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In the bustling urban landscape, where barbecue aromas fill the air, two friends, Zlatko Vuletic and Matt Bowd, found themselves facing a common dilemma - the high cost of, and limited space for, growing fresh vegetables.

etermined to provide a solution, they embarked on a journey that resulted in the launch of Plant2Plate, a company dedicated to empowering people to cultivate their own produce in confined spaces.

At the heart of Plant2Plate's mission is the creation of high-quality, space-efficient planter boxes. These aren't just containers; they are handcrafted pieces of functional art that seamlessly blend rustic charm with contemporary style. Zlatko, with his architectural background, played a pivotal role in designing the Inclining Hyne planter, a tiered structure inspired by Māori farming practices and Auckland's historical connection to tiered gardens on volcanic slopes.

To bring their planters to life, co-founders Zlatko and Matt turned to Resene to capture the essence of nature's picturesque beauty. Inset: Plant2Plate cofounders Matt and Zlatko.

Left: Stained in Resene Plant2Plate planters show off your garden.

Resene WB Woodsman Bushtrack

Resene Bokara Grey

They chose Resene Waterborne Woodsman Bushtrack stain, a favourite with Resene customers for its natural finish that preserves the beauty of the wood, showcasing knots and grain. Customers can also buy a version painted in Resene Bokara Grey, or in a combination of both paint and stain colours.

"We realised that many Kiwis were likely dealing with similar issues and might appreciate an accessible solution," Zlatko says. Thus, the planter was born, a tribute to Auckland's heritage that offers a practical and aesthetic solution for contemporary living spaces.

What sets Plant2Plate apart is their commitment to a single design – the Inclining Hyne planter. This deliberate choice allows them to focus their energy, attention and resources on perfecting a singular, exceptional product. Crafted with meticulous detail, the planter guarantees unparalleled quality that surpasses industry standards.

The materials used in Plant2Plate's creations reflect their dedication to seamlessly integrate with the environment too. Locally sourced timber is employed, enhancing the planter's durability while infusing it with the distinctive warmth and character that defines the local landscape.

"Our inspiration came from the ideology of apartment living," Zlatko says. "If we could create a product that could be used in confined spaces, we could be casting a net to a large group of people."

Despite their corporate jobs in architecture and business, Zlatko and Matt are dedicated to Plant2Plate's mission. They believe in the power of bringing a touch of greenery and self-produced vegetation to every home, even in the midst of urban living challenges.

In a world where space is a premium, Plant2Plate stands as a testament to the enduring spirit of Kiwis, cultivating dreams from plant to plate with Resene Eco Choice approved paint and wood stain and the beauty of locally sourced timber.

Find out more about Plant2Plate and shop at www.plant2plate.co.nz. H

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