



**THE UK PRODUCED,
SUSTAINABLE SOLUTION
TO THE PEAT-FREE
COMPOST CHALLENGE
FOR YOUR GARDEN
CENTRE IN 2023.**

ORGANIC | BIO-ACTIVE | PROFESSIONAL GRADE

HOW IS THE CORE INGREDIENT IN OUR PEAT-FREE PRODUCTS MADE?





PEAT-FREE ORGANIC PRODUCTS FOR THE GARDEN

RocketGro's Peat-Free composts and soil improvers use the natural by-product of renewable biogas energy production on our farm in rural Somerset as their core ingredient, and are a sustainable and volume replacement for Peat in gardens. All RocketGro products are:

- 🌱 100% natural from locally grown crops
- 🌱 Our compost looks and feels like peat – but isn't!
- 🌱 Certified Organic by The Soil Association for use by Organic Growers
- 🌱 Bio-active - adding natural microbes to the soil or containers
- 🌱 Naturally high in fertilisers, for slow-release feed over several Months
- 🌱 UK grown and made, having already created green energy
- 🌱 100% child, pet and even worm safe, and completely animal product free

CAN YOUR PEAT-FREE SOLUTION DO ALL THAT....?



100% SUSTAINABLE

For RocketGro, Sustainability is a journey, not just a destination. We are a long way there already, by using the by-product of green energy biogas production, but here are some more key facts:

- Locally grown from traditional crops, not hauled halfway round the World
- Our plastic bags contain 30% recycled material, and are 100% recyclable
- No chemicals or energy used to clean, bleach or sterilise it – we use natural anaerobic digestion at 55C to make the core ingredient
- We are looking at investing in Peat bog regeneration to give back where others have farmed Peat in Somerset
- Energy negative to produce – our biogas powers over 8,000 homes
- No chemical fertilisers are used in our products. Organic fertilisers may be used at blending and bagging to boost nutrient levels when needed.

Yet there is more we can do in logistics and packaging as technologies emerge. Our 2022 full Carbon Audit concluded that the production of a bag of RocketGro Compost produces 1300% less carbon compared to an average bag of Peat compost.

MEET THE ROCKETGRO PEAT-FREE FAMILY



PEAT-FREE MULTI-PURPOSE STAGE 2&3 COMPOST 40L & 20L

WITH ADDED JOHN INNES

This compost is the ultimate all round Multi-Purpose compost, a bio-active Organic professional grade product that is the perfect stage 2&3 compost ideal for all gardeners. The straightforward message, easy to grasp use, appealing branding, and reassuring addition of John Innes will make this a winning product for 2023. 100% Peat-free and ready to plant straight into. The compost has the right structure and fibre content to provide the ideal amount of water retention and air balance to allow a strong healthy root structure to develop. The Bio-activity adds natural microbes, for better early stage root and plant growth. The compost is a blend of our soil improver and finely screened composted green waste produced locally from known certified material sources, John Innes, Wood Chip fines, and Bark Fines.



**IMPROVED AIR
BALANCE FOR
ROOTS**



**FIBRE &
STRUCTURE**



**NATURAL NUTRIENTS
& N:P:K**



**FEEDS FOR 3
MONTHS**



**STAGE 2 & 3
COMPOST**



**IDEAL WATER
RETENTION
BALANCE**



PEAT-FREE TREE & SHRUB COMPOST 50L

PLANTING OUT & POTTING MIX

Peat-free Tree & Shrub compost is a rich compost made from Organic material, bio-active gardening professional grade product that is the perfect all round compost for hedge planting, shrubs, and trees. Excellent for fruit trees and young trees providing that early stage nutrient boost to help them settle in post planting. This compost provides a long term feed, greater 1st year growth, healthier and stronger root systems. Chemical free and completely natural. The Bio-activity adds natural microbes for better root systems and soil health. Peat-free Tree & Shrub Compost is a blend of our soil improver and finely screened composted green waste produced locally from known certified material sources, Wood Chip Fines, and Bark Fines.



