, the form, and even the name, and Jacques made the prototypes ensuring to respect the technical demands associated with the well-being of the plants.

When the realization of the product finally came to success, they sat down, satisfied, and asked themselves a fateful question : Why do they keep this invention just for themselves? So, they have decided to create a startup company, almost at the age of 60.

Do you call this crazy? By discovering Capill'O Cube, you will understand why the Jury of Concours Lépine 2018 said that their little seed of the craziness is sweet, caring, and after all very contagious!



The Capill'O wick

*Rewarded at Concours Lépine 2018*

### PRESS RELATIONS

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Find the entire  
collection Capill'O

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# CAPILL'O CUBE

Capill'O Cube is a real vegetable revolution, after 4 years 1/2 of research and development devoted to domestic microirrigation techniques.

Black, white, variegated, it will blend harmoniously into your interior decoration by making itself so discreet!

# SURPRISING CAPILL'O CUBE



This concept success provides from a binom.

## The planter

It is made from 2 units : the top part incorporates the actual pot of the plant (you don't need to pot). The bottom part pivots in order to make the filling in easier.

## The wick

It is delivered with each Capill'O Cube. Pricked in the bottom of the pot of your plant, It will give it the optimal irrigation for its growth during the photosynthesis cycle.

Thanks to Capill'O Cube, your plants flourish in a spectacular way while needing just a minimal attention.

A range specially developed for cactus and succulents benefits from a specific wick.



## CAPILL'O CUBE IN SHORT

- Dim. 7 x 7 x 14 cm
- Cont. max of water reserve : 21 cl
- Equipped with Capill'O wick
- Suitable for diam. 6 and 6,5 cm planters
- Delivered with notice
- Delivered without plant



  
CRÉÉ & FABRIQUÉ EN  
FRANCE

All our Capill'O cubes and accessories are made in France.  
Engaged in an environmentally friendly system, we value  
as much as we can recycled materials...  
Recyclable up to packaging !

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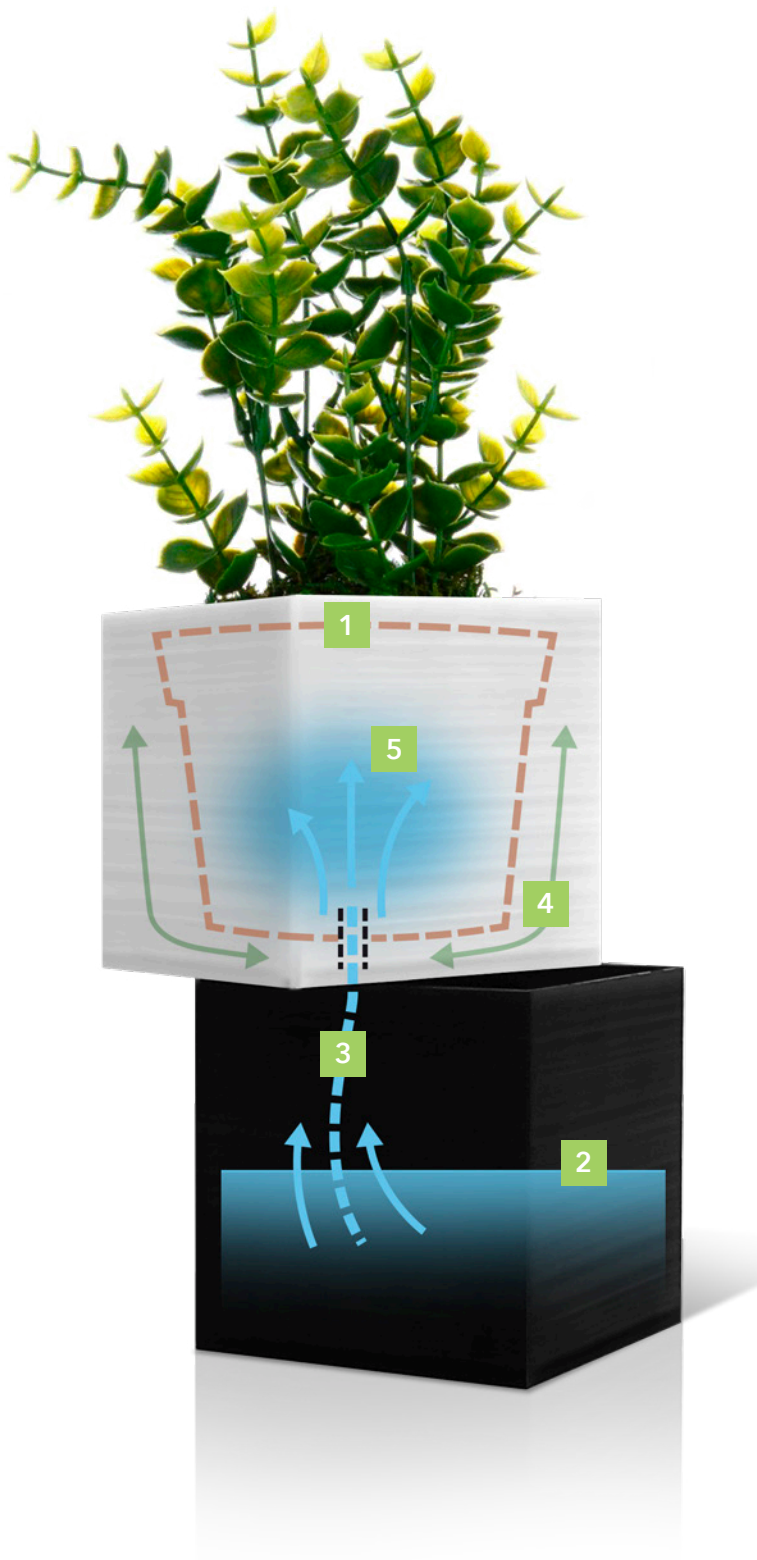
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# THE GENIUS OF WATERING

