



REQUEST FOR PROPOSAL

 **Natura**[®]
Enhancing the Built Environment

creating environments where
PEOPLE THRIVE

N A T U R A H Q . C O M



company **DETAILS**

LEGAL ENTITY: Plant Interscapes, Inc. (DBA) Natura

SUBSIDIARIES: Natura
Seasonscapes (Wholesale Holiday Decor)
Foliage Direct (Wholesale Plant Distributor)

HEADQUARTERS: 6436 Babcock Rd. SA/TX 78249
888-284-2257
naturaHQ.com

TX. LOCATIONS: San Antonio · Austin · Dallas · Houston
Corpus Christi · Rio Grande Valley

FL. LOCATIONS: Tampa · Sarasota · Orlando





our **WHY...**

We humans have a biophilic drive—an innate affinity and desire to connect with nature, both indoors and out.

This instinctive attachment we possess for the living world is an increasingly fundamental consideration when designing and developing workspaces with a purpose for performance.

By creating healthy and productive habitats that engage our occupants at an innate level we can energize and enable people to thrive in our urban environments.

OUR **MISSION**

creating environments where
PEOPLE THRIVE

This is our
CORE PURPOSE & PASSION.

It is why we exist and how we contribute our talents, resources and stewardship to a better world.



we are
WELL

Over the years, the WELL logo has become symbolic of commitment to people-first environments. Whether it's the WELL certification or the Works with WELL license, significant dedication to people's well-being and health is required to be acknowledged by the International WELL Building Institute (IWBI). After stringent evaluation, we are proud to say that we have been given approval to use the Works with WELL trademark alongside our products.

Our Commitment to do **WELL**

Our desire to contribute to better built environments is what led us to seek the Works with WELL trademark license. From our beginning, Natura has been committed to enhancing the spaces people live and work in. We exist to see people THRIVE, and by aligning with the IWBI and earning a Works with WELL license, we were able to turn our commitment into something tangible. Our work doesn't stop here, we hope to continue to positively impact built environments across the country with the power of plants.





Natura-PON™

What is Natura-PON™?

Natura-PON™ is a blend of natural minerals selected for their water holding capability, and ability to provide plant nutrients. The coarse texture provides exceptional aeration to the root system insuring optimum plant health.

This relatively lightweight substrate has an outstanding water storage capacity, over 40% by volume. It provides optimal air pore volume of more than 35% by volume. It also has a high nutrient storage capacity.

How Does Natura-PON™ Benefit you?

Plants Grow Better In Natura-PON™

The substrate is highly absorbent supplying steady moisture, oxygen and nutrition to the roots keeping plants fresh, healthy and attractive.

Fewer Watering Visits

With the high-water storage capacity of Natura-PON™, there are fewer disruptive watering visits.

Eliminates Fungus Gnats

The soilless substrate is dry on the surface which breaks the life cycle of annoying fungus gnats. Natura-PON™ is free of insects, organic material, contamination, or pollutants.

It Is Attractive

Natura-PON™ is natural and organic eliminating the need for additional top-dressing. However, if desired these can easily be added to change the aesthetics of the display.

It is Safe and Sustainable

Natura-PON™ is fire retardant and derived 100% from natural sources. It is reusable.

