



SIPCAM
HOME & GARDEN

WE GROW YOUR PASSION!

GLEE PRESS PACK

GIMA
AWARDS
2024

SWORD OF EXCELLENCE

Winner

GROWING CATEGORIES. STRONGER PARTNERSHIPS.

Consumer expectations are changing. Sipcam Home & Garden combines distinctive brands, commercially relevant products and exceptional retail support to help its partners turn that change into growth.



SIPCAM
HOME & GARDEN

Gardeners still expect products to work, but effectiveness is no longer the only consideration. Sipcam Home & Garden's consumer research found that two in three **consumers want sustainable garden care that is safe for children, pets and wildlife. Under-44s are also favouring brands that reflect their lifestyle, values and personality.**

For retailers, this creates a clear opportunity to offer products that solve real problems, stand out on shelf and connect with the way customers want to live.

Ecofective, Sipcam's flagship brand, leads this response with sustainable, effective garden care for shoppers who want results without unnecessary compromise. Nourish & Bloom combines plant nutrition, root and soil health benefits in a distinctive range. Sipcam's analysis indicates that it can offer a greater revenue opportunity than the two market leaders.

The wider portfolio meets a broad range of consumer needs. Fito makes houseplant care easier; Patio Blast and Block Blitz deliver powerful outdoor cleaning solutions; and GET OFF tackles everyday home, pet and garden challenges. Together, these brands give retailers carefully selected products across several growing categories.

As part of Sipcam Oxon, an agricultural business with a turnover of more than \$700 million, Sipcam Home & Garden combines the flexibility and character of a smaller business with the security and resources of a large group. Responsive relationships, dependable logistics, trusted distribution and competitive



margins are backed by practical support from the field team, including merchandising and staff training.

Continued investment in consumer research also provides insight to support better ranging and promotional decisions.

This combination of market understanding, strong products and hands-on support gives retailers more than another supplier. It gives them a partner committed to helping categories perform.

Explore the 2027 range, then speak to the Sipcam Home & Garden sales team about the opportunities for your business.





ecofective®

WE'RE NOT JUST GROWING HEALTHY PLANTS. WE'RE GROWING A MOVEMENT



We believe **gardening should stir the soul**. That every patch of earth, from a window box to a wild back garden, can be **a spark for something bigger**.

We believe in a more hopeful kind of gardening, where natural solutions can be bold, effective, and uncompromising. **Trusted by gardeners, loved by plants, and backed by science.**

Ecofective is here for the balcony growers, the bee champions, the considerate gardeners, and the quiet rebels who know **small acts can change the world**.

We don't do poisons. We don't do pointless plastic. We don't do "good enough" when **nature deserves our best**. Every product we make is packed with care, powered by nature, and proven to work. Because **gardening shouldn't cost the earth**, and doing the right thing should feel as good as it looks.



**We're the soul in the soil. We're the hands in the earth.
If you believe there's a better way to grow, then you're one of us.**

TOGETHER, LET'S GROW BETTER.



SIPCAM HOME & GARDEN SUPERCHARGES ECOFECTIVE SLUG STOPPA OFFERING

Sipcam Home & Garden is starting the Glee show in a big way, with the official launch of three brand new additions to its award winning ecofective® Slug Stoppa range making The Friendly Way to Combat Slugs and Snails even easier, more flexible, and more accessible for gardeners everywhere.

After a phenomenal couple of years with Slug Stoppa, including winning the GIMA Sword of Excellence in 2024, recent independent research shows that over half of eco minded gardeners prefer ecofective® Slug Stoppa spray over two leading eco brands*. As the range is now establishing itself with UK gardeners, Sipcam Home & Garden is expanding the range for 2027, with bold new formats designed to meet the needs of modern gardeners and retail partners.

And today, the new products officially arrive for an exclusive preview at Glee 2026!

NEW!



5L Slug Stoppa RTU XL

The much anticipated larger size of Slug Stoppa spray is here – an added value, larger format alternative to the popular 1L spray. Perfect for gardeners who want fast, effective protection for edible and non edible plants, the XL pack makes it easier than ever to treat larger gardens, allotments and raised beds.

