

Bark and Mulch (1)

Description:

- **"Bed and Border Chipped Bark"**
- Chips of spruce bark, 20 – 30 mm
- Bag size 80 litres
- Ideal mulch for beds and borders
- Suppresses weeds and reduces need to water

Uses:

- Particularly useful for covering the soil in beds and borders
- Adds decorative finish to gardens
- Reduces weed growth
- Conserve water
- Insulates soil against extremes of heat and cold

Requirements:

- Remove any existing weeds, and unwanted stones and rocks or other debris
- Water the ground well
- Spread to a depth of 2.5 – 5 cms
- Spread out to drip line of plants covering the root area
- 80 litres covers an area of approximately 1.5 m²
- Top up annually to maintain fresh look

Season of availability:

- All year round
- Main demand and period of use is spring / summer– March to July

Suggested Suppliers:

Westland UK / Ireland	
Louisiana Soil Products USA	

Merchandising:

- With composts and other growing media
- In landscape areas with other hard landscape products
- On pallets in hot spots and high traffic areas during promotional periods



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Point of sale signs:

Bark
"Bed & Border Chipped"

- Suppress weeds
- Conserve water
- Decorative look

5.95

Save Water
"Bed & Border Chipped Bark"

- Conserve water
- Suppress weeds

5.95

Ideal Mulch
For
Beds &
Borders

Save Water
Reduce
Weeds

Features	Benefits
Spruce bark	Attractive
Light	Easy to handle and apply
Lasts 3 years	Economical
Decorative	Adds interest to the garden
Suppresses weeds/ conserves moisture	Perfect mulch

Link sales products:

- Blood and Bone or General Purpose fertiliser as a dressing prior to applying bark
- Weed cloth

Promotion:

- Choose the right time – peak planting time, Autumn/Spring
- In Summer when need to conserve water
- Have a significant quantity of stock
- Merchandise it in a very prominent place – 'hot spot'
- Have at least two A3 signs all double sided on each location.

Advertising Key Points:

- When advertising (communicating) it is desirable to use an 'End Use' as much as possible.
- Ideally the Bark promotion should have a deal (Hot Price offer) of some sort, perhaps on one size of one popular variety.
- Keep advertisements clear and simple. Do not use nursery jargon or names and terms customers do not understand.