lines of **BUSINESS**



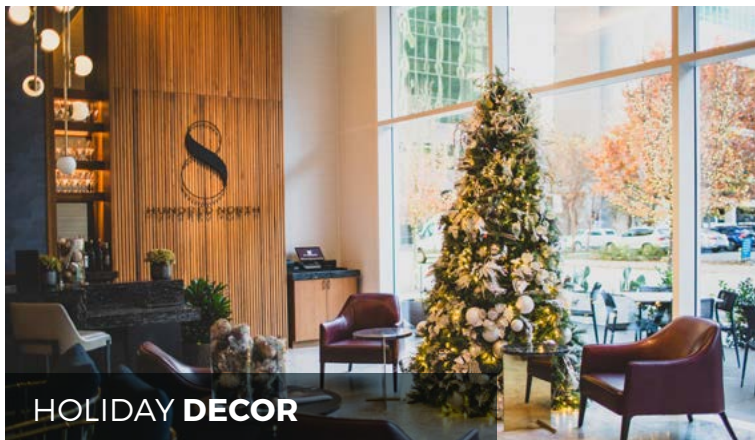
INTERIOR LANDSCAPE

Design install maintain guarantee



URBAN PATIOSCAPE

Containers & planted seasonal color



HOLIDAY DECOR

Design/fab install takedown storag



LIVING GREEN WALLS

Taking nature up the wall



PEOPLE

Respect and Care
for others



OWNERSHIP

Own it and do it right; when
in doubt, shout it out



FAITH

Honor God in
all things



LEARNING

Take initiative,
keep learning



QUALITY

Nothing less than
the best



CORE VALUES

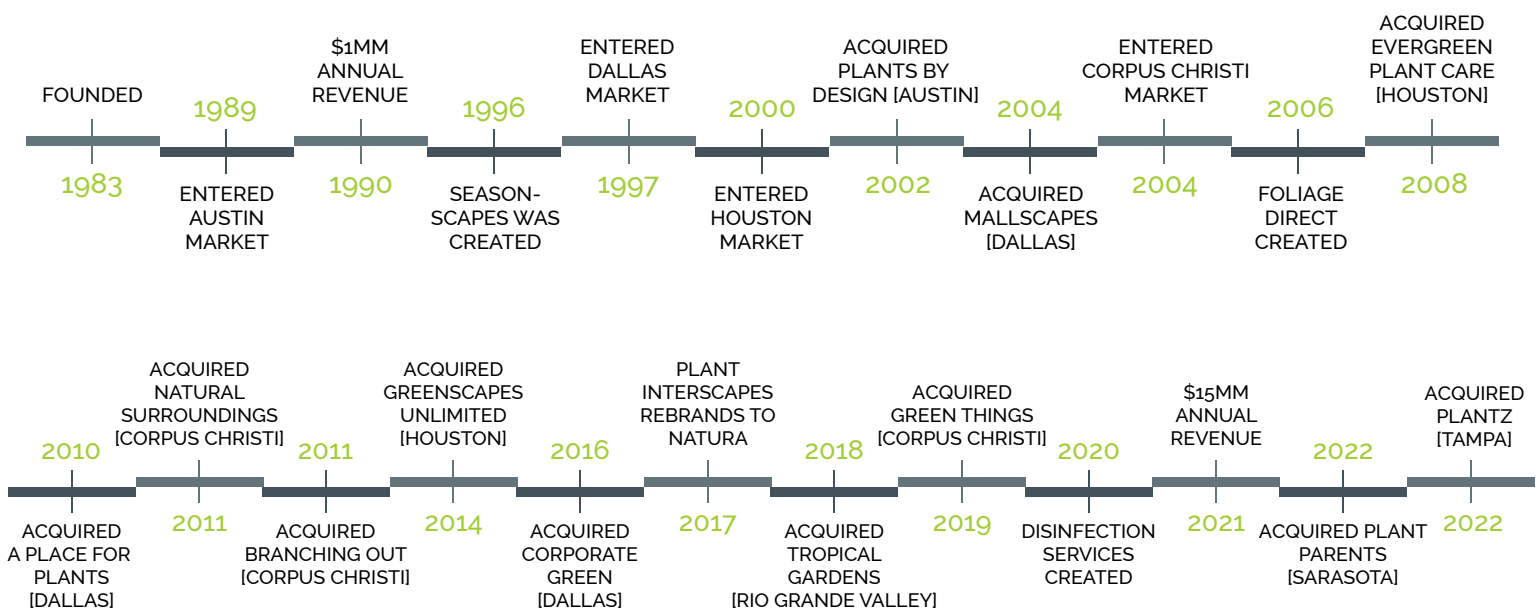
At Natura, we put PEOPLE first. Through FAITH and a constant LEARNING attitude, we take on complete OWNERSHIP of every project we create, and it shows in the QUALITY of our work. Our mission of creating environments where people thrive is always our number one priority.

company TIMELINE

STRATEGIC MILESTONES

Plant Interscapes was founded in 1983 by Mike and Karin Senneff. Originally from California, they realized the tremendous potential for a responsive interior horticultural firm to capitalize on Texas' fast expanding economy. Realizing how far Plant Interscapes had grown from its original purpose of "Creating Beautiful Environments with Indoor Foliage", owners and leaders re-defined the image of the organization to better align its external image to current and expanding capacities. **At the 40th year in business, Plant Interscapes is now Natura.**

Natura is one of the fastest growing, well-respected companies in the interior horticultural and seasonal décor industries. We truly have the most talented senior management team and staff of horticultural experts of any organization within our industry. Our team is ready to serve, and partner with other visionary organizations to collaborate and create truly extraordinary interior landscape projects and seasonal displays that differentiate your property and inspire your tenants and guests.