4L Slug Stoppa Barrier Granules

This new addition offers added value and extended coverage compared to the 2L version. Made from natural ingredients, these ready to use granules create a protective barrier around ornamental and edible plants in borders, pots or containers, helping keep slugs away without harsh chemicals

NEW!



Slug Stoppa Copper Tape

Brand new for 2026, Slug Stoppa Copper Tape brings a clever, chemical free solution to pots, planters, raised beds, cold frames and greenhouses. This easy to apply adhesive tape helps discourage slugs and snails from reaching plants, giving gardeners a clean, simple and effective barrier option.

NEW!



A RANGE BUILT FOR SUCCESS

With expanded formats, added value packs and a brand new barrier solution, Sipcam Home & Garden is giving retailers more ways to meet the booming demand for eco friendly slug and snail control.

Alan Jones, Channel Manager at Sipcam Home & Garden said “Slug Stoppa has already proven itself as a category shifting product. These new additions make the range even more versatile, even more convenient and even more exciting for gardeners and retailers alike.”

Sipcam Home & Garden invites buyers and retail partners to visit their stand at Glee 2026 to explore the expanded Slug Stoppa range and discover how the ecofective® brand continues to lead the way in safer, greener and more intuitive garden care.

*Source: Consumer research panel. Findings are based on two independent surveys: Panel 1 (n=1,000 UK consumers) and Panel 2 (n=500 UK consumers)

ecofective®

SLUG STOPPA

THE FRIENDLY WAY TO
COMBAT SLUGS & SNAILS



TOGETHER,
LET'S GROW BETTER

BRING ON THE BLOOMS WITH ECOFECTIVE

Sipcam Home & Garden will spotlight the continued rise of Nourish & Bloom at Glee 2026, marking the range's second year with impressive trade reception, strong commercial performance, and growing recognition as one of the most effective organic plant-feeding solutions in the market.

TWO POWERFUL FORMATS, ONE PURPOSE

Nourish & Bloom All Purpose Liquid Plant Food Concentrate is fast, simple, and effective with pure plant power in every drop. This fast-acting liquid formula is perfect for busy gardeners who want visible results without fuss. Enriched with root booster and seaweed to deliver greener leaves, brighter blooms, and healthier roots. It's safe for kids, pets, pollinators, and the planet - perfect for gardeners who want a little effort to bring a lot of joy. Supplied in a 1.2 litre plastic-saving pouch, it uses up to 70% less plastic than traditional rigid bottles.



Nourish & Bloom All Purpose Granular Plant Food feeds plants for up to six months by releasing goodness slowly and steadily. Simply sprinkle, water in, and let nature take over. With just one application the SoilActivator technology in this format delivers stronger roots, healthy growth, and abundant blooms. Available in 35g, 750g and 350g pouches, these granules rebuild tired soils, boost root growth, and keep gardens flourishing season after season.



Healthy plants start with healthy soil, but even the best soil needs support. SoilActivator is the magic blend in Nourish & Bloom Granular Plant Food containing seven strains of beneficial bacteria. Restoring life below the surface this blend creates the perfect conditions for roots and the eco-system to thrive, resulting in richer soil, stronger plants, and more blooms.

BRINGING BLOOMS TO BUYERS

As part of ecofective®'s promotional activity at Glee, Sipcam Home & Garden will distribute complimentary Nourish & Bloom handy packs to buyers and retailers. This hands-on experience will give visitors the opportunity to use the product in their own gardens and experience the benefits for themselves.

The sampling initiative also acts as a preview for ecofective®'s major 2027 consumer campaign, Together Let's Grow Better on Tour - a nationwide roadshow designed to bring sustainable gardening advice, product demonstrations, and free samples to garden centres across the UK.

A MUST-HAVE PRODUCT FOR RETAIL SHELVES

Independent research now shows that Nourish & Bloom delivers retailers a better revenue opportunity than the two market-leading brands*, driven by higher consumer engagement, stronger perceived value, and the brand's trusted ecofective® reputation for safe, sustainable gardening.

Garden retailers are invited to explore the Nourish & Bloom opportunity at Glee Birmingham. Discover how a sprinkling of magic can bring life back to tired earth and how ecofective® is helping gardeners grow with purpose. Come and get your free handy pack and experience Nourish & Bloom for yourself!



