



RHS

Show Exhibitor 2024

HARTLEY  BOTANIC

HANDMADE WITH PRIDE SINCE 1938

Press Release

For Immediate Release

RHS Chelsea Flower Show Tradestand no. 142

Hartley Botanic's 2024 RHS Chelsea Tradestand **'Simple Elegance – A Traditional English Garden'**

- **Manufacturer to showcase largest structure ever shown at Chelsea, reflecting demand for grander Victorian Glasshouses**
- **The stand officially launches Hartley Botanic's NEW range of elegant water butts (water butt launch release below) and showcases two new Greenhouse colours**
- **Four contrasting Greenhouses are set against an inspiring, yet traditional, Victorian English garden theme**



An illustration of Hartley Botanic's 2024 RHS Chelsea Flower Show tradestand by Landscape Architect Rachel Sampson, who is designing this year's stand

[Hartley Botanic](#), England's most historic and respected Glasshouse and Greenhouse manufacturer, will be proudly showcasing four of its beautiful handmade structures (two in brand new colours) at the RHS Chelsea Flower Show this year, and is launching an exciting new range of Hartley Botanic aluminium water butts in two different sizes. The stand has a design and planting scheme inspired by



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The only aluminium Glasshouses and Greenhouses endorsed by the RHS

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the English gardens of the Victorian period, a nod to the longevity of Hartley Botanic's Greenhouses, and a celebration of the era's opulence and elegance. Four contrasting structures demonstrate the breadth of choice available to Hartley Botanic customers as part of a range which remains 'incomparable,' with a stately [Victorian Manor](#), joined by a Modern [Opus Glasshouse](#), a practical [Wisley 8 Grow and Store](#) and a [Patio Glasshouse](#). The 8.146m long and 4.128m wide Victorian Manor is the largest Glasshouse the manufacturer has brought to the flower show, reflecting a trend for larger and grander Victorian-style structures amongst its customers.

The 2024 Hartley Botanic tradestand has been designed by Landscape Architect [Rachel Sampson](#) (BA(Hons) Dip. CMLI) and built and planted by [Stewart Landscape Construction](#).

The Victorian Manor Glasshouse in NEW Matt Black – [Victorian Range](#)

The largest structure Hartley Botanic has ever brought to RHS Chelsea, the magnificent [Victorian Manor Glasshouse](#) has been powder coated in matt black, a NEW custom colour, includes [integrated coldframes](#) to the left rear and sits on a dwarf wall of pretty Cotswold stone. The Glasshouse is part of Hartley Botanic's nostalgic and romantic Victorian range which is the manufacturer's most popular. There has been an emerging trend for larger structures amongst those choosing a Victorian-style Glasshouse which reflects increased growing ambitions and a greater lifestyle reliance on growing edibles.

The planting and design of the Victorian Manor on the Chelsea stand showcases the pioneering introduction of 'new' plants during the Victorian era which were associated with luxury and opulence, as wealthy homeowners bought Glasshouses and filled them with exotic plant collections. The plants on show represent the Victorian era's most popular, with palms, ferns, exotics and citrus in pots. With its generous size, the Glasshouse can comfortably accommodate both growing and lifestyle uses, and features a dining area separated by an internal partition.

NEW Hartley Botanic Water Butts – Product Launch

Hartley Botanic has launched a new range of elegantly designed water butts which can be seen for the first time on the tradestand. The handmade, aluminium water butts, available in both large and small sizes, have a beautiful and unique design aesthetic which combines a clean shape with curved legs, providing a finished look which is both refined and stylish.



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The large water butt has a 167-litre capacity and is seen on the stand next to the Victorian Manor in matching Matt Black. The smaller butt can accommodate 88-litres and is next to the Wisley 8 Grow & Store Greenhouse in matching bronze. Water Butts can be powder coated to match a Hartley Botanic structure and provide customers with a useful water storage solution, addressing the necessity to consider sustainability in the contemporary garden.

Opus Glasshouse in Dark Bronze - [Modern Horticulture Range](#)

[The Opus Glasshouse](#) is the most contemporary structure on the stand, with its concealed engineering and its expansive glass-to-ground windows, the Glasshouse maximises both light and architectural styling.

The Opus on the stand is powder coated in dark bronze and filled with colourful orchids. Quintessentially Victorian, the abundance of the orchids' contrasting colours will be complemented by non-flowering plants such as ferns. Visitors will be afforded a tropical journey through this Glasshouse, as they experience the vibrancy of the orchids on show.

