



empathy
the biological choice

2022

rootgrow™ MYCORRHIZAL FUNGI



'for every time you plant'

rootgrow™ mycorrhizal fungi is at the heart of the Empathy range and has established itself as a mainstream gardening product which enjoys a strong customer following. rootgrow™ mycorrhizal fungi is unique in its function to increase root area and is designed for use at time of planting to promote 'strong, healthy plants' in the most natural way possible.

WEATHERPROOF PACKAGING

Top Sellers



Empathy rootgrow™ mycorrhizal fungi

Barcode 5060160320412

Size: 60g RRP: £2.25

Barcode 5060160320023

Size: 150g RRP: £4.99

Barcode 8594041564741

Size: 360g RRP: £9.99



Empathy rootgrow™ ericoid mycorrhizal fungi

Barcode 5060160320726

Size: 200g RRP: £6.99

A rootgrow™ version bringing all the valuable mycorrhizal fungi benefits that will treat Rhododendron, Azalea, Blueberries and other ericaceous plants. One pack will treat up to 20 plants.

PLANT STARTER PRODUCTS

Top Seller



250g SIZE NOW AVAILABLE

Empathy BULB STARTER with rootgrow™

Barcode 5060160321358

Size: 250g RRP: £2.99

Barcode 5060160320399

Size: 500g RRP: £5.99

Can be located on peg boards, shelves and till ends where bulbs, corms and tubers are displayed.

New Packaging



BASKET & PATIO FEED

Barcode 5060160320993

Size: 1 Litre RRP: £7.99

BASKET STARTER

Barcode 5060160320580

Size: 12 Biscuits RRP: £3.99

Basket Starter & Liquid feed: (enough for up to 4 hanging baskets)

The complete empathy solution for link sales with hanging baskets and bedding plants. Easy to use coir biscuits containing 5 active components including rootgrow™ for sustained natural benefits at planting time. Organic based liquid feed with seaweed extract and amino acids for regular use.

LINK SELL WITH GROW BAGS

New Packaging



TOMATO FEED

Barcode 5060160321006

Size: 1 Litre RRP: £7.99

TOMATO STARTER

Barcode 5060160320597

Size: 6 Biscuits RRP: £2.99

Tomato Starter & Liquid Feed: (enough for 2 grow bags – 6 tomato / veg plants)

The complete empathy solution for link sales with grow bags and tomatoes. Easy to use coir biscuits containing 5 active components including rootgrow™ for sustained natural benefits at planting time. Organic based liquid feed with seaweed extract and amino acids for regular use.

PLANT FEEDING PRODUCTS

New Packaging



Biostimulant and feed:
The Empathy Liquid AFTER PLANT range is designed to enhance and compliment the conventional AFTER PLANT granular fertilisers.

All products contain natural and sustainable ingredients to offer your plants the best biological nutritional benefits and above all be highly effective and easy to use.



Empathy AFTER PLANT Rose Feed

Barcode 5060160320986

Size: 1 Litre RRP: £7.99

Empathy AFTER PLANT All-purpose

Barcode 5060160320122

Size: 1 Litre RRP: £7.99

Empathy AFTER PLANT Evergreen

Barcode 5060160320979

Size: 1 Litre RRP: £7.99

Empathy AFTER PLANT Ericaceous

Barcode 5060160320146

Size: 1 Litre RRP: £7.99

Empathy AFTER PLANT Grow Your Own

Barcode 5060160320139

Size: 1 Litre RRP: £7.99

WEATHERPROOF PACKAGING

Top Sellers



The Empathy AFTER PLANT range are plant food products containing nutrients, rootgrow™ mycorrhizal fungi and plant growth promoting bacteria. It not only provides essential nutrients but also conditions soil and enriches soil biology for long lasting growth benefits. AFTER PLANT is designed to follow on from rootgrow™ to keep the soil biology topped up over the seasons.

Empathy AFTER PLANT Rose Food

Barcode 5060160320382

Size: 1kg RRP: £6.99

Empathy AFTER PLANT Evergreen

Barcode 5060160320450

Size: 1kg RRP: £6.99

Empathy AFTER PLANT Tree & Shrub

Barcode 5060160320702

Size: 1kg RRP: £6.99

Empathy AFTER PLANT Ericaceous

Barcode 5060160320719

Size: 1kg RRP: £6.99

Empathy AFTER PLANT Climbers & Flowering Plants

Barcode 5060160321396

Size: 1kg RRP: £6.99

LAWN CARE

SUPREME GREEN LAWN CARE

The Complete Solution from Empathy by PlantWorks Ltd



Formed from material
that would normally
go to land fill
100% recyclable!

