

Bloomin' AMAZING

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Suppresses weeds



Enriches soil



Feeds plants



BACKGROUND

- ✱ Bloomin Amazing is a unique new soil conditioner, weed suppressant and plant fertiliser all in one
- ✱ It's made entirely from a by-product of the UK's first commercial biomethane generating plant
- ✱ The project is a unique joint venture between The Duchy of Cornwall, three local farmers and business consultants, ABP Ltd
- ✱ The project was conceived to provide renewable energy for the sustainable community of Poundbury, Dorchester



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HISTORY



- ✱ Poundbury is an urban extension to Dorchester built according to the principles of urban planning advocated by HRH The Prince of Wales
- ✱ Construction of Poundbury began in October 1993 with the concept of sustainability at the heart of the masterplan
- ✱ The UK's first commercial biomethane generating plant opened close to the town in March 2012
- ✱ The very first biomethane from the plant went into the National Gas Network in October 2012
- ✱ The project was a winner of the British Renewable Energy Leadership Awards in June 2013



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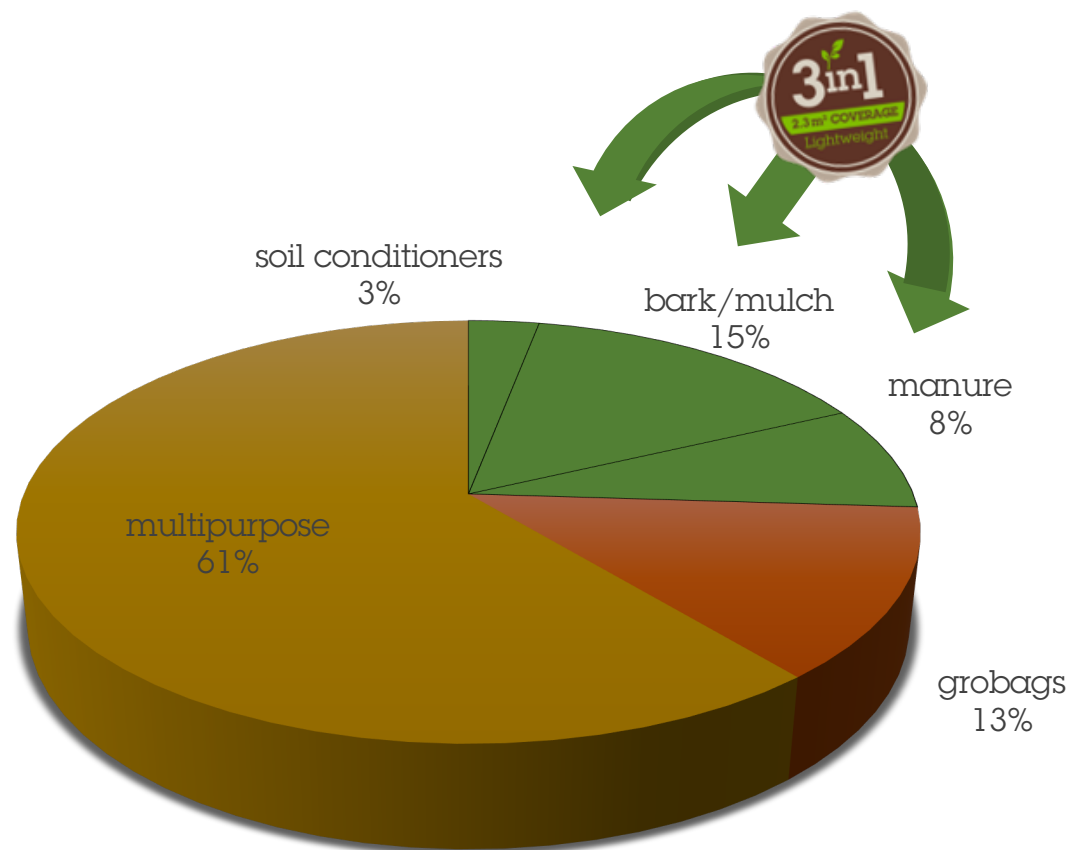
CREDENTIALS

- ✱ Carbon footprint is kept as low as possible by sourcing all the raw materials within an average 7 mile radius of the plant
- ✱ Raw material is in the form of energy crops grown as sustainable break crops* on local farms, which when fed into the plant takes 30+ days to fully complete the digestion process
- ✱ The plant generates enough gas to flow to 7,500 homes in the winter and over 100,000 homes in mid summer
- ✱ One of the by-products of the process is approximately 10,500 tonnes of organic separated 'digestate'
- ✱ Significant investment has been made to install a state of the art 12 bags/minute bagging line.

