



The professional grower's choice

27th October 2010

WILLIAM SINCLAIR GAINS RECOGNITION FOR ITS SUSTAINABILITY PERFORMANCE

William Sinclair Horticulture Limited, one of the UK's leading suppliers of growing media, is pleased to announce that its sustainability achievements were recognised during the recent London Stock Exchange's AIM Awards 2010.

William Sinclair was one of only four companies nominated for the Achievement in Sustainability Award which was sponsored by PWC.

Sustainability achievements for the award relate to improvements in products or services, management of supply chain, reducing resource usage or carbon footprint, or other operational aspects. The Voting Panel looked for leadership, innovation and lasting commitment to sustainability.

Danny Adamson, Managing Director, William Sinclair – Retail, commented.

“Being nominated for this award provides independent validation for the significant progress William Sinclair has made with regards to reducing its carbon footprint during 2010. It has done this by reducing road miles, developing more efficient harvesting processes and regenerating peat bogs.

“Our biggest sustainability success during the year was the industry breakthrough made with Super Fyba, our peat free product made from green compost oversize by-product. Sinclair has proven once again that it has the technological ability to innovate and lead its industry and to provide a growing media that has good water retention qualities, a low nutrient level, is nitrogen stable, lightweight, looks like peat and is made from entirely renewable sources.

“Super Fyba's excellent qualities have been demonstrated yet again. Super Fyba has out-performed peat in recent independent trials of growing media for bedding plants.”

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For further information:

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