

**February 2019**

## **NEUDORFF – supporting retailers throughout 2019**

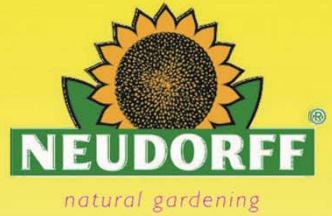
Weed, feed and control brand Neudorff has pledged to provide even more support to its retailers throughout 2019 and beyond.

2018 was a year of extreme weather, with snow in the spring and drought in the summer contributing to slow sales of garden care products. Keen to increase support for retailers in 2019 to help maximise sales, Neudorff is offering additional face-to-face staff training days and has introduced a beneficial trade communication programme.

“We are currently working with retailers to ensure they are equipped with everything they need from Neudorff in order to get the best from the season, from product training to keeping them up to date via face to face meetings and through our new monthly trade e-newsletter,” said Jude Beharall, sales director at Neudorff.

“As consumer awareness and demand for alternatives across the weed, feed and control sector grows it is important for us to focus our energy on ensuring that our retail partners are armed with all of the information they need to effectively communicate our wide product range, which includes the innovative fridge-free nematode products, glyphosate-free weedkillers, neonicotinoid-free bug and larvae killers and the metaldehyde-free slug and snail controls.”

In addition, Neudorff is keen to highlight that its UK warehouse is fully stocked for the 2019 season and beyond should there be any disruptions to imports following the Brexit decision on 29<sup>th</sup> March 2019.



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