

empathy

the biological choice

2023



RHS

Scan Here for
RRP's



Or visit retailer support on
rootgrow.co.uk

rootgrow™ MYCORRHIZAL FUNGI



'for every time you plant'

rootgrow™ mycorrhizal fungi is the ultimate **'biofertiliser'** and has become the most popular add on sale with almost any plant sold in garden centres and online. rootgrow™ is natural, sustainable, safe to use, good value and above all, effective. One simple application will last the lifetime of the treated plant and should be used **'for every time you plant'**.

WEATHER RESISTANT PACKAGING

TOP SELLER



Empathy rootgrow™ mycorrhizal fungi

Barcode 5060160320412

Size: 60g Outer Qty: 25 or 50

Barcode 5060160320023

Size: 150g Outer Qty: 12 or 44

Barcode 8594041564741

Size: 360g Outer Qty: 6 or 22



Empathy rootgrow™ ericoid mycorrhizal fungi

Barcode 5060160320726

Size: 200g Outer Qty: 6

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



Empathy BULB STARTER with rootgrow™

Barcode 5060160321358

Size: 250g Outer Qty: 12

Barcode 5060160320399

Size: 500g Outer Qty: 6

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

LINK SELL WITH GROW BAGS



BASKET & PATIO FEED

Barcode 5060160320993

Size: 1 Litre Outer Qty: 6

TOMATO FEED

Barcode 5060160321006

Size: 1 Litre Outer Qty: 6

BASKET STARTER

Barcode 5060160320580

Size: 12 Biscuits Outer Qty: 12

TOMATO STARTER

Barcode 5060160320597

Size: 6 Biscuits Outer Qty: 12

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

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

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.



Empathy BIOFERTILISER Large Sizes

Products available:

- Rose Food
- Evergreen
- Tree & Shrub
- Ericaceous

Sizes available:

- Size: 2.5kg Tub Outer Qty: 4
- Size: 5kg Tub Outer Qty: 1
- Size: 10kg Tub Outer Qty: 1

PLANT FEEDING PRODUCTS



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 Outer Qty: 6

Empathy AFTER PLANT All-purpose

Barcode 5060160320122

Size: 1 Litre Outer Qty: 6

Empathy AFTER PLANT Evergreen

Barcode 5060160320979

Size: 1 Litre Outer Qty: 6

Empathy AFTER PLANT Ericaceous

Barcode 5060160320146

Size: 1 Litre Outer Qty: 6

Empathy AFTER PLANT Grow Your Own

Barcode 5060160320139

Size: 1 Litre Outer Qty: 6

AFTER PLANT PUMP & FEED



Empathy AFTER PLANT House Plant Pump & Feed

Barcode 5060160321440

Size: 500ml Outer Qty: 6

Empathy AFTER PLANT Orchid Pump & Feed

Barcode 5060160321457

Size: 500ml Outer Qty: 6

WEATHER RESISTANT PACKAGING

TOP SELLERS

Empathy BIOFERTILISER 1KG



The Empathy **BIOFERTILISER** 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. Empathy **BIOFERTILISER** is designed to follow on from **rootgrow™** to keep the soil biology topped up over the seasons.

Empathy Rose Food

Barcode 5060160320382

Size: 1kg Outer Qty: 6

Empathy Evergreen

Barcode 5060160320450

Size: 1kg Outer Qty: 6

Empathy Tree & Shrub

Barcode 5060160320702

Size: 1kg Outer Qty: 6

Empathy Ericaceous

Barcode 5060160320719

Size: 1kg Outer Qty: 6

Empathy Climbers & Flowering Plants

Barcode 5060160321396

Size: 1kg Outer Qty: 6

Empathy Acer

Barcode 5060160321792

Size: 1kg Outer Qty: 6

Empathy Olive Trees

Barcode 5060160321785

Size: 1kg Outer Qty: 6

WILD FLOWER SEED



Mini Meadow easy sow wild flower seed

Barcode 5060160320160

Size: 3m² Outer Qty: 6

Barcode 5060160320375

Size: 10m² Outer Qty: 6

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

SEE BACK PAGE FOR FULL FSDU DISPLAY SOLUTION



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!



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 Outer Qty: 6

Barcode 5060160320177

Size: 1kg 28sqm Coverage Outer Qty: 6

Barcode 5060160321488

Size: 3kg 84sqm Coverage Outer Qty: 1

SUPREME GREEN Lawn Feed & Improver with rootgrow™

Barcode 506010321259

Size: 4.5kg 125sqm Coverage Outer Qty: 30

SUPREME GREEN Lawn Patch & Repair with rootgrow™

Barcode 5060160321402

Size: 3kg Treats 45 patches Outer Qty: 30

Liquid Lawn Feed & Biostimulant

Barcode 5060160320153

Size: 1 Litre Outer Qty: 6

SEE PRICE LIST OR ASK US ABOUT SPECIAL RATE PALLET DEALS!

NEW PRODUCTS

Empathy BIOFERTILISER

COMING SOON
**MARCH
2023**



Over many years the team at PlantWorks Ltd have educated UK gardeners to the value of mycorrhizal fungi in the form of **rootgrow™**, more recently we have introduced beneficial soil bacteria into our After Plant granular and Starter products, these microbes are adopted from our extensive research into their effects on plants in farming and food production. The term '**BIOFERTILISER**' is used to define a product that:

Contains living micro-organisms which, when applied to seeds, plant surfaces, or soil, colonize the rhizosphere to improve nutrient use efficiency (NUE), plant health, establishment and growth.

Culturally, gardeners are moving away from traditional chemical feeds and seeking out alternatives for effective plant nutrition – **The range of Empathy products are the solution.**

Empathy Acer Natural Plant Food

Barcode 5060160321792

Size: 1kg Outer Qty: 6

Empathy Olive Trees Natural Plant Food

Barcode 5060160321785

Size: 1kg Outer Qty: 6

BIOFERTILISER natural plant food contains 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. Empathy **BIOFERTILISER** is designed to follow on from **rootgrow™** to keep the soil biology topped up over the seasons.



PROMO DISPLAYS



Empathy Mini Meadow Wild Flower Mix

for Bees, Bugs and Butterflies

Promotional Display

Fully liveried floor standing display unit (FSDU)

40 packs of Mini Meadow 3m2

FSDU holds 20 units - additional clip strips for dual location

Free delivery if total order value is over £300

Replenishment available from your preferred wholesaler



Counter Top or Till End Display Stand

Available in two versions:
60g rootgrow (25 sachets)
OR

150g rootgrow (16 sachets)

Delivered pre-loaded

Link sell with every plant purchase

Complete with header card

Replenishment available from your preferred wholesaler

BARE ROOT TREE PLANTING & LANDSCAPING



Empathy rootgrow™ with GEL sachet for bare rooted plants

Barcode 5060160320191

Size: 360g Outer Qty: 6 or 22

Barcode 5060160320221

Size: 1kg Outer Qty: 6 or 10

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 Outer Qty: 4

Barcode 5060160320207

Size: 5 Litre Outer Qty: 1

Barcode 5060160320214

Size: 10 Litre Outer Qty: 1

AFTER SALES SUPPORT & POS FOR GARDEN CENTRES

PlantWorks offer a full range of in-store and plantaria POS to help promote our ranges. 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.