**IMPROVED AIR
BALANCE**



**N:P:K &
NUTRIENT RICH**



**NATURAL
MICROBES**



**PET & CHILD
FRIENDLY**



**FEEDS FOR 3
MONTHS**



**IDEAL WATER
RETENTION
BALANCE**



PEAT-FREE ERICACEOUS COMPOST 40L

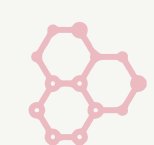
FOR ACID SOIL LOVING PLANTS

Peat-Free Ericaceous Compost is a specially formulated compost ideal for Acid loving plants such as Blueberry, Rhododendrons, Azaleas, Camellias and Heathers. It is perfectly suited for potting and re-potting, for outdoor planting in beds and borders, and for use in all containers and tubs.

Peat-Free Ericaceous Compost is a special blend of carefully sourced certified local super fine composted green waste, our own RocketGro Soil Improver, Wood Chip, Bark Fines, and Bracken that maintains an Acidic PH. Our Soil Improver is made up of composted down Maize, Rye, and Grass, the natural by-product from our bio-gas production that powers thousands of homes.

pH

ACIDIC PH
BETWEEN 5 & 6



N:P:K &
NUTRIENT RICH



ORGANIC FIBRE &
STRUCTURE



POTS BASKETS
PLANTERS &
PLANTING OUT



FEEDS FOR 3
MONTHS



IDEAL WATER
RETENTION
BALANCE



PEAT-FREE MAGIC MULCH 50L

Magic Mulch is a Peat-free natural weed suppressing mulch made of Organic material, completely animal product free and Vegan friendly. Magic Mulch will work in harmony with your beds and borders. The mulch will nourish your soil and create a much healthier growing environment for your plants. Chemical free and made from rich composted down Maize, Rye, and Grass the natural by-product from our bio-gas production that powers thousands of homes.

We recommend adding our mulch at any time of year, but doing so in Autumn traps in warmth and moisture, keeps weeds away, protects roots from frost. Mulching in January to March adds huge nutritional value to your beds and borders pre digging over and planting. Adding our Mulch over the Summer months reduces the amount of watering needed as it traps in moisture saving money and time.



**WEED
SUPPRESSANT**



**N:P:K &
MICRO-NUTRIENT
RICH**



**NATURAL
MICROBES**



**PET & CHILD
FRIENDLY**



**REDUCES WATER
LOSS**



NO DIG



PEAT-FREE SOIL IMPROVER 50L

Peat-free Soil Improver is a 100% Peat-free, rich, freshly bagged, bio-active gardening wonder product that will revitalise tired soil, boost soil fertility, and feed soil and plants for 3 months. Peat-free organic natural fibre. A good clay buster, excellent organic addition to chalky and flinty soil, that will add long term nutrition to soils, and encourage worm population growth.

Use as a dig in or no dig nutrient boost for soils, beds and borders. Good to also mix with composts for planters, baskets, and when planting out. Made from composted down Maize, Rye, & Grass on our farm in Somerset.



ORGANIC & BIO-ACTIVE



ADDS FIBRE & STRUCTURE



N:P:K & NUTRIENT RICH



FEEDS FOR 3 MONTHS



CAN BE ADDED TO ANY POTTING MIX



GREAT WATER RETENTION



PEAT-FREE LAWN DRESSING 40L

NATURAL LAWN FEED

This product is a 100% Peat-free, rich, all-natural, ultra fine, freshly bagged, bio-active gardening wonder product that will revitalise tired lawns, providing a 3 month fertiliser feeding boost. The easily absorbable micro-nutrients and N:P:K minerals will slow release into your lawn and be soaked up by the roots of the grass as it gets watered in. Made from the 'fines' from our soil improver product, which is composted down Maize, Rye, and Grass. The ultra-fine texture makes this easy to spread by hand. Made from composted down Maize, Rye, and Grass on our farm in Somerset.



**STRENGTH HEALTH
RESILIENCE**



**PET & CHILD
FRIENDLY**



N:P:K



**COVERAGE
10 SQM**



**100% NATURAL
FERTILISER**



**FEEDS FOR 3
MONTHS**



PEAT-FREE SEED & CUTTING COMPOST 20L

WITH ADDED JOHN INNES

This compost has a silky fine texture, and is a bio-active Organic professional grade product that is the perfect stage 1 compost ideal for propagation. Perfect for seedlings/pricking out, cuttings, seed sowing and young plants, due to its supportive structure and gentle amount of N:P:K. 100% Peat-free and ready to plant straight into. The compost has the right structure and fibre content to provide the ideal amount of water retention and air balance to allow a strong healthy root structure to develop. The Bio-activity adds natural microbes, for better early stage root and plant growth. The compost is a blend of our soil improver and finely screened composted green waste produced locally from known certified material sources, John Innes, Wood Chip, and Bark Fines.



