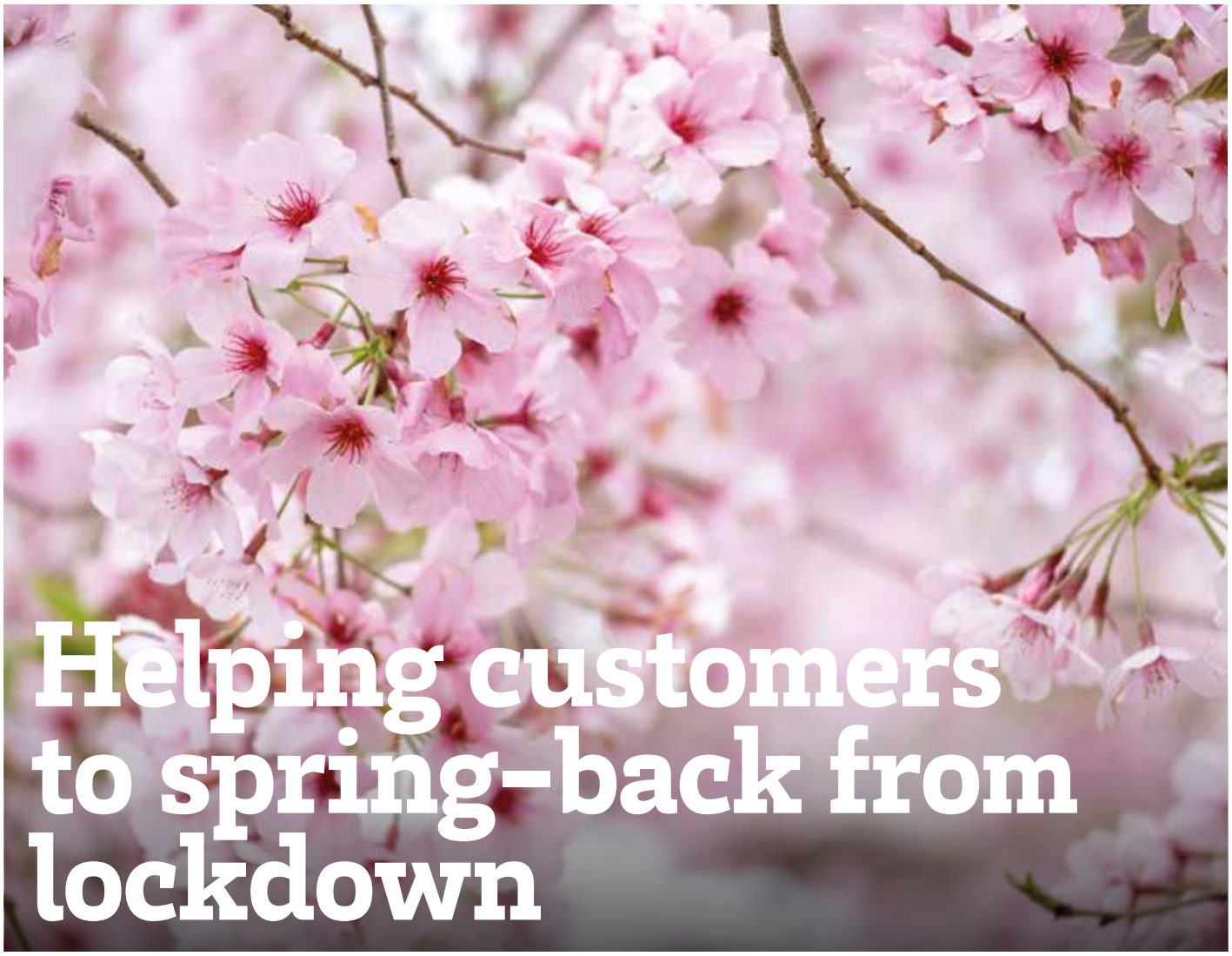
Spring 2021

garden matters

GARANTIA®
DIRECT TO YOUR GARDEN

FOR RETAILERS, GARDEN CENTRES & ONLINE DISTRIBUTORS
WHO WANT TO HELP THEIR CUSTOMERS MAKE THE MOST OF THEIR GARDEN



Helping customers to spring-back from lockdown

Do you remember this time last year?

