



Green Today. Greener tomorrow

PRESS RELEASE: Southern Trident National Sales Team Hits the Road

January 2021.

High quality coir product company Southern Trident Ltd, has recruited a team of salespeople to cover the UK, aiming to develop the business' presence in garden centres. The team of 9 hit the road in the New Year with shipments for the new season.

The team will be offering an exciting range of Coco & Coir™ branded compressed high-quality coir compost and door mats with plenty more in the pipeline to follow. The Coco & Coir™ compost product is a new concept for the garden centre, lightweight, compact, easy to pick-up and carry. It is easy for the consumer and even doesn't take up too much space in the trolley, leaving plenty of room for other purchases. In addition, the team have a wide range of tough hard-wearing coir door mats, available in a large number of attractive printed designs to suit any taste.

Steve Harper, CEO at Southern Trident, says of this exciting announcement: 'This is the next step of making Southern Trident a force to be reckoned with in the garden centre sector, bringing genuinely new and exciting products to market. Our peat-free coir blocks fit perfectly with the industries transition away from peat and meet the consumers changing requirements to be more environmentally conscious.'

Southern Trident Ltd, through its brand Coco & Coir™ in the last 12 months has enjoyed substantially beyond budgeted, increased sales growth. Southern Trident is a UK company with strong roots in India supplying high quality coir based growing medium and eco-friendly doormats. Customers are supplied direct from source to market in a fully Southern Trident managed seamless operation. Sustainability is at the heart of Southern Tridents foundation believing that the coconut is the perfect crop that will work for the consumer, the environment and meet the aims of the Southern Trident strongly held company values, Green today, Greener tomorrow.

To book an appointment with your local sales representative please click this link:

<https://southerntrident.com/sales-agents/>

For more details on our range of products visit: www.southerntrident.com/product-range

Click through to our short video to see our range <https://youtu.be/I5rO9EaBp00>

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