



# Hortiwool®

+44 (0)1785 262031 | [www.hortiwool.com](http://www.hortiwool.com) | [hello@hortiwool.com](mailto:hello@hortiwool.com)







## This is our story.

**Hortiwool are family business**, based in Staffordshire, in the heart of the UK. We have worked with natural materials for almost two decades, and hands down our absolute favourite is Wool. Originally utilising its amazing properties for packaging innovations, after years of investment in Research and Development and an abundance of feedback from those who have received our Woolcool range, we have worked behind the scenes to investigate the many benefits of using wool when growing plants in different settings.

Wool is even more incredible than we thought! We didn't want to keep this to ourselves, and so launched our Hortiwool range to share with likeminded sustainable gardeners. Our dream is that everyone comes to love wool as much as we do, along with benefitting from its awesome properties as you cultivate and create in and around the home, garden or allotment.

**We believe in business and products as a force for good, and we take both our Environmental and Social Impact seriously.**



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## Garden Wool Pads



RRP  
£2.95

### Garden Wool Pad

We have created a useful little pad for use in and around the garden or allotment, that are insulative, hold moisture and as they break down add vital nutrients to the soil.

**Size:** 27cm x 66cm



RRP  
£10.00

### Hortiwool Pouch

Our Multi-Pack Pouch contains 5 x Garden Wool Pads, which can cover a surface area of roughly 0.9 square metres.

**Size:** Five 27cm x 66cm



RRP  
£11.95

### Hanging Basket Liner

These pads have been specifically designed for use with 12-16" hanging baskets, but can be used as a large pad for multiple applications in and around the garden.

**Size:** 52cm x 52cm

100% Plastic Free | 100% Natural | 100% Pure British Sheep Wool from British Farms | Made in the UK

## Endless uses around the garden.

Creatively designed with versatility in mind, **this pad can be used in a number of ways:**

- Hanging baskets liners
- Retention of moisture/water to keep plants, baskets and seeds hydrated
- Nutrition for plant root balls
- Growing Micro Greens & Micro Herbs
- Protection against slugs
- Insulation from frost for young plants
- Add into compost as a nutritional aid
- As a kneeling pad
- Capillary matting
- Sustainable & Natural alternative to the plastic based fleece/synthetic fibres
- For mulching
- Break up the pad and dig into the soil
- Let wildlife harvest for nesting

And many more shared online using **#hortiwool**



*100% pure British wool.*



*Helps protect from frost.*



*Maintains hydration.*



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## Key benefits for the modern garden.



**Hanging basket liners.** Our wool liners have been designed to fit most popular hanging basket sizes. The natural aesthetic of wool is incredibly popular, along with being 100% compostable for eco-friendly disposal. Hortiwool liners keep plants hydrated, feed, and support root growth to improve plant development and longevity.



**Year-round weather protection.** Hortiwool helps to insulate plants from extreme temperatures. In colder months, it shields roots from frost, while in warmer seasons, it prevents overheating. The wool's natural fibres help to regulate temperature and moisture, helping plants thrive regardless of weather conditions, ensuring consistent growth and healthier gardens.



**Retains moisture to boost hydration.** Wool can naturally hold up to 40% its own weight in water, without even feeling wet to touch, meaning that it works wonders for keeping plants well watered! Whether that's retaining water within pots, planters or baskets, or providing a gradual release to reduce the need for frequent watering.



**Encourages wildlife.** Create a natural, eco-friendly environment in your garden using wool, which attracts beneficial insects, birds, and pollinators, supporting biodiversity. By enhancing soil health and providing shelter, Hortiwool fosters a welcoming habitat for all wildlife, contributing to a balanced and thriving garden ecosystem.



**Natural pest deterrent.** Hortiwool acts as a natural pest deterrent by creating an environment that discourages common garden pests. The wool's texture and lanolin content repel insects like slugs and snails without using harmful chemicals. This eco-friendly solution helps protect plants from damage, promoting healthier growth while maintaining a balanced garden ecosystem.



**Improves soil health.** As it biodegrades, Hortiwool naturally adds valuable nutrients into the soil making it a fantastic compost aid. It also helps to improve the moisture content of soil, and improves soil temperature regulation, all great ways to enhance your grows!



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## Garden centre merchandising.

Hortiwool location #1  
**Hanging basket liners**



Hortiwool location #2  
**Exiting plant area**



Hortiwool, make it a feature!  
**Create your own in-store display**



### Hortiwool retail display tips

Monitor point of sale daily and keep displays fully stocked.  
Ensure header cards are installed and secure.  
Do not obstruct key selling information on point of sale.  
If display materials get damaged, contact us for a replacement.



## Retail pricelist.



2024-25 | Edition 01

	Units per case	Cases per pallet	Units per pallet	RRP (Inc. VAT) per unit	Retailer Discount 40% (Exc. VAT) per unit	MOQ (In units)	MOQ (In case quantity)
Hortiwool Starter Garden Pad	50	16	800	£2.95	£1.48	50	1
Hortiwool Garden Pad Pouch (5 pack)	10	16	160	£10.00	£5.00	10	1
Hortiwool Hanging Basket Liner Set (2 pack)	20	16	320	£11.95	£5.98	20	1
Hortiwool Starter Garden Pad & FSDU	-	-	-	£2.95	£1.48	200	4
Hortiwool Garden Pad Pouch & FSDU	-	-	-	£10.00	£5.00	40	4
Hortiwool Hanging Basket Liner Set & FSDU	-	-	-	£11.95	£5.98	80	4



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