

PRESS RELEASE**Sluggo sales success for Neudorff**

One of Neudorff's best-selling products of 2015 will be available to retailers and gardeners in a larger pack size.

Sluggo, slug and snail killer experienced an 80% increase in sales during April and May 2015 compared to the same period in 2014, a combination of strong pre-season sales and increased consumer awareness has resulted in excellent consumer pull-through of the product.

The effective pellets are certified for organic use by the Organic Farmers and Growers Association and they do not contain harsh chemicals, they are extremely rainfast and no visible traces of dead slugs and snails are left behind once consumed.

Packaged in specially coated moisture resistant cardboard, the new 1 kg box will have the same RRP as the current 800 g bottle, and will feature a handy built in shaker-style dispenser.



The Sluggo range will now include 450 g box (RRP £3.99), 800 g bottle (RRP £6.99) and 1 kg box (RRP £6.99).

For more information on Neudorff visit www.neudorff.co.uk or call 0121 7671821.

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