

## **The Real Soil Company wows buyers with unique 100% peat-free and organic Topsoil range at Glee 2022**

**The Real Soil Company treated visitors to the launch of its brand-new 100% organic and natural Vegetable & Fruit Topsoil at Glee 2022 and has already had a great response from retail buyers. The exciting new addition joins the brand's flagship SuperSoil – already an industry favourite – to provide retailers with a comprehensive, unique peat-free and organic topsoil offer.**

Visitors on the hunt for premium products in sustainable gardening made a beeline for The Real Soil Company's stand (7E33) on day one of the show, keen to learn more about the newest launch to the brand's line-up: **Vegetable & Fruit Topsoil**, a rich blend of topsoil and soil improver.

Like SuperSoil, the new Vegetable & Fruit Topsoil has been enhanced with a unique blend of ethically sourced, peat-free booster components, which help plants to establish more quickly, offer improved water retention and better resilience against pests and disease.

Not only does this make life easier for gardeners of all skillsets but, come harvest time, they will reap further rewards with higher crop yields of edible plants and improved nutritional value of the fruit and vegetables they've grown. Now, that's something to get customers excited about!

Sister product, SuperSoil continues to find a place on industry best-seller lists, as retailers feel confident that they are stocking something that delivers. It wasn't a surprise that two of the three biggest garden centre chains quickly snapped up stock of SuperSoil when it was first launched, and similar big things are being predicted for this newest chapter in topsoil.

Stop by The Real Soil Company's stand (7E33) to discover more about this incredible brand and its outstanding products or reorder and replenish stocks for seasons to come.

### **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](http://www.therealsoilcompany.co.uk)

If you are interested in stocking any of The Real Soil Company products, please email [info@therealsoilcompany.co.uk](mailto:info@therealsoilcompany.co.uk)

**ENDS**

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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.