



HILLS TRANSPLANTS, TASMANIA PLANTING VALUE WITH REUSABLE URTHCOR® BOXES

Customer Success Story - 2026

**DISRUPTIVE
PACKAGING**
Better packaging. No compromises.



HILLS TRANSPLANTS PTY. LTD.
Vegetable and forestry seedling growers

THE CLIENT

WITH A PROUD HISTORY SPANNING MORE THAN 60 YEARS, HILLS TRANSPLANTS BEGAN AS A SMALL MARKET GARDEN FOUNDED BY JOHN AND MEGAN HILL, SUPPLYING FRESH PRODUCE TO LOCAL GROCERY STORES. RECOGNISING AN EMERGING OPPORTUNITY, JOHN BECAME ONE OF THE FIRST PEOPLE IN AUSTRALIA TO GROW VEGETABLE SEEDLINGS COMMERCIALY, LAYING THE FOUNDATION FOR WHAT WOULD BECOME THE COMPANY'S CORE BUSINESS.

TODAY, HILLS TRANSPLANTS IS A THIRD-GENERATION FAMILY BUSINESS LED BY GENERAL MANAGER STEPHEN HILL AND HIS SONS, SAM AND JOSH, WHO EACH MANAGE DISTINCT AREAS OF THE OPERATION.

THE CHALLENGE

Hills Transplants, Tasmania's forestry seedling specialist, needed a seedling carton that could withstand handling during transport and planting, provide reliable drainage, and help control the cost per plant.

Previously, cartons were often burned after use, creating unnecessary waste and additional costs for planting contractors.

THE SOLUTION



Hills Transplants adopted the URTHCOR® boxes for its seedlings. The fluted construction provides increased strength and durability, while the carton design supports better drainage and reduces the likelihood of collapse during handling.

The cartons are also returned to Hills Transplants after planting, allowing them to be reused.

THE RESULTS

- Each carton can be reused approximately 2.5 to 3 times.
- Multiple uses provide a cost-per-plant advantage, helping Hills Transplants maintain competitive prices for its customers.
- The stronger cartons are less likely to collapse during handling and planting.
- Improved drainage supports more reliable performance.
- Contractors save money by returning the cartons rather than burning them.
- Reuse reduces waste and delivers a better environmental outcome.

“OUR EXPERIENCE WITH DISRUPTIVE PACKAGING AND URTHCOR HAS BEEN FANTASTIC—FROM THE SERVICE THROUGH TO THE QUALITY.”

– JOSH HILL, HILLS TRANSPLANTS



URTHCOR® is helping Hills Transplants achieve a stronger, more cost-effective and more sustainable seedling supply solution.



READY TO JOIN THE PACKAGING REVOLUTION?

REDUCE REUSE RECYCLE
NO COMPROMISES

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