



New garden recycling scheme provides solution to plant pot landfill problem

Two industry leading horticultural brands have joined forces to provide gardeners with a solution to plant pot recycling, preventing further plastic waste ending up in landfill.

Sustainable plant pot designer, [elho](#), has joined forces with nationwide garden centre retailer, [Dobbies](#) to provide plastic plant pot recycling bins across 69 of its centres. This will make it easier than ever to reduce unnecessary plastic waste in the garden and prevent further plastic waste ending up in landfill.

It has been widely reported that kerbside recycling of plant pots is challenging. Policies vary significantly from council to council, particularly when it comes to black plant pots, which can leave gardeners at a loss with what to do with their disregarded pots.

Now gardeners can simply take their plastic plant pots and trays to Dobbies' stores for them to be recycled. The bins provide a simple means of disposing of plant pots in a convenient and environmentally friendly way, rather than having them clutter up garden sheds or adding to landfill.

This initiative comes as new research from Dobbies Garden Centres reveals that 35% of gardeners want to recycle more of their garden waste products this spring.*

Both companies are champions of sustainability with industry-leading green initiatives, and the plastic pot recycling bins are the latest innovation in this. elho places nature at its core and boasts a number of sustainable credentials, including the production of only 100% recyclable plant pots that are made from recycled materials, using 100% renewable wind energy from the company's very own wind-powered factory in the Netherlands. Last year alone, the company recycled more than 13 million kilograms of recycled plastic to create its beautifully designed pots.

Chris Buck, Northern Account Manager at elho, explained: "We're pleased to be working on this initiative with Dobbies to encourage gardeners to recycle their plant pots, and to make it incredibly easy for them to do so. It's great to be working together to collect plastic garden waste and give it a second lease of life, instead of sending mountains of it to landfill. We wanted to help provide gardeners with a simple, convenient solution to dispose of their plant pots in an environmentally friendly way. When visiting the centre to buy more plants, simply return your old pots – it couldn't be easier!"

Dobbies' goal is for the initiative to provide customers with the knowledge that plant trays and pots they have purchased are recyclable in store. Like elho, Dobbies is committed to delivering environmentally friendly practices, products and sustainable solutions.

Marcus Eyles, Horticultural Director at Dobbies Garden Centres, added: "We are always looking for ways to embed sustainability into our operations, and this is a positive step forward in our #SustainableDobbies journey.

“We also know from our own research that this is also something our customers are increasingly passionate about, and while we have encouraged pot recycling for a number of years in-store, these new bins provide customers with a clear message and opportunity to recycle.”

For a list of Dobbies stores visit dobbies.com

* The survey was based on responses from 2,003 UK adults between 4 March and 7 March 2022. Research undertaken by Independent Media News.

-ends-

About Dobbies

- Established in 1865, Dobbies is now the UK's leading garden centre retailer, with 74 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 five little dobbies.
- 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.