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Industry breakthrough – launch of high performance peat alternative

for the horticulture industry

William Sinclair Horticulture Limited, one of the UK's leading suppliers of growing media, has developed a unique, ground breaking growing media that performs as well as peat and has the potential to enable the horticultural industry to meet the government's 2020 peat free target.

The new product called Sincro-BoostPlus has similar qualities to peat namely: good water retention qualities, a low nutrient level, it is nitrogen stable, lightweight, it even looks like peat and is made from entirely renewable sources.

William Sinclair's specialist topsoil subsidiary, Freeland Horticulture, has spent several millions of pounds developing a new technology that resolves all the problems of using green compost for peat replacement.

Freeland is able to utilise that technology to utilise a by-product from civic amenity green waste that currently is very difficult to use and frequently becomes a problem material that requires disposal. This widely available material is treated to remove salts, glass, plastics, metals and stones that normally contaminate the green waste.

"For far too long consumers have had to endure poor quality peat alternatives. As highlighted in recent Which? Gardening reports, too many products do not meet gardener's expectations or support plant growth satisfactorily, a situation which William Sinclair is working to change."

Bernard Burns, Chief Executive of William Sinclair commented.

“Following substantial investment, our technological breakthrough resolves the problem of using green compost as a growing media and at the same time reduces the peat industry's carbon footprint. As most of the raw material used by Sincro-BoostPlus is sourced from urban areas, there will be only limited transport required to get the product to the conurbations where most gardeners are located”.

“This is a significant development for our industry. Utilising the four million tonnes of civic amenity and garden waste in the UK is the most environmentally friendly source of peat free raw material.”

“It is essential that raw material supplies are consistently of good quality. If the growing media industry is to reach the government's peat free target, and we can, then it must be remembered that every bad bag of peat free drives users back to peat. We believe that legislation is required to standardise and police consumer product quality and greater collaboration is needed amongst all parties to meet the 2020 target.”

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