Wisley 8 Grow and Store Greenhouse in Bronze – [Heritage Range](#)

A Greenhouse design classic, the [Wisley 8 Grow and Store Greenhouse](#) is a highly attractive and practical structure – thanks to its partitioned-off internal storage area. Part of the [heritage range](#), the Wisley 8 Grow and Store Greenhouse has a historically-inspired design based on an original, historic Hartley Botanic model. The Grow and Store on the stand has been powder coated in bronze.

Displayed as a working Greenhouse, the Wisley 8 Grow and Store is simple in its layout with staging, a potting shoe and homegrown plants such as *pelargoniums*, cut flower and vegetable seedlings. Edible crops will also be on display, including chilli and tomato plants, referencing one of the primary reasons Hartley Botanic customers give for owning a Greenhouse – to grow their own. A number of heritage edible varieties will feature too, a nod to a 2024 edible growing trend which sees Greenhouse owners seek out heirloom seeds for their specific taste benefits.

Patio Glasshouse in NEW Matt Forest Green – Hartley Botanic's Smallest Structure

Hartley Botanic's smallest Glasshouse, [the Patio Glasshouse](#), also features on the stand painted in a new colour – Matt Forest Green. At just 0.735m wide, the space-saving Patio means even the



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smallest of spaces, city gardens or balconies can enjoy the growing benefits of owning a Hartley Botanic.

The tradestand Patio is full of *ariculas*, a pretty and delicate alpine primula - demonstrating that Victorian-style plant collections can be started in the smallest of Glasshouses.

A Victorian English Garden Theme

This year's stand celebrates the beautifully inspiring English gardens of the Victorian era, a period of gardening history known for its opulence and for helping to establish gardening 'under glass.' The design reflects simple elegance, through a minimal material palette, that is surrounded by an abundance of flowers. Romanticising traditional English Gardens, the planting will be full, spilling over paths and showcasing rich displays of colour. The structural simplicity of the design scheme incorporates a formal hedge, topiary, two feature multi stem trees and paths leading into each of the Glasshouses. Withstanding the test of time, the Hartley Botanic structures celebrate the elegant longevity of this era, mimicking the Victorian style of rich, dark tones through the Glasshouse frame colours.

The planting will be characteristic of a cottage garden with elegant and timeless roses, spires of *digitalis*, *phlomis* and *iris* poking through an abundance of cascading layers of colour and texture from plants such as *geraniums*, *astrantia*, *phlox* and *salvia*.

Tom Barry, CEO of Hartley Botanic said; *"Achieving an elegant and traditional garden aesthetic is an aspiration for many customers, and often a driving force in their decision to invest in a luxury Hartley Botanic Greenhouse. The Victorians certainly knew how to create beautiful and opulent planting schemes and we see customers recreate this look in their Greenhouses today, especially those within our Victorian range.*

"Much of Hartley Botanic's reputation is built on looking back. Customers feel reassured that we have been in the Greenhouse business since 1938, and the structural integrity of our buildings certainly means they stand the test of time. But the breadth of our range shows our desire to also look forward – to cater for many different Greenhouse needs and styles, and to provide different models to suit all kinds of gardens and uses. Our new water butts answer both a modern customer issue and sustainability concerns around water consumption, delivering this in an elegant, carefully considered design Hartley Botanic structures are known for."

Hartley Botanic – Chelsea Flower Show

Plant list

Indoor Plants - Manor

Aeonium arboreum Atrop
Aeonium Zwartkop
Athyrium nip.pictum
Asplenium bulbiferum
Canna indica
Echium candicans
Farfugium japnoicum
Fatsia polycarpa Green Fingers
Ficus elastica Abidjan
Musa basjoo
Tetrapanax papyrifera
Ficus
Red Canna
Citrus
Kumquat

Indoor Plants - Opus

Pelargoniums – various sub.species

Indoor Plants - Patio

Orchids – various sub.species

Outdoor Plants

Trees:

Malus 'Evereste'

Topiary Domes:

Ginkgo biloba

Perennials and Shrubs:

Perennials:

Acanthus mollis
Actaea simplex James Compton
Alchemilla erythropoda
Astrantia Burgundy Manor
Cornus sanguinea
Dianthus carthusianorum
Dicentra formosa Aurora
Epimedium rubrum Galadriel
Erigeron karvinskianus
Eschscholzia Ivory Castle
Euphorbia amyg. Robbiae
Euphorbia char. Wulfenii
Gaura lindheimeri