Do you remember what you were doing? April 2020 was the sunniest April on record for the UK. If you think back, it was very warm and very dry – perfect for the millions of people spending the first lockdown in their gardens. ➤

In this issue

Helping customers to spring-back..... 1&2
Market insights..... 3
Product of the quarter..... 4&5
A legendary review..... 6&7
Offer of the month..... 8&9
The final word..... 10&11
Retail display stand offers..... 12

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Continued from page 1 - **Helping customers to spring-back from lockdown**



Contrast that to the past few weeks.

Have you had snow?! 🥶

Even if you've not had some snowfall in your area, it's been cold, windy and wet at times. Not what the hospitality industry was hoping for given that they can only serve outside for the first few weeks of reopening. Also not really what your customers wanted, as they strive to get their gardens ready for some outdoor entertainment this spring & summer.

Ahead of another summer of UK holidays (if any holidays) and money being spent on home and garden improvements, instead of trips away & meals out, there remains a huge opportunity for us all to help more and more people make the most of their gardens.



We've recently published a new guide, which is available as a PDF download, to help people get their garden Summer-ready.

It includes a few tips and ideas on what to tackle first when helping your garden transition from winter to spring and spring to summer.

You probably already know of friends or family, or perhaps even you have been enjoying the rule of 6 in gardens, even though it's been freezing cold and even a little bit too wet to sit outside! Such is the longing for some connection with others!

I'm sure you don't need us to remind you that it really is an exceptional time for the garden industry and a huge opportunity to reach new customers. Customers who may have never been so invested in their gardens. Customers who may be interested in growing their own fruit & veg for the first time. Customers who might have experienced the joys of gardening for the first time in 2020, when they had so little else to do, but now they're hooked and are really enjoying their outdoor space.

I recently read that ASOS (the online fashion group) added one and a half million new customers in the last six months. That's over 8300 brand new customers EVERY DAY! (interestingly, they report that they served over seven million customers in the UK in total last year - how crazy is that?!)

The key point to me sharing this though, is that CEO Nick Beighton said that the record results were driven by *"exceptional execution"*.

There is a big take-away there for all of us in business.

It's not the idea, or the product, or the plan or strategy that matters most, it's the **execution** that makes all the difference.

Faced with such an opportunity in our market over the next few months, it will come down to our execution to make things happen, which will dictate how many customers we help and how much of an impact we have.

We all have a huge opportunity, right now, to grow our number of new customers - *perhaps not quite reaching one and a half million like ASOS* - but still increasing our numbers all the same. Growing our businesses and helping more and more people to make the most of their gardens.

If you're up for executing on this mission together with us, then please read on to learn of a few opportunities you might want to get involved with straightaway. Execute on these opportunities right now, this year, whilst people of the UK want their gardens to be the best they've ever been.

Next year they'll be back in Spain or France, or the Canaries. **Now is the time**. For now, they're in their gardens right here in the UK. **Just where we can help them**.

Matthew

Composting success

How often do you delve a little deeper into the market and consumer trends for some of the products you sell?

We had to look further when we discovered an untapped potential when it comes to the demand for compost bins. Obviously, we sell them – that was our primary reason for looking – we're not just randomly picking products to see how many people are searching for them! (OK, you caught us, sometimes we do actually do that – it's fascinating! Take a look for yourself!)

Anyway, back to the point. Here's a snapshot of some keyword search data from the past few years.

Using Google Keyword Search Data, for the search terms "Compost Bins" and "Composters", here's how many people were searching for these on Google in these time periods...

	Number of people searching			
Month	2018	2019	2020	2021
March	40,300	67,600	214,500	159,500
April	67,600	82,600	585,000	
May	67,600	82,600	336,500	

Year	Number of people searching
2018	413,500
2019	623,800
2020	1,829,700
2021 (Jan - Mar)	349,200

What do you see?

Interesting, right?! 🤔

According to Google, composting became popular in the 1960s. J.I. Rodale apparently continued the work started by Sir Albert Howard, who was a British agronomist, who in the early 1900s popularised modern day sustainable gardening practises. J.I. Rodale continued this work by popularising composting and other organic gardening methods in the United States through several publications.

