



empathy
the biological choice

**The UK's favourite ecological
gardening range**

For every time you plant

2026



What a lifetime rootgrow™ customer means to you



Improves nutrient use efficiency

Microbial technology



RHS endorsed products are denoted within this catalogue with an asterisk (*).

rootgrow™ is a product that can be recommended with almost every plant sold in your garden centre, one that supports each plant for its entire lifetime by improving nutrient and water uptake. The outcome is healthier plants, stronger resistance to disease, and reduced reliance on chemical inputs.

When customers recognise the value of **rootgrow™** and begin to request it for all their planting, their basket spend naturally increases. At the heart of the Empathy range is this proven technology, offering products both for the moment you plant and for ongoing plant care.

At Empathy, it's our mission to showcase the practical benefits and environmental value of our products. By embracing ecological gardening practices, we can help gardeners across the UK strengthen soil health, protect the environment, and create thriving green spaces, all while opening exciting new opportunities for your business.

CONTENTS

rootgrow™ mycorrhizal fungi	Page 3
New Products & The Green Room Range	Page 4 - 5
AFTER PLANT Liquid Feed & Granular Biofertiliser	Page 6 - 7
Ask Emily & The New Ordering Portal	Page 8 - 9
The Easy Start Range & Supreme Green Lawn Care	Page 10 - 11
Full Range	Page 12 - 13
Point of Sale & Display Units	Page 14

rootgrow™ & rootgrow™ ericoid mycorrhizal fungi

rootgrow™ mycorrhizal fungi is the ultimate biofertiliser and a top-selling add-on for garden centres, providing lifetime plant support with just one application. Marketed “for every time you plant,” it boosts nutrient uptake, plant success rates, and customer satisfaction. Stock rootgrow™ for a sustainable, easy-to-sell planting solution.

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Product	Size	Packs per Outer		SKU	RRP Inc VAT
rootgrow™ mycorrhizal fungi*	60g	50	25	RG60	£2.65
rootgrow™ mycorrhizal fungi*	150g	44	12	RG150	£6.00
rootgrow™ mycorrhizal fungi*	360g	22	6	RG360	£12.00
ericoid rootgrow™ mycorrhizal fungi*	200g	-	6	RGE200	£8.50

rootgrow™ gel & rootgrow professional™ mycorrhizal fungi

Boost plant establishment with rootgrow™ mycorrhizal fungi with gel, contains granules and a separate dipping gel sachet for easy application. Also available: rootgrow™ professional for larger-scale use. For bare rooted plants.

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Product	Size	Packs per Outer		SKU	RRP Inc VAT
rootgrow™ mycorrhizal fungi with gel*	360g + gel	22	6	RG360GEL	£13.25
rootgrow™ mycorrhizal fungi with gel*	1kg + gel	10	6	RG1000GEL	£29.00
rootgrow professional™ with gel	2.5L	-	4	RG2500	£60.00
rootgrow professional™ with gel	5L	-	1	RG5000	£90.00
rootgrow professional™ with gel	10L	-	1	RG10000	£168.00



NEW PRODUCTS

AFTER PLANT BIOFERTILISER Natural Plant Food 1kg



Empathy Biofertilisers for Hydrangeas and Tomatoes & Vegetables are natural blends of mycorrhizal fungi, beneficial bacteria and balanced nutrients. Carefully formulated to boost root strength, enhance plant vitality, and optimise nutrient uptake, they help produce more vibrant hydrangea blooms and deliver heartier, tastier vegetable harvests - for use in containers, veg trugs, gardens and raised beds.

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Product	Size	Packs per Outer		SKU	RRP Inc VAT
Hydrangeas*	1kg	-	6	APHY1000	£8.50
Tomatoes & Vegetables*	1kg	-	6	APTV1000	£8.50

AFTER PLANT Feed & Biostimulant 1L

Empathy AFTER PLANT Acer and Olive Tree Feeds are 1L liquid biostimulants, designed as the perfect follow-on to our 1kg Biofertilisers. Enriched with seaweed, plant-derived amino acids and balanced nutrients, they support strong roots, vibrant growth and resilience, making them ideal for continued plant care.

