



**Green Today. Greener tomorrow**

**PRESS RELEASE: 2021 – A Year of Great Growth**

**March 2022**

2021 was a brilliantly positive year for Southern Trident, suppliers of the Coco & Coir and Harmony Gardens ranges of growing media products.

We launched a new range of bagged compost and other growing media. Harmony Gardens has been warmly received by our customers and retailers, and Harmony Gardens Multipurpose Compost won both the Sustainability Award and the Best New Growing Media Product at Glee 2021.

Due to increased sales, the demand for our products and the introduction of several new products, we had to make another move to larger premises. We moved the business from Essex to Scunthorpe, taking on premises that are four times larger than those in Essex. This new facility holds more stock, increases efficiency of production, enables sector-leading customer service and enables growth, both in terms of volumes and products offered. It is also much closer to ports and major road networks, providing better and more efficient transportation of products and helping us to reduce our carbon footprint further.

The growth of the business has also meant we have had to employ more staff, including new roles to the business. We have recruited a new warehouse manager, installed a larger customer services team and taken on a digital and e-commerce manager as well as a sustainability supply chain manager. We are also supporting the UK Government's Kickstart Scheme, bringing younger out-of-work people on board and, as per the Scheme, initially giving them a six-month period of employment as a trial and then moving them onto full time contracts.

It is hugely important to Southern Trident's business that it is as sustainable as possible and is ethically and morally sound in everything it does. As a responsible company, we have also looked at our social compliance. This refers to how a company protects the health and safety, as well as the rights, of its employees, the community, and the environment where it operates in addition to the lives and communities of workers in its distribution and supply chains. We believe that this is an important part of what everybody does – or should do. It's not just about physical actions, it's about the people involved. For that reason, we have implemented policies to help our staff, including introducing a bike-to-work scheme and paying for flu jabs for those who are under the age of 50.

We're also supporting the charity Perennial, the UK's only charity dedicated to helping everyone who works in horticulture, and their families, when times get tough. Our undertaking includes sponsored activities, such as walking/running 2,021km and parachute jumps by staff. And we're giving a percentage of our profits to CRY (Child Rights & You), an NGO in India where we source a lot of our product from that supports children that live in poverty.

And finally, we've had an excellent year in terms of trading success. We ended the financial year more than doubling the previous year's turnover. We're confident that this year will be just as successful.

MORE...

## **Notes to Editors**

Southern Trident is exhibiting at the Garden Press Event 2022. For further information, come and talk to us on stand H036.

For more details on Southern Trident, visit our trade site [southerntrident.com](https://southerntrident.com) and for details of our products, visit our consumer website [cocoandcoir.com](https://cocoandcoir.com)

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