*Source: Consumer research conducted via the VYPR panel. Findings are based on two independent surveys: Panel 1 (n=1,000 UK consumers) and Panel 2 (n=500 UK consumers)

ecofective®

NOURISH & BLOOM

ALL PURPOSE GRANULAR PLANT FOOD

 Long-lasting organic granular feed

 Suitable for all plants

 Nourishes for 6 months

 SoilActivator – a blend of 7 beneficial bacteria

 Introducing life to tired earth

 Ideal for peat-free compost

 Lush foliage, bountiful crops and bigger, brighter blooms

 Safe for kids, pets, and pollinators

 Feed and forget



MORE THAN CAMPAIGNS. MAKING GARDENING JOYFUL!



For us, making gardening joyful means more than creating great sustainable products. It means getting out into the world, sharing knowledge, sparking curiosity and helping more people discover the feel-good power of growing. From school gardens to community spaces and major gardening events, every campaign is a chance to inspire positive change.



2025

A JOYFUL REBELLION

- Transformed grey spaces with pollinator-friendly seed.
- Partnered with schools, communities and causes that share our vision.
- Encouraged people to garden differently, garden joyfully and join the rebellion.



2027

SCHOOL GARDEN TOUR

- Brought the joy of gardening into schools.
- Inspired more than 10,000 children to get growing.
- Sowed seeds, danced, learned and connected with nature outdoors.



2026

TOGETHER, LET'S GROW BETTER ON TOUR

- Taking eco-gardening education and practical advice on the road.
- Bringing Nourish & Bloom giveaways to help gardeners grow better.
- Connecting with gardeners face-to-face.

ECOFECTIVE HITS THE ROAD IN 2027: COMING TO A GARDEN CENTRE NEAR YOU

Sipcam Home & Garden are set to unveil a major 2027 consumer engagement initiative for the ecofective® brand. The “Together Let’s Grow Better on Tour” campaign will have an exclusive preview at Glee 2026.

Across all three days of the show, ecofective® will showcase its fully branded samples cart on-stand, giving buyers, retailers, and industry partners a preview of the interactive experience that will soon be travelling the UK. The cart will feature the ecofective® range, educational materials, and live demonstrations, offering visitors a hands-on introduction to the campaign’s consumer-focused approach. Alongside this, they will also be giving out a free handy pack of ecofective® Nourish & Bloom Granular Feed for consumers to ‘try before they buy’.

INSPIRING SUSTAINABLE GARDENING

Launching officially in early 2027, the “Together Let’s Grow Better on Tour” campaign will take ecofective® on a week-long roadshow across leading UK garden centres. The tour is designed to increase brand visibility, deepen consumer engagement, and champion environmentally responsible gardening through direct, face-to-face interaction.

At each stop, the ecofective® team will:

- Provide expert advice on sustainable gardening
- Demonstrate key products from the ecofective® range
- Hold one to one conversations with gardeners
- Distribute complimentary ecofective® Nourish & Bloom samples from the promotional cart

The cart, a standout feature of the tour, will act as a mobile hub for education, product trial, and brand storytelling, encouraging customers to pause, explore, and learn.

BRINGING ECOFECTIVE CLOSER TO HOME

Following the initial week-long tour, Sipcam Home & Garden will continue its consumer outreach with additional promotional days at selected garden centres nationwide. These follow-up activations will reinforce the brand’s sustainability message, maintain campaign momentum, and strengthen relationships with both customers and retail partners.

By combining an intensive launch tour with ongoing in-store activity, Sipcam Home & Garden aims to establish ecofective® as a trusted, go-to brand for gardeners seeking effective, environmentally conscious solutions. With a child and pet safe range, promoting the brand to families and encouraging all ages to get involved in gardening sustainably at home is particularly important for ecofective®.

Marketing Manager, Lydia Grayston said: “ecofective® has always been about helping gardeners achieve great results in a more responsible way. The ‘Together Let’s Grow Better on Tour’ campaign allows us to bring that mission directly to consumers in person, in their local garden centres, and in a way that feels engaging, educational, and genuinely helpful.”