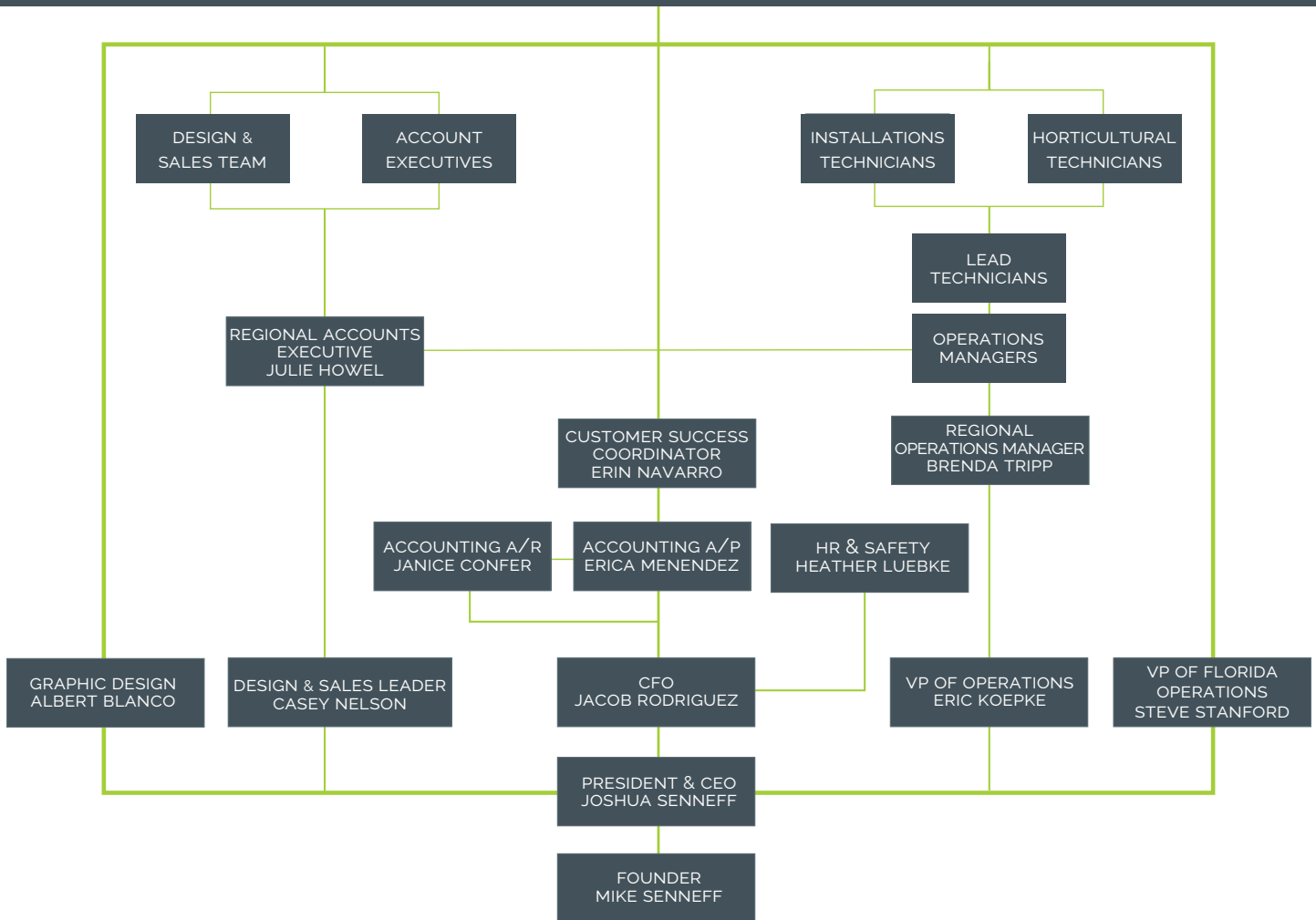


why Natura?



