



**THE UK PRODUCED,  
SUSTAINABLE SOLUTION  
TO THE PEAT-FREE  
COMPOST CHALLENGE  
FOR YOUR GARDEN  
CENTRE IN 2022.**

**ORGANIC | BIO-ACTIVE | SLOW RELEASE FEED**

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

START

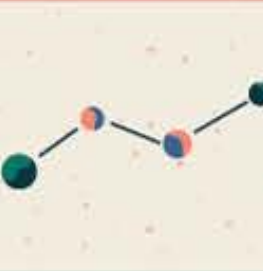
## VIRTUOUS CYCLE

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



### HARVEST

Rye, Maize, and Grass is grown and harvested on our farm in the Somerset countryside.



### CREATION OF BIOGAS

We feed Maize, Rye and Grass into our anaerobic digestion plant in which they are composted down by natural microbes. This process produces biogas and a by-product natural fertiliser called Digestate.

### POWERING THE UK

The renewable Biogas goes to both a power unit which converts it into electricity to power our farm, and it is pumped directly into the national gas grid powering 8000 homes per day with green energy.



### DIGESTATE

The Digestate is separated into a fibre (and a liquid) which we bag up and use as the core ingredient for our Compost products. We then provide our customers with all natural and Organic growing media products.



### NEW HARVEST

After blending and packaging our Organic Compost and Soil Improver products we spread the remaining liquid and fibre onto the fields to grow the next crop of Maize, Rye and Grass, creating a natural and sustainable virtuous cycle.



BACK TO THE START



## PEAT-FREE ORGANIC PRODUCTS FOR THE GARDEN

RocketGro's Peat-Free composts and soil improvers use the natural by-product of renewable biogas energy 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 give a % of profits to the Bumblebee Conservation Trust, to support these vital pollinators in their key role in nature and gardens
- Energy negative to produce – our biogas powers over 8,000 homes
- No added inorganic fertilisers – our products are rich in natural organic N, P & K

Yet there is more we can do in logistics and packaging as technologies emerge. We are committed to a full Carbon Audit in 2022, and to operate in as light touch way as we can.

# MEET THE ROCKETGRO PEAT-FREE FAMILY



# PEAT-FREE ERICACEOUS COMPOST

## 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, and fresh organic ingredients that maintain 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



3-1-2 N:P:K &  
NUTRIENT RICH



ORGANIC FIBRE &  
STRUCTURE



POTS BASKETS  
PLANTERS &  
PLANTING OUT



FEEDS FOR 3  
MONTHS



IDEAL WATER  
RETENTION  
BALANCE

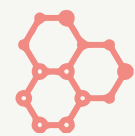
# PEAT-FREE MAGIC MULCH 50L

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.



**WEED SUPPRESSANT**



**4-2-6 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**



**4-2-6 N:P:K & NUTRIENT RICH**



**FEEDS FOR 3 MONTHS**



**CAN BE ADDED TO ANY POTTING MIX**



**GREAT WATER RETENTION**





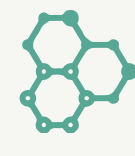
# PEAT-FREE LUSCIOUS LAWN 50L

## NATURAL LAWN FEED

Luscious Lawn 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**



**4-2-6 N:P:K**



**100% NATURAL  
FERTILISER**



**PET & CHILD  
FRIENDLY**



**COVERAGE  
10 SQM**



**FEEDS FOR 3  
MONTHS**

### WHAT IS N:P:K?

The 3 essential nutrients for Shoots, Roots and Fronds giving happy and healthy plants. The ratio of each in our products.

**NITROGEN**  
For strong shoots and healthy leaves.

**PHOSPHOROUS**  
For root growth to power your plant.

**POTASSIUM**  
For maximum fruit yields and flower numbers.

**50L**  
CONTAINS 50L NET WEIGHT OF PRODUCT

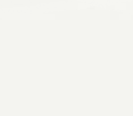
**50L**  
NET WEIGHT OF PRODUCT

### ABOUT ROCKETGRO

RocketGro products are naturally produced as the by-products from the generation of clean renewable electricity and gas from organic material at our sustainable digestion plant based in the heart of the Somerset countryside.

Farmers across the region have been using our by-products for many years to boost the health of their fields, and now we bring that same natural goodness to you!

All our products are Peat-free, Eco-friendly, Sustainable, and Humane. All our products are the best addition to any organic growers garden!



**4-2-6**

**4-2-6**

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**4-2-6**



# PEAT-FREE SEED & CUTTING COMPOST

## 50L

This compost has a silky fine texture, and is a bio-active Organic gardening wonder 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.



