

Bloomin^{AMAZING}



We look forward to hearing from you and of course we would be happy to answer all your questions about **Bloomin Amazing™**

Please contact Nick or Kirk by email on:
hello@bloominamazing.com
or call us on: **01305 267886**

50L

RRP - **£5.99**

Pallet quantity - **70**

100% PEAT FREE

- ✓ Suppresses Weeds
- ✓ Enriches Soil
- ✓ Feeds Plants
- ✓ Deters Slugs

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SOIL ENRICHER

www.bloominamazing.com

West Country Soil Improvement Ltd. Rainbarrow AD Plant,
Martinstown, Dorchester, Dorset DT2 9JF, 01305 267886



Features and Benefits



Bloomin Amazing is a unique new triple action soil enricher. It's made entirely from a byproduct of the UK's first commercial biomethane generating plant, it is 100% peat free and produced from 100% renewable energy. The project is a pioneering joint venture between The Duchy of Cornwall and local farmers

The high organic matter content of the product makes it an ideal soil conditioner and a perfect mulch with excellent weed suppression properties. It also has a significant fertiliser content so it really performs the roles of soil improvement, mulching and feeding in one product. As a mulch there is no need to dig **Bloomin Amazing** in to the soil, and it is much lighter than other mulches, clean to handle and almost odourless.

If mixed with soil in a blend of 50/50 with **Bloomin Amazing** it provides excellent moisture retention for vegetable and salad growing, or can provide successful establishment of new roses, trees and shrubs, then with another layer applied to the surface to act as a mulch and help suppress weeds. Many say that it deters slugs too....

Retail Success

The GTN Bestsellers Growing Media Chart

Week Ending Sunday 20th December 2020

This Week	Last Week	Product Description	Size	BarcodeNum	Volume Sales Change
1	14	Bloomin Amazing Soil Enricher 70L	70L	705632527993	+100% Increase
2	3	Westland Multipurpose Compost with John Innes 50L	50L	5023377855566	Increase
3	1	Growth Technology Houseplant Focus Repotting Mix Peat Free 8L	8L	5025644915645	
4	4	Westland Gro-Sure Farmyard Manure 50L	50L	5023377859885	Increase
5	10	Growth Technology Cactus & Succulent Focus Repotting Mix Peat Free 2L	2L	5025644913672	Increase
6	8	Westland Landscape Bark 100L	100L	5023377851230	Increase
7	5	Westland John Innes No 3 30L	30L	5023377007552	
8	40	Growth Technology Orchid Focus Repotting Mix Peat Free 3L	3L	5025644911050	+100% Increase
9	13	Evergreen Garden Care Levington Multi Purpose with John Innes 40L	40L	5010272186819	Increase
10	6	Growth Technology Houseplant Focus Repotting Mix Peat Free 2L	2L	5025644913665	

Bloomin Amazing entered the above GTN charts in 2018 within a few months of launch, reaching No1 in December 2020 against much larger brand businesses, and has rarely been out of the charts since. In 2021 we reached over 350 garden centres throughout the UK. We have unlimited raw material, and a team that is keen to get the job done.



Sustainability Credentials

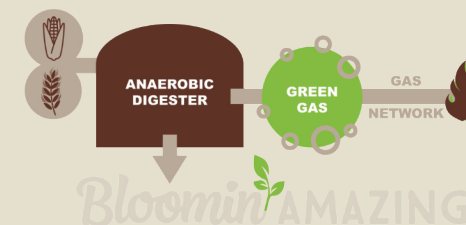
Bloomin Amazing is produced near Poundbury - an urban extension to Dorchester built according to the principles of urban planning advocated by HRH The Prince of Wales, with the concept of sustainability at the heart of the masterplan. Rainbarrow Farm AD plant was the UK's first commercial biomethane to grid plant and first injected green gas into the National Gas Network in October 2012. There are now over 100 gas to grid plants in the UK. The project was a winner of the British Renewable Energy Association Leadership Awards in June 2013, and was a finalist in the REA 2018 Sustainability Awards.

Carbon footprint is kept as low as possible in the production of **Bloomin Amazing** by sourcing all the raw materials within an average 7 mile radius of the plant. Raw material are in the form of sustainable break crops

grown on local farms. They are fed into the plant where they take 30+ days to fully complete the digestion process whilst at 52° C. The plant generates enough gas to flow to 7,500 homes in the winter and 100,000 homes in mid-summer.

One of the byproducts of the process is approximately 12,000 tonnes of organic separated 'digestate' and it is this that becomes the finished product **Bloomin Amazing**

Another byproduct is CO₂ which we capture and distribute to local food & beverage + horticulture industries.



Endorsements



Stewarts Garden Centres listed **Bloomin Amazing** right from the start taking their first deliveries in mid March 2018.

Bloomin Amazing fits with their strong sustainability objectives around recycling, local sourcing and community. "Our customers agree **Bloomin Amazing** is blooming amazing!" said Duncan Wills for Stewarts.