

Why you won't want to miss The Real Soil Company at Glee

The Real Soil Company returns to Glee (Stand 7E33) after a fantastic trading period that saw garden centre customers turn to sustainable, peat-free gardening in a big way.

Here are 10 reasons you really need to come on stand:

1) **Find out what's really in a bag of topsoil**

The Real Soil Company wants to help retailers understand the science behind the soil and shine a light on how most existing topsoils offer little nutritional value and many are not fit for purpose. Know what you're selling!

2) **Unique products with real stand out on shelf branding**

SuperSoil is enhanced with a unique blend of ethically sourced, peat-free booster components, all wrapped up in eye-catching packaging that brings the message home.

3) **Peat-free that performs**

Every bag of SuperSoil is packed full of 'super charged' natural and organic single-source plant-derived amendment, providing improved soil biology and meaning it consistently outperforms current market-leading topsoils.

4) **New launches**

As well as showcasing its flagship SuperSoil, the brand will be launching a brand-new Vegetable & Fruit Topsoil.

5) **Get hands-on**

On stand, retailers can get up close and personal with The Real Soil Company's products and compare them to other topsoils available on the market. Display units will let you see and touch the product to highlight the difference in valuable content.

6) **Meet the people behind the products**

Get some vital facetime with The Real Soil Company team and understand the passion behind the products.

7) **Enjoy show offers**

Trade customers can enjoy a range of money-saving show offers and flexible delivery terms, making The Real Soil Company an even more enticing option for peat-free topsoil supplies.

8) **Sustainability matters**

Satisfy demand from responsible gardeners by using a comprehensive supplier for whom, environmental issues do not compromise, but enhance the product offering.

Glee Daily News (Day 1)



9) Soak up the knowledge

The Real Soil Company is backed by years of experience, thanks to parent company, Boughton Loam - leading suppliers of natural soils and green roof substrates to the professional landscape and construction industries.

10) Join the topsoil revolution

Start stocking The Real Soil Company's products and see the difference both now and long into the 2023 season!

Find out more

To learn more about the SuperSoil difference be sure to join the Real Soil Company team on stand at Glee (stand 7E33). You can also learn more about the product, its ethos and the in-depth independent testing that takes place to ensure SuperSoil is best in class by visiting www.therealsoilcompany.co.uk

If you are interested in stocking any of The Real Soil Company products, please email info@therealsoilcompany.co.uk

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Notes to Editors

Boughton Ltd – An acknowledged specialist and market leading supplier of topsoil, growing media, specialist loam blends and landscaping products, with over 30 years of successful delivery to the industry U.K. wide.

The Real Soil Company excels across most landscaping and gardening projects, providing enhanced growing, quality plants/crops and attracting affluent eco conscious garden retail customers.