Your Public Green Space Deserves a Proper Introduction

Plantsoon® smart labels are valuable assets that reflect your commitment to conservation, restoration, and education, and provide an interactive visitor experience.

> *"Public green spaces that don't offer digital plant information are no longer meeting basic visitor expectations for educational experiences, and with labels lasting 10+ years, you'll be locked into yesterday's approach for the next decade."*

Enhance Your Visitor Experience with Plantsoon® Smart Labels

Traditional Smart Labels versus Plantsoon® Smart Labels

> *Your traditional engraver can add a QR code for you, but where does that take your visitors? Plantsoon gives you the complete system: we create both the QR code AND the webpage it links to. Just login on Plantsoon.com, fill in the details, and you're done – Plantsoon creates a beautiful page which your visitors can access instantly on their mobile devices. Best part? You can update your story anytime through your dashboard, keeping it fresh and relevant forever.*

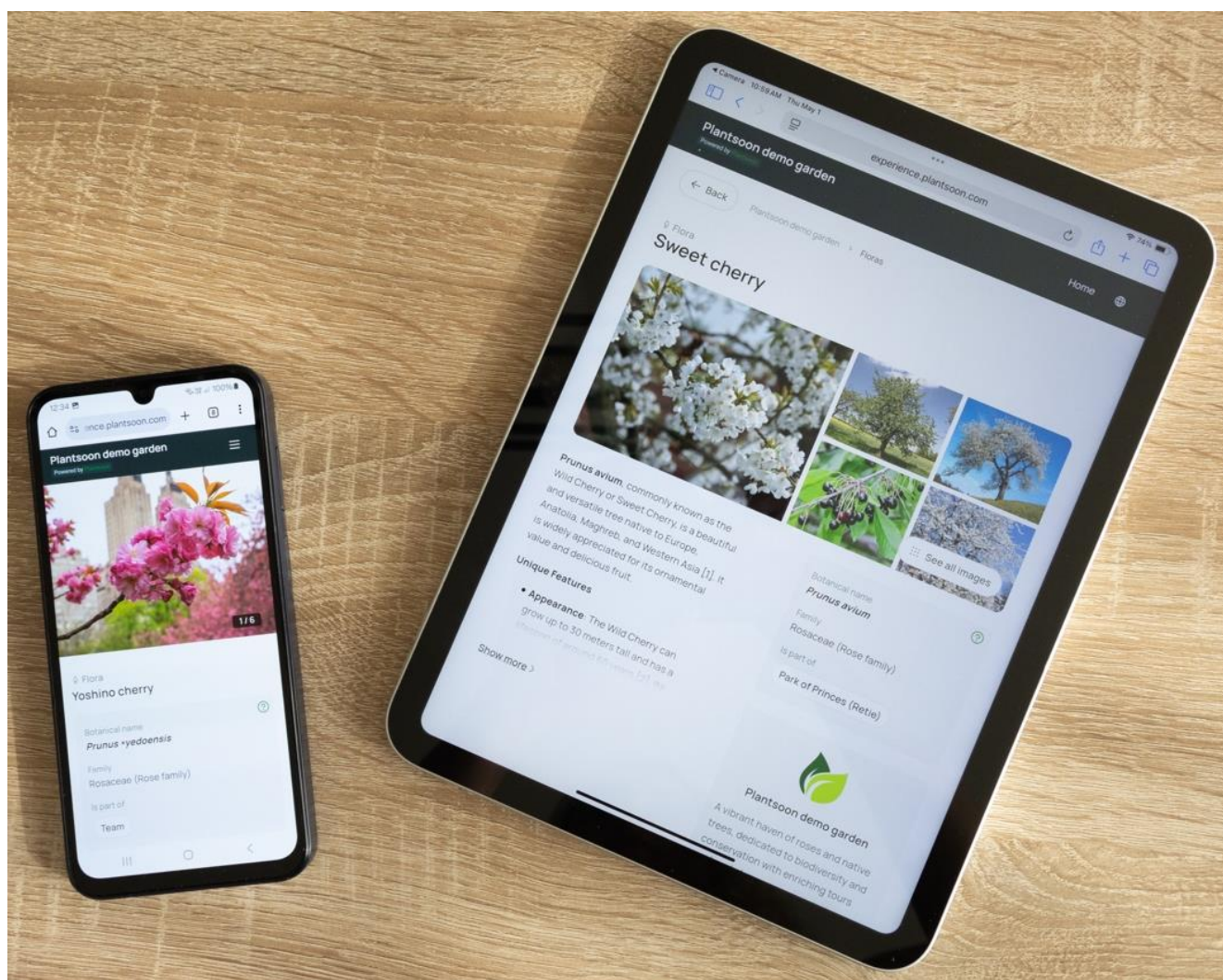| Traditional Smart Sign	Plantsoon® Smart Sign
Generic plant facts and basic species information. **Third party links** that you don't control and may disappear, and which provide an inconsistent visitor experience. - Managing your own system requires **substantial effort** for setup, design, and ongoing updates. - No language personalization	- Transform every plant into a **storytelling opportunity**. Share what makes it **unique** – planting date, wildlife benefits, community meaning, people involved, recipes… - Complete control. **No broken links.** Every page shares the same **professional look**, with your **branding**. **Effortless setup:** Login, add your plant details, get your unique webpage instantly. Update anytime through our simple dashboard - no tech skills needed. - Offer your stories in **multiple languages**

