 

 **Green Today. Greener tomorrow**

**PRESS RELEASE: Coco&Coir New Indoor Composts For 2023 August 2022**

It is no secret that the lockdowns in recent years have brought together thousands of new hobbyist gardeners, but it is not just those that are tending to their outdoor spaces that need specialised composts. A new generation of ‘houseplant parents’ have begun to sprout across the country, and Coco&Coir have developed some brand new compressed composts created to meet the demands of indoor houseplant owners: Houseplant, Cactus, Citrus, and Orchid Composts.

Coco&Coir has spent the last few years growing in size and influence, bringing to the market a range of innovative coconut coir-based growing media and garden articles. The brand is built on the principle of the coconut being the perfect fruit, providing not only raw materials commonly used in industries such as food production, but that the typically thrown to ‘waste’ products are usable too. Every Coco&Coir product is produced with coir at the heart of its production – including these upcoming new releases!

The Coco&Coir Houseplant Compost promises to bring homeowners a vegan, 100% natural, coir-based and peat-free compost formulated especially for use with most commonly-owned houseplants. The finely ground coir and nutrient blend is supplied in a compressed brick, meaning not only is it perfect for homeowners with limited space in their cupboards and garden centres with smaller display units, but it is capable of being stored away until needed for 5 years or more. The nutrients supplied within the compost will be activated on contact with water, providing houseplants with 6-months’-worth of feed from 9 litres of compost. With coir’s fantastic water-holding properties, the compost is ideal for hanging baskets, pots, and containers for herbs and houseplants alike.

Coco&Coir Cactus Compost is formulated to support the growth of cacti, succulents, and bonsai plants with its own unique blend of natural materials. This mixture of natural coir, sand, and grit can be used for both indoor growing in pots or in outdoor containers for alpine plants. Each compressed brick is as easy to store as the rest of the compressed range, providing around 9 litres of compost once expanded. It is an affordable all-in-one solution for both experienced and new cacti growers, providing exceptional drainage and the right amount of carefully balanced nutrients to support healthy cacti growth.

For citrus fruit growers, the Coco&Coir Citrus Compost promises to be a fantastic peat-free growing media for use both indoors and outdoors that is created especially for these wonderful fruit-growing plants. To support greener leaves, the coir-based compost is fortified with added iron and retains the perfect amount of nutrients to support the healthy, natural growth of citrus fruits such as oranges, lemons and limes without the use of peat or harmful chemicals.

The Coco&Coir Orchid Compost is an all-in-one solution for owners of one of the nation’s favourite houseplants. Orchids require a growing medium that can provide them with the perfect balance of air and moisture – and the Coco&Coir Orchid Compost does just that! Each compressed brick of coconut fibre chips creates around 9 litres of growing media and is perfect for repotting growing orchids and will support multiple species. The coconut fibre chips will gradually release potassium naturally, supporting great flowers and glossier green leaves. As with the other Coco&Coir products, it is also entirely peat-free, pH balanced, and the materials used are Responsible Sourcing Scheme accredited.

Look forward to new additions to the Coco&Coir product range in future as Southern Trident continues to bring their innovations with coconut coir to the market.

Visit Southern Trident at Stand D39 at Four Oaks 2022 from September 6th – 7th to get hands-on with these brand new products from Harmony Gardens and new additions to the Coco&Coir range.

**Notes to Editors**

Coir, like peat, can hold up to 20 times its own weight in moisture. Unlike other peat-free alternatives, coir has a pH range of 5.8-6.8, which is close to what the vast majority of plants need. It contains high levels of lignin and cellulose, so doesn’t decompose, slump and compact in containers like some other alternative materials.

Thanks to the way we source and stringently treat the raw coir in all our products, we are confident that we have some of the best coir-based composts and other growing media on the market. To put this to the test, in 2021 we commissioned Stockbridge Technology Centre, the UK’s premier horticultural growing and testing facility, to conduct extensive growing trials on two of our composts – Coco & Coir Coco Boost and Coco & Coir Coco Grow+. The results of the trials conclusively proved that Coco Boost outperforms every peat-free compost it was tested against, and performed equally as well as peat-based ones. Coco Grow+ produced better seed germination rates than all the competition, 15% better than the peat-based compost and three times better than the branded peat-free one.

**The company’s underlying mantra, which drives its core values, is Green Today, Greener Tomorrow.** In 2021, Southern Trident strived to prove its sustainability and green credentials. To this end:

* We were awarded Soil Association accreditation for all of our responsibly-sourced, coir-based growing media products, meaning they can also be used with confidence by organic gardeners.
* The company is now carbon neutral across all areas of the business and has achieved PAS2060 accreditation, the internationally recognised specification for carbon neutrality.
* We won an International Green Apple Environment Award from The Green Organisation, and have become a Green World Ambassador – special people who demonstrate their environmental commitment by helping the organisation to achieve its prime target: to recognise, reward and promote environmental best practice around the world.
* At Glee 2021, we won the **Sustainability Award** and the Best New Growing Media Product 2021 for the new Harmony Gardens Multipurpose Compost.
* We became an inaugural accredited member of the new Responsible Sourcing Scheme for Growing Media (RSSGM), working with Defra, the RHS, NGO’s like Plantlife, the HTA, retailers and other manufacturers.

Southern Trident is exhibiting at Four Oaks 2022. For further information, come and talk to us on stand D39.

If you would like samples of the Harmony Gardens range, please contact Megan Thomson at megan@southerntrident.com

For more details on Southern Trident, visit our brand new trade site southerntrident.com and for details of our products, visit our consumer website harmonygardens.uk

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