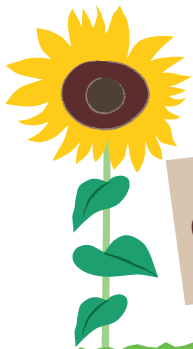




Vegan
Approved
Organic
Goodness

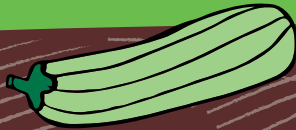
THE REALSOIL COMPANY



HIGH
ORGANIC
CONTENT



PEAT
FREE



Adding science to nature
to create super products



Who Are We?

The Real Soil Company is a brand that believes in the importance of high quality and eco-friendly natural topsoil. We create ethically sourced and passion-filled natural and sustainable products, that deliver superior performance and environmental excellence.

**We believe that nature knows
best when it comes to growing!**

The Real Soil Company allows you to offer something different; something which will drive up the average basket spend at the point of sale whilst arming consumers with a product they can really trust in.

We've invested significantly in building a real standout brand, which draws the eye from across the sales floor and clearly outlines the products USP's, such as 'organic' and 'peat-free' thanks to the unique visual branding which is unlike other growing media brands on the market today.

*Did you know that a typical bag of topsoil
from the garden centre or DIY store can have a high
sand content?*

*Many of the bestselling topsoils are little more than 80%
sand and 20% compost, in stark contrast with The Real Soil
Company's nutrient dense, organic topsoils – which
features enriched soil and nothing else!*



Eco-conscious, peat-free growing with The Real Soil Company

The Real Soil Company is the solution greener gardeners have been looking for.

Whether changing their diet and lifestyle or trying to adopt better habits, consumers are making more informed decisions and better choices for their own health and that of the planet. The interest in vegetarian and vegan diets has increased steadily, whilst concern for the environment and the effects of climate change is escalating.

Shoppers are actively seeking products that have minimal impact on the environment, from production and the way materials are sourced, right through to what happens to the packaging after use.

This is a growing movement in gardening, with demand soaring for sustainably sourced, plant-based products that work with nature to deliver impressive results. Retailers need to act now and get on board with this emerging category, and The Real Soil Company is at the root of this.





SuperSoil

Product Specification

SuperSoil is a 100% natural topsoil, enhanced with a 100% natural and organic single-source plant derived amendment, which meets higher environmental, physical and nutritional standards than is currently specified in BS3882.

We choose the finest natural topsoils as the main ingredient in SuperSoil. Each batch is analysed in detail by our soil scientists and then precisely blended in accordance with our stringent formula to ensure optimum characteristics and performance.

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 a better yield.
- Soil is organic with high consistency and resilience.
- SuperSoil is developed, tested and proven using the latest in soil research.
- SuperSoil is perfect for customers with a social conscience.



Customer Testimonial

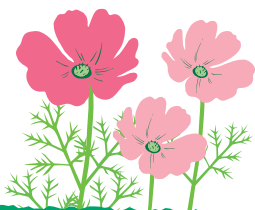
As a keen and enthusiastic gardener for many decades I have learnt how vital it is to provide the very best soil conditions for trees, plants, vegetables and fruit to thrive.

Having recently moved to a new house I found the soil in the garden was the heaviest clay I have ever encountered. My wife researched the best soil to buy and SuperSoil ticked all the boxes. The soil is very rich, easy to handle and move. Within a very short time the beds were full and I was able to plant out young lettuce, beetroot and sow French beans directly into the soil.

Just three weeks later we were able to start harvesting the lettuce and beetroot, and the French beans were already four inches high. We are absolutely amazed at the speed and quality of the produce SuperSoil is delivering.

We believe SuperSoil has saved us years of back breaking labour and would recommend this amazing soil to everyone who wants to establish a rich and fertile garden, where plants don't just survive but thrive.

Phil & Pam Walkington



Vegetable & Fruit Topsoil

Our new 100% natural, peat-free and organic Vegetable & Fruit Topsoil has been created to help vegetables and fruit get off to the best possible start, without causing environmental damage.

Vegetable & Fruit Topsoil contains slow releasing major nutrients, trace elements and minerals that will help your plants thrive. It will improve your soil type and structure, as well as give your vegetables and fruit more resilience to pests and disease.

Packed full of organic nutrients for optimal plant health, The Real Soil Company's Vegetable & Fruit Topsoil is the solution gardeners have been searching for.

Product Specification

Vegetable & Fruit Topsoil is a 100% natural topsoil, enhanced with a 100% natural, organic compost that is PAS100 certified. It is 100% peat free, with no added chemicals or artificial fertilisers.