-  **Unique customer CARE program with dedicated Customer Success Manager**
Proactive site visits assure great communication and top-quality performance
-  **1-hour response, representative on-site within 24-hours and complete resolution within 7-days. 1/24/7**
In-bound requests are logged and forwarded to CSMs providing immediate response
-  **30% of horticulturists are nationally certified, 100% on a career path to become so**
Professional, empowered staff keep your plants looking consistently better
-  **A 90% customer retention rate over the past 35 years**
Top-level performance proven by customers who stay
-  **100% of the Top 10 hotel brands in Texas and Florida are serviced by Natura**
Proven expertise in the demanding hospitality industry
-  **Foliage Direct, our in-house wholesale division**
Foliage purchasing volume assures freshest plants, fast delivery, best pricing
-  **Creative award-winning designs**
International sourcing of containers, plants and design elements provides maximum creativity
-  **Sub-irrigation technology utilized 100% of the time**
Plants receive the proper moisture with less stress and better appearance
-  **A certified Green Earth Green Plants organization**
We're environmentally responsible protecting our natural resources
-  **The only horticultural services company serving all major cities in Texas**
One vendor simplifying decisions, providing best pricing and savings
-  **Leaders providing learning opportunities for other professionals**
We present CEU programs to property managers and design professionals advising of latest trends

Natura's Corporate Structure



POINTS OF CONTACT



DS

DESIGN AND SALES



AE

ACCOUNT EXECUTIVE



OM

OPERATIONS MANAGER



CARE Desk

CUSTOMER SUCCESS COORDINATOR



Natura,
a place to grow

TRAINING

A uniqueness at Natura is our Career Path which allows team members the opportunity to advance along a course of horticultural knowledge and skill development. Natura puts emphasis on education, training, and learning for all of our horticultural staff. Our horticulturalist are consistently evaluated on their alignment to our Core Values, their individual Route Management, Quality of Service, and the overall Impact of their performance. This career path culminates with the nationally recognized National Association of Landscape Professionals (NALP) Technician Certification.

CAREER PATH



Horticultural technicians

are responsible for maintaining accounts assigned to their route. Technicians operate on a structured schedule within the allotted time. Accounts are maintained and reviewed to high standards through our accepted horticultural practices, equipment and techniques

Lead Horticulturalist

are responsible for maintaining high profile accounts, addressing customer care issues, continued training with our current and new horticultural team members and covering open routes



**OUR FOCUS IS
TO PROVIDE
OUR TEAM
WITH THE
STABILITY AND
GROWTH THAT
THEY DESIRE.**

Our industry average turnover is compiled through National Interiorscape Network.

National Interiorscape Network (NIN) is a network of interior landscaping companies who work together to focus on best practices, benchmarking, networking, supplier programs and design trends.

Employee retention is a vital success factor, as People is our number one Core Value.

To put People first, we focus on nurturing a workplace where our employees can thrive. We provide all employees the opportunity for 100% matching 401K, health, dental and vision insurance as well as a complimentary life insurance policy. We offer a health and vision plan which premium is completely paid for by Natura.

We recognize that individual growth and meaningful work is a key component to retaining employees. We focus on moving our teams through their career path.

2016 - **8.34%**

2017 - **14.3%**

2018 - **8.6%**

Industry Avg. (2017) - **30.6%**

Natura



In 2016, in an effort to focus on our frontline team, we increased our starting wage by 27% and increased all of our current frontline employees by an average of 15% overnight. Our focus is to provide our team with the stability and growth that they desire.

All employees are part of some type of incentive depending on the position, from commissions on leads for our frontline employees to incentives on managing proper expenses and hitting their key performance indicators.



client **SUPPORT**

Plants are perishable,
living, breathing
creatures and
require constant and
consistent care to not
just survive but **THRIVE**.

As providers and care-takers of your LIVE working environment, we strive to proactively ensure the highest quality standards of both our products and services.

Our clients hold high expectations of their environment and those who support it! On occasion, unexpected situations arise that require immediate attention.

Our dedicated **CARE Desk**

is your resource to assure that any service issues are acknowledged, resolved and followed up to your complete satisfaction.

OUR GUARANTEE

We pride ourselves on constant improvement.

All CARE tickets are assigned, monitored and measured to completion ensuring we are living up to our PROMISE—Sensation Service of Creative Environments by a Dependable Team.

