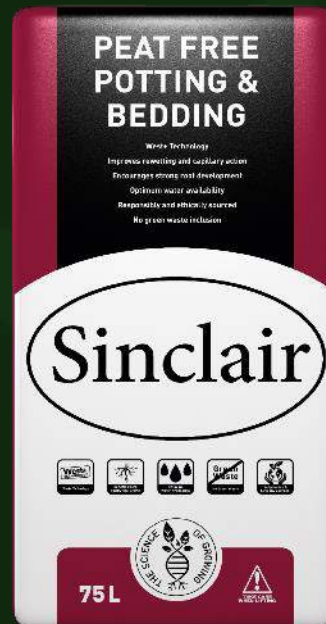
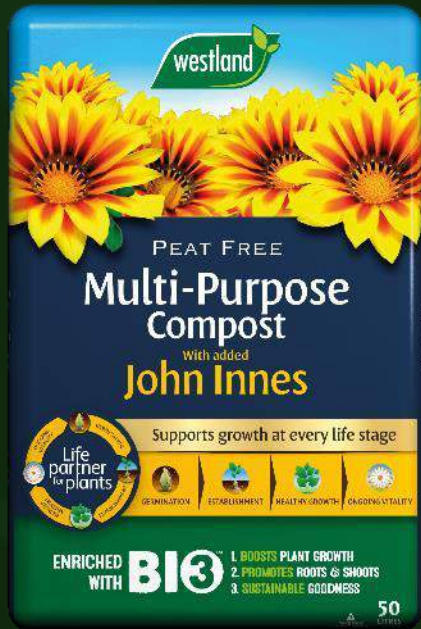