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Product	Size	Packs per Outer		SKU	RRP Inc VAT
Olive Tree Liquid Feed & Biostimulant*	1L	-	6	APOT1L	£8.75
Acer Liquid Feed & Biostimulant*	1L	-	6	APAC1L	£8.75



THE GREEN ROOM RANGE

Introducing Green Room – Empathy’s brand-new indoor plant care range.
 The range builds on our Orchid and Houseplant Pump & Feed – convenient, ready-to-use liquid feeds that provide instant nutrition for healthy growth and vibrant plants.

We’ve expanded our liquid feed range with Cacti & Succulent and Citrus Pump & Feed, and we are excited to launch the new House Plant and Citrus Biofertiliser Granular Plant Feed. Applied periodically, just a small handful enriches the soil with natural nutrients and organic matter, helping indoor plants thrive.



Product	Size	Packs per Outer		SKU	RRP Inc VAT
House Plant Feed *	500g	-	12	GRHP500	£5.25
Citrus Feed *	500g	-	12	GRCF500	£5.25
Cacti & Succulent Liquid Feed & Biostimulant *	500ml	-	6	GRCS500	£6.55
Citrus Liquid Feed & Biostimulant *	500ml	-	6	GRCP500	£6.55
House Plant Pump & Feed *	500ml	-	6	APHP500	£6.55
Orchid Pump & Feed *	500ml	-	6	APOD500	£6.55

AFTER PLANT Feed & Biostimulant 1L

The AFTER PLANT range offers gardeners an easy way to care for plants after establishment. Each liquid feed is tailored to specific plant groups, combining balanced nutrients with natural seaweed and plant-derived amino acids. These bioactive ingredients stimulate rooting, reduce stress and improve plant resilience, supporting healthier growth, richer colour and longer-lasting performance.

Introducing the newest additions to our range: Olive Tree and Acer liquid feeds. These expand your sales potential into highly sought-after plant categories and are the perfect follow-on companions to our Empathy Biofertilisers. Plus, the entire line proudly carries RHS endorsement.

Product	Size	Packs per Outer		SKU	RRP Inc VAT
Evergreen*	1L	-	6	APEG1L	£8.75
Rose*	1L	-	6	APRF1L	£8.75



Product	Size	Packs per Outer		SKU	RRP Inc VAT
All Purpose*	1L	-	6	SWAP1L	£8.75
Olive Tree*	1L	-	6	APOT1L	£8.75

Product	Size	Packs per Outer		SKU	RRP Inc VAT
Ericaceous*	1L	-	6	SWER1L	£8.75
Acer*	1L	-	6	APAC1L	£8.75



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Product	Size	Packs per Outer		SKU	RRP Inc VAT
Tomato & Veg*	1L	-	6	APT1L	£8.75



AFTER PLANT BIOFERTILISER Natural Plant Food 1kg

Empathy Biofertiliser: A perfect post-planting feed of tuned nutrients for specific plant groups, containing mycorrhizal fungi & beneficial bacteria. Ideal for both container plants and plants in soil, it supports strong growth, flowering, and fruiting. *Larger tubs available — contact us for further information.*

NEW



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Tomatoes & Veg*	1kg	-	6	APTV1000	£8.50
Hydrangea*	1kg	-	6	APHY1000	£8.50

NEW



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Roses*	1kg	-	6	APRF1000	£8.50
Trees & Shrubs*	1kg	-	6	APTS1000	£8.50



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Climbers*	1kg	-	6	APCF1000	£8.50
Ericaceous*	1kg	-	6	APER1000	£8.50



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Evergreens*	1kg	-	6	APEG1000	£8.50
Olive Trees*	1kg	-	6	APOT1000	£8.50



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Acers*	1kg	-	6	APAC1000	£8.50

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NEW & IMPROVED ASK EMILY

UK garden centres' favourite
gardening assistant



Now with voice-to-voice interaction, Emily makes it even easier for your customers to get instant, expert gardening advice right at the point of purchase.


Available completely free of charge, Emily helps your staff and customers with gardening questions from plant advice to gardening methods and recommend the right products — helping you increase customer confidence and boost basket spend.





YOUR NEW ONLINE ORDERING HUB


Our new online portal makes managing your orders simple and efficient. Easily place or repeat orders, view your full order history and invoices, and download product resources including images, text and SDS sheets. You'll also find exclusive special offers and more — all in one place.



Easy Access

QUICK ORDERING

Instant product search
Real time stock availability



Your Secure Login

PRIVATE PORTAL

Your details stay safe
Confidential & secure



Effortless Re-ordering

REPEAT & EDIT ORDERS

Easily access and repeat previous orders



Comprehensive History

VIEW ORDER & INVOICE HISTORY

Track past purchases
Review and manage invoices

NEED ACCESS?
Request access to the online portal today



Scan or click to request access

ALREADY REGISTERED?