**IMPROVED AIR  
BALANCE FOR  
ROOTS**



**NATURAL NUTRIENTS  
& N:P:K 3-1-1**



**STAGE 1  
COMPOST**



**FIBRE &  
STRUCTURE**



**FEEDS FOR 3  
MONTHS**



**IDEAL WATER  
RETENTION  
BALANCE**





# PEAT-FREE BLACKGOLD 50L

## MULTI-PURPOSE POTTING COMPOST

BlackGold is a rich natural multi-purpose potting compost, fine in texture, freshly bagged, bio-active gardening wonder 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.



**IMPROVED AIR  
BALANCE FOR  
ROOTS**



**3-1-3 N:P:K &  
NUTRIENT RICH**



**POTS, BASKETS,  
PLANTERS &  
PLANTING OUT**



**FIBRE &  
STRUCTURE**



**FEEDS FOR 3  
MONTHS**



**IDEAL WATER  
RETENTION  
BALANCE**

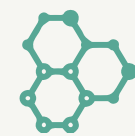
# PEAT-FREE FRUIT & VEG 50L

## 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.



**IMPROVED AIR BALANCE**



**3-1-2 N:P:K & NUTRIENT RICH**



**NATURAL MICROBES**



**PET & CHILD FRIENDLY**



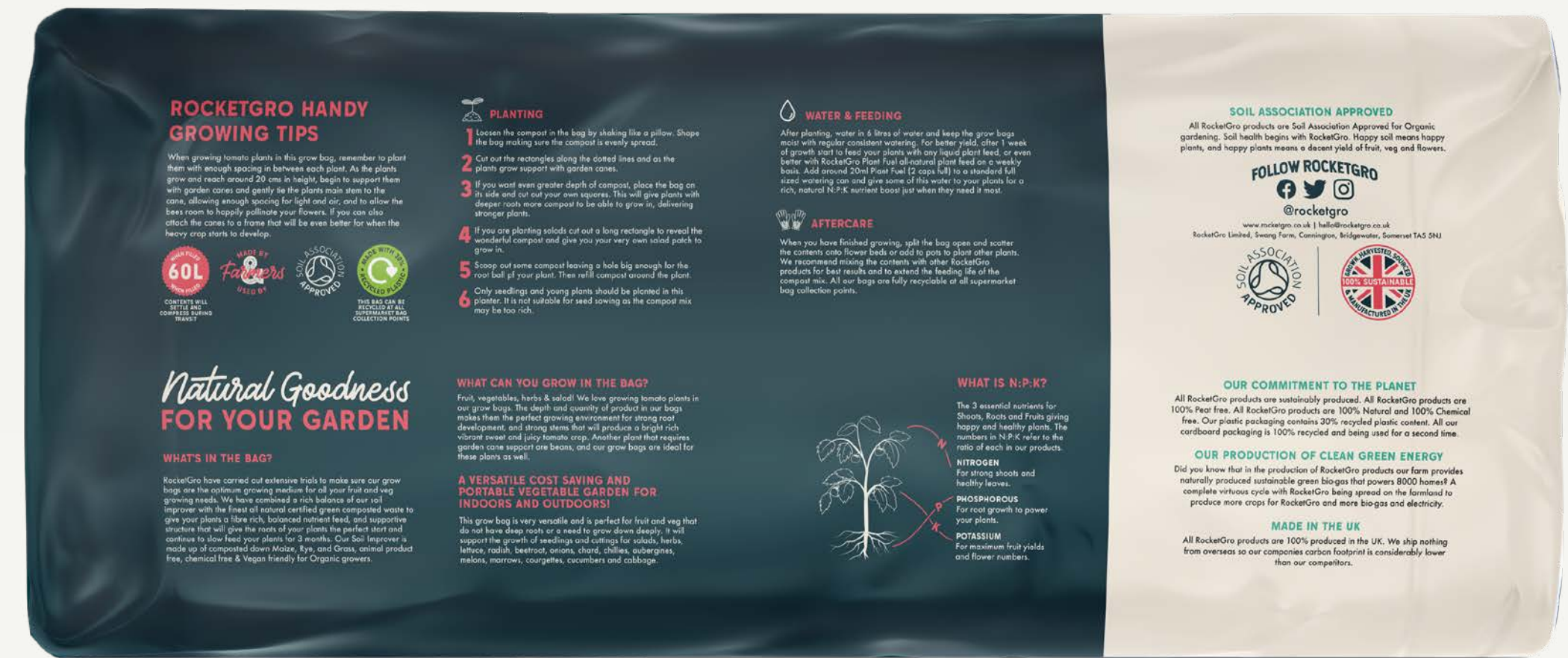
**FEEDS FOR 3 MONTHS**



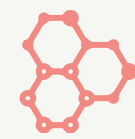
**IDEAL WATER RETENTION BALANCE**

# PEAT-FREE TOMATO & VEG 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 to give plants a fibre rich, balanced nutrient feed, and supportive structure that will give the roots of plants the perfect start and continue to slow feed the plants 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.



