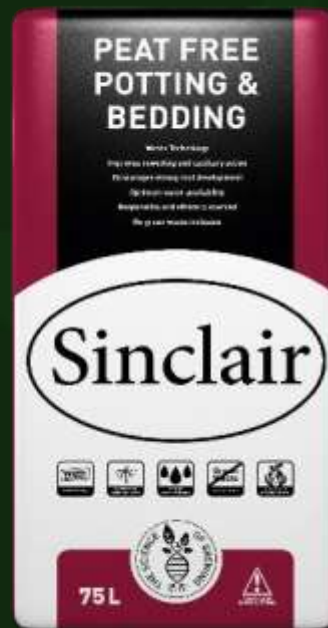




**Together our sustainable growing media brings over 1 billion plants to life**



# Our History

**1990**

Westland  
Horticulture  
Established



**2004**

Unwins  
Acquired



**2006**

West+ Peat  
Free  
Launched



**2012**

Craswick  
Pet & Bird  
Acquired

**2013**

Seramis  
Acquired



**2014**

Kent &  
Stowe  
Established



**2015**

Sinclair  
Acquired



**2016/17**

Safelawn &  
Resolva Pro  
Launched

**2018**

Magg & Erin  
Acquired



**2018**

Gardman  
Acquired



Growth in core  
categories

Growth in  
geographic  
expansion



# Where We Operate

## DUNGANNON

Head Office, Growing  
Media, Production &  
Brand  
Employees: 300+

## WARRENPOINT

Shipping Line NI to  
GB  
Employees: 3

## WARRENPOINT

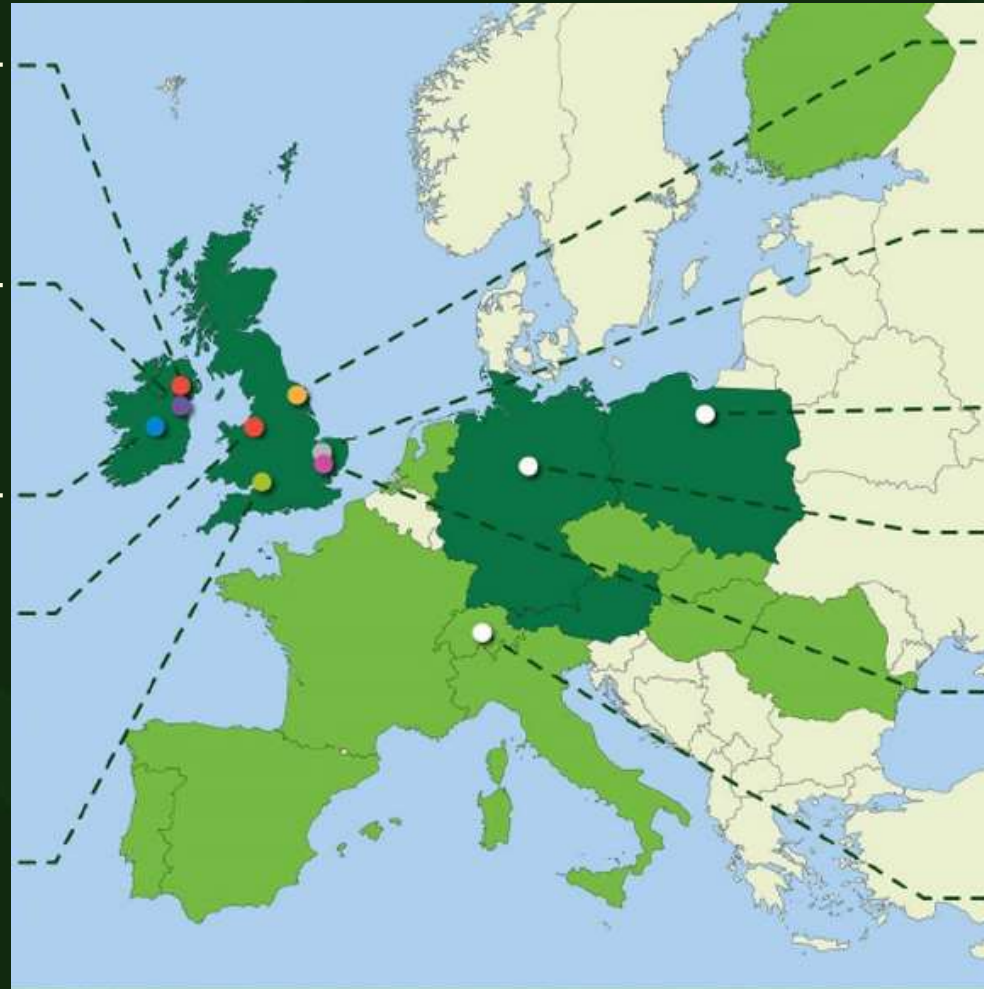
Growing Media  
Production  
Employees: 10

