



GROWN IN BRITAIN FOR BRITISH GARDENS (for immediate release)

The Bransford Webbs Plant Company is proud to grow their plants on two nurseries based in Worcestershire, one in Bransford and the other in Wychbold. To acknowledge this, a new British logo has been designed that will feature on all our labels, Point of Sale boards and the majority of printed literature. It was essential that the logo promoted the simple message that our plants are 'Grown in Britain'. The labels also feature the strap line 'Grown in Britain for British Gardens' on the reverse side.

" Consumers have no idea where the plants they buy have been grown", states Adrian Marskell, Sales Director. "Now with the addition of our new British logo, they can have the confidence that these plants have been grown in a British climate to thrive in their gardens".

There are numerous benefits of buying plants 'Grown in Britain'. Consumers can be made aware that they are supporting the British Horticultural market and reducing plant miles travelled. Plants that are 'Grown in Britain for British Gardens' are produced to a high quality specification in the environment for which they are destined to be planted. In simple terms, the plants are grown in the weather conditions to which they will be subjected to in the consumer's garden. This can only result in the plant being more suitable for the British climate, and therefore growing and developing to its full potential.

Look out for our new British Grown logo on all our labels, POS and literature throughout 2008!

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