**IMPROVED AIR
BALANCE FOR
ROOTS**



**NATURAL NUTRIENTS
& N:P:K**



**STAGE 1
COMPOST**



**FIBRE &
STRUCTURE**



**FEEDS FOR 3
MONTHS**



**IDEAL WATER
RETENTION
BALANCE**



PEAT-FREE BLACKGOLD 40L & 20L

CONTAINER & BASKET COMPOST

BlackGold is a rich natural multi-purpose potting compost, fine in texture, freshly bagged, bio-active professional grade product that is the perfect all round potting mix. 100% Peat-free, Organic, and ready to plant straight into. BlackGold has the right structure and fibre content to provide the ideal amount of water retention and air balance to allow a strong healthy root structure to continue to develop. The Bio-activity adds natural microbes to pots and containers, for better root and plant growth. BlackGold is a blend of our soil improver and finely screened composted green waste produced locally from known certified material sources, Wood Chip, and Bark Fines.



**IMPROVED AIR
BALANCE FOR
ROOTS**



**N:P:K &
NUTRIENT RICH**



**POTS, BASKETS,
PLANTERS &
CONTAINERS**



**FIBRE &
STRUCTURE**



**FEEDS FOR 3
MONTHS**



**IDEAL WATER
RETENTION
BALANCE**



PEAT-FREE FRUIT & VEG 50L

ALL NATURAL ORGANIC COMPOST

Peat-free Fruit & Veg compost is a rich compost made from Organic material, bio-active gardening wonder product that is the perfect all round fruit and veg compost. This compost will give you high performance, greater yield, healthier and tastier fruit and veg. Chemical free and completely natural. Great for all fruit growing, veg growing, and for planting out salads. The Bio-activity adds natural microbes for better root and plant growth, to help stimulate greater yield. Peat-free Fruit & Veg Compost is a blend of our soil improver and finely screened composted green waste produced locally from known certified material sources, Wood Chip, and Bark Fines.



**IMPROVED AIR
BALANCE**



**N:P:K &
NUTRIENT RICH**



**NATURAL
MICROBES**



**PET & CHILD
FRIENDLY**



**FEEDS FOR 3
MONTHS**



**IDEAL WATER
RETENTION
BALANCE**



PEAT-FREE BEDS & BORDERS COMPOST 50L

LONGER LASTING BLOOMS

Peat-free Beds & Borders compost is a rich compost made from Organic material, bio-active gardening professional grade product that is the perfect all round compost for the garden. This compost provides high performance, greater yield, healthier and fuller blooms. Chemical free and completely natural. Great as an all-purpose compost. The Bio-activity adds natural microbes for better root and plant growth and soil health to help stimulate greater yield. Peat-free Beds & Borders Compost is a blend of our soil improver and finely screened composted green waste produced locally from known certified material sources, Wood Chip Fines, and Bark Fines.



**IMPROVED AIR
BALANCE**



**N:P:K &
NUTRIENT RICH**



**NATURAL
MICROBES**



**PET & CHILD
FRIENDLY**



**FEEDS FOR 3
MONTHS**



**IDEAL WATER
RETENTION
BALANCE**



PEAT-FREE TOMATO & VEG

DEEP FILL PLANTER 60L

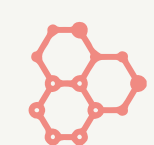
RocketGro have carried out extensive in-house trials to make sure our 60L deep fill grow bags are the optimum Peat-free growing medium for all tomato and veg growing needs. We have combined a rich balance of our Soil Improver with the finest all-natural certified composted green waste, with Wood Chip & Bark Fines to give plants a fibre rich, balanced nutrient Feed. This supportive structure will give the roots of plants the perfect start and continue to slow feed for 3 months. Our bio-active Soil Improver is made up of composted down Maize, Rye, and Grass, animal product free, chemical free and Vegan friendly for Organic growers.