**PEAT-FREE**



**3-1-2 N:P:K & MICRO-NUTRIENT RICH**



**CONTAINS NATURAL MICROBES**



**PET & CHILD FRIENDLY**



**FEEDS FOR 3 MONTHS**



**USE INDOOR & OUTDOOR**

# PEAT-FREE PLANT FUEL

## 1 LITRE & 2.5 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



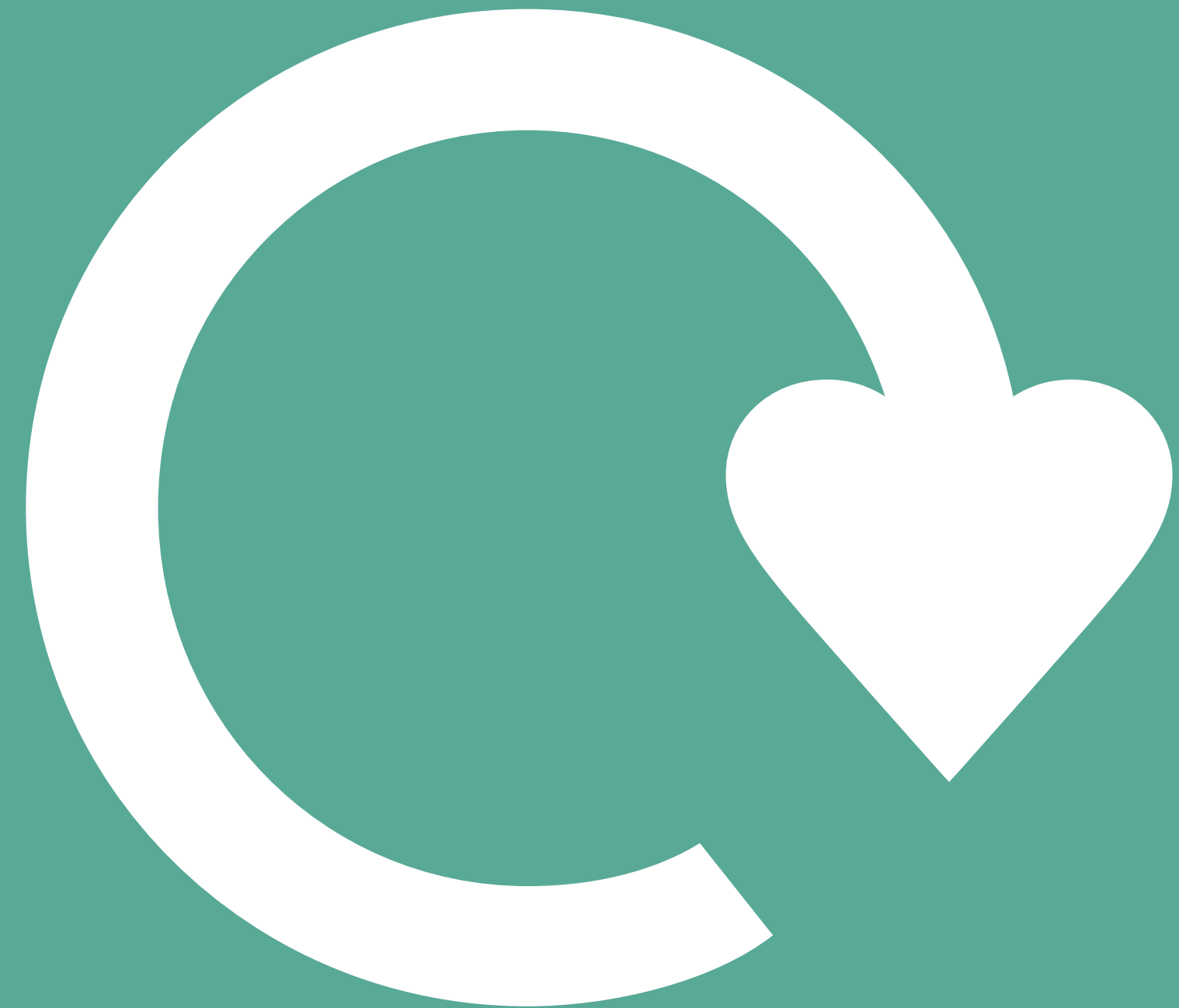
Our bags contain 30% recycled plastic in the manufacture of them.



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:

- 
 Great and clear POS provided, to the clearly branded range
- 
 Pallet shelters 'shop/sheds' loaned FOC – a dry place to stock and display POS
- 
 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
- 
 8 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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