Your plants, your stories, your control. Forever. That's the Plantsoon® difference.

Interested? Contact us via hello@plantsoon.com.

Choose your Storytelling Experience

Every plant has a story worth telling. Plantsoon® makes sharing easy – choose storytelling with custom description and five images, or unlock advanced features like multiple languages, photo galleries, and interactive maps.

Storytelling Experience	Comprehensive Storytelling Experience
For organizations that want to enhance signage with personalized plant information.	*For organizations that want comprehensive storytelling of their plants and assets, multiple languages, and an interactive map of all their flora, including those only digitally labeled.*
Webpage with plant details (scientific name, cultivar, common name) and QR code - Your custom story. Can contain anything from botanical information and recipes to personal dedications and sensory details. - Five images - Lifetime editing access via personal login to Plantsoon dashboard	**Comprehensive webpage** with additional information per plant e.g., GPS coordinates, multiple images, accessions, etc. - Manage and **digitally label all your plants** – also those without physical signs. **Multiple languages** for international visitors - Comprehensive webpages for assets, e.g. **sculptures, benches, dedications, historical buildings, …** - Interactive map showcasing all your digital plants and assets on a branded website
Your Solution is a One-Time Purchase *Add $9/sign*	**Your Solution is a Plantsoon ® Subscription** *www.plantsoon.com/pricing*

Choose Your Labeling Solution

Our premium black anodized aluminum labels are hand-crafted in the USA and the EU for exceptional outdoor durability. They are not stamped from anodized sheet aluminum but feature a full sealed color coating. Made with 80-90% recycled aluminum and certified lead-free, they deliver superior performance while reducing environmental impact.

Branded, Custom Signs	Smart Tags
Plantsoon® custom signs enable you to elevate your plant collections by permanently displaying scientific names, common names, or other information and your branding for a polished, professional appearance.	*Plantsoon® smart tags offer the ultimate in adaptability— generic QR codes that can be assigned and re-assigned to any plant and updated instantly through your personal admin dashboard.*
- Customers looking for **branding and customization** **Highlight** specific plants or assets to local visitors - Tags have a QR code, branding, and custom info - Minimum order quantity: 25	**Budget-conscious** customers **Maximum flexibility** - Tags only have a QR code, which you can **link and re-link** to any Flora or Asset - Can be **standalone** or be **added** to existing interpretive signs or plant labels - Minimum order quantity: 25

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Branded, Custom Signs:

Minimum Order Quantity: 10

L-Sign (Business Card Size)

#	Unit cost (USD/EUR)
10-24	25.00
25-100	12.50
>101	10.00

Customize your sign

➔ Go to L-sign order guidelines

XL-Sign (Most Popular)

#	Unit cost (USD/EUR)
10-24	30.00
25-100	17.50
101-200	15.00
> 200	12.50

Customize your sign

➔ Go to XL-sign order guidelines

Smart Tags

Minimum Order Quantity: 25
Only available to paying subscription tiers.

