

Press Release

Ref: G PLANTS 15 12

Date: November 2015

Pages: 2

Contact: Kimberley Hornby, Tel: 01858 681122, Email: kimberley@hornbywhitefootpr.co.uk

Robbie Cumming, Tel: 07765251173, Email: robbie@hornbywhitefootpr.co.uk



G Plants set to 'Bee Friends' with BeeMat

Thriving seed and bulb supplier G Plants is pleased to announce that the popular BeeMat brand has recently been incorporated into its product portfolio, offering retailers increased access to the popular seed mat range.

Complementing the company's existing 'Bee Friends™' offering, the BeeMat collection will no doubt enable G Plants to further expand its market share, which already sees the company sell in excess of 500,000 seed mats each year to a wide range of UK retailers. The BeeMat range, under G Plants' control, will continue to deliver the high yield wild flower mixtures that have become synonymous with the brand. It has also been confirmed that BeeMat's ever-popular sales agent, Nigel Clarke, has been retained to continue to drive sales of the product throughout the year ahead.

Alex Reihl, director of G Plants, said: "This year we have focused our efforts on developing an ethical and effective wildlife range, which is driven less by aesthetics but instead by delivering products that provide the vital nourishment and habitats that are needed by our nation's pollinators, birds and endangered bats. Bee Friends is just the start of this journey; a journey which we are excited to span in 2016. The incorporation of the BeeMat brand is certainly a great place to kick start the early spring season, and we look forward to working with retailers to help them secure stock ahead of the inevitable Easter peak in sales."

G Plants Bee Friends range

Launched at Glee 2015 and already hitting the spot with garden centre customers – G Plants new Bee Friends range consists of a wide range of innovative products including seed shakers, 4-in-1 multipacks, and 3m long seed mats, with a new range of wildlife habitat products to be added for Autumn 2016.

The new range is designed to be more profitable for customers by providing a more complete range, further complimented by the flexibility of G Plants' supply line, packing facilities and distribution network. Merchandised together on a recently updated premium wooden display, the range will be supported by additional wildlife-friendly products throughout 2016, and already features additional products aimed at encouraging endangered bats to the garden - the latest trend in wildlife gardening.

G Plants is investing in logistics and marketing to support retailers with consumer facing social media activity and media coverage. Both the new Bee Friends range and BeeMat products are available to buy now, and are supported by the growing stable of brands available from G Plants that also include Bavicchi seeds and Rooster fertiliser.

Find out more

To find out more about G Plants' seeds, bulbs, garden ornaments, growing kits and giftware; call 01254 790 350 or email sales@gplants.com.

ENDS

Words: 436

Press Release

Ref: G PLANTS 15 12

Date: November 2015

Pages: 2

Contact: Kimberley Hornby, Tel: 01858 681122, Email: kimberley@hornbywhitefootpr.co.uk

Robbie Cumming, Tel: 07765251173, Email: robbie@hornbywhitefootpr.co.uk



Images: G Plants Alex Reihl is joined by Terraseed's technical director, David Holloway

For more information, interviews or images please contact:

Kimberley Hornby, G Plants PR Team, Hornby Whitefoot PR

Tel: 01858 681122 Email: kimberley@whitefootpr.co.uk

Robbie Cumming, G Plants PR Team, Hornby Whitefoot PR

Tel: 07765251173 Email: robbie@hornbywhitefootpr.co.uk