Well, whatever has happened since this time last year, it's clear to see that many, many more people are now interested in composting than any time before. The above numbers speak for themselves.

The increase in interest and demand for compost bins here in the UK is just incredible.

Was some of it driven by the pandemic, of course, there's no doubt of that. However, the interest remains and may well



continue to remain, as more and more people see the benefits.

Google answers the question;

> **"What would happen if everyone composted?"**

to which it says...

According to the Composting Council, if everyone in the United States composted all of their food waste, the impact would be equivalent to removing 7.8 million cars from the road.

Wow! That's some impact.

So, let's celebrate the fact that more and more people in the UK are interested in composting. Let's help them by giving them more choice about what to buy and where to buy from.

People of the UK are clearly looking for compost bins – are you helping them find what they're looking for? ■

What customers bought most in Q1 2021

Do you have a compost bin in your garden?

If so, what size is it?

Do you still have the one you probably got either for free, or at a heavily discounted rate, from the council many moons ago?

If you do, is it big enough for you? Do you use it?

A lot of people in the UK have still got that dome shaped compost bin, now in a faded-black colour from years of sun rays, sitting embarrassingly in the corner of their garden, usually hidden somewhere out of sight if at all possible. It's an eyesore if they ever think about it, but not many people wake up in the morning thinking to themselves, ***"oh, I must buy a new compost bin today"***, well, or so we thought...

Our first quarter sales would suggest otherwise. What about yours?

Have you sold many? Do you even sell them? Are your customers regularly buying compost bins from your shop?

And if they are, what size are they buying? Our customers surprise us every day when it comes to size 👀 especially when talking compost bins.

If you hadn't guessed it already, yes, **our best-selling product in Q1 from Garantia UK was a compost bin**. But not just any-old compost bin, the one we sold most of in the first 3 months of this year was our Thermo-King 900 litre composter.

900 litres! That's 4 times the size of the one most people have hidden away at the back of their garden.

It's 1000mm x 1000mm x 1000mm in total size, so it's not getting hidden away in the average UK garden. You're gonna see that thing and most of our customers would appear to want exactly that.

They want people to know they've got a big composter. They want people to know they're producing their own compost. They want people to know they're a proper gardener.

To say it's a status symbol feels like taking it a bit far, but it's close to the reason why some people want to proudly feature one in their garden. It means something to people, for what it says about them as a person. For the sustainable responsibility they're taking and the positive impact they're having. It matters to them - and good for them! **So it should**.

Our numbers confirm that this isn't some stand-out anomaly either...





Top sellers in Q1:
#1 = THERMO-KING Compost bin 900 litres
#2 = ECO-KING Compost bin 600 litres (green)
#3 = THERMO-WOOD Compost bin 600 litres
#4 = URBAN Balcony Raised Bed planter
#5 = ECO-KING Compost bin 600 litres (black)

That's 4 out of our top 5 sellers in the first 3 months of 2021, which are all pretty large compost bins! Proof indeed that customers want to buy big composters.

So, are you letting them buy them from you?

Can they leave your garden centre or DIY store with a big smile on their face and a 600+ litre compost bin under their arm?

[cue: ***'question we usually get from garden centres at this point when this conversation occurs in real life'...***]

But aren't they too big for people to take-away in their car?

[answer...]

Nope - they're flatpack! 😀

Take the most popular THERMO-KING 900 litre for example, yes it's 1m^3 when it's fully assembled, but when it's in stock and being carried out to the car by or for your customer, it's only 1m square by less than 300mm deep. **Put the back seats down and it fits into most family cars**.

And the second most popular 600 litre ECO-KING, is only 800mm x 800mm and less than 250mm deep when it's all packed up. **You'd get that on the backseat of a Fiat 500!**

Whether your customers are choosing to buy compost bins from you, is mostly dependent on whether you give them the choice to or not. Don't forget, there are still plenty of people who would never ever buy a compost bin online. Heck, they won't even buy their groceries online, so they're never going to be one of the 500+ people who have chosen to buy our composters online this year.

