

empathy
the biological choice

rootgrow™ mycorrhizal fungi



- 1. rootgrow™ mycorrhizal fungi** is a natural, organic product used when planting into soil. It is a granule that is sprinkled into the bottom of the planting hole, (unlike fertilisers the **rootgrow™** granules must touch the plants roots) See back of pack for more details.
- 2. How does rootgrow™ work**
rootgrow™ contains a blend of UK origin (and UK grown) mycorrhizal fungi. Once these fungi come into contact with the plant roots they attach themselves and grow out into the soil looking for nutrients and water to feed their new host plant. This isn't a one sided relationship as in return the plant gives the fungi carbon and sugars that they can't process from the soil. **rootgrow™** is completely natural and environmentally friendly. The relationship between plants and mycorrhizal fungi has existed in nature for hundreds of millions of years.
- 3. rootgrow™** is important to use on new plants because nursery or pot grown plants sold in garden centres often don't have any mycorrhizal fungi on their roots. It will take a couple of years for them to naturally find it in the soil. Using **rootgrow™** will give the plants these friendly fungi in just a few weeks.
- 4. rootgrow™ - easy add on sales**
Garden Centre managers are always seeking added value or linked sales, e.g. when you sell a tree sell a stake and a tree tie with it. **rootgrow™** is the perfect add on sale, it is easy and safe to use and works well with almost all plants.

Overleaf are listed the top plant types that will benefit the most from **rootgrow™** and if you try to mention these facts to customers when they are buying plants, sales will grow from strength to strength.

One application will support a plant for its entire lifetime!

The Empathy Range of products are manufactured by:
PlantWorks Ltd, Unit 930 Cornforth Drive, Kent Science Park, Sittingbourne, Kent, ME9 8PX

Tel: 01795 411527 Fax: 01795 411529 e-mail: sales@plantworksuk.co.uk

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5. Trees: Trees establish far quicker with better early growth when using **rootgrow™**, as endorsed by RHS gardeners and it is recommended in their tree planting guidelines.

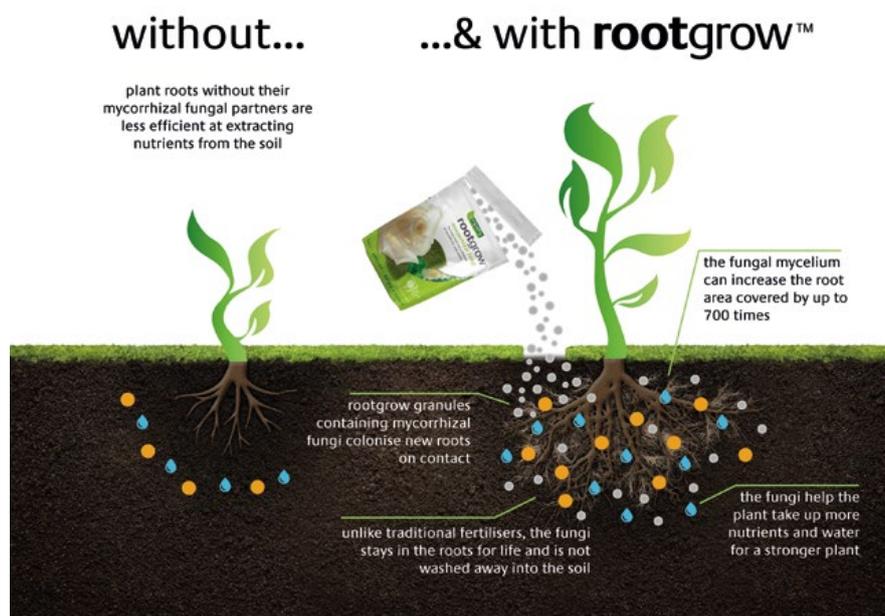
Roses: Nothing grows like a **rootgrow™** rose, recommended by nearly all UK rose growers and the only product able to overcome replant problems. No need to replace soil if planting where old roses have grown!

Large specimen plants: Any large specimen plant is a significant investment and using **rootgrow™** will ensure it will establish well and put on good early growth in its first season.

Grow Your Own (GYO): **rootgrow™** has been found to increase yield when used on edibles as well as improved flavour. It is a completely natural product and a perfect alternative to synthetic fertilisers. It is totally safe to use on plants that are destined for the kitchen table.

6. rootgrow™ enhances the root system so a newly planted plant:

- Finds more food, finds more water.
- Needs less fertiliser.
- Establishes quicker and reduces failure rates.
- Has increased tolerance to drought and adverse soil conditions
- The fungi are completely natural, organic, native to UK soils, and suitable for organic growing



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