**Together our sustainable growing media
brings over 1 billion plants to life**



Our History

1990

Westland
Horticulture
Established



2004

Unwins
Acquired



2006

West+ Peat
Free
Launched

West+

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

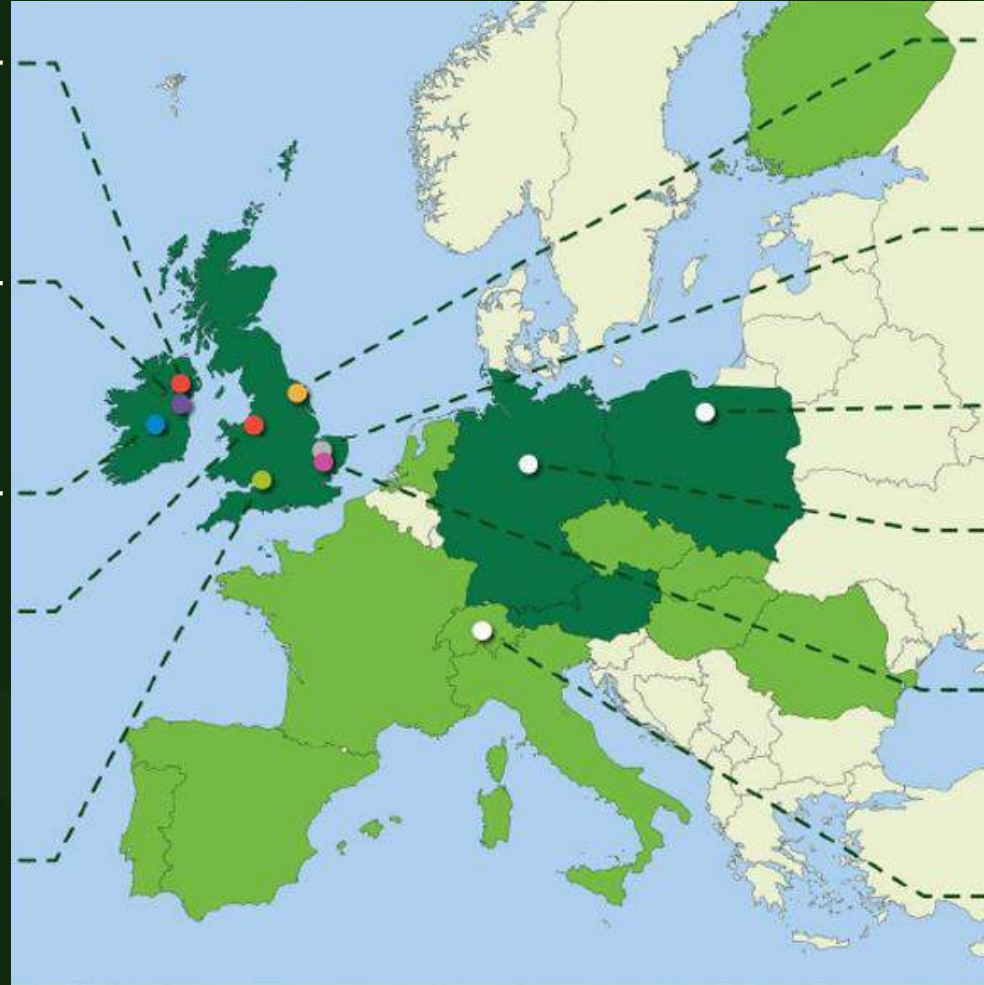
Growing Media
Production
Employees: 10

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

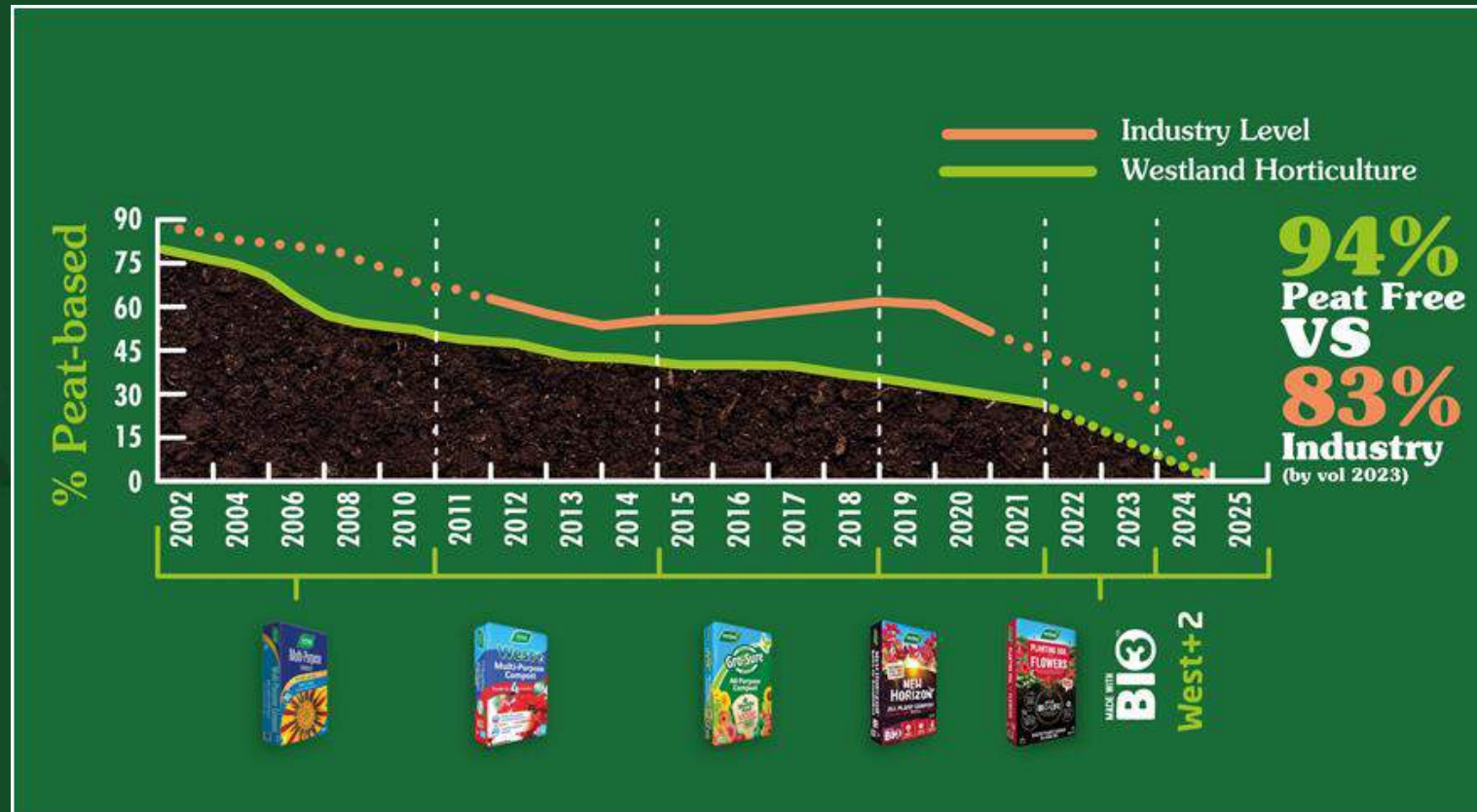
SWITZERLAND

Country Office
Employees: 8



Growing Without Peat

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





**Producing over 50% of bagged
growing media sold in the UK**

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





Shaping Innovation

Technical Roadmap – Growing Media

Goals	Challenges	Where we are	Next Steps
Make peat-free growing media as good as peat.	Performance Consistency Volumes	~10% peat use	New material screening Production optimisation Maintenance regimes