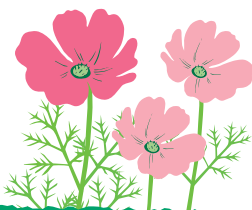
We choose the finest natural topsoils as the main ingredient in our Vegetable & Fruit Topsoil. Each batch is analysed in detail by our soil scientists and then precisely blended in accordance with our stringent formula to ensure optimum characteristics and performance.



Key Features

Our Vegetable & Fruit Topsoil 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 a better yield.
- Soil is organic with high consistency and resilience.
- It is perfect for customers with a social conscience.





Why The Real Soil Company makes sound financial sense:

Sales Confidence

The Real Soil Company is already selling well within top performing garden centres.

What Consumers Want

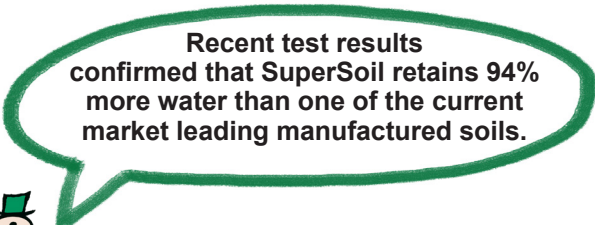
Market data suggests that premium customers are looking for ethically sourced organic topsoil. Your garden centre will be 'on trend' and reflect current customers' concerns regarding climate change, pesticides, soil erosion and peat free.

Attractive Packaging and Branding

We have a fresh and contemporary brand and design that attracts the attention of customers, especially those new to gardening.

Happy Customers

The Real Soil Company produces fantastic results and gives a great first impression on opening. Your customers will be happy to tell their friends, thereby helping your brand perception.



Recent test results confirmed that SuperSoil retains 94% more water than one of the current market leading manufactured soils.



Complement Existing Ranges

The Real Soil Company easily sits within any of your other organic ranges and there are no major changes to your existing sales processes. The Real Soil Company also provides excellent up-sell and cross-selling opportunities.

A Reliable Supply

We 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.

Exclusivity

The Real Soil Company will be stocked in a limited number of high-quality garden centres. Those that choose to stock our topsoils will have exclusive products that may not be available to your competition locally – thereby positioning you differently and helping to drive footfall.



The Real Soil Company outperforms manufactured soils in each key area:

Phosphorus (P):

Required by plants for respiration and growth. Phosphorus contributes to the structural strength and quality of healthy plants, encouraging the growth of roots. Phosphorus 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 the growth and development of a plant. Without potassium the growth of plants is stunted.

Magnesium (Mg):

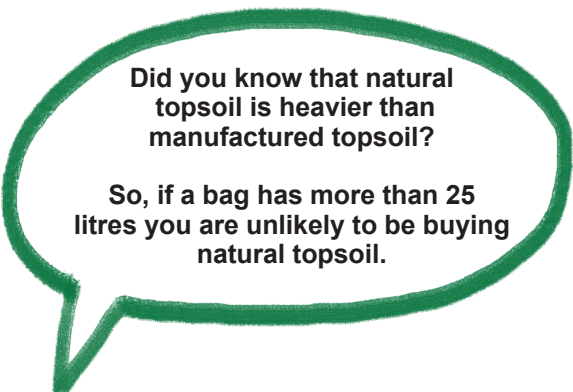
Needed for photosynthesis, and therefore required to keep grass green!

Organic Matter:

Improves the structure of the soil, water retention and drought tolerance.

Sand/Silt/Clay Content:

Affects the mechanical handling properties of the soil.



Did you know that natural
topsoil is heavier than
manufactured topsoil?

So, if a bag has more than 25
litres you are unlikely to be buying
natural topsoil.



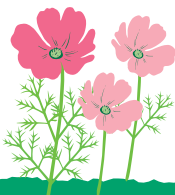
Our Current Stockists

The Real Soil Company is currently stocked in high performing garden centres and online retailers across England and Scotland, including:



“ The SuperSoil packaging really stands out from its competitors and catches our customers attention. The premium quality of the product really comes through in the design, and it's great that the bag is 100% recyclable. ”

Adam Young
Bosworth's Garden Centre



THE REAL SOIL COMPANY



The Real Soil Company is brought to you by Boughton.

Boughton – an acknowledged specialist and market leading supplier of topsoil, specialist loam blends and landscaping products with over 30 years of successful delivery to the industry.

For more information on The Real Soil Company:



Phone: 01536 510517

Email: info@therealsoilcompany.co.uk

Visit: www.therealsoilcompany.co.uk



therealsoilcompany.co.uk