

News Release

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New era for Neudorff as natural gardening leader signs exclusive distribution agreement with DLF Seeds

DLF Seeds, owner of the Johnsons Lawn Seed brand, is to exclusively distribute Neudorff's leading natural gardening product portfolio in UK, with immediate effect.

The exclusive agreement will ensure an uninterrupted supply of Neudorff's extensive range of environmentally friendly gardening products throughout the UK by DLF Seeds, while the Republic of Ireland will continue to be serviced by Unichem Ireland.

Neudorff, a German pioneer of natural, safe and effective garden products, first entered the UK market in 2012 with the aim of bringing eco-friendly pest control and plant care products to consumers who are increasingly demanding chemical-free gardening solutions. The company, founded in 1854, now has a significant presence in over 20 countries and its extensive range is firmly established at retail outlets across the UK.

Johnson's Lawn Seed's Consumer Manager, Guy Jenkins, and Neudorff UK's Managing Director, Jude Beharall, said: "DLF Seeds, owner of Johnsons Lawn Seed, is the perfect partner for Neudorff and this exclusive new agreement will empower Johnsons' extensive distribution network to strengthen the Neudorff brand throughout the UK. Both companies share similar values, upholding rigorous standards, and pioneering the development of environmentally friendly products that meet the needs of consumers who are increasingly seeking effective, safe and natural gardening solutions."

Over the past seven years, Neudorff's extensive portfolio and instantly recognisable branding has driven expansion of the rapidly growing category for natural, organic and vegan gardening products at retail outlets nationwide. Both Neudorff and DLF Seeds are pioneers in their fields, channeling significant investment into in-house research and development to bring the most innovative products to market.

Neudorff's portfolio of 25 products includes natural plant protection products, fertilisers, weedkillers, lawncare, repellents, garden cleaning and vegan-approved gardening solutions. The range perfectly compliments Johnsons Lawn Seeds' extensive line-up of market-leading lawn seed and fertiliser.

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Find out more

To find out more about Johnsons Lawn Seed products please visit

www.johnsonslawnseed.com/product-range.aspx or for more information about Neudorff's

leading natural gardening portfolio, visit www.neudorff.co.uk

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