1/24/7 PROMISE

1 HOUR RESPONSE
24 HOURS ON-SITE
7 DAY RESOLUTION

90% customer retention rate
over the past 35 years



REFERENCES | the company we keep

 <p>Google Gates VERONICA DANIELS 512-850-9028 vdaniels@google.com</p>	 <p>Apple JODY MCDANIEL 512-526-0553 j_mcdaniel@apple.com</p>	 <p>Marriott Hotels LUKASZ CHRZASTEK lukasz.chrzastek@marriott.com</p>	 <p>Electronic Arts RENE RICE 512-687-9833 rrice@contractor.ea.com</p>	 <p>Tesla JODY MCDANIEL 512-364-4220 josmcdaniel@tesla.com</p>
 <p>Newmark, Grubb, Knight, Frank LISA HENSLEY 713-599-5163 lhensley@ngkf.com</p>	 <p>Marriott Hotels JEFF BECHER 713-267-3931 jeffrey.m.beche@marriott.com</p>	 <p>WeWork JULIE HILL 832-583-6346 july.hill@wework.com</p>	 <p>Opal Sands Resort STUART HAZARD 727-409-8803 stuart.hazard@ophotels.com</p>	 <p>Memorial City Mall JAMES DUFFEE 281-642-9917 jamesd@memorialcitymall.com</p>

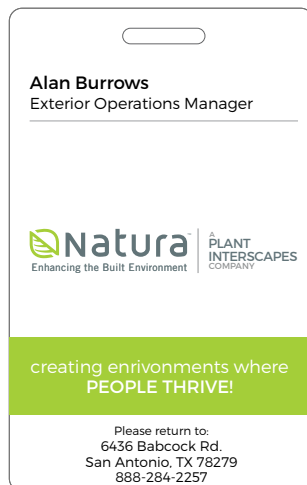
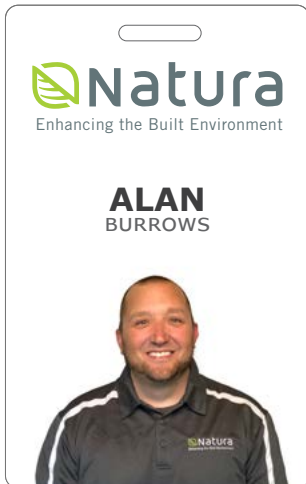


HOW WE PRESENT OURSELVES

Our appearance and the manner in which we interact with our customers, tenants and guests is an important element in overall performance and satisfaction.

WE REALIZE WE ARE AN EXTENSION OF OUR BUSINESS PARTNER'S STAFF.

As such, Natura has an established uniform policy. Our uniforms consist of grey polo shirts, khaki pants or shorts, belts and rubber soled shoes. Our management staff dresses in professional business attire. All uniforms are consistent with the branding of our corporate colors.



OUR IDENTITY IS CRITICAL IN AN ERA OF HEIGHTENED SECURITY.

All service staff wear an ID badge daily with our company name, logo, employee name and position. Often our business partners prefer and provide us with a unique ID badge specific to clearances on particular properties. Often, our staff members submit to more extensive security screenings as often required of individual properties.



TRANSITION timeline

STEP 1

Initial appointment consultation with a Design & Sales Consultant.

STEP 2

The Client sends a 30-day letter of cancellation to the incumbent service provider.

STEP 3

Natura Design and Sales Consultant reviews the proposal with Client representative to determine any additional needs, products or services to be provided. Service initiation date confirmed.

STEP 4

Natura Design and Sales Consultant introduces the Natura Account Manager to Client personnel. Planned services, Client expectations and service scheduling preferences are reviewed and confirmed.

STEP 5

Service Initiation. The Natura Account Manager and service personnel are on site with introductions made to Client representatives. Service Personnel are walked through the account and made aware of special needs and expectations.

STEP 6

Service Follow-up. The Natura Account Manager contacts the Client Account representative and reviews services provided and ensures 100% satisfaction. Adjustments, if necessary, are discussed for implementation.

STEP 7

The Natura Account Manager continues to follow-up a regular basis with the Client representatives in accordance with the Quality Review Program.





Enhancing the Built Environment



INDOOR
PLANTS



OUTDOOR
PLANTS



GREEN WALL
SYSTEMS



HOLIDAY
DECOR

naturaHQ.com



creating environments where
PEOPLE THRIVE

Serving major cities throughout Texas and Florida