S-Tag	M-Tag	Square Tag
Unit cost: USD/EUR 4.**00**	Unit cost: USD/EUR 4.**00**	Unit cost: USD/EUR 5.00

Attachment Materials

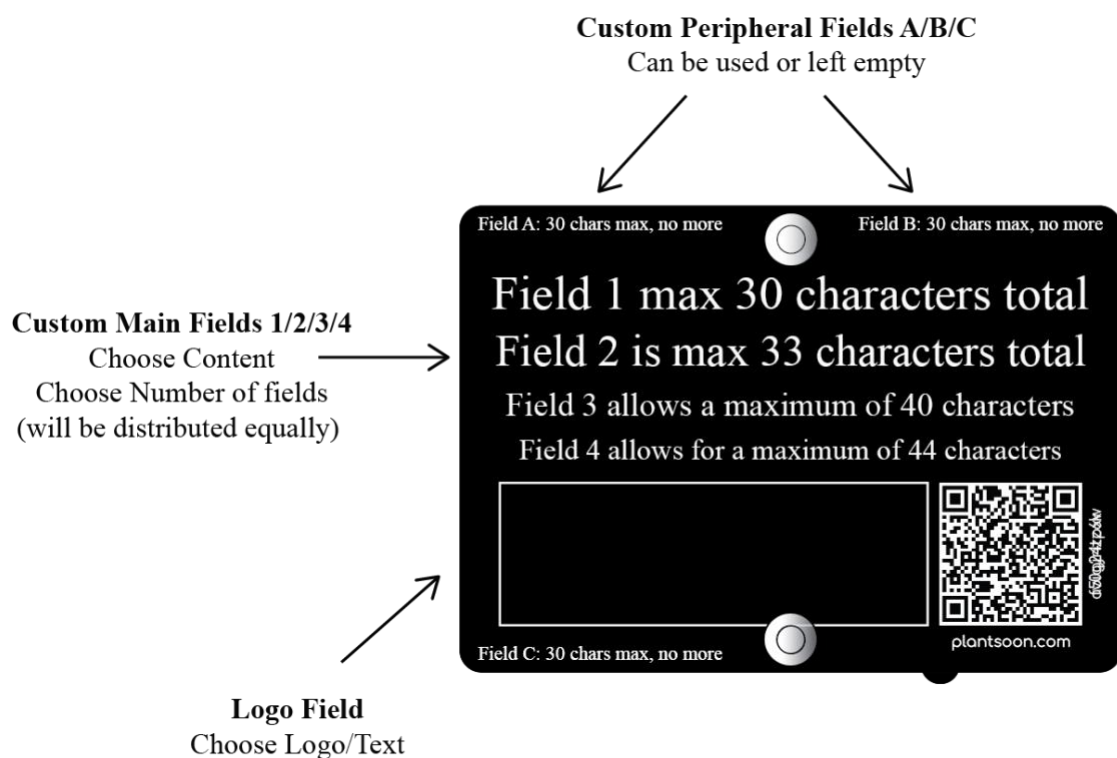| Stake	Screw Set
Unit cost: USD/EUR 12.00	Unit cost: USD/EUR 2.00
Delivered with double-sided tape to attach the sign to the stake.	Stainless steel screw, spring, and two washers for mounting in the tree trunk without ingrowth.

L-Sign Order Guidelines

Custom Peripheral Fields A/B/C
Can be used or left empty

Custom Main Fields 1-2
Choose Content
Choose Number of fields
(will be distributed equally)

Field A: 30 chars max, no more | Field B: 30 chars max, no more

Field 1 max 25 chars long
Field 2 maximum 34 characters long

Field C: 30 chars max, no more

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Logo Field
Choose Logo/Text

*Sample with no holes, 2 main fields,
no peripheral fields, text*

Quercus rubra
Northern Red Oak

*In memory of
Mark & Penelope Hopkins*

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For your custom quote, email hello@plantsoon.com with the following information:

Design your custom L-sign	Options	Answer example
How many holes?	0, 1, or 2	2 holes
Attachment materials?	Stakes, screw sets, or none	2 screw sets/sign
Custom content for the **Main Fields? Max 2**	Usually common & scientific name	Common name (field 1) Scientific name (field 2)
Custom content in **Peripheral Fields A, B, or C**?	Most customers skip these fields Could be used for: accession code, family, cultivar, native, custom	Accession code (field A)
Custom content in **Logo Field**?	Organizational logo Organizational name in text Dedications	Dedication

XL-Sign Order Guidelines

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Custom Peripheral Fields A/B/C
Can be used or left empty

Custom Main Fields 1/2/3/4
Choose Content
Choose Number of fields
(will be distributed equally)

Field A: 30 chars max, no more   Field B: 30 chars max, no more

Field 1 max 30 characters total
Field 2 is max 33 characters total
Field 3 allows a maximum of 40 characters
Field 4 allows for a maximum of 44 characters