* e.g. maize



THE MARKET FOR BAGGED MEDIA



- ✱ Dominated by multipurpose compost
- ✱ Balancing in store space efficiency with variable consumer demand is a challenge
- ✱ Bloomin Amazing's addressable market covers over 25% of the total sector

Industry & company estimates

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OUR CONSUMERS

- 🌱 Frequent garden centre visitors
- 🌱 High spenders
- 🌱 Authenticity seeking
- 🌱 Value maximising
- 🌱 Distaste for waste
- 🌱 Loving local



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KEY PRODUCT FEATURES

- ✓ No-dig soil conditioner, easy feed and mulch all in one
- ✓ Made from 100% renewable by-products, and is 100% peat free
- ✓ Organic approved and vegan friendly
- ✓ Lightweight, clean and odour free
- ✓ Produced in the West Country with minimum carbon footprint



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THE PRODUCT



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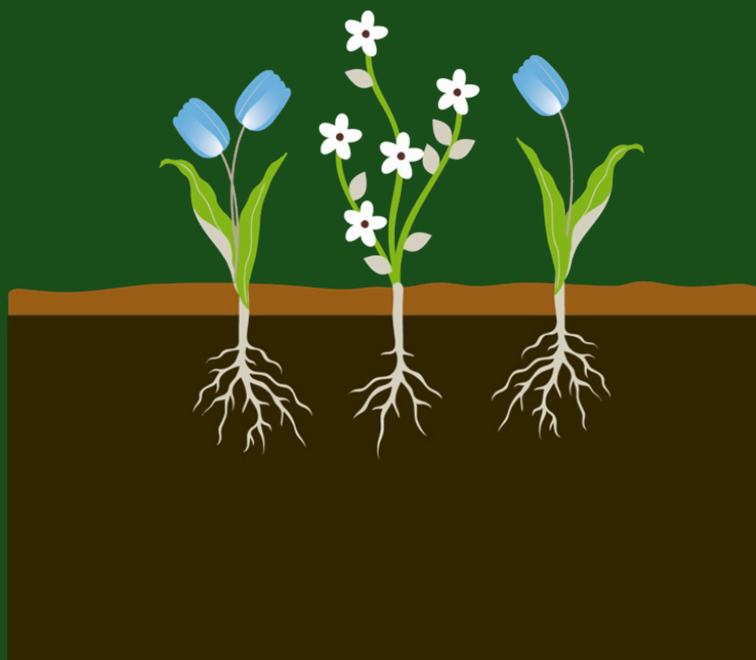


Feeds plants



THE PRODUCT

Bloomin Amazing is light, clean and almost odourless even though it has so many of the properties of real manure, so it's ideal for your garden



HOW TO USE

First make sure the area is free of any perennial weeds, especially any deep-rooted types.

We recommend you wear gardening gloves and spread a generous 3cm layer of Bloomin Amazing on the surface of the soil and right up to the stems of any existing plants or shrubs, taking care not to cover any of the plant's leaves. That's it!

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ADVOCATE REPORTS



We have a growing band of BA users who regularly report back on their successes

- Mixing 50:50 with soil, loam, or compost to create a complete growing media* for the rich planting of vegetables, salads, fruit bushes, perennials and roses
- Mulching over cardboard to create new 'no dig' vegetable beds
- Adding to raised beds to enrich soil, add organic matter and plant feed
- Planting young plants and bulbs through a blanket of Bloomin' Amazing
- Adding to planting holes and mulching new shrubs, hedges and trees

* Bloomin' Amazing is recommended as a component of home blended potting compost – but it cannot be reliably used alone in place of potting compost and must be mixed with other media such as loam or compost to give it adequate weight and stability