Capill'O Cube uses a watering system very known by gardeners : capillarity.

The particular innovation focused on the specificity of the interior structure of the modules (which allows for optimal drainage while preserving the aeration of the substrate), and the wick efficiency (whose size, length and material were the subject of hundreds of real-life tests).

The control of these two parameters allows to perfectly simulate the ideal conditions of natural fulfillment.



Plant pot 1

Water reserve 2

Capill'O® wick 3

Flow of the aeration of substrate 4

Humidification of substrate  
by capillarity 5



The Capill'o's concept is patented. The in-depth study of the textures, materials and shapes of the Capill'o's flowerpot holder éléments was rewarded twice during Paris 2018 International Lépine's competition.

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# A VERY ATTACHING CONCEPT

Capill'O Cube® can land anywhere naturally, like all pot covers. But thanks to its magnetic surface, it is also very comfortable on vertical iron surfaces (fridge door, stair railing or balcony...).

Hanging on the wall, our plates create real vegetal paintings. Our desk, window or floor supports will make you put plants absolutely everywhere in your interior.



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# CAPILL'O CUBE LA GAMME



## For cactus too !

A specific wick, specially developed for cactus, succulents and oily plants can deliver to the plant the right quantity of water it needs.





# ACCESSORIES

Thanks to our range of accessories, integrate Capilla'O Cube into your decoration and don't worry (almost) about irrigation.

Hanging on the wall, our plates create real vegetal paintings. Our desk, window or floor supports will make you put plants absolutely everywhere in your interior.



# ACCESSORIES

## THE RANGE



**Mural plate SOLO**

Dim. 10x35cm  
Delivered without plant



**Mural plate DUO**

Dim. 20x70cm  
Delivered without plant



**Mural plate TRIO**

Dim. 40x70cm  
Delivered without plant

# ACCESSORIES

## THE RANGE

### Support for window

Height 200cm  
Shipped without planter



### Support for desk

Height 30cm  
Shipped without planter



### Floor stand

Height 200cm  
Shipped without planter

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## Say it with flowers!

Capill'O Cube can be the ideal partner for your flowery messages. A metal plate Solo, Duo or Trio and a gouache marker will deliver a message in the most beautiful way. A very original gift to put or hang on the wall.



## For the pros too...

Catering and hotel professionals, Capill'O Cube is also a means of communicating in your establishment with originality and elegance.

From easy maintenance, to pose or hang on the wall, thanks to a simple gouache felt, Capill'O Cube will be a appreciated customer assistant.

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# YOU HAVE GREEN THUMBS FROM NOW ON

## INSTRUCTIONS

Using Capill'O Cube® is as easy as ABC. Your secret will be now summarized into these 3 simple steps. You are now reconciled with the plants. You already love Capill'O Cube!



- 1 I hook the wick of Capill'O® in the bottom of the pot.



- 2 I put the pot in the Capill'O Cube®. The wick goes through the first unit and falls into the second.



- 3 I fill in the water in the second unit of Capill'O Cube®.

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Rewarded concept  
Concours Lépine  
International de Paris 2018



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**FRANCE**