



February 2015

PRESS RELEASE

A sustainable approach to gardening

In November 2014, Neudorff was awarded the prestigious National German Sustainability Award for its commitment to sustainable practice across its product range, manufacturing processes and continuous work to reduce the company's overall carbon footprint.

Focusing on the ethos that nature is our best teacher, Neudorff's range of weed, feed and control products place as little strain on the environment as possible helping to protect birds, bees, worms and other beneficial garden visitors whilst tackling unwelcome pests, fighting weeds and effectively fertilising plants and vegetables.

The certified carbon neutral company¹ uses biodegradable and natural active ingredients throughout its range, including pyrethrum derived from the chrysanthemum flower, an effective contact insecticide, plus pelargonic acid, which is found naturally in pelargoniums, an effective fatty acid used to treat unwanted plants.

Its bug killers are approved by the Organic Farmers and Growers Association and are neonicotinoid free ensuring our valuable bees are protected.

Key products

Mycorrhiza Root Enlarger

This highly effective and permanent solution increases the size of a plant's root system by up to 150 times, encouraging healthy and vigorous growth, strengthening

¹ Neudorff is certified to the following standards: ISO14001 – Environmental Management. IOS50001 – Energy Management

it against frost, drought and unfavourable pH conditions and increasing the effectiveness of any fertiliser used.

Available as a soluble version and a specific formula for ericaceous plants.

RRP: £5.49 - £6.99



Sluggo Slug & Snail Killer



Using Iron Phosphate III, an effective, naturally occurring ingredient, which stops slugs and snails eating very quickly, they then burrow into the soil to die leaving no visible trace or slime trails. Any leftover pellets break down into iron phosphate by the soil's own microorganisms.

Sluggo is suitable for use around all edibles and is approved for organic use by the Organic Farmers & Growers Association.

RRP: £6.99

Pyrol Bug & Larvae Killer

A pesticide with a unique blend of innovative features, offering protection against a wide number of garden pests including; aphids, red spider mite, greenfly, lily beetle, whitefly and many more. It contains pyrethrum; a natural active ingredient derived from the chrysanthemum flower and is neonicotinoid free protecting beneficial insects and pollinators.

RRP: £5.49 - 750ml spray and £11.99 – 250ml concentrate





Superfast long lasting Weed Killer

This biodegradable weed killer contains pelargonic acid and maleic acid hydrazide, a growth regulator that prevents cell division so weeds are permanently destroyed.

Effective against; stinging nettles, dandelions, thistles, plantain and many more. This product can be used at low temperatures and treated areas can be replanted after just two days.

RRP: £5.49 – 750ml spray - £16.99 for 3 litres

Organic fertilisers

Neudorff's organic fertiliser range includes Lawn Feed & Improver, a number of plant, vegetable, rose and rhododendron, azalea and camellia foods, each contains beneficial Mycorrhiza fungi which helps to boost root growth and increases resilience against frost and drought. Each product is suitable for organic gardening, child and pet safe.

RRP: From £3.99 – 6.99



Ends

Editors notes:

1. The German Sustainability Award was established in 2008 to encourage the acceptance of ecological responsibility and to identify role models in this area.



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2. Neudorff's head *natural gardening* office in Emmerthal, Germany, is a hub of sustainability, the team work continually to reduce its carbon footprint by using local raw materials where possible, generating its own renewable electricity using sun, water and wind energy and company cars are all low emission. Plus, the business supports environmental projects including "urban gardening projects" such as "[Himmelbeet](#)" in Berlin and supports the education of children by sponsoring school garden as well as kindergarten projects like "Mini-Gardeners".

Ends

For more information on this press release please contact Gemma Sharpe at RealEdge on 0115 932 7727 or email press@neudorff.co.uk