**IDEAL WATER
RETENTION
BALANCE**



**PET & CHILD
FRIENDLY**



**N:P:K &
MICRO-NUTRIENT
RICH**



**FEEDS FOR 3
MONTHS**



**CONTAINS NATURAL
MICROBES**



**USE OUTDOOR & IN
GREEN HOUSES**

PEAT-FREE LIQUID PLANT FEED CONCENTRATE

1.5 LITRE

Our naturally produced bio-active, liquid plant feed is a 100% chemical free natural organic liquid fertiliser, produced in Somerset, and the liquid by-product of our gas and electricity production that farmers call digestate. The composting process used to generate the gas at our anaerobic digestion facility, enriches the liquid with high levels of N:P:K and natural nutrients.

Local farmers across the Somerset region have been spreading our digestate liquid and fibre on their land for years, as an eco-friendly, natural fertiliser which has proved as effective as chemical fertiliser without the negatives that using chemicals have for nature and wildlife.



**FLASH FEEDS
STRAIGHT TO THE
ROOTS**



**N:P:K &
MICRO-NUTRIENT
RICH**



**100% NATURAL
FERTILISER**



**PET & CHILD
FRIENDLY**



**INDOOR AND
OUTDOOR
PLANTS**



**A CONCENTRATE
THAT GOES A LONG
WAY**





WHAT DOES BIO-ACTIVE MEAN IN ROCKETGRO PRODUCTS?

Farmers have known for years that microbes are critical for soil and plant health. Current research is revealing even more ways beneficial microbes help cultivated plants. Microbes in the soil and those associated with plant roots provide a multitude of benefits, from improving the nutrient content of our crops to enhancing their resistance against diseases. Microbes in soil are extremely important for plant growth and for the functioning of garden ecosystems.

The digestate in RocketGro products contains these soil health boosting microbes and this generates bio-activity. This in turn means that plants that get exposure to the natural goodness that is inside every bag or bottle of RocketGro products benefit hugely in comparison to being planted in average planting mediums.

Becoming a RocketGrower is embracing the importance of soil health and recognising that healthy soil means healthy plants and therefore more spectacular flowers and a greater yield of fruit and veg. More bio-activity in your soil means a more diverse soil biome, greater worm count and a healthier Organic garden.

GardenGold and BlackGold naturally contain these microbes, which are completely absent from normal container and potting mixes. These composts add this vital part of the soil-food web into your containers, stimulating better and healthier growth.

