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## More Sports for Sporticulture

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Sporticulture, the company that licenses sports teams' logos and colors for use on a range of lawn and garden products, has just entered into licensing agreements with Major League Baseball, the National Hockey League and REALTREE. The agreements allow Sporticulture to manufacture, produce and distribute horticultural products branded with these teams' logos and marks. You'll recall Sporticulture got its start in 2015 with agreements with the National Football League and collegiate teams. And you may have seen pots with Packers or Auburn colors and logos at the trade shows Sporticulture attended.

"2020 confirmed that two of the most important aspects of America's entertainment and leisure activities are gardening and sports," said Sporticulture's founding partner Cort Smith. "Adding MLB, NHL and REALTREE horticultural products to our collection provides creative selling opportunities for wholesale growers and retailers."

Did you know it's more than just plant pots they're into for the lawn and garden category? Yep, they have a range of stuff, from custom ceramics and DIY crafts to outdoor speakers and LED solar torches. **GP**