



REDIROOT[®]

MEDIA KIT



About RediRoot

At RediRoot we saw that growers of all kinds needed a solution to traditional solid wall pots—whether they are cultivating commercially or at home. We created RediRoot with that in mind.

With a focus on superior root development and root health, our containers are made to help maximize yields and minimize costs. RediRoot, in its essence, is a tool that helps growers produce the best plant material possible.

A pair of hands, one above the other, gently cradling a small, vibrant green plant seedling. The background is a soft, out-of-focus light green, suggesting an outdoor setting. The hands are positioned centrally, with the seedling resting in the palm of the lower hand.

Mission & Vision

Our Mission is simple- We are committed to positively impacting the world around us by supporting growers of all kinds in their efforts to grow stronger, healthier plants and trees.

Whether it's helping commercial growers be more successful, or helping people to grow their own food, our desire to grow strong healthy plants and trees remains the same. We see a world where RediRoot is a recognized brand that works with our customers to achieve the best possible results.



REDIROOT[®]

Values

Learn what drives our team here at RediRoot to do what we do every day. We developed our corporate values as a team so they truly represent the goals and intentions that we share as a company and as individuals.

Be Innovative

Create Value

Be Intentional

Be Confident

Act With Kindness

Work Together

Be Dependable

A Brief History

RediRoot is a product of NurserySource, a product development company. RediRoot and NurserySource are focused on helping commercial cultivators create and implement customized solutions that fit their needs.

We believe that by providing cultivators with the tools they need we can support their day to day operations, helping increase their overall efficiency and maximize profits.

2006

NurserySource was established and began offering product development services to commercial nurseries.

2006

NurserySource manufactured solid wall pots.

2007

RediRoot Plastic Air-Pruning Containers were developed for J. Frank Schmidt and Son for use with their award-winning Maple varieties and other trees.

2007

RediRoot Air-Pruning Propagation and RediRoot Fabric Aeration Bags were created.

2008

NurserySource International was formed.

2011-2017

NurserySource began manufacturing GroPro Fabric Grow Bags

2017–2018

RediRoot was re-branded.

2018

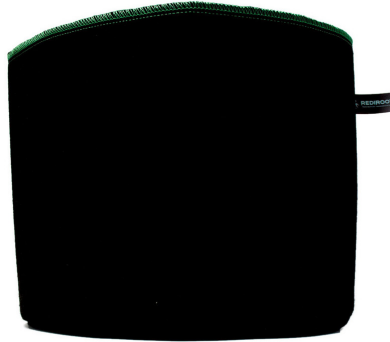
RediRoot made the decision to sell to retail customers so any grower or home gardener can have access to RediRoot.

Products



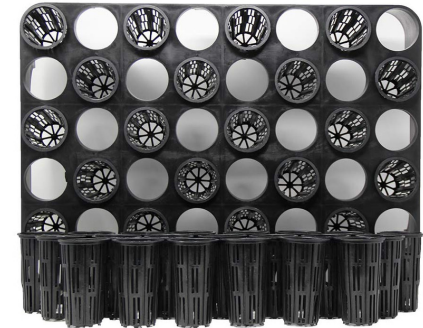
Plastic Air-Pruning Containers

Plants grown in RediRoot Air-Pruning Containers develop a fibrous root structure which increases the plants ability to utilize water and nutrients efficiently, resulting in improved health and shortened production times.



Fabric Aeration Bags

Fabric bags were the original aeration containers. They have been widely used in a variety of environments from outdoors to hydroponics. RediRoot fabric is breathable, BPA free, and made from recycled materials.



Air-Pruning Propagation

Plants and trees started with the advantage of 360° aeration develop a dense and vigorous root system from the very beginning. This leads to faster establishment of the plant, minimizes transplant shock, increases yield, and speeds up finish times.

Product Benefits



PROVIDES AERATION

Aeration to the root zone air-prunes roots, preventing circling and eliminating the need for root pruning during the transplant process.



RAPID NUTRIENT UPTAKE

Well branched, fibrous root systems uptake water and nutrients more efficiently.



REDUCES TRANSPLANT SHOCK

RediRoot reduces transplant shock resulting in less plant loss overall and faster first year growth.

Applications

YIELD PRODUCING CROPS

Plants with fibrous root structures that are grown for yield can benefit from RediRoot's ability to produce a dense root structure that allows the plant to utilize water and nutrients efficiently.

SPECIALTY PLANTS

Sometimes plants are difficult to grow, have special needs, or are rare. RediRoot can help start and support a large variety of specialty plants such as orchids, daphnes, magnolias, and roses.

TREES & SHRUBS

RediRoot is an air-pruning container that is excellent for propagating and growing a wide variety of trees and shrubs. Air-pruning drastically reduces circling and can also help to encourage lateral root development in varieties that typically focus on the tap root such as oak.



Testimonials



JENNIFER SPEER-HARVEY,
TERRA MATER CC

“

"We have had no transplant shock. The day that we transplant, we will come back in the next morning and our plant is just completely opened up."

-Jennifer Speer-Harvey

Testimonials



MYRON KUENZI, KUENZI
TURF & NURSERY

“

"I want horizontal root development and I want a pot that allows me to fall plant without having to touch the roots with a root pruner or beat up the root zone. RediRoot does that for us and we see less stress on our transplanted trees using RediRoot."

Testimonials



BRANT WALKER, SUPER
TREES

“

[With air-pruning] a tree will put energy into new root development and that one root will turn into four or five roots. As that happens over and over again, you get an exponential quantity of roots.

“

Every day matters. Every crop matters. After millions of trees, millions of plants growing up in this, to see our clients happy- we're proud of that, and we're humbled that they would trust us with the things that are most important to them.

TOM SPRINGER JR.

FOUNDER OF NURSERYSOURCE



Thank You!

We appreciate you looking at our media kit. We update this regularly so check back soon to see if there has been any new developments. If there is something you'd like to see or if you are interested in connecting with us please reach out to:

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