**Brief**

This project is a retail packaging box for a new product. It is a clay pot watering system where these EasiOyYa’s are placed in the ground next to your plants and connected by tubing back to a water reservoir. The water slowly seeps through the porous terracotta and into the root zone of the plants.

Box is 18cm x 18cm and 33.5cm high. It opens from the top. The base can remain bare, free from image or text. Three template formats are included, PDF and AI.

**Front of Box**

Product name is EasiOyYa .

That is how the text should read eg. big “O”, little “y”, big “Y”, little “a”.

It should have the little attached TM trademark symbol after the name.

Company logo attached for Productive Gardens. Should go front and back. Probably top left.

Design should incorporate white/light background with earthy tones. Colours should complement existing graphics.

Main image for the front should be attached called “main”.

It should also include an image of the actual product – images 3, 4 and 5.

**Text:** Water Straight to the Root Zone of Your Plants – Automatically!

**Other sides**

Any parts of images 9 – 14 can be used.

I’d like to portray the information in images 15 and 16 but I don’t have permission to use these images.

Barcode should be on the back. Barcode and Barcode dimensions attached, please note minimum white zones.

**This is the required text on the back**

Made in China

Olla or clay pot irrigation methods have been developed and used by Chinese farmers for thousands of years.

**This notice below could go diagonally across the top right corner in a prominent way?**

Contains 8 EasiOyYa’s as well as everything to connect to your water barrel or tank\*

\*You need to source your own reservoir.

**Bullet points**

Unglazed terracotta is porous, water will seep straight into the root zone of your plants.

Ideal for plants in pots, on balconies, in raised beds and vegetable gardens.

Worry free, long holiday watering. Let the EasiOyYa’s look after your plants!

Gravity fed system, using the power of nature. No pumps or electricity required.

High water efficiency,

**One side should include the “parts” photo with the following text.**

The ¾” (20mm) fitting that’s included will suit many drums, tanks and water barrels.

Includes everything to connect to your water barrel or tank\*

\*You need to source your own reservoir, that’s not included.

**Company contact details-**

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