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## **Demand for non-peat products surge as gardener confidence grows**

William Sinclair Horticulture Limited, the Professional Growers' Choice, is pleased to announce that Sinclair Retail has experienced unprecedented demand for its peat free growing products.

Sales of Sinclair's New Horizon peat free composts have surged this season with an increase in sales of over 44% compared to the previous year. This reflects both the ongoing change in consumer attitude towards good quality peat free products and Sinclair Retail's ability to meet exceptional pre-Easter demand via excellent product availability and high levels of distribution services.

### **Commenting on the strong demand, Danny Adamson, Managing Director of Sinclair Retail said;**

"Gardeners have for a long time had doubts about the performance of peat free products. However, these trends demonstrate that we are now clearly witnessing a major shift in consumer attitudes towards high quality peat-free products.

"The quality of the New Horizon brand is clearly being recognised by gardeners on the back of its excellent growing performances and it is extremely exciting that Sinclair has made such significant strides in winning gardeners' approval and trust.

"Sinclair has over 20 years experience of investing in the development of peat-free composts. This investment is being accelerated as we focus on ensuring we continue to supply gardeners with superior products that not only perform as well as peat, but better than peat."

New Horizon was recently awarded the Which Best Buy 'Seed Sowing' compost for its Growbag and the Which Best Buy 'Container Compost' for its multi-purpose compost.

Despite an industry shortage of growing media, Sinclair has maintained healthy reserves of all of its growing composts.

- Ends -

### **For further information:**

**William Sinclair Horticulture Limited**

Danny Adamson, Managing Director

Mark Way, Corporate Communications

[www.william-sinclair.co.uk](http://www.william-sinclair.co.uk)

01522 537561

07786 116991