Sipcam Home & Garden is a leading provider of innovative, sustainable gardening solutions. Its ecofective® brand champions environmentally responsible products designed to help gardeners care for their outdoor spaces without compromise. Take a deeper look at what the 2027 tour has in store at Glee 2026 – **Together Let’s Grow Better.**



Scan these QR codes to follow ecofective®



SIPCAM HOME & GARDEN - THE ECO PARTNER YOU CAN TRUST

Sipcam Home & Garden continues to strengthen its position as one of the UK's most forward thinking suppliers of environmentally considerate garden care products. With a growing network of retail partners and an expanding ecofective® range, the company is earning recognition for delivering effective, easy to understand solutions that meet the evolving expectations of modern gardeners.

In a recent review with three garden centres the Sipcam Home & Garden team are delighted to share insight on why they have become a valued supplier and how their partnerships are supporting both customer satisfaction and commercial growth.

ECO VALUES THAT ALIGN WITH MODERN RETAILERS

Moss & Moor, a young and proudly independent garden centre, places sustainability at the heart of its business. With peat-free initiatives, pot recycling schemes and a strong focus on reducing plastics, they sought suppliers who genuinely shared their environmental values.



WHAT THEY SAID:

"As a family-run business, we pride ourselves on having a unique style that sets us apart from others. Sustainability is a key part of what we do and your eco friendly message really resonated with us and aligned with our own values."

Sipcam Home & Garden stood out immediately.

"Your eco friendly message really resonated with us and aligned with our own values."

Products from the ecofective® range - Slug Stoppa, Bug Stoppa, and Organic Seaweed, quickly became customer favourites, praised for their packaging and clear environmental messaging.

Moss & Moor reports strong repeat purchases and sees Sipcam's range as a credible eco alternative within the garden care category. This insight reinforces research findings that 2 in 3 consumers want sustainable garden care that's safe for children, pets and wildlife*.

PRACTICAL, EFFECTIVE & SUSTAINABLE

J Parkers are a small chain of family run garden centres with a strong focus on quality plants, gardening products and helpful customer service. Before they found Sipcam Home & Garden they were looking for a supplier that could offer effective garden care products without relying on harsh chemicals - a growing priority for their customers.

Sipcam Home & Garden provided exactly that.

"The range offers practical, effective products that are easy for customers to understand."

Top sellers across their stores include ecofective® Bug Stoppa, Slug Stoppa, and Natural Water Storing Granules. Customer feedback highlights ease of use, reliable results and confidence in choosing products that feel more environmentally friendly.



WHAT THEY SAID:

"The range offers practical, effective products that are easy for customers to understand. We see strong future potential with quality products that address sustainability."

While market share is still developing, J Parkers sees strong future potential with quality products that address sustainability.

This is particularly important with gardeners under 44, who are choosing brands that fit their lifestyle and personality*.

EYE CATCHING PACKAGING AND A COMPREHENSIVE RANGE

Gordon Rigg is an established garden centre with 80 Years of retail heritage, who sought products with standout packaging and a broad range that could meet diverse customer needs.



Sipcam Home & Garden delivered on both fronts.

"We chose to work with Sipcam Home & Garden because of the comprehensive range of products available."

Best performing items include ecofective® Organic Tomato Feed and ecofective Slug Stoppa, with customers responding positively to the colourful, appealing packaging. Sales have grown year on year, with restocks required regularly across key lines.

Recent research from Sipcam shows that over half of eco friendly minded gardeners would choose the award-winning ecofective® Slug Stoppa spray over two of the market leaders in eco gardening*.

Gordon Rigg's recommendation is clear: "I'd recommend giving the products a try - they work well, achieve good sales, and offer good value for money."

WHY CHOOSE SIPCAM HOME & GARDEN

With the growing ecofective® range, strong retail partnerships and a commitment to innovation, Sipcam Home & Garden continue to help garden centres offer solutions that today's gardeners trust.

Environmental alignment: Retailers value Sipcam's commitment to eco-considerate formulas and packaging that reflects modern consumer expectations.

Clear, easy to understand products: Garden centres appreciate ranges that are simple for customers to navigate, especially for everyday gardening needs.

Strong customer appeal: From packaging to performance, ecofective® products resonate with gardeners seeking effective solutions without harsh chemicals.

Reliable sales & growth potential: Retailers report strong repeat purchases, positive customer feedback and confidence in the ecofective® brands long term market potential.