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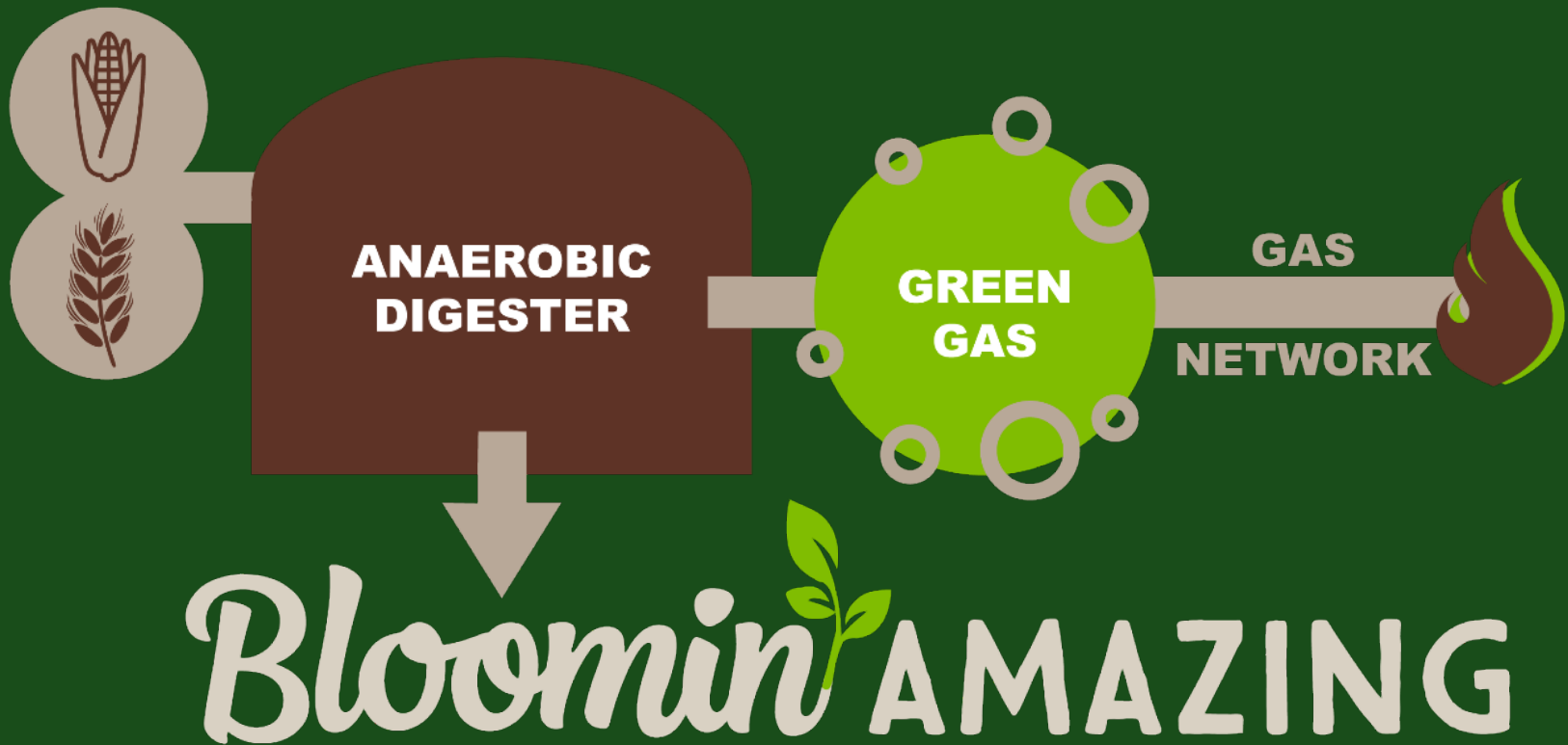
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THE SCIENCE



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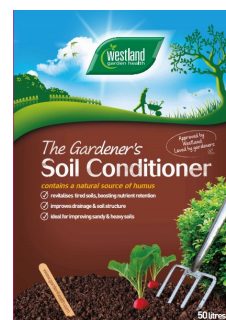