Field C: 30 chars max, no more   plantsoon.com

Logo Field
Choose Logo/Text

Sample with 3 main fields, 0 peripheral fields, logo

Fothergilla
Fothergilla gardenia
Native

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Sample with 4 main fields, 2 peripheral fields, text

2025.1.6   In memory of John Williams

Fothergilla
Fothergilla gardenia
'Blue Shadow'
Hamamelidaceae

Cossey Park Arboretum

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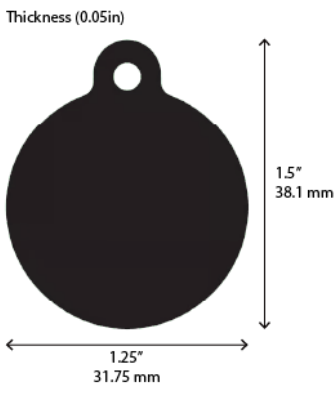## For your custom quote, email hello@plantsoon.com with the following information:

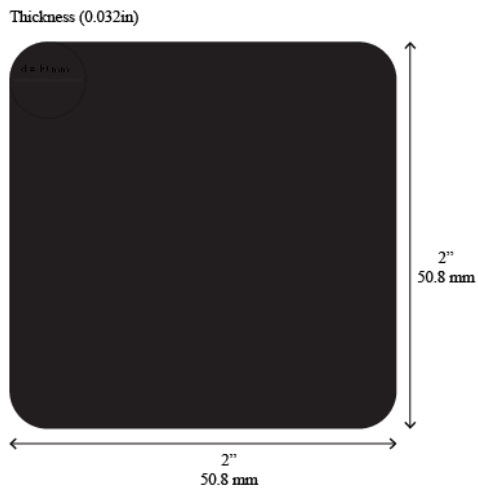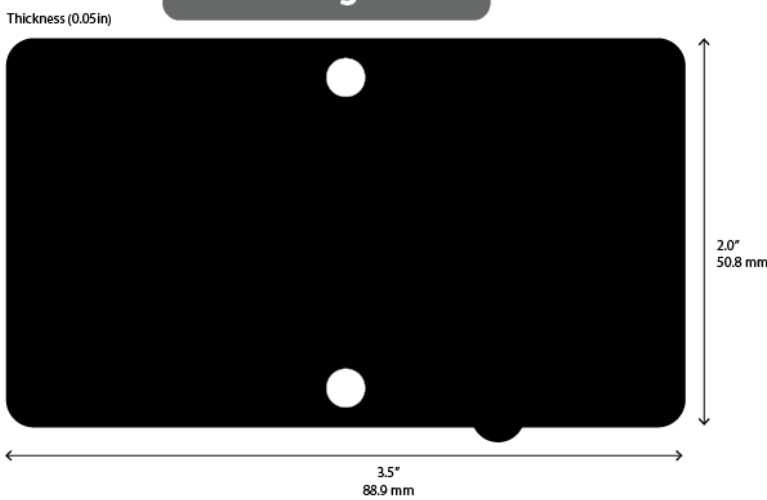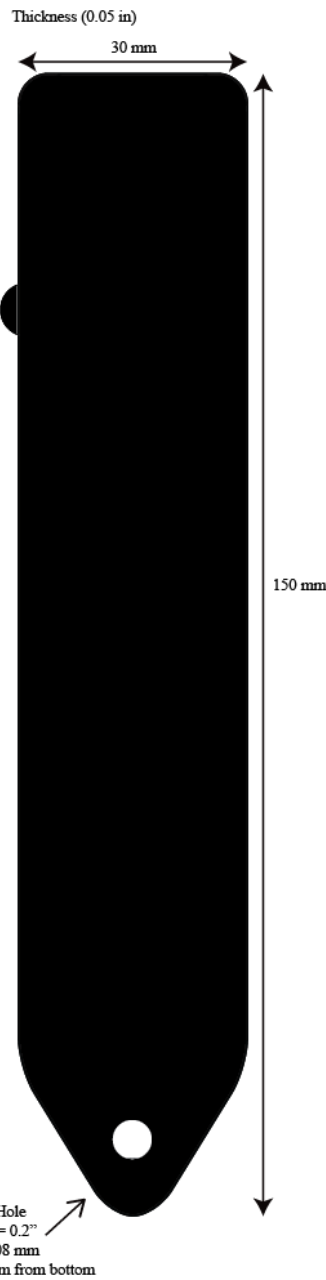| Design your custom XL-sign	Options	Answer example
How many holes?	0, 1, or 2	0 holes
Attachment materials?	Stakes, screw sets, or none	Stake
Custom content for the **Main Fields? Max 4**	Popular choices: common & scientific name Less common: cultivar, family, custom	Common name (field 1) Scientific name (field 2)
Custom content in **Peripheral Fields A, B, or C**?	Most customers skip these fields Used for: accession code, family, native, custom	Accession code (field A)
Custom content in **Logo Field**?	Organizational logo Organizational name in text Dedications	Logo (provided)

