



ECOFECTIVE'S ORGANIC SUPERFOOD RANGE EXPANDS

The award-winning ecofective® Organic Superfood range is expanding after a positive response since it was launched in 2022. Organic Superfood All Plants pellet feed and Organic Superfood Ideal for Peat-Free Compost powdered feed won best new product in the growing media category when they were launched at the Glee 2022 show.

Since then, gardeners have been impressed with the new concept, which provides a multi-action 6 in 1 booster for plants and an organic feed solution that reduces carbon footprint. Also impressed with the range have been the gardening industry as a whole, with Organic Superfood Ideal for Peat-Free Compost picking up two GIMA awards in late 2023, including the prestigious Sword of Excellence award for best overall product.

Organic Superfood is growing

New for 2024 are Organic Superfood liquid feeds. Promoting bigger, healthier, and happier plants, fruit and veg, Organic Superfood liquid feeds provide great results for gardeners with increased crop yields and bigger brighter blooms! Part of the reason behind these results is due to the ability of Organic Superfood to provide improved root development of plants and also supporting plants during stress conditions such as heat, drought and over watering. The new liquid feed range is produced from a blend of natural ingredients, sugars, amino proteins, phosphate and is enriched with seaweed, promoting strong and healthy growth.



ecolective® Organic Superfood for All Plants is a concentrate formula that provides healthy vibrant flowers and bumper crops of fruit and vegetables to include peppers and chillies.

ecolective® Organic Superfood for Tomatoes is also a concentrate solution that encourages the plants to take up nutrients quickly, giving results sooner, for happier, healthier, tastier tomatoes.

The new Organic Superfood liquid range is available in an 800ml bottle and a brand new 1.2 litre pouch. The new flexible pouch uses up to 70% less plastic and consumes less energy resources throughout its entire life cycle, compared to that of a rigid plastic bottle.

As well as being more sustainable, ecolective® Organic Superfood 1.2 litre pouches are supplied as a value-added launch promotion with 50% extra feed, retailing at £7.99.

The 50% extra promotion and flexible pouch also features on the new ecolective Organic Seaweed, a natural growth stimulant for all plants. The 50% extra deal is highlighted on pack so the special offer can be easily seen by shoppers in store. ecolective® are proud to develop products that enable gardeners to make the right choice for both their plants and the planet. Organic Superfood is an organic plant feed range that helps plants and flowers thrive naturally. With no nasty ingredients they are child and pet safe, wildlife friendly and kinder to the planet.