

Get inspired by  
**pure**<sup>®</sup>



*Get inspired by our Pure<sup>®</sup>  
by Elho collection.  
Pure<sup>®</sup>, really let your plants live!*





*"Pure® for magnificent and healthy plants"*

*Paul van Seeters, Flower and Plant Professional, Rozemarijn Florist*



*"Pure® brings the beauty of nature and the modern architecture into your home"*

*Bart van der Meijs, Interior Specialist, Van der Meijs Interieurs*

*The Elho  
ambassadors*



*"100% handmade"*

*Cas Oerlemans, Producer of Pure® by Elho*



*"Meet Pure®. A great taste. 100% Dutch design."*

*Cees Kranen, Dutch Product Designer, Elho*

# Pure® Origin

**THE BEAUTY OF NATURE AND THE MODERN ARCHITECTURE HAS BEEN THE INSPIRATIONAL SOURCE WHILE CREATING THE BEAUTIFUL PURE® COLLECTION.**

*Pure®, really let your plants live!*

-  "De schoonheid van de natuur en hedendaagse architectuur is mijn inspiratiebron geweest bij het creëren van de beeldschone Pure® collectie".
-  "Die Schönheit der Natur und die moderne Architektur ist beim Kreieren der bildschönen Pure®-Kollektion meine Inspirationsquelle gewesen".
-  "La beauté de la nature et de la moderne architecture était mon inspiration en créant la belle collection Pure®".

*Cees Kranen, Dutch Product Designer, Elho*







# Pure<sup>®</sup> Power

**DISCOVER THE POWER OF PURE<sup>®</sup>  
100% HANDMADE**



Indoor and outdoor



10 Years UV resistant



Unbreakable



Lightweight



Eco efficient





New  
Pure®  
palletcover



# Pure® Presentation

## EASY SHOPPING

**PURE® BROCHURE**  
10,5x15,5 cm

Look inside



All Pure® products  
includes glamorous  
label & full  
colour brochure



Ask your Elho team  
for the complete  
presentation range of pure



**PURE® PALLET COVER**  
120x80 cm



**PURE® LABEL**  
On every product

**PURE® PILLAR  
WITH 50 BROCHURES**  
43x157 cm

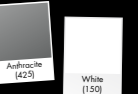


# Pure® Round



## PURE® ROUND

Ø 30	h 9
Ø 40	h 22
Ø 50	h 44
Ø 60	h 78
Ø 80	h 180
Ø 100	h 360
Ø 120	h 625



## COLOUR YOUR COLLECTION

## PURE® ROUND

Ø 40	h 22
Ø 50	h 44
Ø 120	h 625





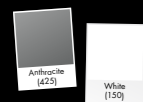
# Pure® Saucer

# Pure® Round High



## PURE® ROUND SAUCER

- Ø 25
- Ø 33
- Ø 37
- Ø 40
- Ø 45
- Ø 56
- Ø 70



*saucer for better plantcare*

## PURE® CLEAN SET COUNTERDISPLAY

30x13x11,5 cm  
12 Pcs. per display

NEW



*set of two for eco-friendly cleaning*



## PURE® ROUND HIGH

- Ø 35 / 20
- Ø 45 / 50



# Pure® Soft Oval



New

**PURE® SOFT OVAL**

Ø 50 / 5
Ø 60 / 9
Ø 80 / 25

Anticora (425)    White (130)    Fuchsia (235)



# Pure® Soft Oval High

New  
XXL



**PURE® SOFT OVAL  
HIGH**

Ø 60 / 20

Ø 70 / 28



**PURE® SOFT OVAL  
HIGH**

Ø 70 / 28



NEW



Elevated  
bottom



Possible to fill  
with sand for  
extra stability







# COLOUR

YOUR COLLECTION





# Pure® Soft

# Pure® Soft High



*New available in fuchsia*



**PURE® SOFT**

Ø 30 / 10
Ø 40 / 25
Ø 50 / 47
Ø 60 / 82



**PURE® SOFT**

Ø 40 / 25
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*Easy to move  
40,50 & 60 cm*



