

# 療癒瓶栽之美－「小室瓶栽」張斌總監

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您聽過吃果凍長大的植物嗎？哪些植物可以放進無菌的瓶器內進行栽培呢？讓我來介紹創新的無菌培養觀賞植物的新品牌－「小室瓶栽」。該公司以觀賞者角度創作瓶栽禮品，提供現代人身心紓壓的造景小物，並用最簡易的照顧方式，幫助生活忙碌無法細心照顧植物的植物喜好者都能感受到瓶栽植物的美。

話說成立於 2017 年的蘭因植物科技股份有限公司，總公司在美國，美國的研發團隊以無菌組織培養技術為基礎，產品發展及銷售情形相當良好，公司負責人想在臺灣發展療癒瓶栽，因緣際會下遇到生物科技背景且從事品牌行銷工作的張斌，而張斌也相當看好療癒瓶未來的發展性，進而進行發想及規劃，於是「小室瓶栽」品牌就應運而生。並由張斌總監負責臺灣公司的業務，包括品牌形象建立、商品銷售通路及合作模式，並協助公司營運管理及市場策略分析。張總監評估當時臺灣盆栽市場的發展樣式已達瓶頸點，需要有所突破及新賣點，因此釋出主打「吃果凍長大的植物」的口號（slogan）來吸引消費大眾注意，訴求為不用澆水、簡單照顧也能達到療癒的瓶栽，此舉一出，果然成功地打出品牌及帶來商業效益。

您可能會覺得就是組織培養苗嘛！沒什麼特殊的地方啊？那您就錯了！張總監表示，目前開發的植物種類有水生、蘭花、蕨

類、多肉、食蟲植物等多達 23 種之多，再加上瓶器、培養基顏色、種類多樣的裝飾物等進行不同的排列組合，產品可達 100 項之多，雖然是普通的組培苗，但是加上創意組合後，就有無限的可能了，這種經營模式目前無人可替代，因為他們專營客製化及做到完美的售後服務，所以造就忠實的顧客群，目前他們在各大百貨公司均有實體通路，並且有網路線上平台進行銷售。

小室瓶栽目前已在臺灣站穩立足點，經過市場調查，其他國家雖有組織培養苗，但是創意不足、產品變化性不大。所以，經總監策略分析評估後，目標朝向海外，開始規劃以臺灣製造（MIT）的精品進軍亞洲市場，但無奈 2020 年的 Covid19 疫情攪局無法去海外佈局，打亂了他既定的計畫，但他仍精益求精、克服萬難做好準備，沉潛了二年的時間，他正等待疫情過去，蓄勢待發的時機到來。



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# The beauty of healing terrarium plant - Interview with director Chang Bin of "Easy Plant"

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Have you ever heard of plants that grow on jelly? What kind of plants can be cultivated in sterile jars with jelly? Let me introduce an innovative new brand of aseptic cultivation of ornamental plants "Easy Plant". The company creates bottle gifts from the viewer's point of view, providing modern people with a stress-relieving landscape, and using the easiest way to take care of plants to help plant lovers who are too busy to take care of their plants to feel the beauty of bottled plants.

Founded in 2017, Lanyin Plant Technologies, Inc. is headquartered in the United States (U.S.) The Lanyin research and development team in U.S. is focus on sterile tissue culture technology, and the product development and sales situation there is quite good. The company's director wanted to develop healing bottled plants in Taiwan, and by chance he met Bin Chang, who majors in biotechnology and works in brand marketing. He was also very optimistic about the future development of the healing bottle, and then carried out the idea and planning, so the brand "Easy Plant" was born. He was then in charge of most important business of Lanyin-branch in Taiwan including responsible for brand image building, sales channels and cooperation models, as well as assisting in the company's operational management and market strategy analysis. In that time, he assessed that there were bottlenecks of Taiwan pot plant market. Breakthrough Marketing Strategies and new selling point for Taiwan pot plant market

need to be created. The main slogan was "plants that grow up eating jelly" to attract the attention of the consumer public, and the demand was for bottled plants that do not need to be watered and can be very healing even with simple care.

You might think the products they sale are just tissue culture seedlings! There is nothing special! Then you are totally wrong! Director Chang said that currently, "We have developed as many as 23 species of plants, including aquatic, orchid, fern, succulent and carnivorous plants, etc. In addition, we can arrange different combinations of vases, media colors and various kinds of decorations, and the products can over 100. Because they specialize in customization and perfect after-sales service, they have created a loyal customer base. Brick-and-mortar stores in the major department stores in Taiwan and the online platform are set up for sales already.

After a market survey, although there are seedlings in other countries, they are not creative enough and the products are not very variable. Therefore, after the Director Chang's strategic analysis and evaluation, the goal of "Easy Plant" is to go overseas and start planning to enter the Asian market with Taiwan made (MIT) products. Unfortunately, the Covid-19 pandemic in 2020 disrupted his plans and prevented him from deploying overseas. But he still strives for excellence, overcoming all the difficulties to prepare, submerged for 2 years; he is waiting for the epidemic to pass and the time to arrive.

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