ECO-RESPONSIBLE PACKAGING



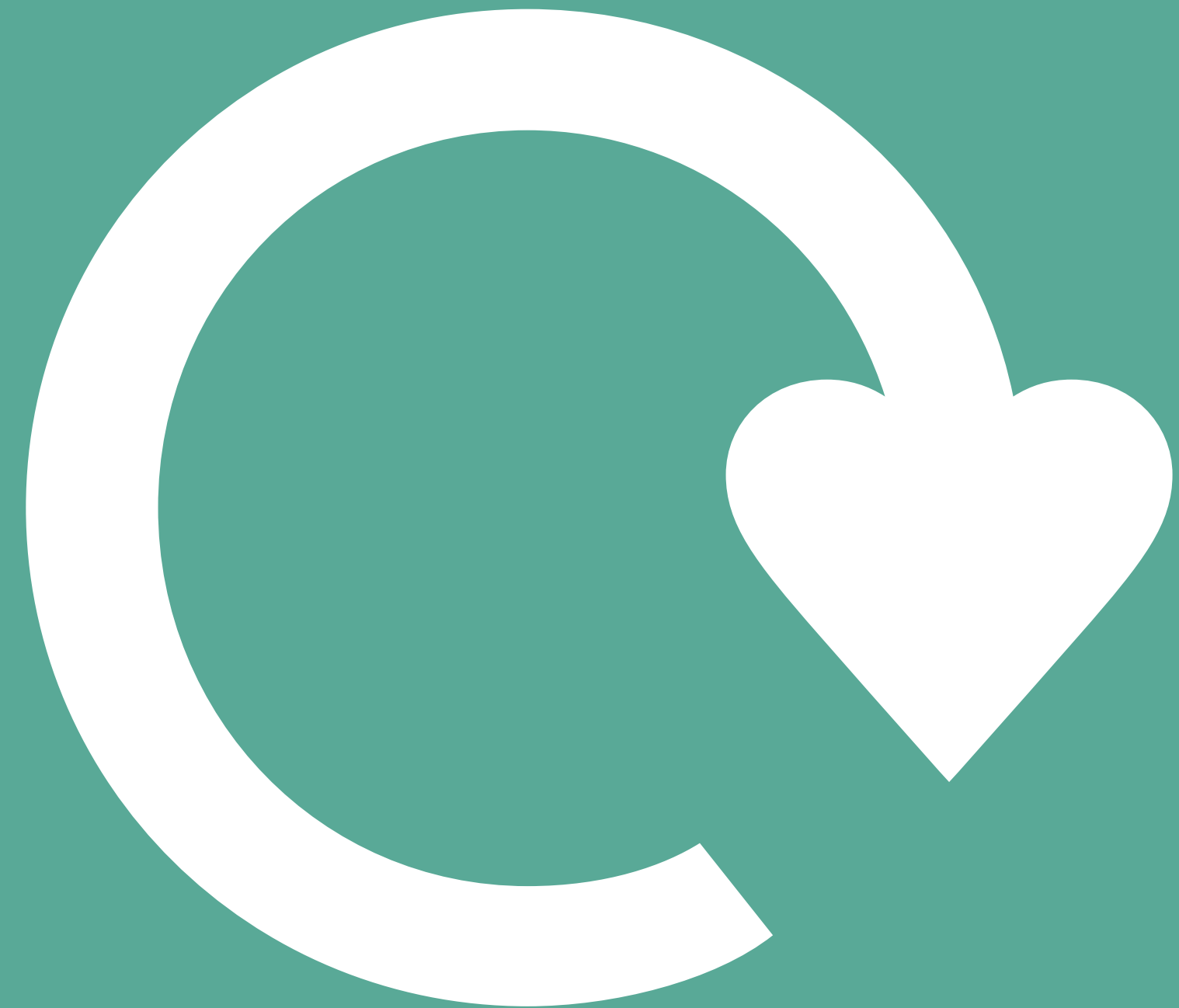
Our bags contain 30% recycled plastic in the manufacture of them.



Our bags are 100% recyclable. They are made from LDPE.



Our bags can be recycled at ALL supermarket plastic bag collection points in the UK.





OUR MISSION

To do our best to educate gardeners about the wonderful properties of our soil improver, and how it is a worthy replacement for Peat, and arguably an even better product to boost yield, feed soil, provide structure and fibre and create the ideal planting environment throughout the garden and home.

PEAT-FREE PRODUCTS

All our products are Peat-free and will remain so. All are and will stay true to made in Britain. Packaging made from 30% recycled plastic. Sustainably produced, and 'local', we provide products with an extremely low carbon footprint.

OUR AMBITION

To have an ever growing extensive range of planting medium products produced in Somerset, and made by a family run, independent farming business, with a strong set of values and with a love of nature, respect for the climate, passion for soil health, and an aim to be the 'secret ingredient' in any gardeners box of tricks at its heart.



WHY RETAILERS SHOULD STOCK ROCKETGRO PRODUCTS:

- 🌱 Eye catching POS provided free of charge, to the clearly branded range
- 🌱 Staff training provided F2F to enable key customer queries to be answered on our Peat-free product, how best to use them, and to help staff understand the RocketGro story
- 🌱 Pull through demand created by our agency managed social media feeds with key influencers
- 🌱 12 products and growing in number. New product launches to help create buzz and energy behind sales
- 🌱 Great margins for the growing media category
- 🌱 Build RocketGro brand understanding and loyalty now before Peat is banned
- 🌱 A UK sourced, sustainable, organic, scalable Peat-free solution right here and now
- 🌱 Get and stay ahead of the consumer sentiment curve – Peat-free will dominate soon
- 🌱 Share our low carbon low energy story with your customers – high consumer awareness now

GET IN TOUCH

If you have any questions or queries about our products please get in touch using the contact details below.

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