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



Technical Roadmap – Growing Media

HARVEST

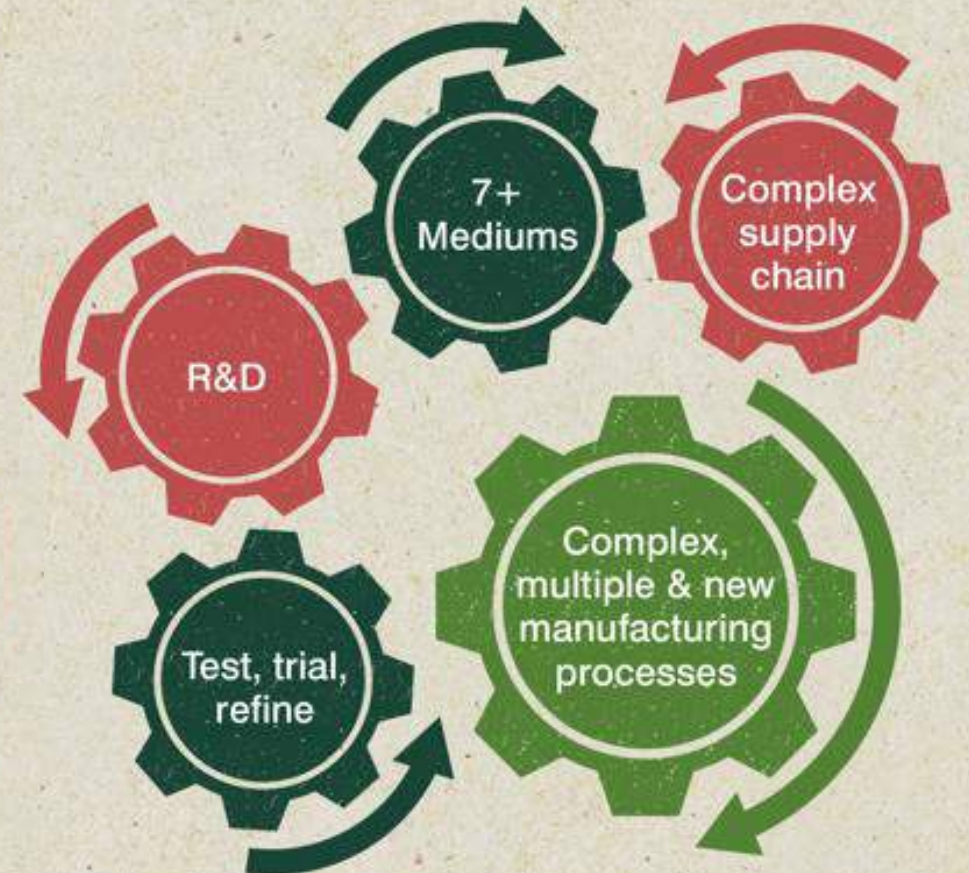


PEAT



MANUFACTURED

BIO³™

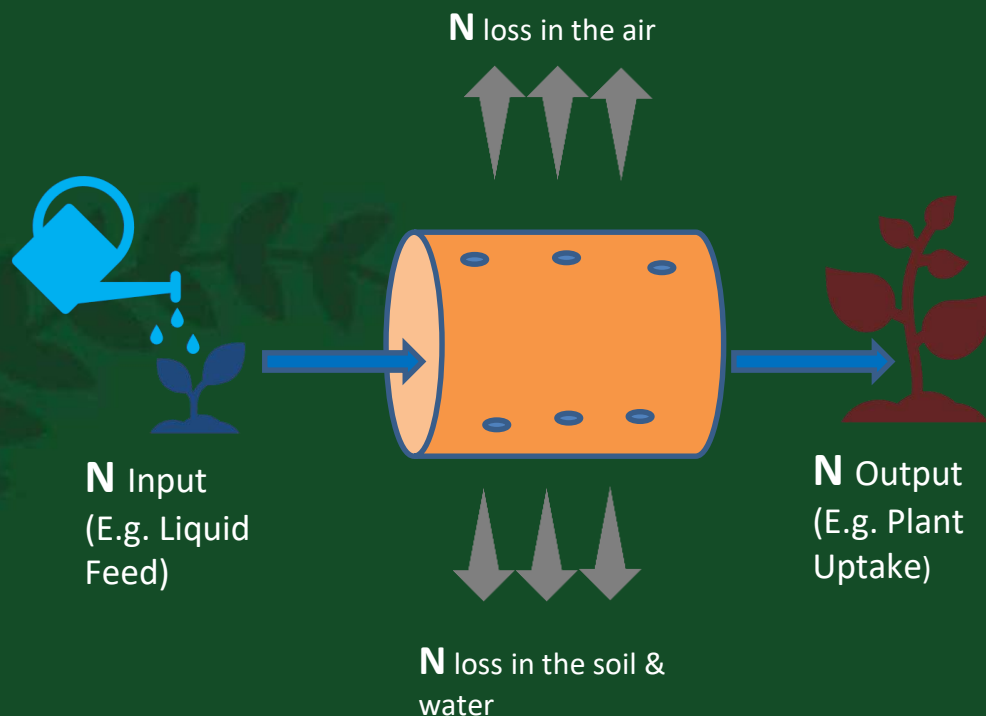


Ellesmere Port Production Facilities



Technical Roadmap – Plant Nutrition

Goals	Challenges	Where we are	Next Steps
Optimise nutrient availability to match plant needs.	Nitrate leaching. GHG emissions. Peat-free media.	Stacking technologies	New nutrient sources Biostimulants



Competitor NPK Liquid

Boost Liquid



Performance Evaluation

Westland/Sinclair Protocol

- Define goals
- Treatment List

