

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported): June 1, 2021

GROWGENERATION CORP
(Exact Name of Registrant as Specified in its Charter)

Colorado
(State or other Jurisdiction
of Incorporation)

333-207889
(Commission File Number)

46-5008129
(I.R.S. Employer
Identification No.)

930 W 7th Ave, Suite A
Denver, Colorado 80204
(Address of Principal Executive Offices)

Registrant's telephone number, including area code: **(800) 935-8420**

N/A
(Former Address of Principal Executive Offices)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation under any of the following provisions *see* General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading symbol	Name of each exchange on which registered
Common Stock, par value \$0.001 per share	GRWG	The NASDAQ Stock Market LLC

Section 7 – Regulation FD

Item 7.01. Regulation FD Disclosure

On June 1, 2021, GrowGeneration Corp. (the “Company”) published two press releases announcing its launch of GrowGeneration.com, the company’s newly redesigned e-commerce platform, which now includes the option to Buy Online Pickup in Store, and the Company’s participation in a few virtual investment conferences.

Copies of the press releases are attached hereto as Exhibits 99.1 and 99.2. The information contained in this Current Report on Form 8-K (including the exhibit) is being furnished and shall not be deemed “filed” for the purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that Section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as otherwise expressly stated in such filing.

Section 9 – Financial Statements and Exhibits

Item 9.01. Financial Statements and Exhibits

(c) Exhibits

Exhibit No.	Description
99.1	Press Release dated June 1, 2021
99.2	Press Release dated June 1, 2021

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the Registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Date: June 1, 2021

GrowGeneration Corp.

By: /s/ Darren Lampert
Name: Darren Lampert
Title: Chief Executive Officer

GrowGeneration Launches E-Commerce Platform, Introduces Buy Online, Pick Up in Store

Denver, CO, June 1, 2021 /PRNewswire/ -- [GrowGeneration Corp.](#) (NASDAQ: GRWG), (“GrowGen” or the “Company”) the nation’s largest chain of specialty hydroponic and organic garden centers, today announced the launch of [GrowGeneration.com](#). The company’s newly redesigned e-commerce platform now includes the option to Buy Online Pick up in Store (BOPIS). The BOPIS service will be available at select GrowGen locations.

[GrowGeneration.com](#) is a one-stop e-commerce destination for commercial and craft growers, with a robust inventory of over 10,000 products, ranging from organic nutrients and soils to advanced lighting technology. The newly designed website includes commercial account sign-ups with volume pricing; enhanced order tracking; a virtual garden center with product departments; and a GrowPro channel featuring educational and how-to content from grow specialists.

“We’ve seen a number of retail trends emerge – or accelerate – as a result of the global COVID-19 pandemic,” said Tony Sullivan, GrowGen’s COO. “More than ever, consumers want the ease and convenience of online shopping, but with the option to avoid shipping delays or charges by picking up at their local store. With [GrowGeneration.com](#), we’ve created a streamlined online shopping experience and addressed consumer demand for in-store pick-up. Our goal is to improve our customer shopping experience nationwide, while increasing in-store and online revenue. We are very excited to kick off our omni-channel strategy with the launch of the new website.”

Jeff Callison, Vice President of Digital Commerce, added, “The addition of Buy Online Pick Up in Store pushes us to the digital forefront of our industry. Our stores can now service a much larger footprint, with many of our rural online customers willing to travel up to 50-plus miles to pick up supplies.”

Added Callison “The new website includes integrations with our ERP systems, personalized local store home pages, buy lists for customer inventory planning, a sophisticated quoting engine, question and answers tools for every product, video content channel called the GrowPro Channel, RMA tools for submitting and tracking returns, real-time online site customer service, and more.

US click-and-collect sales more than doubled in 2020 and will sustain double-digit growth rates through 2024, according to Insider Intelligence estimates. Click-and-collect was a key offering that provided peace of mind to shoppers trying to stay safe amid social distancing regulations and will likely remain popular as digital buyers opt for speed and convenience. By 2024, US click-and-collect sales are expected to reach \$140.96 billion. Over that same time period, click-and-collect buyers are expected to increase from 143.8 million people in 2020 to over 160 million in 2024.”

About GrowGeneration Corp.:

GrowGen owns and operates specialty retail hydroponic and organic gardening centers. Currently, GrowGen has 55 stores, which include 20 locations in California, 8 locations in Colorado, 7 locations in Michigan, 5 locations in Maine, 5 locations in Oklahoma, 2 locations in Nevada, 2 locations in Washington, 2 locations in Oregon, 1 location in Arizona, 1 location in Rhode Island, 1 location in Florida, and 1 location in Massachusetts.

GrowGen also operates an online superstore for cultivators at [growgeneration.com](#) and B2B ERP platform, [agron.io](#). GrowGen carries and sells thousands of products, including organic nutrients and soils, advanced lighting technology and state of the art hydroponic equipment to be used indoors and outdoors by commercial and home growers.

Forward Looking Statements:

This press release may include predictions, estimates or other information that might be considered forward-looking within the meaning of applicable securities laws. While these forward-looking statements represent our current judgments, they are subject to risks and uncertainties that could cause actual results to differ materially. You are cautioned not to place undue reliance on these forward-looking statements, which reflect our opinions only as of the date of this release. Please keep in mind that we are not obligating ourselves to revise or publicly release the results of any revision to these forward-looking statements in light of new information or future events. When used herein, words such as “look forward,” “believe,” “continue,” “building,” or variations of such words and similar expressions are intended to identify forward-looking statements. Factors that could cause actual results to differ materially from those contemplated in any forward-looking statements made by us herein are often discussed in filings we make with the United States Securities and Exchange Commission, available at: [www.sec.gov](#), and on our website, at: [www.growgeneration.com](#).

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Connect:

- Website: [www.GrowGeneration.com](#)
- Instagram: [growgen](#)
- Facebook: [GrowGenerationCorp](#)
- Twitter: [@GrowGenCorp](#)

GrowGeneration to Participate in Upcoming Virtual Investment Conferences

DENVER, June 1, 2021 /PRNewswire/ -- GrowGeneration Corp. (NASDAQ: GRWG), (“GrowGen” or the “Company”), the nation’s largest chain of specialty hydroponic and organic garden centers, announced today that the Company will participate in the following virtual investment conferences:

Craig-Hallum 18th Annual Institutional Investor Conference

Darren Lampert, GrowGeneration’s Co-founder and Chief Executive Officer, and Jeff Lasher, Chief Financial Officer, will hold virtual one-on-one meetings with institutional investors on Wednesday, June 2, 2021.

Benzinga Cannabis Capital Conference

Darren Lampert, GrowGeneration’s Co-founder and Chief Executive Officer, will deliver the keynote address on Thursday, June 3, 2021 at 9:10 am ET.

Piper Sandler 41st Annual Consumer Marketplace Conference

Darren Lampert, GrowGeneration’s Co-founder and Chief Executive Officer, and Jeff Lasher, Chief Financial Officer, will participate in a fireside chat on Thursday, June 3 at 3:00pm ET. Management will hold virtual one-on-one meetings with institutional investors during the day.

Stifel 2021 Virtual Cross Sector Insight Conference

Darren Lampert, GrowGeneration’s Co-founder and Chief Executive Officer, and Jeff Lasher, Chief Financial Officer, will participate in a fireside chat on Thursday, June 10 at 10:40 am ET.

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