

**February 2022**

### **Neudorff and DLF Seeds lead the way in top quality lawncare**

**The combined, market-leading lawncare offering from natural gardening pioneer Neudorff and DLF Seeds, parent company of Johnsons Lawn Seed, is poised to help retailers to maximise potential in lawncare categories this season.**

The natural synergy between both companies was evident when DLF Seeds was appointed exclusive UK distributor for Neudorff in 2019. Now, working as a combined force, both firms' lawncare portfolios tap into the latest consumer trends for organic lawn fertilisers that are easy and safe to use in the vicinity of children and pets – while offering a class-leading range of lawn seed that germinates rapidly and delivers exceptional performance.

The importance of a well-stocked, expertly merchandised lawncare department has been further highlighted by the latest research from the Horticultural Trades Association. The study revealed that grass is the most commonly found feature in UK gardens, reinforcing the need for innovation to power the buoyant sector forward.

Retailers are already benefitting from the convenience of being able to source Johnsons Lawn Seed's acclaimed grass seed portfolio and Neudorff's leading lawncare range, including Organic CleanLawn, from a single supplier.

**Guy Jenkins, Consumer Manager at Neudorff's UK distribution Partner, DLF Seeds Ltd**, said: "Heightened demand has been evident across the garden retail sector over the last year, underpinning the importance of sourcing lawncare stock from a supplier with a fine-tuned distribution network that has proven its ability to meet retailers' needs even in the most turbulent of times. By combining forces, Johnsons Lawn Seed and Neudorff has created a one-stop shop to keep stockists replenished with the latest innovation in lawncare, helping retailers to capitalise on consumers' insatiable appetite for perfecting outdoor living areas."

As we head towards the 2022 lawncare season, Neudorff, pioneers in natural gardening, will be tapping into the growing trend for natural lawncare with its Organic CleanLawn, a three-in-one organic fertiliser that clearly communicates its benefits – thicker, greener and a more drought-resistant lawn – to consumers. The innovative formulation, which has an indirect action against moss and weeds, also taps into the trend for low-maintenance gardening, as no scarifying is necessary.

Organic CleanLawn, in its stand-out green-and-yellow Neudorff livery, is ideal for merchandising alongside Johnsons Lawn Seed's extensive grass seed portfolio, providing consumers with everything they require to sow and maintain a first-rate lawn. With more than 200 years' experience at the cutting edge of lawn seed technology, the Johnsons range comprises the innovative new Tuffgrass with Dog Patch Resistance as well as proven sellers such as Luxury Lawn, Lawn Thickener, Shady Place and After Moss Lawn Seed.

For more information about Neudorff and Johnsons Lawn Seed's leading lawncare ranges visit [www.neudorff.co.uk](http://www.neudorff.co.uk) and [www.johnsonslawnseed.com](http://www.johnsonslawnseed.com).

Neudorff, experts in natural gardening since 1854, is one of the few companies worldwide to develop its own plant protection and plant care products, with the widest range of products certified by the Organic Farmers and Growers' Association. Since entering the UK market in 2012, the company has built-up a reputation for offering the highest quality gardening products that are gentle to people, pets and the environment.

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