Supportive, trust based relationships: Garden centres consistently highlight the positive working relationship and dependable support from the Sipcam Home & Garden team.



As consumer demand shifts toward eco friendly, effective and easy to use garden care products, Sipcam Home & Garden is uniquely positioned to support retailers in meeting those expectations. Reach out to the team today to discuss how to grow your passion and help sales thrive - enquiries@sipcamhg.co.uk.

*Source: Consumer research panel. Findings are based on two independent surveys: Panel 1 (n=1,000 UK consumers), Panel 2 and 3 (n=500 UK consumers).

SIPCAM HOME & GARDEN CONTINUES COLLABORATION WITH HEART OF EDEN

Sipcam Home & Garden is delighted to continue its strategic collaboration between its award-winning ecofective® brand and Heart of Eden peat-free compost. United by a shared commitment to sustainability, quality and proven performance, the partnership continues to make peat-free gardening simpler, more successful and more accessible for every gardener.

A PARTNERSHIP BUILT ON SHARED VALUES

Sipcam Home & Garden are best known for their ecofective® range with pesticide-free plant care products designed to be safe for families, pets, and wildlife. The range has earned industry recognition for innovation and sustainability, including standout products such as the award-winning ecofective® Organic Superfood, formulated specifically to enhance results when using peat-free compost.

Heart of Eden is a trusted name in high-performance peat-free compost, offering gardeners a sustainable alternative without compromising results. Known for its quality, consistency and strong growing performance, Heart of Eden supports gardeners in making environmentally responsible choices that deliver thriving plants and healthier gardens.

The collaboration brings together two brands aligned in purpose: helping gardeners achieve outstanding results while reducing environmental impact. By pairing Heart of Eden's premium peat-free compost with ecofective® Organic Superfood Ideal for Peat-Free Compost, consumers gain a complete, complementary solution that supports plant establishment, growth, and long-term health.

Both brands believe that peat-free gardening should feel confident and uncomplicated. This partnership removes uncertainty by offering a clear, effective route to success - backed by trusted expertise and visible results.

PEAT-FREE SUCCESS

The core aim is simple: To empower gardeners to achieve strong, healthy, and reliable results using peat-free solutions. By combining high-performance compost with targeted plant nutrition, the partnership ensures that consumers can switch to peat-free growing without sacrificing quality. Together, Heart of Eden and ecofective® Organic Superfood will deliver results gardeners can see and trust.

IN-STORE SUCCESS

The collaboration continues to offer retailers with in-store activity highlighting the recommended product pairing. Educational messaging helps customers understand:

- Why peat-free compost and Organic Superfood work better together
- How to use the products for optimal results
- The environmental benefits of choosing peat-free

Retailers can benefit from comprehensive support to ensure a strong and seamless customer experience. Staff training helps build confidence when explaining the benefits of peat-free gardening, while impactful point-of-sale materials and dedicated display stands create retail theatre, increase visibility and educate shoppers on product selection.

This joined-up approach ensures that retailers and consumers continue to enjoy a smooth, informed and inspiring experience, making it easier than ever to choose peat-free solutions that deliver great results for gardens and the environment.

Retail partners are invited to continue being part of this positive shift towards more sustainable growing. To get involved, contact the Sipcam Home & Garden team at enquiries@sipcamhg.co.uk.



Redefining Gardening Peat-Free and Thriving!

Two trusted brands, one goal:
Making peat-free gardening simple
and successful!



Bold, Sustainable, Unstoppable
Learn more today!

SIPCAM HOME & GARDEN LAUNCHES GROUNDED - SERIOUS GARDEN CARE AT SENSIBLE PRICES

Sipcam Home & Garden is set to launch Grounded, a new garden care brand designed for keen and experienced gardeners looking for quality products, generous pack sizes and genuine value. With a simple yet distinctive identity, Grounded has been developed to offer practical, effective garden care without unnecessary complexity or a premium price tag.

The new range will sit alongside Sipcam Home & Garden's existing portfolio, opening up a new opportunity to reach a wider audience within the garden care market while giving retailers a strong value-led proposition.

SIMPLE. STRAIGHTFOWARD. GREAT VALUE.

Grounded has been created around a clear proposition: quality garden care at a price that delivers real value.