## ELLESMERE PORT

Growing Media Production &  
Professional  
Employees: 90+

## BRISTOL

Growing Media National  
Distribution  
Employees: 90+



## DRIFFIELD

Bird Food, Pet  
Division Head Office  
Employees: 120

## PETERBOROUGH

National Distribution &  
Showroom  
Employees: 30

## POLAND

Country Office  
Employees: 10

## GERMANY

Seramis Production &  
Country Office  
Employees: 30

## ALCONBURY

Fertiliser, Seed, Hardware, Group  
Marketing & Development,  
Marshalls

## SWITZERLAND

Country Office  
Employees: 8



# Ellesmere Port Production Facilities





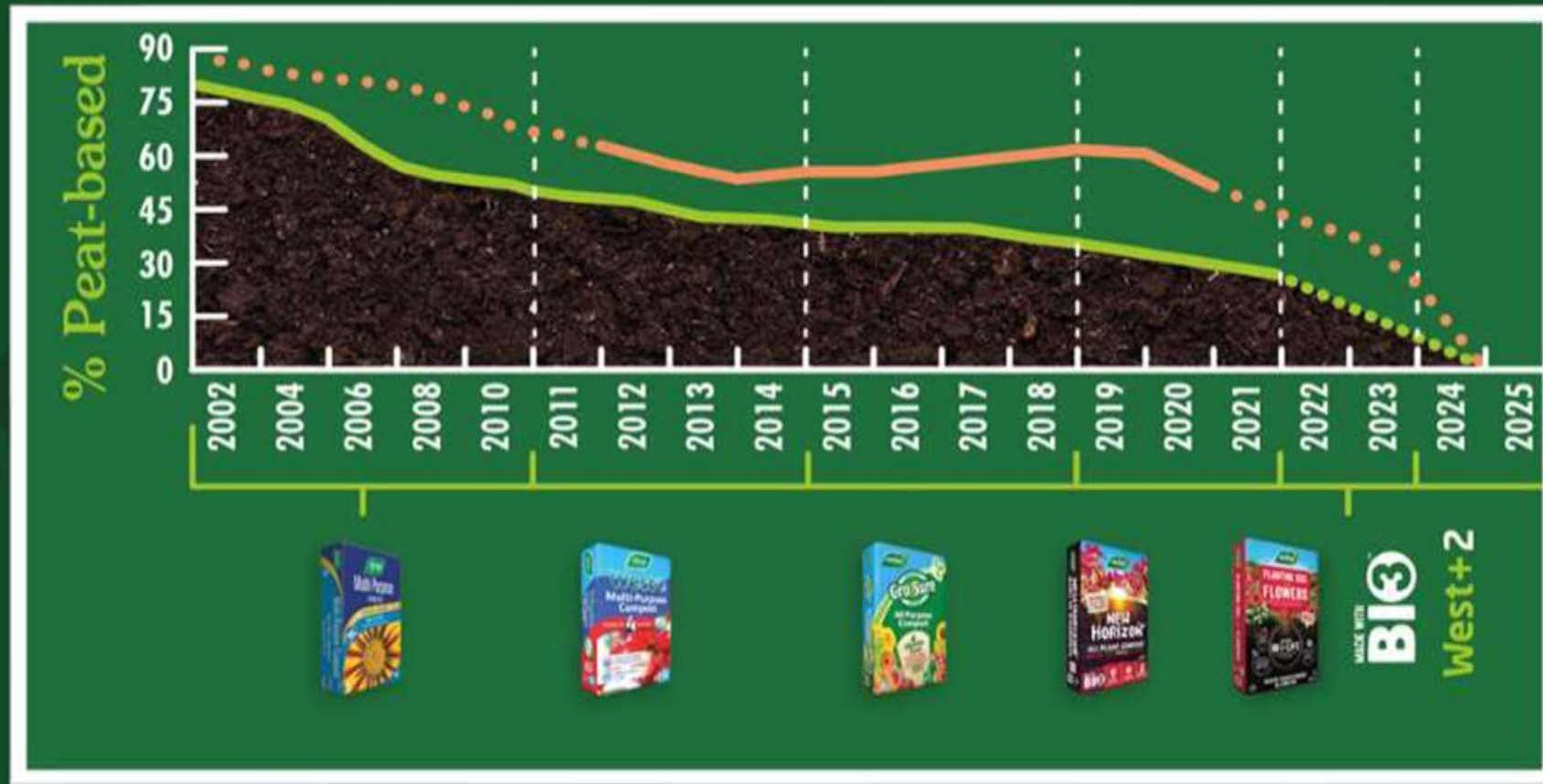
A close-up photograph of a person's hands holding a large amount of dark, rich soil. The soil is falling from the hands, creating a dynamic, textured effect. The background is a blurred outdoor setting with green foliage and a wooden structure. Overlaid on the image are two logos and a large title. The 'westland' logo is a green leaf shape with the word 'westland' in white lowercase letters. The 'Sinclair' logo is a white oval with the word 'Sinclair' in white uppercase letters. The main title 'Growing Without Peat' is in large, bold, white uppercase letters with a slight shadow.