Log in to manage your account and orders

Easy Start - Bulb Starter



Uplift basket spend on bulbs with **Bulb Starter** containing **rootgrow™** mycorrhizal fungi. A popular add on sale in garden centres and online. Can be located on peg boards, shelves and till ends.



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Product	Size	Packs per Outer		SKU	RRP Inc VAT
Bulb Starter*	250g	-	12	BS250	£3.75
Bulb Starter*	500g	-	6	BS500	£7.00

Easy Start - Basket Starter & Tomato Starter

The complete Empathy solution for link sales with hanging baskets, bedding plants, tomatoes and other vegetables. Easy to use coir biscuits containing 5 active components including **rootgrow™** and beneficial bacteria.

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Product	Size	Packs per Outer		SKU	RRP Inc VAT
Basket Starter	12 Biscuits	-	12	BS12BIS	£4.75
Tomato Starter	6 Biscuits	-	12	TS06BIS	£3.60

Compost Improver

Empathy Compost Improver is a potent blend of beneficial soil microbes, featuring **rootgrow™** mycorrhizal fungi and beneficial soil bacteria to supercharge compost. This dynamic combination establishes an immediate bond with plants' roots, ensuring superior germination, healthier plants and abundant flowering and fruiting.

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Product	Size	Packs per Outer		SKU	RRP Inc VAT
Compost Improver	300g	-	12	CIAC300	£5.25
Grow Bag Improver	300g	-	12	CIGB300	£5.25

SUPREME GREEN Lawn Care - The Complete Solution

The Supreme Green Lawn Care range includes premium quality lawn seed, liquid concentrate and granular lawn feed. The feeds are formulated to reduce chemical use in gardening by increasing the natural biology in roots and soils. These pioneering products are highly effective, environmentally friendly and easy to use.

SUPREME GREEN LAWN CARE

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Product	Size	Packs per Outer		SKU	RRP Inc VAT
Lawn Seed with rootgrow™*	500g	-	6	SGRG500	£8.25
Lawn Seed with rootgrow™*	1kg	-	6	SGRG1000	£15.00
Lawn Seed with rootgrow™*	3kg	-	1	SGRG3000	£37.00
Lawn Feed with rootgrow™*	1L	-	6	SWLF1L	£8.75
Lawn Feed & Improver with rootgrow™	4.5kg	-	1	SGLF4500	£15.75

Mini Meadow



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



Scan or click to download images



Scan or click to download species list



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Mini Meadow 3m ² with rootgrow™	3m ²	-	6	MMRG01	£7.00
Mini Meadow 10m ² with rootgrow™	10m ²	-	6	MMRG02	£17.00

rootgrow™ mycorrhizal fungi*



RRP: £6.00 Outer: 12/44
 150g
 5 060160 320023

RRP: £2.65 Outer: 25/50
 60g
 5 060160 320412
 RRP: £12.00 Outer: 6/22
 360g
 8 594041 564741

rootgrow™ professional with gel



RRP: £90.00 Outer: 1
 5L
 5 060160 320207

RRP: £60.00 Outer: 4
 2.5L
 5 060160 320009
 RRP: £168.00 Outer: 1
 10L
 5 060160 320214

rootgrow™ ericoid*



RRP: £8.50
 Outer: 6
 200g
 5 060160 320726

rootgrow™ with gel*



RRP: £13.25 Outer: 6/22
 360g
 5 060160 320191
 RRP: £29.00 Outer: 6/10
 1kg
 5 060160 320221

Bulb Starter*



RRP: £3.75 Outer: 12
 250g
 5 060160 321358
 RRP: £7.00 Outer: 6
 500g
 5 060160 320399

Basket Starter



RRP: £4.75
 Outer: 12
 12 BIS
 5 060160 320580

Tomato Starter



RRP: £3.60
 Outer: 12
 6 BIS
 5 060160 320597

Mini Meadow



RRP: £7.00 Outer: 6
 3m²
 5 060160 320160
 RRP: £17.00 Outer: 6
 10m²
 5 060160 320375