The range combines a contemporary, confident identity with practical products that gardeners can easily understand and use. With products such as Love Your Toms!, Love Your Plants!, Give 'Em a Boost! and an Acetic Acid Weedkiller, Grounded brings a straightforward approach to everyday garden care.

SERIOUS GARDEN CARE. SENSIBLE PRICES

The range has been developed with the keen and experienced gardener in mind, with generous 3-litre concentrates and ready-to-use formulations that offer excellent value, allowing gardeners to feed more plants and cover more of their garden.

A GROWING RANGE

The initial Grounded range includes a selection of concentrated and ready-to-use garden care products:

- Love Your Toms! – a dedicated tomato feed designed to support healthy growth and bigger, tastier crops.
- Love Your Plants! – an all-purpose plant food suitable for indoor and outdoor plants, available in both ready-to-use and concentrated formulations.
- Give 'Em a Boost! – a seaweed-based tonic designed to support plant health and vitality while helping to improve soil health.
- Acetic Acid Weedkiller – a fast-acting garden weed control product for tackling unwanted weeds.

BUILT FOR VALUE. BUILT FOR RETAIL.

Grounded has been developed with both consumers and retailers in mind. Its simple proposition, distinctive packaging and generous pack sizes create a compelling offer for the garden retail market. The range is designed to complement Sipcam Home & Garden's existing brands, adding a new proposition focused on value, volume and performance.

Nigel Thompsons, Head of Sales and Marketing said:

“Grounded is an exciting new addition to our portfolio. We wanted to create a brand that is straightforward, commercially compelling and offers genuine value to the consumer. The range has a strong visual identity, generous pack sizes and products that are easy to understand, making it an attractive proposition for both gardeners and retailers.”

To find out more about the exciting new range contact the Sipcam Home & Garden team at enquiries@sipcamhg.co.uk or pay a visit to the Glee stand to have a chat with the team.

Use plant protection products safely. Always read the label and product information before use.



GIVE YOUR PLANTS SOME LOVE!

A no frills plant feeding portfolio for the keen and expert gardener. Larger bottles offer great value for money, making an attractive proposition.

TALK TO US TO FIND OUT MORE

t: 01763 212103

e: enquiries@sipcamhg.co.uk



LOVE YOUR PLANTS!

READY TO POUR ALL PURPOSE PLANT FOOD

£8.99
for **3L** RRP

- Indoors & out
- Simple to use
- Greener leaves



LOVE YOUR PLANTS!

ALL PURPOSE PLANT FOOD

£11.99
for **3L** RRP

- Bigger blooms
- Nurrients your plants need
- Healthier plants



LOVE YOUR TOMS!

TOMATO FEED

£11.99
for **3L** RRP

- 3x more tomatoes
- Bigger tastier toms
- For growbags & planters



GIVE 'EM A BOOST!

HEALTH & VITALITY SEAWEED TONIC

£15.99
for **3L** RRP

- Supports stress resistance
- Stronger roots & soil health
- For plants, fruit & veg

GET OFF PAWS AWAY RANGE EXPANDS WITH CAT & DOG REPELLENT SPRAY

Sipcam Home & Garden is pleased to announce the latest addition to its fast-growing GET OFF® Paws Away range - a brand-new 500ML Cat & Dog Repellent Spray, designed to help households keep both indoor and outdoor spaces clean, protected, and free from unwanted pet mess and behaviour.

Since re-launching in 2025, GET OFF® Paws Away has quickly earned strong support from retailers nationwide. Early feedback highlighted the range's effectiveness, standout branding, and consumer appeal, helping it secure a powerful presence in a competitive category. The launch marked a fresh evolution of the iconic GET OFF® brand trusted for decades by households wanting to manage unwanted habits, mess, and garden disruptions.

LOVE PETS. HATE THE MESS? WE GET IT.

With effective, ready-to-use solutions designed for modern pet owners, the Paws Away range currently includes a suite of problem-solving products designed to support cleaner homes and healthier gardens:

- **Lawn Rescue** - prevents lawn scorching and revives tired grass - a must-have for pet-friendly gardens.
- **Outdoor Wash Off Cleaner & Neutraliser** - washes away stains, neutralises odours, and discourages repeat soiling outdoors.
- **Indoor Wash Off Cleaner & Neutraliser** - washes away stains and odours while deterring repeat accidents.
- **Chew Stoppa** - protects furniture and household items from biting and chewing with a non-toxic formula.