Everything needed to create, maintain and enjoy a lush, high quality lawn the natural way.

In keeping with the core values of the empathy brand the Supreme Green Lawn Care range includes our well known premium quality lawn seed, liquid concentrate and the new granular lawn feed. The feeds are formulated to reduce chemical use in gardening by increasing the natural biology in roots, soils and substrates.

These pioneering products are highly effective, environmentally friendly and easy to use.

SUPREME GREEN Lawn Seed with rootgrow™

Barcode 5060160320184

Size: 500g 14sqm Coverage RRP: £7.99

Barcode 5060160320177

Size: 1kg 28sqm Coverage RRP: £13.99

Barcode 5060160321488

Size: 3kg 84sqm Coverage RRP: £34.99

SUPREME GREEN Lawn Feed & Improver with rootgrow™

Barcode 506010321259

Size: 4.5kg 125sqm Coverage RRP: £13.50

SUPREME GREEN Lawn Patch & Repair with rootgrow™

Barcode 5060160321402

Size: 3kg Treats 45 patches RRP: £13.50

Liquid Lawn Feed & Biostimulant

Barcode 5060160320153

Size: 1 Litre RRP: £7.99

WILD FLOWER SEED



Mini Meadow easy sow wild flower seed

Barcode 5060160320160

Size: 3m² RRP: £5.99

Barcode 5060160320375

Size: 10m² RRP: £14.99

Designed as an impulse purchase with eye catching packaging. Mini meadow will produce a small, beautiful and valuable habitat for bees, butterflies and insects.



INDOOR PLANTS

AFTER PLANT PUMP & FEED

NEW FOR 2022



Empathy **AFTER PLANT** Pump & Feed is a 100% organic (OF&G registered) ready to use biostimulant. In keeping with the core values of the Empathy brand, this product is formulated to reduce chemical use in gardening by increasing the natural biology in roots, soils & substrates.

House Plant Pump & Feed is a pure blend of seaweed extract and plant derived amino acid biostimulant.

How to use - No need to mix or measure. Simply pump directly onto the soil or into the saucer, water as usual after application

Empathy AFTER PLANT House Plant Pump & Feed

Barcode 5060160321440

Size: 500ml RRP: £5.99

Empathy AFTER PLANT Orchid Pump & Feed

Barcode 5060160321457

Size: 500ml RRP: £5.99

BARE ROOT TREE PLANTING & LANDSCAPING



Empathy rootgrow™ with GEL sachet for bare rooted plants

Barcode 5060160320191

Size: 360g RRP: £10.99

Barcode 5060160320221

Size: 1kg RRP: £24.99

Empathy rootgrow™ GEL, for bare rooted plants, contains rootgrow™ mycorrhizal fungi granules with a separate sachet of dipping gel powder



rootgrow™ Professional supplied with GEL sachet

Barcode 5060160320009

Size: 2.5 Litre RRP: £45.60

Barcode 5060160320207

Size: 5 Litre RRP: £90.00

Barcode 5060160320214

Size: 10 Litre RRP: £168.00

AFTER SALES SUPPORT & POS FOR GARDEN CENTRES

PlantWorks offer a full range of in-store and plantaria POS to help promote our ranges. The key to link selling is to promote a purchase with the plant being sold. We can provide banners, bed cards, correx and plant labels, all tailored for link selling Empathy products. Locating amongst target plant groups such as Roses, Evergreens, Trees, Specimens and Ericaceous plants will re-enforce the message whilst customers travel around the garden centre.

A range of POS material for indoor and outdoor use can be tailored to your specification.



ALL EMPATHY PRODUCTS ARE SUPPLIED IN WEATHERPROOF PACKAGING



After sales support for online retailers and catalogues

Adding our ranges to your existing web shop or catalogue could not be simpler. We can provide high resolution product images along with product descriptions, extended text and **instructional videos**.



At Empathy by PlantWorks we are constantly seeking suitable packaging that would satisfy the need to hold and protect our products and reduce environmental impact. Our new larger lawn seed is paper while the lawn feed tub is made from recycled material (2nd generation plastic). We recently changed our bottle lid from black to white as black is not recognised by most recycling centre sorting machines.

Almost all Empathy products are packaged in resealable packs thus making them reusable, there is an added cost to this but it is a policy we took very early on so the consumer can choose to re-use rather than discard to waste or recycling. For example, a bulb starter pack, which is resealable, is ideal for storing bulbs, corms and setts over winter, they can even be used as alternative plant pots for cuttings and seedlings etc.