Independent Trial

- Scored blind under code
- Impartial assessments

Evaluation of Results

- Formulation development
- Product advice
- Claims



Westland Development Trials at NIAB



West+ Wood Fibre

West+
TECHNOLOGY



Consistent



Patent
process



Enhance root
structure

Sinclair

westland  give it
your best

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





£25 million
investment

21

years of research
and development



West+2[®]

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+



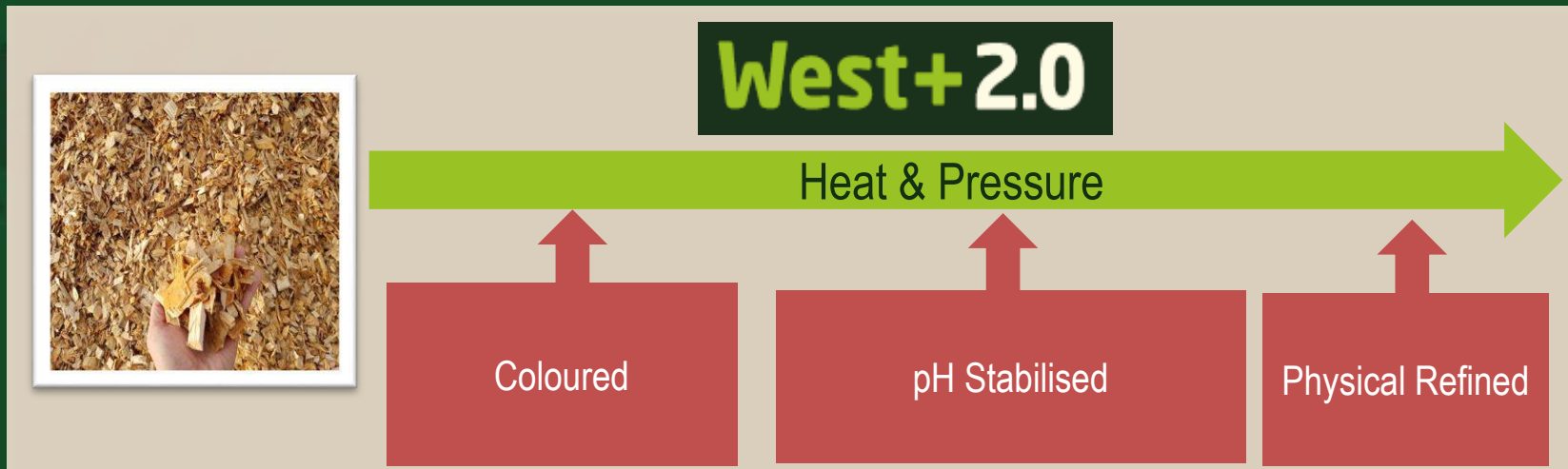
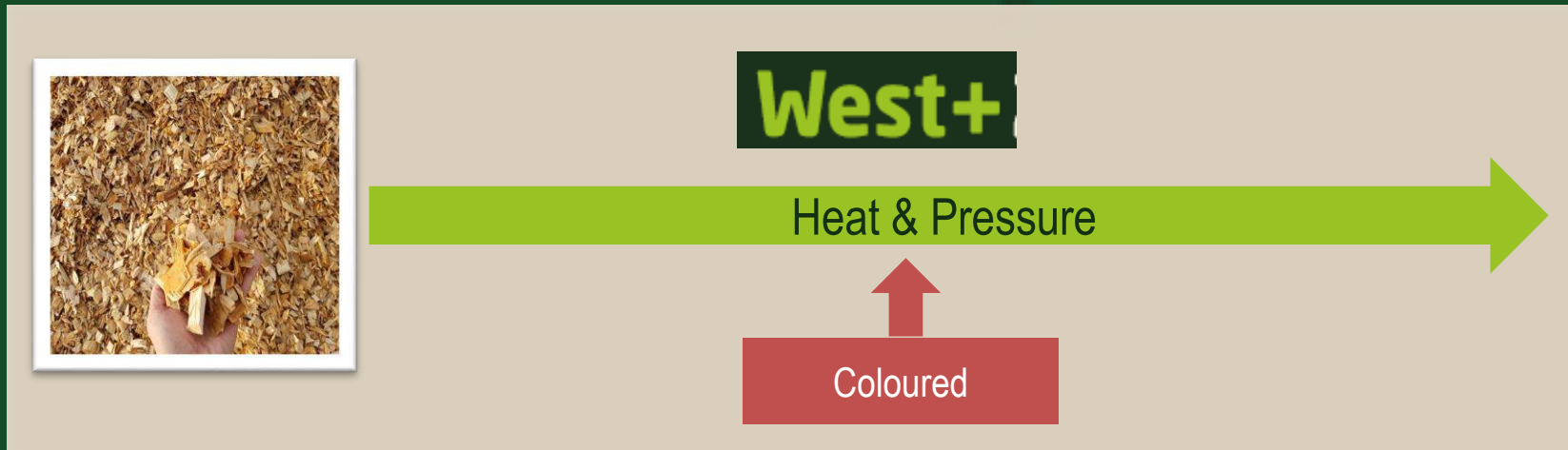
2019
Patent pending
BIO3