Compost Improver & Grow Bag Improver



RRP: £5.25 Outer: 12
 300g
 5 060160 322539



RRP: £5.25 Outer: 12
 300g
 5 060160 322522

Supreme Green Lawn Feed* & Improver



RRP: £15.75 Outer: 1
 4.5kg
 5 060160 321259
 RRP: £8.75 Outer: 6
 1L
 5 060160 320153

Supreme Green Lawn Seed*



RRP: £15.00 Outer: 6
 1kg
 5 060160 320177
 RRP: £8.25 Outer: 6
 500g
 5 060160 320184
 RRP: £37.00 Outer: 1
 3kg
 5 060160 321488

Olive Trees Liquid Feed & Biostimulant*



RRP: £8.75
 Outer: 6
 1L
 5 060160 322645

Acers Liquid Feed & Biostimulant*



RRP: £8.75
 Outer: 6
 1L
 5 060160 322652

All Purpose Liquid Feed & Biostimulant*



RRP: £8.75
 Outer: 6
 1L
 5 060160 320122

Tomato & Veg Liquid Feed & Biostimulant*



RRP: £8.75
 Outer: 6
 1L
 5 060160 321006

Evergreen Liquid Feed & Biostimulant*



RRP: £8.75
Outer: 6



Rose Liquid Feed & Biostimulant*



RRP: £8.75
Outer: 6



Ericaceous Liquid Feed & Biostimulant*



RRP: £8.75
Outer: 6



House Plant Liquid Pump & Feed*



RRP: £6.55
Outer: 6



Orchid Liquid Pump & Feed*



RRP: £6.55
Outer: 6



Cacti & Succulent Liquid Pump & Feed*



RRP: £6.55
Outer: 6



Citrus Liquid Pump & Feed*



RRP: £6.55
Outer: 6



House Plant Granular Biofertiliser*



RRP: £5.25
Outer: 12



Citrus Granular Biofertiliser*



RRP: £5.25
Outer: 12



Biofertiliser for Climbers*



RRP: £8.50
Outer: 6



Biofertiliser for Acers*



RRP: £8.50
Outer: 6



Biofertiliser for Olive Trees*



RRP: £8.50
Outer: 6



Biofertiliser for Roses*



RRP: £8.50
Outer: 6



Biofertiliser for Evergreens*



RRP: £8.50
Outer: 6



Biofertiliser for Trees & Shrubs*



RRP: £8.50
Outer: 6



Biofertiliser for Ericaceous*



RRP: £8.50
Outer: 6



Biofertiliser for Hydrangeas*



RRP: £8.50
Outer: 6



Biofertiliser for Tomatoes & Veg*



RRP: £8.50
Outer: 6



Point of sale

We have a range of point of sale (POS) materials available to help enhance product visibility. From till end display stands and correx signs to shelf barkers and digital assets, our POS solutions are designed to attract attention and engage customers effectively.



Create your own POS?

Scan or click the QR code to access downloadable images and vectors, allowing you to easily create your own point of sale materials tailored to your needs.



Display Units

Get in touch with your area representative to explore the range of display units we have available. Our team can help you select the most suitable options tailored to your garden centre's layout and product offerings.

Fully merchandised, robust wooden display unit for indoor or outdoor (under cover) use.

Available for Jan/Feb delivery and can be added to pre-season orders.

Free stock offers with display units, speak to your regional representative.

Scan or click the QR code to register your interest



BIOFERTILISERS - THE FUTURE OF PLANT NUTRITION



A New Era of Plant Care

Already trusted by UK gardeners, Empathy by PlantWorks Ltd leads the way in sustainable innovation with its BIOFERTILISERS. These advanced feeds use living micro-organisms to boost Nutrient Use Efficiency (NUE), strengthen plant health, and reduce reliance on chemicals shaping the future of natural, effective, and environmentally responsible plant care.

The Science Behind the Success

Drawing on years of expertise with **rootgrow™** mycorrhizal fungi, Empathy has integrated beneficial soil bacteria into its granular feeds. This science-led approach maximises nutrient uptake, accelerates growth, and improves soil vitality. With proven results, Empathy BIOFERTILISERS represent the next evolution in trusted, sustainable gardening solutions.



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The Empathy Range of products are manufactured by:
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www.rootgrow.co.uk

Meet Emily, Empathy's AI assistant, enhancing sales through improved product knowledge



**PRODUCT
TRAINING**



Gain full technical product training for your Garden Centre. Simply scan & share with your staff via whatsapp or messaging platform.