

ORGANIC SUPERFOOD, THE PEAT-FREE GROWING SOLUTION

Since the launch of ecofective® Organic Superfood Ideal for Peat-Free Compost in 2022, Sipcam Home and Garden have been working towards accelerating the popularity of peat-free gardening by giving consumers the confidence in their peat-free gardening projects.

In recent years it has been a concern for gardeners that peat-free compost lessens results, however when using Organic Superfood as a partner feed this could not be further from the truth. ecofective® Organic Superfood Ideal for Peat-Free Compost contains a complete package of nutrients to help plants flourish in peat-free compost. Plants require the basic nutrients of Nitrogen, Phosphate, and Potassium (NPK), to enable great growth. Due to the ecofective® organic NPK and many other properties, it helps promote bigger and healthier plants.

An award winning peat-free solution

As a result Organic Superfood has become an industry recognised gardening product, winning three awards since its launch. The product won best product in the 'Growing Materials' category at the New Product Showcase awards at Glee 2022. More recently ecofective® Organic Superfood Ideal for Peat-Free Compost took the headlines at the GIMA awards, winning two awards. This included the prestigious Sword of Excellence for best overall product. Sipcam also picked up an award for best product in the 'Garden Care' category for Organic Superfood Ideal for Peat-Free Compost with the judges highlighting how the product had delivered a solution to help get great results with peat-free growing.



Happy Plants

Organic Superfood Ideal for Peat-Free Compost creates healthy and happy plants with its multi-action 6 in 1 booster. Available in powder form, gardeners can easily mix it into compost or around the planting area, resulting in up to 2 x crop yields and bigger brighter blooms!

Once mixed in the powder feed provides improved root development of plants. One of the concerns about peat-free compost is that it may dry out quickly, however Organic Superfood is here to help by promoting



'The single biggest issue that we face as an industry is the move to peat-free compost and this helps to address this challenge. It's also well-presented and has great commercial opportunities.'

GIMA Judging Panel on awarding the Sword of Excellence to Sipcam Home & Garden



improved water retention during the growing process. It also strengthens the plant to help resist disease attack due to the combination of natural bio-stimulants, magnesium, and organic matter which provide everything the plant needs to thrive indoors and outdoors, in pots or planting out in the garden.

Organic Superfood Ideal for Peat-Free Compost slow release of nutrients promotes long lasting support. This slow-release mechanism also supports the plant during stress conditions such as heat, drought, and over-watering.

Happy Planet

The ecofactive® mission includes creating thriving safer gardens and outdoor spaces friendly to wildlife with products that are kinder to the planet. Organic Superfood Ideal for Peat-Free Compost carries on this mission and more! Manufactured in a sustainable process it reduces the brands carbon footprint and avoids harmful gas emissions such as methane and ammonium, resulting in a much happier planet.



ORGANIC SUPERFOOD
**IDEAL FOR
PEAT-FREE COMPOST**
The perfect partner for your compost

**6 in 1
BOOSTER**

- 1 UP TO 2X CROP YIELDS.
- 2 STRENGTHENS THE PLANT AGAINST DISEASE ATTACK.
- 3 SUPPORTS PLANT DURING STRESS CONDITIONS.
- 4 SLOW RELEASE OF NUTRIENTS FOR LONG LASTING SUPPORT.
- 5 IMPROVED WATER RETENTION IN SOIL.
- 6 IMPROVED ROOT DEVELOPMENT.

Happy Retailers

Using high impact branding aimed at eco-conscious consumers, each 800g recyclable pouch offers value for money by helping up to 40 plants, seedlings, and potting plants thrive no matter the soil type or conditions. With user-friendly weather-proof packaging, the product enables retailers to maximise sales by offering cross-merchandising opportunities alongside existing peat-free compost products. Full sales support is also supplied with point-of-sale options to shout loud about a product that is the best solution for peat-free growing in our industry.