2023
West+ 2
Next Generation

True Innovation with Next Generation West+ 2.0

Breakthrough in wood fibre technology will transform peat free growing





Advanced water retention increases water hold capacity



Water holding improved



More suitable for smaller cells



Enhanced shelf life



Pine bark & coir



Pine Bark

- Longevity
- Increases Microbial Action



Coir

- Fully Washed
- Buffered on site
- Flexibility

New Material Technology



- Produced from Primary Industrial processing waste – bark based
- In-house rapid stabilization process
- High levels of consistency
- Free from Metals, Glass and Plastics
- AYR supply

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

Sinclair

westland

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

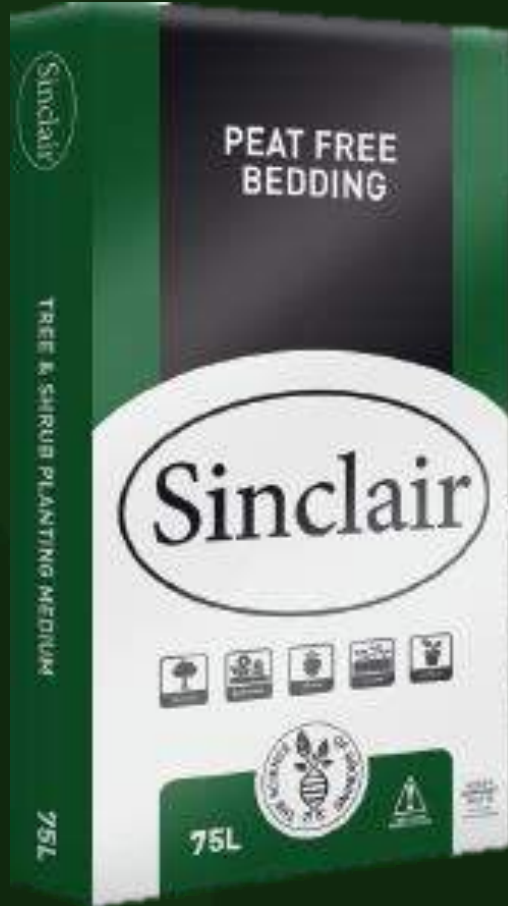


With Zinc Complex

- Auxin promoter – faster rooting
- Stimulates root growth

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

Peat free results are on an upward curve



Including Propagation & Ericaceous

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 and often is more successful
- Organic fertilisers work in harmony with peat free growing media

Peat free results are on an upward curve

- Trials – flowability through machinery, packs and pots as well as performance is key
- Take regular growing media samples
- Talk to your growing media manufacturer



Growing Peat Free



Growing Peat Free





Thank You



give it your best