These people want to see them in real life before they purchase them. They want to collect them. They may not even know they want one until they walk past a display of them in your shop!

But, once they've seen them, once they've realised they can simply take them home with them and start to produce their own compost - and loads of it - they might buy one.

Our first quarter's results would suggest this isn't a big risk. It's a product group that people want. People are looking for, and people just need the choice to buy them from your shop.

And if that's something you'd like to offer them, please let us know - we'd love to help.

Alan Titchmarsh likes our stuff!



Last September, National Treasure and Gardening Royalty, Alan Titchmarsh, graced our screens with a unique series about celebrating all that is wonderful about the Great British countryside, including arts, crafts, manufacturing and produce.

The show focused on how we, at home, can make the most of what we have in our gardens and included features on our garden products!

COMPOST BINS

In episode 1, Alan and his sidekick David Domoney, reviewed many different types of compost bins and how they can be suitable for all gardens.

By using homemade compost, the home gardener has complete control on the components used to make their soil. This allows us green thumbed individuals to ensure that our home-grown vegetables and herbs are made from the finest ingredients and raised in the best environments as you can influence pH levels and control the nutrients in the soil.

Even with all of these benefits, people still find composting overwhelming and nerve wracking. So, what did the King of gardening think of Garantia compost bins?

We produce 280, 300, 400, 450, 600, 900, and 1000 litres composters varying in shape and design, meaning we have one to suit every garden. In the show the two reviewed our Rapid Composter, which is easily filled through a hinged lid at the top, it sports a sturdy black base, which has been included for added aeration and security against rodents, and a sliding door for easy compost removal.

Alan was very complimentary about the simplistic design and was excited about the composter being manufactured from recycled plastic. Even though plastic is something us gardeners try to reduce our use of, it is a reliable and long-lasting material that, when re-used over and over, can reduce our carbon footprint.



WATER BUTTS

Episode 2 saw the hosts attention switch to water butts, where Alan was highly impressed with the different look that we have adopted.

Traditionally, water butts aren't the most attractive feature of a garden (sorry, but it is true) and therefore people tend to shy away from installing them. However, they are very practical and seen by Alan and David as a gardening essential, due to their environmental properties and the benefits that recycled water has on your garden.





Our water butts are different to the traditional, they can bring a garden to life with sleek, modern features and well disguised designs.

If you (or your customers) are a keen gardener, a water butt is an essential item to have in your garden as they harvest rainwater from your downpipe or directly from the sky and then allow you to re-use it to water your flowers and crops. Also made from recycled plastic and very easy to put together, our water butts can be used as planters, making them not only a practical feature, but an aesthetic one too.

RAISED BEDS

Finally, later in the series, Alan took a look at our selection of raised beds with the help of Huw Richards, a gardener on a mission to help as many people as possible to grow their own food at home.

Raised beds are brilliant for growing at home as they require little upkeep due to less water retention and fewer weeds. They also allow the home gardener to have more control over the contents of the compost making a larger variety of vegetables and herbs accessible to them.

The pair reviewed our Urban Balcony Raised Bed, whose unique wood texture and small, portable, ergonomic design, make it ideal for any home garden and any home gardener, as no kneeling or bending is required. Perfect for growing herbs, vegetables and flowers, even in the smallest of spaces, the Urban Balcony Raised Bed makes home grown food a possibility for everyone, making it a favourite of Huw's.

The removable lid allows gardeners to warm up the soil for early season planting and protects delicate crops from the Great British weather!

However, for some the Urban Raised Bed isn't big enough for their home growing aspirations, and for these home growers we have the Ergo Raised Bed System. An adaptable and practical raised bed system, perfect for any garden or allotment.

Huw demonstrated how the Ergo raised beds can be flexibly designed in height, so you can tailor your raised bed to your specific needs. Alan was impressed with how you can combine these beds with each other to create many different sizes, and thus provide a visual highlight to any garden.

Overall, these three gardening experts made it clear that by investing in a few key features you can have a complete life cycle of food in your own garden or allotment.

Grow the food, compost the food, use the compost and rainwater to grow the food.... and so on.

