

GIMA Press Release

10th September 2018

For immediate release



***Bloomin Amazing* feel just that as they scoop the 2018 GIMA Innovators' Seed Corn Fund**

A proven vehicle for celebrating grass roots development and true innovation, the GIMA Innovators' Seed Corn Fund (GISCF) has already contributed to helping four brands find their place within the garden retail market both here and across the globe. This year, another company is set to benefit from the GISCF excellent prize package. Introducing the 2018 winners – Bloomin Amazing.



Bloomin Amazing is a 3-in-1 dig-free soil enricher, easy feed and mulch product, produced at the company's renewable energy plant in the beautiful South Dorset countryside. Owned by local farmers and the Duchy of Cornwall, Bloomin Amazing is odourless, lightweight, clean, and pet and family friendly making it the perfect choice for gardens that want to utilise proven organic solutions.

Beating off stiff competition and judged by a panel made up of both Glee and GIMA representatives, Bloomin Amazing – as GISCF winners - will receive support up to the value of £6,000 to help with development and marketing costs associated with entering the UK garden retail market, including a year's full GIMA membership, and a wide range of business support tools.

GIMA Director, Vicky Nuttall said: "We're incredibly pleased to confirm that Bloomin Amazing is the 2018 winner of the GIMA Innovators' Seed Corn Fund. The company and its product demonstrate impressive eco-friendly credentials across the board, without compromising on the commercial viability of the product. With excellent volume sales potential and a strong consumer message we believe Bloomin Amazing will be a popular choice amongst retailers and end users in the coming season."

In addition to choosing a winner, the panel also selected Bramble Pet & Wildlife as this year's runner-up. A family owned company, Bramble Pet & Wildlife has been involved in developing products for animal welfare since 1990, combining their experience and expertise to formulate foods that are nutritionally beneficial to wild animals and ensure that they do not contain any added sugar, colours, or artificial flavours. The current range includes mealworm-free Hedgehog Food and Swan & Duck feed.

As the winner, Bloomin Amazing is now set to receive funding and help with the development and marketing of their product, together with support from experts within the industry.

To find out more about the GIMA Innovators' Seed Corn Fund please join GIMA on-stand at Glee 2018, Hall 19, stand U14.

Pull out box

Interview with Bloomin Amazing's Nick Finding

Tell us a more about Bloomin Amazing

Bloomin Amazing is a unique triple action 'no dig' soil enricher which conditions the soil, suppresses weeds, and feeds plants. It is made from 100% renewable by-products and is 100% peat-free, produced in the West Country with minimum carbon footprint. It is lightweight, clean to handle, almost odourless, pet and family friendly, and high in organic matter.

Can you tell us a little bit more about the journey of Bloomin Amazing?

Bloomin Amazing is a by-product of renewable energy bagged by a new start-up company - West Country Soil Improvement Ltd (WCSI) - at Rainbarrow Farm AD (anaerobic digestion) plant near Poundbury in Dorset. This AD Plant was the UK's first commercial biomethane to grid plant which injected green gas into the National Gas Network in October 2012. The project is a pioneering joint venture between The Duchy of Cornwall and local farmers. There are now over 90 gas to grid plants in the UK.

Poundbury is an urban extension to Dorchester built according to the principles of urban planning advocated by HRH The Prince of Wales, with the concept of sustainability at the heart of the masterplan.

The AD Plant was a winner of the British Renewable Energy Association Leadership Awards in June 2013 and a finalist in the REA 2018 Sustainability Awards, and WCSI was a finalist in the Garden Care 2018 GIMA Awards.

The digested by-product from the AD plant which comes only from green plant matter, has been used on local farmland — as a fertiliser and soil conditioner — and also sold to organic farmers. The aim for WCSI was to make this excellent triple action soil enricher available to a wide domestic consumer base, reducing the carbon footprint of gardening and informing customers about renewable energy and the circular economy.

WCSI began its journey in June 2017, investing in a British made fully automated 12 bags/min bagging line which was installed at the AD site in January 2018. A full marketing and sales strategy was developed with strong product identity, and distribution first started mid-March 2018, too late really for the 2018 season proper but with an eye to the future. By April, Bloomin Amazing had already become the 2nd bestselling product across Stewarts

garden centres in Dorset and Hampshire. It has featured on local radio and in the press and even made national coverage on the Daily Express website. Within seven weeks of distribution Bloomin Amazing entered the GTN Bestsellers Growing Media Chart at number 14, the highest new entry, and a week later rose to number seven. Considering this is against nationally distributed big brands, there is clearly a demand out there for such a sustainable product, and our objective to disrupt the bagged growing media market has begun. It is now sold in garden centres from Cornwall to Gloucestershire to Kent, and our aim next year is to expand that footprint nationally.

How did you hear about the GIMA Innovators' Seed Corn Fund?

Being new on the block meant we didn't believe we could afford to get into Glee this year, but because we were using Jane Lawler of Lawler Associates for our strategic marketing advice, Jane was able to help us successfully apply for a shell stand in the Innovators Zone, and then she also suggested we applied for the GIMA Innovators Seed Corn Fund – thank you Jane!

What made you enter the award?

Our hope and aspiration was that we could win it of course, and make good use of the superb coverage that comes with the award during the Glee exhibition to help launch our first proper season in 2019. Historically we could see that this award has changed the fortunes of previous winners, and we hoped that the story behind our Bloomin Amazing would give us a chance to share in this tremendous opportunity.

What can people at Glee expect to see from you?

For us it will be about sharing the success of Bloomin Amazing and help new customers benefit too from what our current customers have already discovered. We want to be able to share our story of sustainability and virtuous circles with those that are interested, we want to meet current customers we've never met face to face. Most of all we want to introduce ourselves to potential new customers that will hopefully help us take Bloomin Amazing to a national level.

Visit Bloomin Amazing at Glee, NEC Birmingham (Hall 19 Stand U14) 10th – 12th September 2017.

Ends.

For further information on this press release please contact:

GIMA Press Office: 01959 564947 or info@gima.org.uk

Notes to Editors

About GIMA

The Garden Industry Manufacturer's Association (GIMA) is a membership organisation representing the majority share of suppliers and manufacturers operating within the UK gardening industry. Formed in 1999, its goal is to promote the commercial, trading and industrial interests of UK and EU based companies supplying the UK garden industry. Run by a small team of dedicated professionals, and governed by a council of members, GIMA is funded by membership subscriptions and services. The range of services and support provided for members is extensive, offering something for all members, regardless of their size or heritage