

FOR IMMEDIATE RELEASE

IOTA Australia Rebrands as Sigma Planters, Ushering in a New Era of Expansion

Australia's Leading Online Planter Supplier Secures \$1M+ Funding, Opens New Warehouses in Sydney and Melbourne, and Embraces Fresh Identity

BRISBANE, Australia – [17 March 2025] – Sigma Planters Pty Ltd, formerly known as IOTA Australia, today announces its rebranding to **Sigma Planters**, marking a transformative milestone in its 17-year legacy as a trusted provider of premium lightweight planters. Supported by **over \$1 million in new funding** and the opening of warehouses in Sydney and Melbourne – to add to their existing Brisbane location, the rebrand reflects Sigma Planters' evolution into a 100% Australian-owned business poised for national growth—while retaining global partnerships and a steadfast commitment to quality.

A Legacy Reinvented

Established in 2008 as the first international franchise of the UK's renowned IOTA Garden & Home (iotagarden.com), IOTA Australia built a reputation for excellence in **Trade Quality Garden Planters**.

Now operating as **Sigma Planters** (<https://sigmaplanters.com.au/>), the company retains the logistical expertise, international purchasing power, and quality assurance of its UK origins while embracing its new identity as a fully independent Australian enterprise.

"This rebrand represents our bold vision for the future. Since launching IOTA Australia in 2008 we've grown into Australia's largest supplier of trade-quality, premium planters. With over \$1 million in new funding and warehouses now in Brisbane, Sydney, and Melbourne, Sigma Planters is positioned for aggressive growth." says **Nicholas Jones**, Managing Director of Sigma Planters. "Additionally we are exploring acquisitions to expand our market leadership and better serve customers nationwide."

What's New at Sigma Planters?

- **Australia's Largest Range:** Lightweight, durable planters for homes, businesses, and landscapes.
- **Online-First Advantage:** Competitive pricing for retail and trade professionals, with exclusive discounts for bulk orders.
- **Free Sample Program:** Experience product quality firsthand before purchasing. Explore samples at <https://sigmaplanters.com.au/sample-products-and-tiles>.
- **National Distribution:** Fast, reliable delivery from warehouses in Brisbane, Sydney, and Melbourne.

- **Seamless Transition:** Existing customers enjoy the same trusted service, now enhanced by streamlined operations.

Why Rebrand?

The shift to Sigma Planters aligns with the company's ambitious growth strategy and Australian market needs. While no longer a franchise, Sigma Planters maintains a collaborative relationship with its UK counterpart, ensuring access to global trends and bulk purchasing benefits.

Explore the New Sigma Planters

Visit <https://sigmaplanters.com.au> to browse the expanded range, request free samples, or learn about trade pricing.

About Sigma Planters

Sigma Planters Pty Ltd is Australia's leading online supplier of premium fibreglass and lightweight concrete planters. Founded in 2008 as IOTA Australia, the company rebranded to Sigma Planters in 2025 to reflect its independent Australian ownership and global supply chain advantages. From urban balconies to commercial landscapes, Sigma Planters combines innovation, quality, and value.

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Notes to Editors:

- High-resolution images, product samples, or interviews with Nicholas Jones are available upon request.
- For more on Sigma Planters' rebranding journey, visit <https://sigmaplanters.com.au/about>