Growing your own is not only sustainable, but healthy and very educational for the generations to come.

At Garantia UK we are very proud to have unique, reliable and practical products that make home growing a possibility to everyone and are delighted that Alan Titchmarsh, David Domoney and Huw Richards agree! If you're interested, you may still be able to find the episodes on BBC iPlayer to hear for yourselves.

If you are interested in any of the above products, please feel free to get in touch to discuss.



Hopefully this is compelling enough for you...

Over the past 12 months, alongside our success with our range of composters, we've got a really big-hit on our hands.

A BIG-hit, which fortunately comes in quite a small package.



A package small enough to fit in the boot or backseat of pretty-much every car on the market.

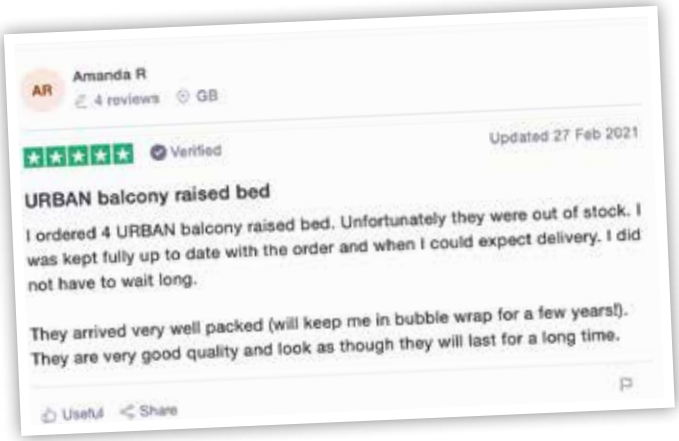
Which is significant because it means customers can purchase them in-store and take them away with them there and then.

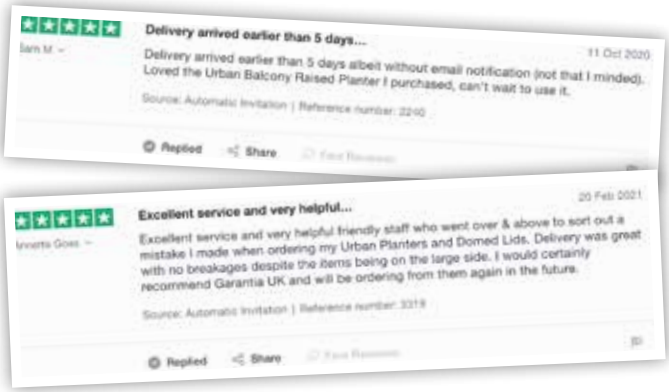
No drop-shipping required, no pallets, no struggling to lift, no special delivery requirements. Just display 'em, shout about the benefits, share stories from previous customers who have had massive success with them, and then let customers buy them, take them home and enjoy the benefits!

The benefits of what you may be thinking?!

The Garantia Urban Balcony Raised Bed, that's what. 😄

Don't take our word for it though, here's what some of our past customers had to say about these great little raised beds...





Offer of the month



We want to help you get these in front of your customers. We really do expect them to sell like hot cakes, just like they have been selling online over the past year. So, here's the offer...

1x Display stand (measuring 800mm wide x 450mm deep (front to back) by 2m high, including;

6x Urban Balcony Raised Beds, with

6x Urban Balcony Cloche covers

All for a lump-sum cost of £189.00 +VAT

That's £31.50 each and our online distributors are selling them daily for £45.82 +VAT (£44.99 for Bed & £9.99 for cover, both incl. VAT)

So, to give you some rough numbers (just as an example because you decide what you're selling them for)...

You spend 6x £31.50 = £189 +VAT, then sell them for 6x £45 = £270 +VAT and make £81 (30%) in the process.

Then repeat. Order more and you'll buy at a slightly lower price too – just talk to us if you're interested in this.

Plus, the best bit...

Don't sell them (in the extremely unlikely event of this happening, but the past year has taught us that strange things can and do happen!) then we'll take them back.



Yep, this offer is a sale-or-return no-brainer!