westland

Sinclair

# Growing Without Peat

# Westland & Sinclair are ready for a seamless transition... whatever the date



92%



**Producing over 50% of bagged  
product sold in the UK**

**Largest producer of peat free growing  
media  
in the UK**



**Shaping Innovation**



# Increased Focus Non-Conforming Materials

## Green Waste

To ensure we give consumers and growers great results every time we don't use green waste because of its inconsistent performance and contamination risk.



Weeds



Low Nutrients



Consistency



Contamination



## Micro Plastic Contamination



# West+ Wood Fibre



**Consistent**



**Patent  
process**



**Enhance root  
structure**

**Sinclair**

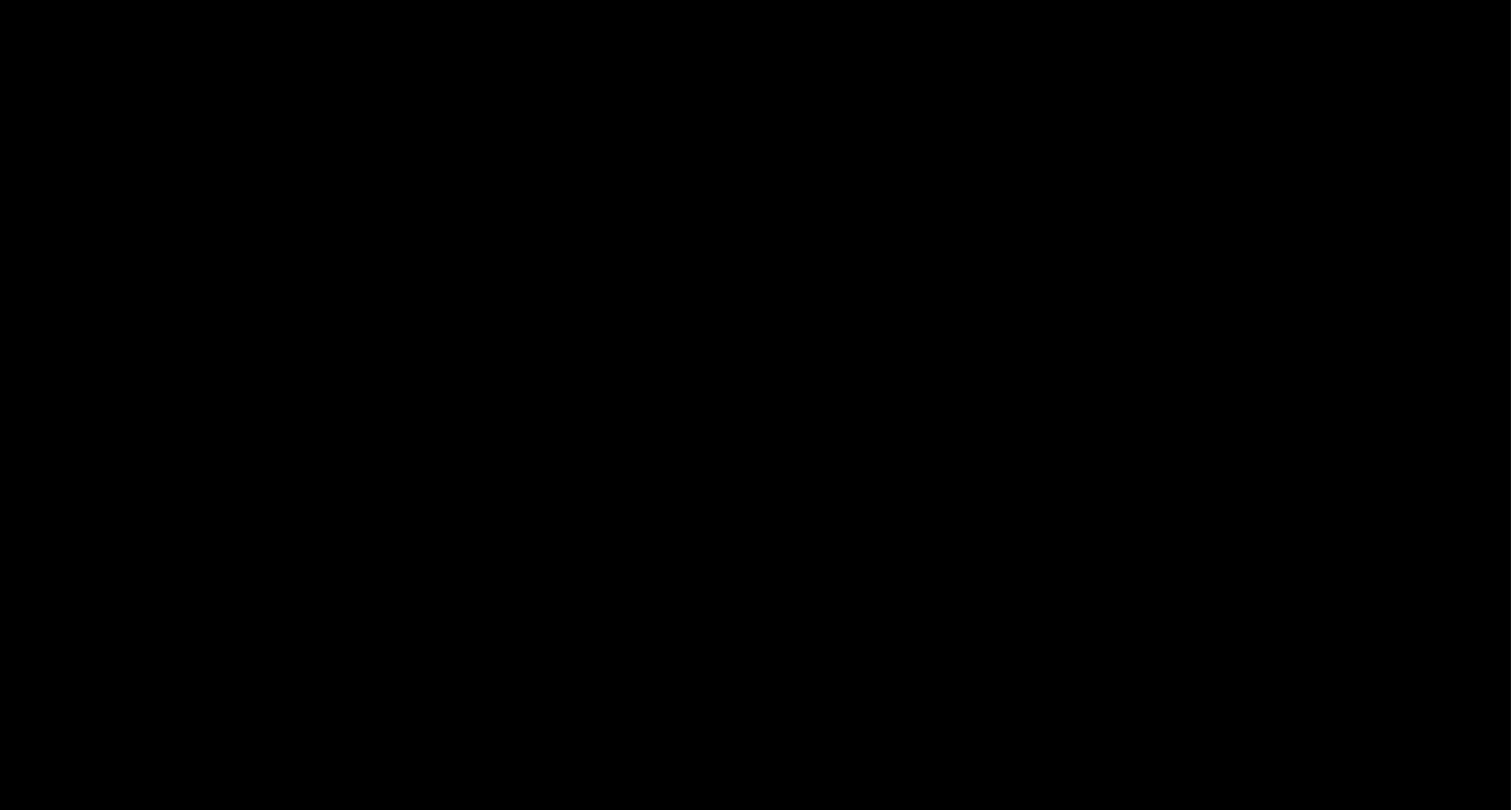
**westland**

# West+ Wood Fibre



- **Responsibly sourced, sustainable & renewable from 100% certified virgin wood**
- **Consistent and stable**
- **Very low base pH and EC, similar properties to peat ensuring formulation consistency**
- **Suitable for ericaceous mixes**
- **Promotes excellent root establishment**
- **Improves re-wetting and capillary action and increases air-filled porosity (AFP)**
- **Helps reduce liverwort**
- **Great water retention properties**





# Pine bark & coir



## Pine Bark

- Longevity
- Increases  
Microbial Action



## Coir

- Fully washed
- Buffered on site
- Flexibility

Sinclair

westland

£25 million  
investment

21

years of research  
and development

  
**West+2**<sup>®</sup>  
MOISTURE LOCK

# West+2<sup>®</sup>

## A true breakthrough in peat free



**2002**  
R+D Process  
started



**2005**  
Coarse texture  
uncoloured



**2011**  
Enhanced texture  
uncoloured



**2012**  
West+ uncoloured  
50:50



**2015**  
Patented West+



**2019**  
Patent pending  
BIO3



**2023**  
West+ 2  
Next Generation





# Advanced water retention increases water hold capacity



Water holding improved



More suitable for smaller cells



Enhanced shelf life



# Zinc Complex®

Vital role in new media

Osteospermum



Control

With Zinc Complex

- **Zinc Complex is a biostimulant containing an entirely novel micronutrient formulation which promotes the production of auxin, a key plant hormone.**