With refreshed packaging, bold branding and promotional messaging highlighting at least 50% extra free, the range offers exceptional value and strong visual impact on the shop floor.

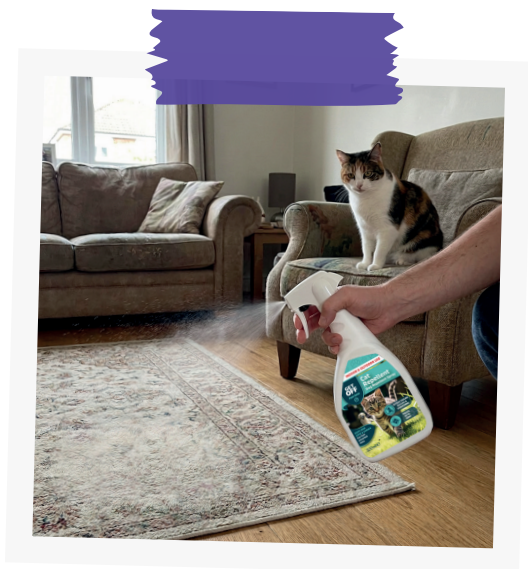


PAWS PATROL FOR YOUR HOME & GARDEN

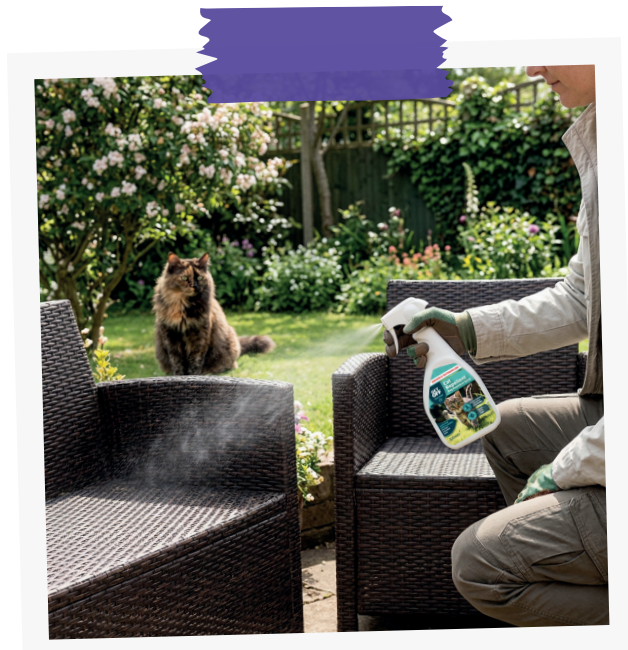
Sipcam Home & Garden is expanding the GET OFF® Paws Away range with a single powerful new product: the 500ml Cat & Dog Repellent Spray, designed to help protect indoor and outdoor areas from unwanted pet activity.

This ready-to-use spray features a scent that is unpleasant to both cats and dogs, helping to discourage fouling, marking, scratching digging & general intrusion.

When applied as directed, pets are encouraged to avoid treated areas and establish their territory elsewhere helping households maintain cleaner patios, pathways, furniture, and indoor surfaces.



The 500ml format treats generous surface areas of upto 166m², making it ideal for busy family homes and high-traffic garden zones.



A BRAND THAT'S GETTING THE THUMBS-UP

With strong early adoption and positive feedback from retailers nationwide, GET OFF® Paws Away continues to prove its value as a high-impact, high-turnover range.

The new 500ml Cat & Dog Repellent Spray strengthens the offering even further, giving retailers a fresh, high demand solution for everyday pet behaviour challenges. Contact the Sipcam Home & Garden team today to discuss your stocking options - enquiries@sipcamhg.co.uk



SIPCAM HOME & GARDEN CONTINUES TO GROW ITS SALES NETWORK, OPERATIONS AND CUSTOMER SUPPORT

Sipcam Home & Garden is continuing to strengthen its sales network across the UK as the business enters its next phase of growth, with an expanded team of regional sales agents providing greater coverage and support for retail customers.