Plantsoon® Label Dimensions

S - sign

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Thickness (0.05in)

1.5"
38.1 mm

1.25"
31.75 mm

M - sign

Thickness (0.05in)

1.96"
49.78 mm

1.13"
28.70 mm

Square sign

Thickness (0.032in)

2"
50.8 mm

2"
50.8 mm

L - sign

Thickness (0.05in)

2.0"
50.8 mm

3.5"
88.9 mm

Bookmark Stake

Thickness (0.05 in)

30 mm

150 mm
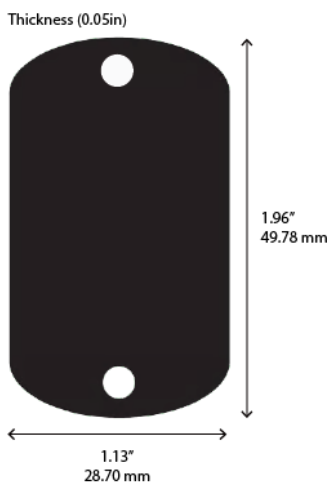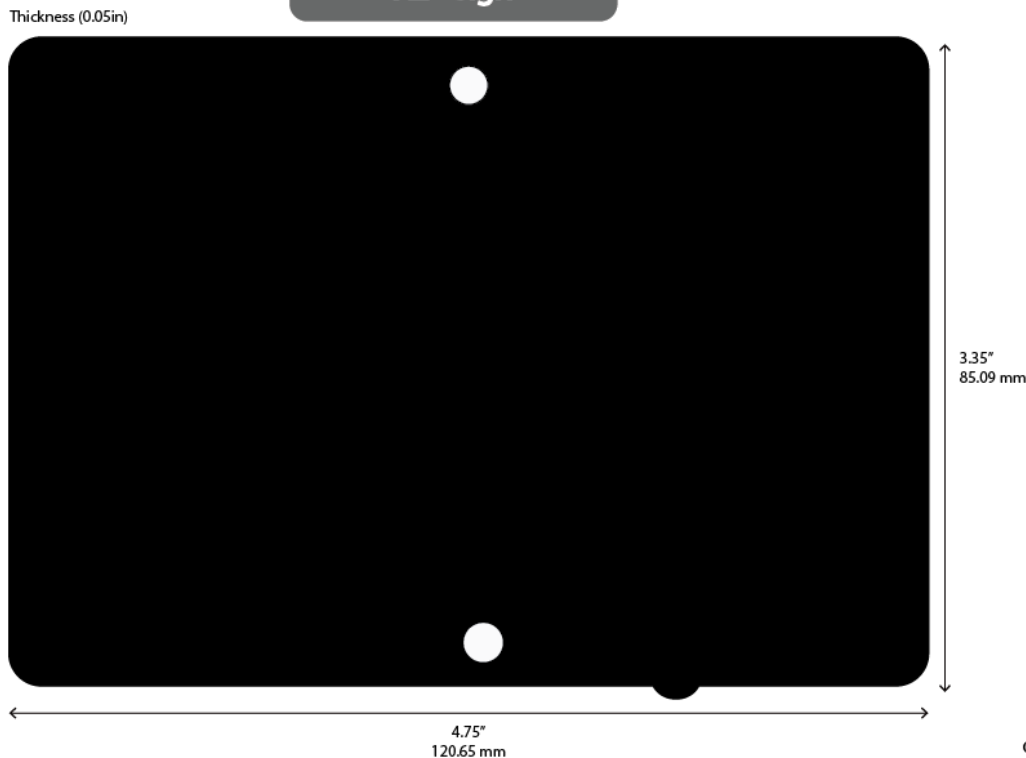
Hole
d = 0.2"
5.08 mm
Center 5 mm from bottom

XL - sign

Thickness (0.05in)

3.35"
85.09 mm

4.75"
120.65 mm