



Green Today. Greener tomorrow



SOUTHERN TRIDENT PRESS RELEASE: Welcome to Coco & Coir's New Look Consumer Website

Spring has sprung and Southern Trident is ready to help environmentally conscious gardeners get growing sustainably. Their new look, all singing, all dancing web store is now open. Click along to www.cocoandcoir.com – the online home for its range of 100% peat-free, coir-based doormats, garden products and composts

As well as containing detailed product descriptions and uses for the entire range, video on how to use compressed coir, a streamlined online shop and fast checkout, the website has a brand new, user-friendly design. The site's content and usability is very much aimed at the needs of today's modern sustainable gardener.

The new website aims to provide gardeners with all the information and inspiration they need to grow healthy plants peat free. Including vegan gardeners, urban gardeners and those with smaller outside spaces. Some of the exciting new features on the website include:

- A new gardening accessories range. This includes biodegradable coir plant pots, coir hanging basket and wall basket liners, mulch mats and Coco Stik plant supports.
- An easier way to filter products according to seasonality and product usage.
- The Green Gardeners' Guild initiative, which allows people to submit their photos to be in with a chance of winning free Coco & Coir products. The blog now has a dedicated section where we will be sharing real life customers' gardening journeys.
- A new loyalty reward club, which gives back to customers the equivalent of 10% of their total order value on their next order. This helps reward sustainable gardeners, and is our way of helping people move towards sustainability in their gardening.
- Videos from Daisy Payne, ITV personality presenter, who will be announcing a new social media competition that we are starting soon, as well as sharing her Tips & Tricks With Coir, as she uses Coco & Coir products in her garden.

To find out more, visit the Coco & Coir website at cocoandcoir.com

Notes to Editors

Southern Trident is a UK company with strong roots in India, which offers high-quality, coir-based growing medium direct from source to market in a fully Southern Trident managed seamless operation, through its brand Coco & Coir. Sustainability is at the heart of its foundation and at the core of its philosophy lies the unshakeable belief that the coconut is the perfect crop that will work for the consumer, the environment and meet the aims of the strongly held company values – green today, greener tomorrow.

For more information, interviews or images, please contact Paula Parker, Marketing Director at Southern Trident, on 07500 225293 or email paula@southerntrident.com

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