**PURE® SOFT HIGH**

NEW Ø 30 / 9
NEW Ø 35 / 14,5
Ø 40 / 20
Ø 50 / 38



**PURE® SOFT HIGH**

Ø 35 / 14,5
Ø 50 / 38



*Elevated bottom*



*Possible to fill with sand for extra stability*





# Pure® Soft Bowl

New



**PURE® SOFT BOWL**

∅ 50 / 15

∅ 60 / 20



**PURE® SOFT BOWL**

∅ 50 / 15



Elevated  
bottom





# Pure<sup>®</sup> Square Divider

New



**PURE<sup>®</sup> SQUARE  
DIVIDER**

59x29x79 / 50



Easy to move



Elevated  
bottom



Possible to fill  
with sand for  
extra stability



Discover  
inside





# Pure® Square

# Pure® Square Long

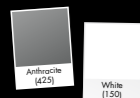


## PURE® SQUARE

40x40 / 21

50x50 / 42

60x60 / 73



Easy to move



Elevated bottom



## PURE® SQUARE LONG

39x79x59 / 50



Discover inside



Easy to move



Elevated bottom





Pure beauty





# Pure<sup>®</sup> RainDrop

**IN THIS CLEVER WATER-SAVING SOLUTION, THE EMPHASIS IS PLACED ON THE EASE OF USE AND A CLEAR AND ATTRACTIVE DESIGN**

*"The wonder of water,  
the power of a simple rain drop"*

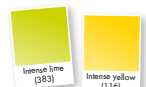
- nl** In deze intelligente oplossing voor het besparen van water, ligt de nadruk op gebruiksgemak en een aantrekkelijk design.
- d** Bei dieser intelligenten Wassersparlösung stehen Bedienungskomfort und attraktives Design im Vordergrund.
- f** Dans cette solution d'économie d'eau intelligente, la priorité a été accordée à la facilité d'utilisation et au design clair et attrayant.

*Bas van der Veer, Dutch Product Designer Elho.*





# Pure<sup>®</sup> RainDrop



Packed in beautiful box

Fits drainpipes of Ø70 & Ø80 cm



Automatic fill of can during rain



Too much water will go in drainpipe



Watering your plants and smile!



Fits drainpipes of Ø68 to Ø80 cm



Automatically fill of can during raining



Automatic fill of reservoir during rain



Too much water will go in drainpipe



Fill can under tap

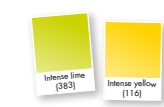


Watering your plants and smile!

Easy and secure fix with set of screws



**PURE<sup>®</sup> RAINDROP**  
115x45x40 / 75



Packed in beautiful box



# Pure<sup>®</sup> RainDrop Can



*Choose  
the colour  
that fits  
your style*



## PURE<sup>®</sup> RAINDROP CAN

- 3,5
- 5







Light up your life!



# Pure<sup>®</sup> Soft High Light



**PURE<sup>®</sup> SOFT  
HIGH LIGHT**

Ø 40x70 / 14



**PURE<sup>®</sup> LIGHT PILLAR**

43x157

Ask your Elho team



Packed in beautiful box



5

5 years  
guarantee



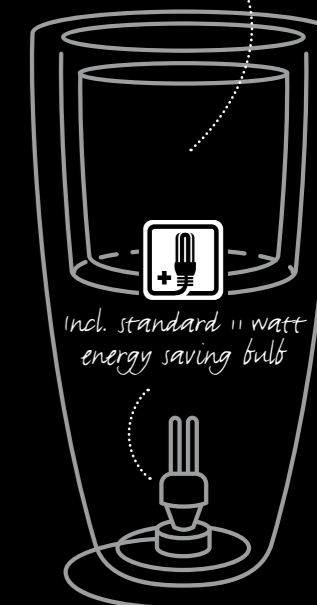
Indoor &  
outdoor use



Includes manual



Includes insert  
for easy planting



5 mtr.

5 meter cable



# Pure® TwiLight



**PURE® TWILIGHT**  
Ø 50x110 / 27



**PURE® LIGHT PILLAR**  
43x157  
Ask your Elho team



Packed in beautiful box



*New*



5 years guarantee



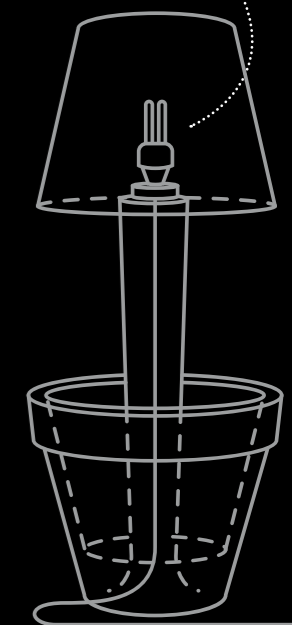
Indoor & outdoor use



Includes manual



Incl. standard 11 watt energy saving bulb



5 meter cable



# Doppio Classic



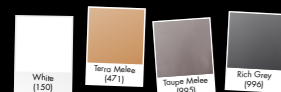
## DOPPIO CLASSIC

Ø 30 / 9

Ø 40 / 23

Ø 50 / 46

Ø 60 / 82



NEW

NEW NEW



Easy to move  
(40, 50 & 60 cm)

