



# rootgrow™

mycorrhizal fungi

*For every time you plant*



**rootgrow™** mycorrhizal fungi create an extensive secondary root system in every treated plant, supporting the plant for its lifetime. It is a natural, organic product designed for use during planting. Simply sprinkle **rootgrow™** evenly into the base of the planting hole, so that the roots are in direct contact with the granules.

#### **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. **rootgrow™** is a completely natural and eco-friendly product that helps build carbon in soils, enhancing overall soil health. This symbiotic partnership between plants and mycorrhizal fungi has been a key part of nature for hundreds of millions of years.

**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. Using **rootgrow™** will give the plants these friendly fungi in just a few weeks and ideally should be sold with every plant leaving your garden centre.

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



### Key Benefits:

- ✓ Increases nutrient and water uptake.
- ✓ Plants needing less synthetic fertilisers.
- ✓ Establishes quicker and reduces disease.
- ✓ Increases tolerance to drought and adverse soil conditions
- ✓ The fungi are completely natural, organic, native to UK soils and suitable for organic growing

### Ericoid rootgrow™

Ericoid **rootgrow**™ contains added species of mycorrhizal fungi which associates with the acid loving ericaceous plants such as Rhododendrons, Azaleas, Heathers, Cranberries and Blueberries (these plants do not associate with the standard **rootgrow**™). Ericoid **rootgrow**™ should be used whenever you are planting any ericaceous plants.

### One application will support a plant for its entire lifetime!

### rootgrow™ - Easy add on sales

Offering product bundles is an excellent way to increase the value of your sales. For instance, when selling a tree, you can bundle it with a stake, tree tie, and **rootgrow**™. This natural product is an ideal add-on — safe to use, highly effective and is simply best horticultural practice.

**rootgrow**™ can be used with many types of plants sold within garden centres.

**Trees:** Using **rootgrow**™ helps trees establish much faster, promoting stronger early growth. Endorsed by the RHS, it is recommended in their official tree planting guidelines.

**Roses:** There's nothing quite like a **rootgrow**™ rose. It's highly recommended by nearly all UK rose growers and is the only product able to resolve replanting issues.

**Large specimen plants:** Any large specimen plant is a significant investment, and using **rootgrow**™ is a smart choice to ensure strong establishment and healthy growth during its first season—like an insurance policy for your plant's success.

**Grow Your Own (GYO):** Using **rootgrow**™ on edible crops has been shown to enhance yields and increase drought resistance. The extended fungal root system draws in nutrients and water from parts of the soil or grow bag that the plant's roots cannot access, reducing the need for synthetic fertilisers.

Empathy products are ecological by design.

Pioneering the use of beneficial microbes in gardening, agriculture and horticulture, strengthening soil biology and reducing chemical reliance.