THE CATEGORY LANDSCAPE

Bark & ground cover

Planting mixes

Soil conditioners



Suppress weeds



Condition soil



Feed plants



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Feeds plants

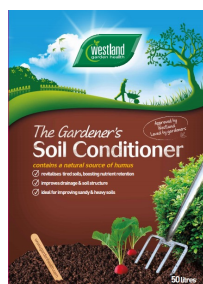


THE CATEGORY LANDSCAPE

SIMILAR PRODUCTS



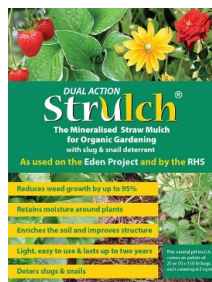
100 litres
£9.99



50 litres
£5.99



50 litres
£6.99



100 litres
£9.99

SIMILAR DIGESTATE PRODUCTS



50 litres
£6.49



50 litres
£9.99



40 litres
£15.99



50 litres
£23.99

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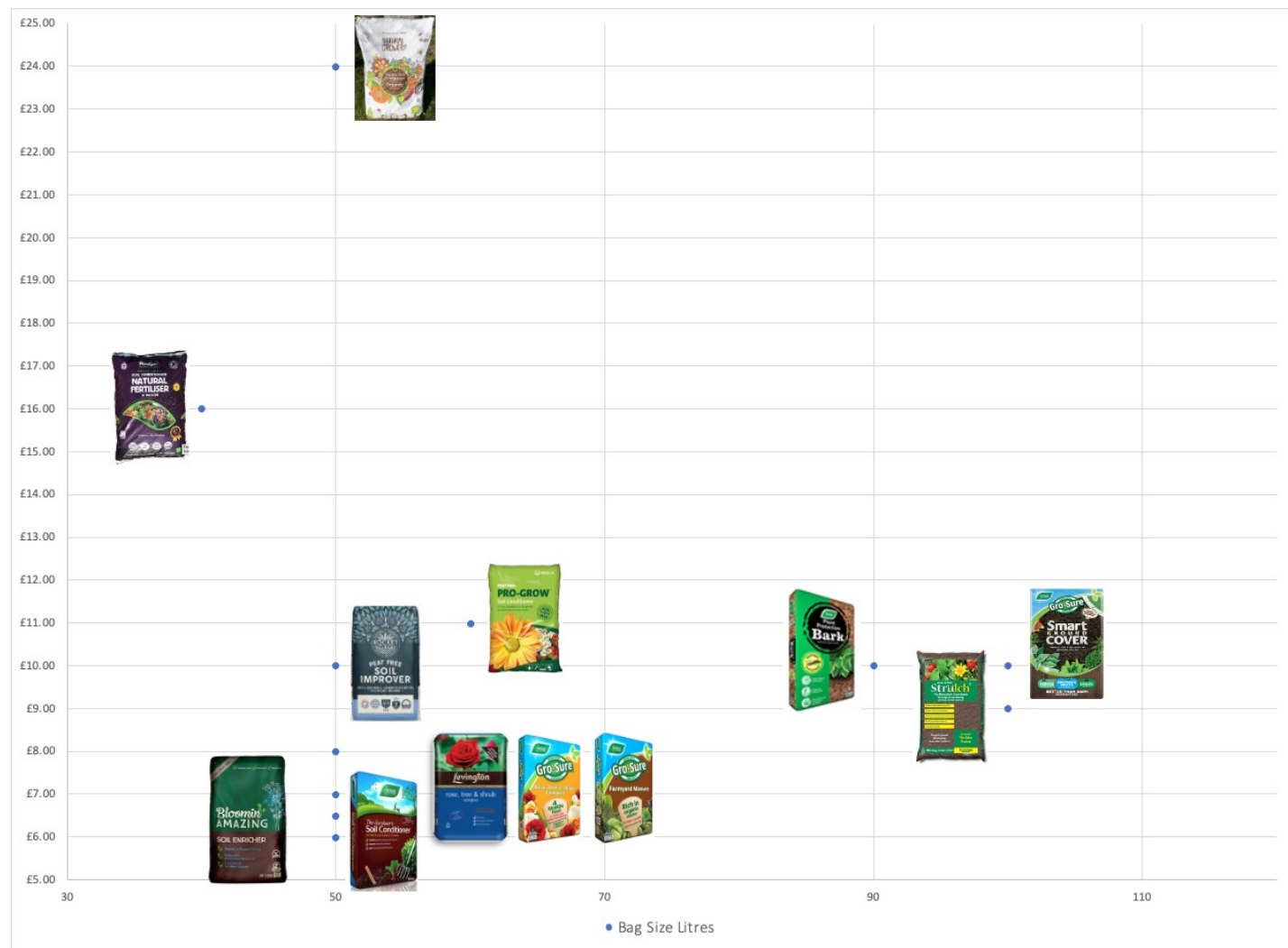
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THE CATEGORY LANDSCAPE



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SUMMARY

- ✿ Unique three in one product
- ✿ Sustainable product credentials
- ✿ Strong commercial backing
- ✿ Broad consumer appeal
- ✿ Competitive pricing
- ✿ Great margin opportunity

www.bloominamazing.com

(please visit the website for more details)



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BRANDED POS BOARD



Bloomin' SOIL ENRICHER AMAZING

- ✓ Forms a protective mulch to keep weeds suppressed
- ✓ High in organic matter to enrich your soil and encourage worms
- ✓ Feeds plants with essential NPK and micronutrients

 **£6.49**

www.bloominamazing.com



**100% Peat Free,
Organic Approved**



**By-Product of
Renewable Energy**



**Made in the
West Country**



50 litres

4mm correx POS board 125cm x 51cm to fit large compost bays

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