

News release

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Date: June 2022

Contact: Kimberley Hornby: 07851 610573



New SPOT-ON, FITO & GET OFF updates offer renewed profitability for retailers

Sipcam Home & Garden will introduce exciting new additions to its SPOT-ON, FITO and GET-OFF ranges ahead of the 2023 season, designed to offer retailers profitable new solutions for tackling weeds, pests and houseplants.

SPOT-ON

Made in the UK, SPOT-ON is the brand behind powerful, simple-to-use cleaning, weed and control products. Using the best formulations, SPOT-ON will also now benefit from the inclusion of new **Total Weed & Moss Killer**. A single bottle of Total Weed & Moss Killer makes up to 27 litres of diluted solution, enough to treat 440m² of weeds or 555m² of moss.

Total Weed & Moss Killer will also be joined by two fast-acting and long-lasting cleaners. **External Mould, Green Algae & Fungi Killer**, available in a 5L bottle, is a multi-purpose disinfectant for paths, patios, fences, caravans, greenhouses and so much more. Wherever mould, algae or fungi grows, this new addition to the SPOT-ON range is the ideal solution. Elsewhere, the 2L **Long Lasting Path, Patio & Decking Cleaner**, features a 100% biodegradable formula that is powerful enough to kill even the toughest algae to create cleaner than ever paths, patios, and decks.

FITO

The FITO range of drip feeders has become synonymous with houseplant care, providing up to 15 days of feed for a wide range of plants, including citrus, orchid and cacti, with the Natural Drip Feeders opening up the category into young plants, fruits and vegetables.

New-for-2023 is **Wonder Gel 3-in-1**, designed to help plant parents take guilt-free holidays or simply help forgetful plant owners keep their plants thriving. The easy to use, slow-release gel is enriched with minerals to provides plants with all the nourishment and water they need for healthy, lush growth, all without the worry of overwatering. The gel holds water for up to 10 days, slowing releasing over this period without leaving water deposits, which minimises the risk of insects laying their eggs in the wet soil and plants perishing during long periods unattended.

GET OFF®

For over 20 years, Get Off® has been teaching pets to love our homes and gardens. In a move to tackle wider 'animal' issues, the Get Off® offering will use its specialist knowledge to bring to market the all-new **Spiderweb Remover & Preventer**. Perfect for use throughout the home and workplace and utilising a specialist formulation that prevent webs from reforming within one month, Spiderweb Remover & Preventer can be sprayed onto ceilings, walls, doors and door frames, windows, wall corners and hard to reach areas, all without staining. The Spiderweb Remover & Preventer will be available in eye catching shelf ready packaging to make it really stand out on the shelf.

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Talking about these new updates, **Sipcam Home & Garden's Head of Sales, Nigel Thompson** said: "All our ranges are created to be the best in their category, offering effective and affordable solutions, and these new additions are no different. Tackling common issues, these products fill the gap for innovation and help retailers to offer their customers true satisfaction and in turn, increases profitability throughout the season."

Find out more

To find out more about the leading product range from Sipcam Home & Garden, visit www.sipcamhg.co.uk.

Ends

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For more information, interviews or images please contact the Sipcam Home & Garden UK PR Team: Kimberley Hornby, Tel: 07851 610573, Email: kimberley@hornbywhitefootpr.co.uk

Notes to Editors

About Sipcam Home & Garden

Sipcam Home & Garden is part of the Sipcam Group, one of the world's top 20 agricultural suppliers and the only Italian company in the business of global crop protection. The family-owned group - with an annual turnover in excess of €500million - has a very impressive research and development capability, and through collaborations with universities and specialist research facilities is pioneering bio-technology to produce market leading control products, nutrients and bio-stimulants which will be key for the future of food production as conventional chemical technology becomes less available.

Sipcam Home & Garden is now in the exciting process of making the best of its professional technology available to the amateur gardener. It has much to offer today, and with an exciting pipeline of product developments still to come will be a key part of the EU retail marketplace moving forward.