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Geranium oxo, Wargrave Pink
Geranium sanguineum
Geum Mai Tai
Hosta Devon Green
Knautia macedonica Melton Pastels
Lupinus Masterpiece
Molinia caerulea Heidebraut
Papaver somn. Laurens Grape
Phyteuma scheuchzeri
Salvia Love and Wishes
Sanguisorba off. Lum
Trollius cultorum Cheddar

Grasses:

Carex acutiformis
Hakonechloa macra
Stipa tenuissima

Ferns:

Asplenium trichomanes
Blechnum spicant
Dryopteris aff. Cripa
Dryopteris erythrosora
Dryopteris wallichiana
Polystichum munitum

Foxgloves:

Digitalis Lucas Silver
Digitalis Dalmation Purple

Iris:

Iris Benton Daphne
Iris Benton Diedre
Iris Draaco
Iris Quechee

Roses:

Rosa Champagne Moment
Rosa Tuscany Superb
Rosa York Ministe



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Hartley Botanic launches incomparable range of elegant, aluminium Water Butts



Hartley Botanic, England's most historic and respected Glasshouse and Greenhouse manufacturer, has launched a new range of elegant, aluminium Water Butts. With their stylish design, and ability to be powder coated to match their Greenhouses, the Water Butts are a welcome departure from alternatives typically made in plastic that are purely functional.

The handmade Water Butts are available in both large and small sizes, with a 167 and 88 litre water capacity respectively. They have a beautiful, unique design which combines a clean shape with curved legs - giving a finished look which is both refined and stylish. Providing customers with a useful

rainwater storage solution, the Water Butts address the necessity to consider sustainability in the contemporary garden.

Tom Barry CEO of Hartley Botanic said; *“Up until now, Water Butts have played a purely practical role in the garden and, despite their usefulness when it comes to water storage, have been a bit of an eyesore. It seemed a natural progression to design our own aluminium Water Butts, and a beautiful design was critical. We wanted to create a Water Butt customers would be proud to display in their gardens.”*

Hartley Botanic’s new Water Butts – Key Features:

- Available in Mill Finish, or can be powder coated in any Hartley Botanic standard colour
- Fitted with an easy to use, durable stainless-steel tap, positioned for watering ease
- Includes top access lid with a strong latch to keep open whilst cleaning etc.
- Both come with a Hartley Botanic badge
- Hopper at the rear designed to allow rainwater through but catch any leaves or debris
- Hopper also has water excess vents at either side, allowing excess water to flow out if the Water Butt becomes full

Dimensions:

Large – height: 1100mm, width: 507mm

Small – height: 700mm, width 507mm

All Hartley Botanic’s Glasshouses and Greenhouses are handmade, bespoke, and made to order. Customers interested in purchasing a Hartley Botanic Greenhouse should visit <http://www.hartley-botanic.co.uk> or call 01457 819 155 for more information.

‘Why Hartley?’ – What makes a Hartley Botanic the finest Glasshouse money can buy

Unrivalled. Unparalleled. Unique. There are Glasshouses and there are Hartley Botanic Glasshouses. Combining inspired design with enduring quality, nothing quite enhances your garden and home like a Hartley Botanic; each one beautifully handmade to last a lifetime.

Why Hartley?

At Hartley Botanic we have had a continuous conversation with our customers over many years. We have collected their comments so as to let you know what our customers say about us, and just why they have chosen a Hartley Botanic Glasshouse.

I. Beauty and Elegance

The incomparable range of simply beautiful and elegant structures means Hartley Botanic can create designs that are distinctive and unique. **The Victorian, Heritage and Modern Glasshouse ranges**, are so comprehensive you don’t have to go anywhere else to find your beautifully crafted, high-quality Glasshouses from the widest of choices.



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2. Structurally Superior

Every Hartley Botanic Glasshouse is handmade in the North of England to your exact requirements. It is made of the finest materials with unparalleled durability, safety, and beauty. All of the aluminium sections have a structural purpose. Short cuts, such as 'sticking' aluminium to glass for aesthetic reasons, are never taken. Hartley Botanic are so confident of the structural integrity of their Greenhouses; a 30-year Lifetime Guarantee is offered.

