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Contact: Kevin Wilson

Tel. 616.622.6344

Email: kevin@bloemliving.com

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BloemBagz Receives Retailer's Choice Award at Cultivate 2015

This year at Cultivate—a premier annual expo that showcases the latest in growing, gardening, and landscaping products—the Retailer's Choice Awards were held to highlight products that stand above the rest by displaying their “must-have” qualities. Members of *American Hort* and the *Garden Center Group* searched the trade-show floor for the products that they felt demonstrated the greatest potential for retail sales. This year, they discovered BloemBagz and after careful evaluation chose it for the Retailer's Choice Award.

Acquired by Bloem Living in 2015, BloemBagz is a series of patent-pending fabric planters made from recycled materials including plastic water bottles. The BloemBagz product line introduces a unique, stylish, and eco-friendly solution for urban gardening and other situations requiring a portable planter.

Kathy Sponenberg, Northeast Sales Manager and Director of Consumer Brand Development for Bloem, was on hand to receive the award and commented: “When we acquired BloemBagz and began further development of the product line, we really believed we had something that would get the attention of the market place. Receiving this award in the early stages of taking it to market is both an honor and confirmation that we're introducing a product to consumers that they are truly going to find valuable and appealing. We couldn't be more grateful.”

About Bloem Living LLC

Established in 2012, Bloem Living, LLC is a designer and manufacturer of designer planters and accessories. Based in the greater Grand Rapids, Michigan area, Bloem distributes products in the United States and Canada. Since its inception, Bloem has grown from just two series of planters to over 900 SKU's with a retail network of over 5,000 locations. Bloem remains committed to the innovation of new products while acquiring and reinventing product lines that have seen little change in decades. Bloem discovered BloemBagz (Originally named BloomBagz but since rebranded to mirror the Bloem corporate branding) through a Kickstarter campaign in 2014 and finalized its acquisition of the product line in time to include it in the 2016 product offerings.