

## Grow Your Business with The Real Soil Company - SuperSoil

A new natural topsoil that appeals to the premium Customer.

Your best Customers are looking to buy high quality soil products. Products that not only produce great results but are eco-friendly.

These premium customers – especially those interested in climate change, the environment and their food – visit your centre for your expertise, ideas and inspiration. The Natural Soil Company SuperSoil will help you attract these high-value customers and help position you differently from your competition.

### Key Features

- SuperSoil is a 100% enhanced topsoil, created using ethically sourced natural components. This means that:
  - Plants grow better and establish quicker.
  - Plants are more resilient to pests and disease
  - Edible crops are nutritionally enhanced, healthier and provide better yield
- Organic with high consistency and resilience
- Developed, tested and *proven* by the latest in soil research
- Perfect for customers with a social conscience (CSR friendly)



### Who Are We?

Boughton are an acknowledged specialist and market-leading supplier of topsoil, growing media, specialist loam blends and landscaping products, with over 30 years' of successful delivery to the industry, U.K. wide. We are passionate that natural, organic and sustainable topsoil is better than manufactured topsoil.





## **8 Reasons Why You Should Consider Selling The Real Soil Company SuperSoil**

Stocking The Real Soil Company SuperSoil in your garden centre makes sound financial sense:

### **1. Sales Confidence**

SuperSoil is already selling well with 10+ tonne orders placed...

### **2. Greater Margins**

An attractive margin means you will retain more profit for every bag sold.

### **3. What Consumers Want**

Market data suggests that premium customers are looking for ethically sourced organic topsoil. Your garden centre will be 'on trend' and reflect current Customers concerns regarding e.g. climate change, pesticides and soil erosion.

### **4. Attractive packaging and branding**

SuperSoil has a fresh and contemporary branding and design that attract the attention of Customers.

### **5. Happy Customers**

SuperSoil produces great results for your Customer AND gives a great first impressions on opening. Your Customers will be happy to tell their friends and thereby helping your brand perception.

### **6. Complement Existing Ranges**

While a new product, SuperSoil easily sits within any of your other organic ranges. There are no major changes to your existing sales processes. The Real Soil Company SuperSoil also provides excellent up-sell and cross-sells opportunities.

### **7. A Reliable Supply**

The Boughton team offer guaranteed support and reliability of supply. This means you will never have to worry about stocks running low. Volume amounts can also be tailored to your precise needs.

### **8. Exclusivity**

The Real Soil Company SuperSoil will only be stocked in a limited number of high-quality garden centres. Those that choose to stock this topsoil will have an exclusive product that will not be available to your competition locally – thereby positioning you differently and helping to drive footfall.

## Technical Details

Soil biology plays a vital role in defining fundamental soil characteristics. The decomposition of organic matter by soil organisms has a major influence on soil fertility, plant growth, soil structure, and carbon storage.

SuperSoil outperforms manufactured soils in each key area.

- Phosphorus (P) – Required by plants for respiration and growth.
  - Phosphorus contributes to the structural strength & quality of healthy plants, encouraging the growth of roots. Phosphorous is needed for the transformation of energy from the sun into functioning compounds.
- Potassium (K) – Essential for respiration and photosynthesis.
- Potassium is vital in processes that contribute to growth and development of the plant. Without Potassium the growth of plants is stunted.
- Magnesium (Mg) – Needed for photosynthesis, and therefore required to keep grass green!
- Organic Matter – Improves the structure of the soil, water retention and drought tolerance.

## The Next Steps

To learn more about The Real Soil Company SuperSoil and how it can help your business grow, please contact Simon Hedley for a no obligation chat on: 01536 510515