3. A reputation Beyond Compare

Hartley Botanic's brand heritage and reputation have been built on trust for over 80 years. They have earned an unrivalled reputation for crafting the finest Glasshouses and Greenhouses money can buy through the very highest standards of hard-won experience, craftsmanship and service.

4. Unrivalled Knowledge and Expertise

There is a wealth of knowledge and expertise built into every Hartley Botanic Glasshouse. Generations of customers have put their trust in the hands of expert, time served, highly skilled craftsmen. **Glasshouses of distinction are created from decades of knowledge and care.**

5. Exceptional Delivery of Service

Once your order has been handmade to your personal requirements, and Hartley Botanic's exacting standards, **your delivery and installation will be exceptional.** The proud team at Hartley Botanic are there to ensure the process runs smoothly, providing you with the information you need and keeping you up to date throughout.

- ENDS -

Notes to Editors:

For press enquiries please contact:

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About Hartley Botanic

www.hartley-botanic.co.uk

Hartley Botanic is an English Glasshouse and Greenhouse manufacturer based in Greenfield, Lancashire. The company was founded in 1938 by brothers Vincent (RHS fellow) and Norman Hartley following their groundbreaking aluminium Greenhouse design, the first time (to our knowledge) aluminium had been used in Greenhouse construction and marking a huge improvement on its wood and wrought iron Victorian forerunners. Today, Hartley Botanic's reputation has been built on 85 years of English craftsmanship, creating Glasshouse and Greenhouse structures known for their enduring strength, quality, and performance. It is the Greenhouse manufacturer of choice for leading horticulture organisations, institutions, and designers in the UK and worldwide with Hartley Botanic commissioned by the RHS, the National Trust, Kew Gardens, Glasgow Botanic Gardens, Massachusetts Horticultural Society and Oxford Botanical Gardens...to name a few. In February 2017 Hartley Botanic became the only aluminium Glasshouse and Greenhouse manufacturer to be endorsed by the RHS.

Company approach

Hartley Botanic combines modern advances in design, engineering and technology with old fashioned values and techniques which enhance its products and customer experience. Despite using cutting-



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edge machinery in its Greenfield factory all Hartley Botanic Greenhouses are still ‘handmade,’ being assembled entirely by hand with precision parts still being made using traditional, hand-operated equipment. The customer service experience is also both hands-on and highly personal with Hartley Botanic providing 360-degree support, from the Greenhouse design phase through to installation. Vincent and Norman Hartley’s vision in 1938 of lasting quality and ambition in making the finest Greenhouses money can buy remain key pillars for the company. Customers purchasing a Hartley Botanic Glasshouse or Greenhouse are making an investment which will stand the test of time, span generations and be robust enough to travel well.

Greenhouse products

Hartley Botanic’s Glasshouse and Greenhouses are all made to order and range from small patio models to imposing Glasshouses. Designs are available from 3 product ranges (Victorian, Heritage and Modern) with all models available in a variety of colours and sizes, along with options for ‘glass to ground’ installation, free-standing, or lean-to and internal glazed partitions. Standard for every Hartley Botanic Glasshouse and Greenhouse are:

- 30 year ‘lifetime’ guarantee which covers both the structure and installation
- Bespoke solutions to suit particular horticultural requirements
- Full installation service or choice of self-assembly for select designs
- Polyester powder coated paint finish
- Top hung opening lights for advanced, efficient ventilation*
- Single glazing in BS6206 tempered safety glass
- Glazing in individual frames
- No glass to glass or glass to metal contact in glazing
- Unique clear span roof design (no internal support to impede space) *
- Resistant to wind loads of up to 125mph

**Not relevant to the Patio Greenhouse*

Accolades and awards

In April 2021, Hartley Botanic was awarded a prestigious Queen’s Award for Enterprise in the International category as a result for the stratospheric growth of its business internationally.

In 2017 Hartley Botanic’s entire product range was endorsed by the Royal Horticultural Society (RHS.)

The manufacturer’s RHS Flower Show stands are award winning, year after year:

- Since 2017, Hartley Botanic has won 5* for almost every RHS show including RHS Chelsea, Hampton Court, Tatton Park, and Chatsworth House
- Other distinctions:
 - RHS Chelsea Flower Show – Awarded the Director General’s Linley award twice (in 2018 & 2019) and awarded Best Tradestand in 2014 and 2016
 - RHS Tatton Park Flower Show – Awarded Best Tradestand in 2021 and in 2023
 - RHS Chatsworth Flower Show – Awarded Best Tradestand in 2018



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