



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 2022**

## **Neudorff helps retailers to drive sales of lawn moss killers**

**A season of high rainfall is set to ignite the market for lawn moss killers as the spring lawncare season gets underway – according to the experts at Neudorff, which has been at the forefront of developing natural gardening products since 1854.**

A classically wet winter, combined with compacted lawns from heavy wear during the pandemic, has created an ideal environment for moss to thrive. This has prompted Neudorff to issue a call to action to retailers, to ensure that lawncare categories are stocked to the max with top-selling moss remedies in time for the anticipated rush in demand.

Leading the charge against moss infestations is Neudorff's CleanLawn Moss Control for Lawns Concentrate. Biodegradable and based on the active ingredient pelargonic acid, this driver of brand loyalty offers fast, visible results.

New for the 2022 season, curved bottles are being replaced by an ergonomic, upright design that's easier to handle, while revised labelling reinforces the glyphosate-free message and drives awareness of the moss killer's fast action.

To help retailers to capitalise on growth in the natural lawns sector, Neudorff is also throwing the spotlight on its innovative Organic CleanLawn. In line with the company's ethos of supplying products that are gentle to people, pets and the environment, the 3-in-1 organic fertiliser is derived from natural raw materials.

Organic CleanLawn packaging, sporting Neudorff's distinctive yellow and green livery, clearly communicates how the formulation leads to strong lawns that suppress



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)

moss and weeds. Packaging also throws the spotlight on key benefits – a thicker, greener and more drought-resistant lawn – ramping-up the sales appeal at the point of purchase. Prominent indication of Organic CleanLawn’s natural, safe and effective ingredients, and reassurance that the formulation is child and pet safe, further enhance its appeal to eco-savvy consumers.

**Guy Jenkins, Consumer Manager at Neudorff’s UK distribution Partner, DLF Seeds Ltd**, said: “During this year we have seen increased media focus on novel ways to maintain quality lawns without the use of traditional chemicals. Neudorff has been leading the transition towards organic and natural lawncare and new ergonomically designed concentrate bottles with enhanced labelling will accelerate purchases of lawncare remedies based on natural, raw materials – especially as the UK is currently witnessing ideal conditions for moss to thrive in domestic lawns.”

CleanLawn Moss Control for Lawns Concentrate has a RRP of £12.75 for an 1L bottle, while Organic CleanLawn has a RRP of £9.25 for a 2.5kg pack, or £24.49 for an 8kg pack. 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: 479

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