



INTRODUCING THE BOOST GROWING SYSTEM: Everything gardeners need to BOOST their gardens from start to BLOOM!



Boost, part of Westland Horticulture, is expanding its highly successful range, which will now provide everything gardeners need to achieve their best container and basket displays in a **simple 3-step format**, which includes compost, granule feed and liquid feed.

The Boost range now covers every aspect of container and basket gardening, starting with the **Boost All-Purpose Compost**, which gives plants the best start in life by **locking in moisture**. New for 2025, Boost All-Purpose Compost is also available in a handy **25 litre Mini Bale** format, a perfect size to create a stunning hanging basket or patio plant pot.

The compost tackles the challenges faced by gardeners when using peat free compost in containers and baskets thanks to its **West+2 Moisture Lock Technology™**, which helps to retain and lock in moisture, releasing it as plants need it.

The second step of the 3-step format, and brand new for 2025, is the **Boost All Purpose Multi-Action Granules**. The granules feature a **4x multi action growing system** designed to support plants from the initial planting and establishment phase all the way through to vibrant, blooming displays. The granules meet the season long needs of plants and feature 6 months' worth of feed, an added **root growth stimulant** and a multistage **nutrient release profile**, with different nutrients delivered at the right time to support the different stages of plant growth:

- Stage 1 **STRONGER ROOTS:** Root growth stimulant coated granules provide an immediate nutrient boost, promoting strong root growth, combatting repotting stress and enhancing the plant's ability to absorb water and nutrients.
- Stage 2 **GREENER FOLIAGE:** A two-month supply of nitrogen supports the vegetative growth stage of plants, resulting in deep green foliage that aids in photosynthesis, enabling plants to store energy for flower and fruit development.
- Stage 3 **HEALTHIER PLANTS:** 12 essential nutrients are released gradually over six months, supporting sustained plant growth, and potash to support overall plant resilience.
- Stage 4 **MORE BLOOMS:** All these stages work together to deliver the most amazing displays, with vibrant flowering and increased fruit production.

The final product in the 3-step growing system is the trusted **Boost All Purpose Liquid** plant feed, which should be used regularly to ensure plants give their best displays and achieve **4x more blooms***. Combining the compost, granules and liquid feed helps plants to reach their full potential and ensure optimal plant health, from keeping them hydrated to ensuring they have the nutrients they need to thrive.

Helen Amos, Head of Category, at Westland, commented: "We understand the challenges many gardeners face with container gardening, which is why we've developed the perfect 3-step routine for achieving exceptional displays season after season, so everyone can truly be proud of their gardens."

ENDS

Notes to editors:

*Bedding plants fed with Boost liquid plant food versus unfed.

About Westland Horticulture:

Westland Horticulture, home to brands such as Peckish, Unwins, Kent & Stowe, and Gro-Sure, is a leading horticultural company dedicated to helping people create and maintain beautiful, healthy gardens that encourage a variety of birds to visit. Established in Northern Ireland in 1990, we have a rich heritage and pride our brands on being the trusted partners that our customers can rely on, season after season.

Sustainability is at the heart of what we do. We aim to deliver a positive change through long term investment, from significantly reducing peat across our range, increasingly adapting our packaging to become plastic-free, and always striving to source local ingredients. We're also very proud that all our sites use 100% renewable energy and are zero waste to landfill.

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