



The professional grower's choice

28th February 2011

NEW HORIZON WINS WHICH? BEST BUY FOR A SECOND YEAR IN A ROW

William Sinclair Horticulture Limited, one of the UK's leading suppliers of growing media is pleased to announce that for the second year running its peat-free New Horizon Multi-Purpose Compost has been awarded a Which? Best Buy.

During the Which? trials of 21 widely available composts, New Horizon Multi-Purpose Compost scored 80% and even outperformed seven peat-based composts. Which? also provides further value for gardeners with New Horizon Multi-Purpose Compost identified as the cheapest Best Buy compost for containers.

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

“New Horizon has once again confirmed its leading position in the peat-free market. Developing trust with consumers is the most critical component of gaining gardeners' confidence in peat-free composts and it is particularly pleasing to see our consumers are selecting New Horizon, demonstrated by the 39% increase in sales last year.

“William Sinclair has built its reputation on leading the horticulture industry by consistently supplying high quality products in every single bag anywhere around the country. We continue to strive to exceed our customers's expectations as we enter the busy spring season.”

www.william-sinclair.co.uk

William Sinclair Holdings Plc

Danny Adamson, Managing Director - Retail

Mark Way, Corporate Communications

01522 537561

07786 116991