- **Auxin is one of the main regulators of plant development, promoting shoot and root elongation and playing a critical role in plants stress response.**

# Zinc Complex®

Vital role in new media



Control

- **Helps with transplant shock**
- **Improves shelf life and plant resilience**



With Zinc Complex

- **Auxin promoter – faster rooting**
- **Stimulates root growth**



# New material technology



**Produced from Primary  
Industrial processing waste – bark  
based  
In-house rapid stabilisation  
process**

**High levels of consistency**

**Free from Metals, Glass and  
Plastics**

**AYR supply**

**Sinclair**

**westland**

# Growing Media Transition

Investment &  
Infrastructure

Cost Over  
£200 million

Availability &  
Defining  
Materials

Infancy

Development  
and  
Performance

5-7 Years

Scale and  
Replicate

Consistent supply  
all year round

Sinclair

westland



# Growing Media Transition

Variety  
Requirements

>3000 varieties

Mechanisation

Needs to flow  
through nursery  
machinery

Commercial &  
Material cost

Must be  
commercially  
viable

Performance

New standard  
required



# Peat free results are on an upward curve

## Features and Benefits



- Sustainable and responsibly sourced components
- Increased air-filled porosity (AFP)
- Promotes stronger and faster root establishment
- Improves rewetting and capillary action
- Flows well through mechanised systems
- Consistent and stable
- No green compost inclusion
- Aesthetically pleasing colour

Sinclair



# Peat free results are on an upward curve



Including propagation & ericaceous

Sinclair

westland



# Peat free results are on an upward curve



Including propagation & ericaceous

Sinclair

westland



# Peat free results are on an upward curve

- **Key to success, is good quality and consistent components**
- **Bespoke nutrient package**
- **Growing Media can be dry on the surface but moist underneath**
- **Irrigation little an often is more successful**
- **Organic fertilisers such as DCM work in harmony with peat free growing media**
- **Trials – flowability through machinery, packs and pots as well as performance is key**
- **Talk to your growing media manufacturer**

Sinclair



# Growing Peat Free





# Growing Peat Free





# Growing Peat Free







**Thank You**



*give it your best*

