



W. Neudorff GmbH KG  
Press office  
An der Muehle 3  
D- 31860 Emmerthal · Germany  
press@neudorff.co.uk

[www.neudorff.co.uk](http://www.neudorff.co.uk)

**February 2021**

## **Neudorff unveils new-look product portfolio for 2022**

Neudorff, pioneer of natural gardening since 1854, is helping retailers to ramp-up sales growth for the 2022 season by unveiling a freshly redesigned product line-up that has been enhanced to leverage maximum sales potential.

The company's marketing experts have re-engineered bottles and label designs across much of the portfolio – including Neudorff's leading BugFree Bug and Larvae Killer which is a proven sales driver in the plant protection category, as well as Organic Multipurpose Plant Food, Super Strength Seaweed Extract, Fast Acting Moss & Algae Killer and CleanLawn Moss Control for Lawns. The move strengthens Neudorff's brand identity while making it easier for consumers to recognise and select products that meet their gardening requirements.

Increased use of eye-catching yellow on labelling and bottle caps will further draw consumers' eyes to the product offering, securing Neudorff's range the go-to choice for novice and seasoned gardeners alike. Strengthened labelling design is being bolstered with the introduction of new easier-to-handle spray bottles that feature improved orientation, tailored to enhance merchandising opportunities and drive sales at the point of purchase.

The bottle of BugFree Bug and Larvae Killer Concentrate is now made from 90% recycled plastic, with more changes to recycled materials to follow. This latest development underpins Neudorff's ongoing commitment to sustainability across all areas of its business and meeting the needs of eco-savvy consumers who increasingly demand responsibly sourced packaging that's kind to the environment.

**Guy Jenkins, Consumer Manager at Neudorff's UK distribution Partner, DLF Seeds Ltd**, said: "Since entering the UK market in 2012, Neudorff has developed a first-class reputation for offering stockists the highest quality products that are gentle to people, pets and the environment. The company, however, is not content with



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resting on its laurels and has undertaken an extensive review of its portfolio, bringing labelling up-to-date to communicate the range's USPs in an even clearer manner.

“The switch from curved to upright bottles provides the range with a contemporary appeal while a more ergonomic design ensures that each product is easier for the consumer to select and handle. The line-up has evolved but Neudorff's ethos remains the same: to help stockists meet the needs of consumers who strive to garden in a kinder manner by providing products that build brand loyalty via their effectiveness and efficiency,” Guy added.

Neudorff, which led the market over 20 years ago by using wastepaper for its packaging, believes its enhanced product offering for 2022 will strengthen its reputation as a leader in natural gardening. In line with the company's philosophy, Neudorff continues to work with active ingredients from plants and other natural resources and does not use glyphosate or neonicotinoids in any of its products.

For more information visit [www.neudorff.co.uk](http://www.neudorff.co.uk).

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 an enviable reputation for offering the highest quality gardening products that are gentle to people, pets and the environment.

## **Ends**

Word count: 515

Use plant protection products safely. Always read the label and product information before use.