The sales network now provides coverage across eight key territories, giving retailers a dedicated local point of contact and strengthening Sipcam Home & Garden's ability to support customers across the UK.

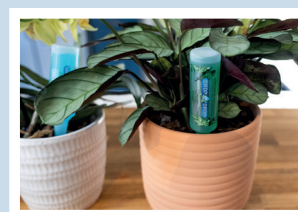
MEET THE SALES AGENTS

ANDY HARDING	MIKE MILLS	ADRIAN BATSON-JONES	CRAIG KAHLER	STEVE MANN	ANDY MOORE
SOUTH-WEST	SOUTH-EAST	WEST MIDLANDS & WALES	NORTH WALES & ENGLAND	LONDON & S. MIDLANDS	EAST MIDLANDS

The East of England and Scotland will temporarily be managed by Alan Jones and Ian Renshaw respectively, alongside their wider responsibilities within the business.

The expanded network brings valuable experience, local market knowledge and established retail relationships, enabling Sipcam Home & Garden to work more closely with customers and support the continued growth of its product portfolio.

Sipcam Home & Garden continues to build a strong presence in the market through a diverse and innovative brand portfolio. The company owns and distributes a range of trusted names across the home, garden and pet care retail market. Their portfolio includes ecofective®, a leading child and pet safe gardening range; Fito®, specialists in houseplant care, and GET OFF® a well established pet training and repellent brand. Sipcam Home & Garden are also the UK retail distributor for Block Blitz®, who offer the ultimate patio care range which includes weedkillers and outdoor cleaning technology. Together, these brands give retailers a compelling mix of sustainability, performance, and consumer appeal.



INVESTING IN THE BUSINESS

The expansion of the sales network forms part of a wider investment in Sipcam Home & Garden, with the company also strengthening its operations and customer support functions.

Marie Young joins Sipcam Home & Garden as Supply Chain Coordinator, bringing more than 30 years of experience across manufacturing and purchasing environments. Her appointment strengthens the company's supply-chain capability, helping ensure retailers have access to the products they need, when they need them.

Marie will work closely with suppliers, logistics providers and contract packers to manage purchasing, stock availability and deliveries, while supporting forecasting and seasonal planning. This will be particularly important as Sipcam Home & Garden continues to expand its product portfolio and customer base, helping the business respond quickly to demand and maintain a reliable supply of products to retailers.

MARIE YOUNG
SUPPLY CHAIN
COORDINATOR



STRENGTHENING CUSTOMER SUPPORT

Amanda Woolis joins the commercial team as Sales Administrator, bringing more than 20 years of administrative experience across organisations including B&Q and Baxter Storey. Her appointment strengthens Sipcam Home & Garden's customer support function, ensuring retailers have a dedicated point of contact throughout the order process.

Amanda will manage customer orders from receipt through to delivery and invoicing, working closely with Sales, Supply Chain and Finance to ensure orders are processed accurately and customers receive timely updates. She will also manage customer queries and help resolve any issues quickly, providing a responsive and professional service at every stage.



SUPPORTING GROWTH ACCROSS THE BUSINESS

These appointments reflect Sipcam Home & Garden's continued investment in its people, processes and customer partnerships.

Nigel Thompson, Head of Sales and Marketing said:

"We are continuing to invest across the business as Sipcam Home & Garden moves into its next phase of growth. Strengthening our sales network gives us greater reach across the UK and, importantly, allows us to work even more closely with our retail partners. Alongside this, the investment in our operations and customer support teams gives us the infrastructure we need to support our growing portfolio and deliver the level of service our customers expect."



NIGEL THOMPSON
HEAD OF SALES & MARKETING

ARE YOU AN EXPERIENCED AGENT...

COVERING EAST OF ENGLAND AND SCOTLAND?

If you're interested in representing a growing portfolio of garden care brands, Sipcam Home and Garden would love to hear from you.

Please get in touch to find out more enquiries@sipcamhg.co.uk.

Alternatively, come and meet them in person at Glee 2026:

8-10 September 2026

Birmingham NEC

Stand 17A50-B51





SIPCAM
HOME & GARDEN



01763 212103



enquiries@sigcamhg.co.uk



www.sipcamhg.co.uk

Sipcam Home & Garden
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