



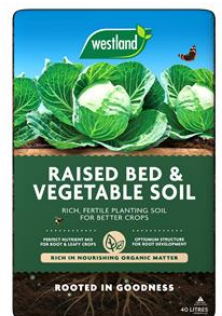
WESTLAND EXPANDS SOILS COLLECTION THAT HELPS ROOT ALL PLANTS IN GOODNESS



Westland Horticulture, home to market leading brands such as Jack's Magic, Boost, Big Tom and Resolva, has expanded its soils collection with a **Raised Bed & Vegetable Soil**.

Every plant starts life in the soil, and every plant deserves to be **rooted in goodness**, so Westland's collection of soils all feature an **enriched blend** that helps to provide the **foundations for a long, healthy life** for a wide variety of plants, including grass, flowers and edibles.

For grow your own enthusiasts, the brand new **Raised Bed & Vegetable Soil** offers gardeners the perfect foundation for growing edibles. It provides the optimum structure for **root development**, leading to strong and healthy plants, and has been meticulously crafted to feature a bespoke **organic nutrient mix**, that's ideal for edibles.



A key benefit of filling raised beds with this new soil is its **non-compressible structure**, which helps to **reduce slumping**, and therefore maintain its volume. Volume loss, texture change and nitrogen lock-up are common problems with high organic content soils, so Westland has developed a **novel stabilised wood**

granule, which is resistant to further degradation, eliminating these issues while maintaining the performance required for growing crops. This soil mix also helps to **release locked up nutrients** that helps plants thrive, leading to bountiful harvests and vibrant blooms. It can be used straight from the bag or added to existing soil.

The full collection from Westland has a soil for all manner of gardening tasks, and includes Top Soil, Lawn Seeding Soil, Lawn & Turf Dressing, Farmyard Manure, and Soil Improver.

All gardeners are advised to improve their existing soil annually, helping to ensure the **best foundations** for their plants, and the **Westland Top Soil** is a specially selected **rich clay loam soil** with a high humus content, making it excellent at **retaining nutrients and moisture**. It is also lime and chalk free, making it suitable for use with a wide variety of plants. In addition to Top Soil, the range also includes a **Soil Improver**, which **replenishes depleted soils**. The soil works naturally in 3 ways to create the best foundations for growth. This includes physical structure, chemical organic matter and pH, as well as biological soil biodiversity and microbial activity. The physical structure creates a stable condition, preventing root damage, while maintaining good aeration and free draining properties, resulting in a soil that is easier to re-wet and retains nutrients.

A lawn is often the centrepiece of many gardens, providing a place to relax and play, and keeping it in tip top condition is easier than ever with Westland's **Lawn Seeding Soil**. Over seeding is an important annual gardening task to keep lawns lush and healthy, and by using the Lawn Seeding Soil gardeners will benefit from **35% improved germination** thanks to its fine grade texture, which ensures **closer seed and root contact**. It also features an added **zinc complex** designed to give grass or newly laid turf the best possible start. Also in the soil range is the **Lawn &**

Turf Dressing – a universal dressing that improves root structure, drainage, and also the physical condition of a lawn. It is perfect for repairing or laying a brand-new lawn, and results in **stronger and healthier grass**.

The final soil in the range is the **Westland Farmyard Manure**, which is a perfect soil conditioner that is a **rich source of organic matter** that offers the essential nutrients to lead to **higher crop yields and abundant growth**. The Farmyard Manure will break down naturally in the soil and release nutrients, making it perfect for mulching and incorporating during planting.

Dympna Carron, Growing Media Brand Manager, at Westland, commented: “Our soil collection has been **meticulously crafted** to help gardeners give their plants the very best start in life, from adding nutrients to existing beds and borders, to helping everyone achieve their best ever lawn, our range is equipped with the essential nutrients to help plants flourish.”

“The popularity of growing your own produce continues to increase, and in addition, many gardeners are choosing to create raised bed for flowers, which not only offers easier maintenance, but also looks visually stunning. Our brand new Raised Bed & Vegetable soil is rich in organic matter to ensure a bountiful harvest and brilliant blooms, and the anti-slumping feature ensures raised beds won't decrease in volume, and so maintain their visual impact.”

ENDS

Notes to editors:

About Westland Horticulture:

Westland Horticulture, home to brands such as Peckish, Unwins, Kent & Stowe, and Gro-Sure, is a leading horticultural company dedicated to helping people create and maintain beautiful, healthy gardens that encourage a variety of birds to visit. Established in Northern Ireland in 1990, we have a rich heritage and pride our brands on being the trusted partners that our customers can rely on, season after season.

Sustainability is at the heart of what we do. We aim to deliver a positive change through long term investment, from significantly reducing peat across our range, increasingly adapting our packaging to become plastic-free, and always striving to source local ingredients. We're also very proud that all our sites use 100% renewable energy and are zero waste to landfill.

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