



Bloomin Amazing™ lands at Dobbies

- **Leading garden centre launches sustainable product in store**

The UK's leading garden centre retailer, Dobbies Garden Centres, has announced that it is stocking Bloomin Amazing™, an organic and environmentally friendly soil enricher. Available instore, customers can purchase the peat-free product, caring for both their plants and the planet.

Committed to sustainability, Bloomin Amazing is a no-dig, peat-free mulch, easy feed and soil conditioner all in one. Produced in the Dorset countryside, the unique 3-in-1 product has a minimum carbon footprint and is made entirely from a by-product of the UK's first commercial green gas generating plant.

Lightweight, clean and odour-free, Bloomin Amazing is entirely pet and family friendly, with its high organic matter making it an eco-friendly and effective soil enricher and weed suppressant.

Nick Finding, Managing Director at Bloomin Amazing, said: "Enquiries from gardeners for our sustainable and peat-free soil improver are growing rapidly so it's great news that they will now be able to buy Bloomin Amazing in Dobbies stores across the UK.

"We are extremely proud of our sustainability credentials and it's good to be partnering with an organisation like Dobbies who clearly share our values."

The news comes as Dobbies welcomes proposed deadlines from DEFRA and the HTA for retailers to be peat-free. The garden centre launched its #sustainabledobbies campaign during National Gardening Week and a key part of Dobbies' sustainability pledge is to reduce the use of peat in its product range.

The team are on track with the commitment made in 2020 to be 90% peat free in 2021 and 100% peat free in 2022 in relation to bagged compost. The retailer has also worked with nursery suppliers to produce a roadmap for an annual reduction in peat use for growing plants.

Graeme Jenkins, CEO of Dobbies, said: "Sustainable practices and caring for the environment continue to be at the top of our agenda, and we are pleased to build on our #sustainabledobbies campaign. We are working towards our peat-free future at pace.

"Bloomin Amazing is a brand which is committed to sustainability and we're proud to stock the organic soil enricher. This is just one of a number of eco-friendly products that we will be rolling out in store and online in the coming months, giving our customers plenty of sustainable options."

As well as reducing the use of peat, plastics and pesticides and providing customers with recycling opportunities, Dobbies is also proud to support Terra Carta from HRH The Prince of Wales' Sustainable Market Initiative – helping make the UK a greener place.

For more information visit dobbies.com

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About Dobbies

- Established in 1865, Dobbies is now the UK's leading garden centre retailer, with 73 stores.
- A turning point in the business came in 2019 with the acquisition of 37 stores, more than doubling the company's footprint.
- Dobbies operates 69 mainline garden centres and four small format, little dobbies, stores.
- Dobbies aspires to be 'not your average garden centre'; we exist to enrich people's lives and nurture connections between people, the community and the environment.
- Dobbies is proud to be a supporter of #terracarta, launched by HRH The Prince of Wales' Sustainable Markets Initiative.