

# GrowGeneration's Horticultural Rep Group Unveils B2B Portal for Hydroponic Retailers and Garden Centers Nationwide

DENVER--(BUSINESS WIRE)-- GrowGeneration Corp. (NASDAQ: GRWG) ("GrowGen" or the "Company"), today announced that the Horticultural Rep Group (HRG), a wholesale division of the Company and a leading distributor in the hydroponic industry, has unveiled its new B2B portal for hydroponic retailers and garden centers. The innovative new portal, HRG Marketplace, aims to revolutionize the way HRG customers and partners across the United States access and procure products. Effective immediately, the HRG Marketplace will become accessible to over 500 existing customers and tens of thousands of garden centers nationwide, offering unparalleled access to the industry's leading hydroponic products.

The HRG B2B Portal was created as a one-stop destination for all hydroponic product needs across various categories. It will also thoroughly change the customer experience, allowing them to browse products online with items ranging from the sought-after nutrient brand Drip Hydro to the top-rated coco line Char Coir. Designed to streamline the procurement process for businesses while adding flexibility and convenience, the portal offers an extensive range of services including detailed product catalogs, shipping tracking, purchase orders and invoices, credit management, inventory location and more.

Hosted at [www.hrgdist.com](http://www.hrgdist.com), the HRG Marketplace is backed by a robust national distribution network, ensuring rapid delivery times of 24-48 hours anywhere in the United States. The portal is supported by an experienced national sales team and a dedicated customer support team, ready to assist clients' needs. The launch of the HRG Marketplace underscores HRG's and GrowGeneration's commitment to supporting the hydroponic industry's growth by providing efficient, reliable access to critical supplies and delivering exceptional service.

"We are excited to launch this cutting-edge platform that directly addresses the requirements of today's hydroponic products industry," said Brian Carlevato, Director of HRG. "The HRG portal is more than just a marketplace. Its B2B functionality empowers hydroponic retailers and garden centers, providing a seamless centralized hub that enables them to grow their businesses by meeting the growing demand for high-quality hydroponic products with efficiency and ease."

Link to video tutorial - [HRG B2B Portal](#)

For additional information about the HRG B2B Portal and to explore its features, please visit [www.hrgdist.com](http://www.hrgdist.com).

## About Horticultural Rep Group (HRG)

The Horticultural Rep Group (HRG) is a premier distributor of hydroponic products and supplies in the United States. With a focus on innovation and customer service, HRG

provides a comprehensive range of products and business solutions to support the hydroponic industry. By leveraging its extensive distribution network and expertise, HRG aims to facilitate the success of retailers and garden centers across the country.

### **About GrowGeneration Corp.**

GrowGen is a leading developer, marketer, retailer, and distributor of products for both indoor and outdoor hydroponic and organic gardening, as well as customized storage solutions. GrowGen carries and sells thousands of products, such as nutrients, additives, growing media, lighting, environmental control systems, and benching and racking, including proprietary brands such as Charcoir, Drip Hydro, Power Si, Ion lights, The Harvest Company, and more. Incorporated in Colorado in 2014, GrowGen is the largest chain of specialty retail hydroponic and organic garden centers in the United States. The Company also operates an online superstore for cultivators at [growgeneration.com](http://growgeneration.com), as well as a wholesale business for resellers, HRG Distribution, and a benching, racking, and storage solutions business, Mobile Media or MMI.

To be added to the GrowGeneration email distribution list, please email [GrowGen@kcsa.com](mailto:GrowGen@kcsa.com) with GRWG.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20240611359760/en/>

KCSA Strategic Communications

Philip Carlson

Managing Director

212-896-1233

[GrowGen@kcsa.com](mailto:GrowGen@kcsa.com)

Source: GrowGeneration Corp.