This is how much we want to help new people see this fantastic little product! We truly do want them to benefit from the exceptional growing conditions it creates for fruit, veg, flowers and plants. People genuinely have been amazed at how quickly stuff grows in the Urban raised bed planters, so we want as many people as possible to benefit from them.

We'd love to let this product prove itself to you, we're very sure your customers will thank you for it.

If you're even a little bit interested in this offer, please email Patrick Thick at pthick@grafuk.co.uk or phone our office on 01295 675490.





Your customers can't say yes, ur

People can only buy as much as they do from Amazon, because Amazon offers so many products to their customers.

People can only buy nearly everything they need from Tesco, or Sainsbury's, or Morrisons, or most other supermarkets, because they put so many products on their shelves.

People can only buy from a wider selection of new electric cars now, because more and more car manufacturers have decided to make their own version and sell them.

People will make decisions on what to buy from where, based on all sorts of factors. Mostly emotional factors, because every decision we make as humans is 100% based on emotions, not logic. If you're not convinced by this last statement, then read books like **Predictably Irrational** by Dan Ariely or **Alchemy** by Rory Sutherland - you'll soon have enough examples to realise this is true.

Many more people now buy a lot more online than they ever did before. There's very little question about that, it's not really up for debate anymore.

amazon

But, the new question has become about what people will do in the future, when all of a sudden we have options again.

Will people return to shops? Do all people now only want to buy directly from manufacturers and will this wipe-out distributors and wholesalers? Will people return to the high-street? Can anyone compete with Amazon?!

One thing's for sure, people will only buy what you offer to sell to them.

Will they buy compost bins in-store? Will people buy raised bed planters from garden centres and take them away with them? Will people choose to purchase offline



nless you ask them the question

when they could buy them online?

The only way to be certain about the answer to these questions, is to not give your customers the choice.

If you don't put the products in your shop, then your customer won't buy them from your shop.

This may sound simple, but it feels like a suitable final word for this edition of *Garden Matters*. Because so many business owners now blame Amazon for so much, and blame the internet for ruining their local business, but the truth is, the business is still there for those who want to go and get it.

People want to support their local suppliers. People are happy to spend money with small businesses. Some people will do anything to avoid buying online!

There are so many opportunities to find customers who would love to spend money in your business, but you have to put the products in front of them to give them the choice. You have to decide first to execute on what you think are good opportunities, and then your customers can too.

As you may have read in the opening article, it's all about **execution**.

You decide how to proceed from here. Hopefully you've recognised a few opportunities within these past few pages, now it's time to act.

We will help more and more people make the most of their gardens this summer. Will we do it together with you... now that's for you to decide.

We hope so & we wish you a prosperous spring season.

And that's the final word.

Garantia POS Display stand offers

Offer #1

Maxi Board Display Stand

14no. boards per display stand

RRP = £24.99 per pack

OFFER PRICE = £6.00 per pack

Total cost = 14no. x £6.00 per pack = £84.00 +VAT

Offer #2

Sunny Forcing Cloche Display Stand

70no. cloches per display stand

RRP = £19.99 per pack

OFFER PRICE = £4.20 each

Total cost = 70no. x £4.20 each = £294.00 +VAT

Offer #3

Combined Display Stand Set

Maxi Board & Sunny Forcing Cloche Stands

14no. boards per display stand @ £6.00 per pack
RRP = £24.99 per pack

70no. cloches per display stand @ £4.20 each
RRP = £19.99 per pack

Total cost if bought separately as above = £84 + £294 = £378.00 + VAT

OFFER PRICE = £325.00 + VAT



Contact us:

We'd love to hear your feedback on this issue of *Garden Matters*, and the sort of things you'd like to see in future issues, so drop **Patrick** a note at ***pthick@grafuk.co.uk***.
We look forward to hearing from you soon.

Coming up in the next issue of:

garden matters

COME HAVE A DRINK ON US THIS SUMMER / WHY RAINWATER MUST BE USED IN EVERY GARDEN / HOW GARDEN CENTRES CAN HELP CUSTOMERS SAVE MONEY ON THEIR MAINS WATER BILL / OUR SUMMER 2021 COMPETITION / AND MUCH MORE...

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