



empathy
the biological choice

FOR
EVERY TIME
YOU PLANT

2024



RHS

EMPATHY OUR BRAND STORY



✓ IMPROVES NUTRIENT USE EFFICIENCY

✓ MICROBIAL TECHNOLOGY

✓ RECYCLED PACKAGING
(resealable and produced in the UK)

✓ RHS ENDORSED

Empathy products are ecological by design. Pioneering the use of beneficial microbes in gardening, agriculture and horticulture, strengthening soil biology and reducing chemical reliance.

GARDEN CENTRE BEST SELLERS

rootgrow™

A LINK SALE FOR ALL PLANTS

rootgrow™ mycorrhizal fungi is the ultimate 'biofertiliser' and has become the most popular add on sale in garden centres and online. One application will last the lifetime of the treated plant.



Empathy rootgrow™ mycorrhizal fungi

Barcode 5060160320412

Size: 60g RRP: £2.65

Barcode 5060160320023

Size: 150g RRP: £5.75

Barcode 8594041564741

Size: 360g RRP: £11.50



Empathy rootgrow™ ericoid mycorrhizal fungi

Barcode 5060160320726

Size: 200g RRP: £8.25

A rootgrow™ version bringing all the valuable mycorrhizal fungi benefits that will treat Rhododendron, Azalea, Blueberries and other ericaceous plants. One pack will treat up to 20 plants.

Bulb Starter

A LINK SALE FOR SEASONAL BULBS



Empathy BULB STARTER with rootgrow™

Barcode 5060160321358

Size: 250g RRP: £3.50

Barcode 5060160320399

Size: 500g RRP: £6.85

Can be located on peg boards, shelves and till ends where bulbs, corms and tubers are displayed.

EXTEND YOUR
RANGE
FOR
2024

PLANT FEEDING PRODUCTS

Empathy BIOFERTILISER 1kg

It's time for change!

Contains living micro-organisms which when applied to seeds, substrates or soil, colonise the rhizosphere to improve nutrient use efficiency (NUE), leading to better plant health, establishment and growth.

NEW PRODUCT

NEW PRODUCT



Empathy Biofertiliser: The ideal post-planting nourishment for new and existing plants. Whether you've used rootgrow or not, this product is the perfect recommendation to enhance mycorrhizal fungi, soil biology and provide balanced plant nutrition. Ideal for container plants, it provides optimal support for robust growth and better flowering and fruiting. **Also available in larger size tubs - see separate sheet.**

Empathy Roses

Barcode 5060160320382

Size: 1kg RRP: £8.25

Empathy Evergreen

Barcode 5060160320450

Size: 1kg RRP: £8.25

Empathy Trees & Shrubs

Barcode 5060160320702

Size: 1kg RRP: £8.25

Empathy Ericaceous

Barcode 5060160320719

Size: 1kg RRP: £8.25

Empathy Climbers & Flowering Plants

Barcode 5060160321396

Size: 1kg RRP: £8.25

Empathy Acers

Barcode 5060160321792

Size: 1kg RRP: £8.25

Empathy Olive Trees

Barcode 5060160321785

Size: 1kg RRP: £8.25

WEATHER RESISTANT PACKAGING

LIQUID FEED & BIOSTIMULANT

Biostimulant and feed:
All products contain seaweed and plant derived amino acids to offer your plants the best nutritional benefits.



Empathy AFTER PLANT Rose Feed

Barcode 5060160320986

Size: 1 Litre RRP: £8.50

Empathy AFTER PLANT All-purpose

Barcode 5060160320122

Size: 1 Litre RRP: £8.50

Empathy AFTER PLANT Evergreen

Barcode 5060160320979

Size: 1 Litre RRP: £8.50

Empathy AFTER PLANT Ericaceous

Barcode 5060160320146

Size: 1 Litre RRP: £8.50

Empathy AFTER PLANT Grow Your Own

Barcode 5060160320139

Size: 1 Litre RRP: £8.50

Empathy AFTER PLANT Basket & Patio

Barcode 5060160320993

Size: 1 Litre RRP: £8.50

Empathy AFTER PLANT Tomato

Barcode 5060160321006

Size: 1 Litre RRP: £8.50



Email: orders@plantworksuk.co.uk

ASK ABOUT
PALLET
DEALS

LAWN CARE

SUPREME GREEN LAWN CARE

The Complete Solution from Empathy by PlantWorks Ltd



Formed from material
that would normally
go to land fill
100% recyclable!

The Supreme Green Lawn Care range includes premium quality lawn seed, liquid concentrate and granular lawn feed. The feeds are formulated to reduce chemical use in gardening by increasing the natural biology in roots, soils and substrates. These pioneering products are highly effective, environmentally friendly and easy to use.

SUPREME GREEN Lawn Seed with rootgrow™

Barcode 5060160320184

Size: 500g 14sqm Coverage RRP: £7.99

Barcode 5060160320177

Size: 1kg 28sqm Coverage RRP: £14.99

Barcode 5060160321488

Size: 3kg 84sqm Coverage RRP: £36.99

SUPREME GREEN Lawn Feed & Improver with rootgrow™

Barcode 506010321259

Size: 4.5kg 125sqm Coverage RRP: £15.50

SUPREME GREEN Lawn Patch & Repair with rootgrow™

Barcode 5060160321402

Size: 3kg Treats 45 patches RRP: £15.50

Liquid Lawn Feed & Biostimulant

Barcode 5060160320153

Size: 1 Litre RRP: £8.50

FSDU PROMOTION AVAILABLE

ECOLOGICAL PROMOTIONS

Ideal for summer promotions aimed at children, utilise this campaign to educate about the significance of rewilding, nature and the environment.



Mini Meadow easy sow wild flower seed

Barcode 5060160320160

Size: 3m² RRP: £7.00

Barcode 5060160320375

Size: 10m² RRP: £15.50

Designed as an impulse purchase with eye catching packaging. Mini meadow will produce a beautiful and valuable food source and habitat for bees, butterflies and insects.

Web: rootgrow.co.uk

NEW PRODUCTS

Empathy Compost Improver



Imagine a product to be link sold with every bag of compost leaving your garden centre. Introducing **Empathy Compost Improver** a potent blend of beneficial soil microbes, featuring **rootgrow™** mycorrhizal fungi and beneficial soil bacteria to supercharge compost. This dynamic combination establishes an immediate bond with plants' roots, ensuring superior germination, healthier plants and abundant flowering and fruiting.

While composts provide essential nutrients and structure they often fall short on the biology for long term plant health. Elevate your range with our latest innovation – **Empathy Compost Improver**. Available in two variants, for **Grow Bags** and for **All Compost**.



Empathy Compost Improver for Grow Bags

Barcode: 5060160322522

Size: 300g

RRP: £5.25

Empathy Compost Improver for All Compost

Barcode: 5060160322539

Size: 300g

RRP: £5.25

NEW TRAINING

Meet Emily, Empathy's AI avatar, enhancing sales through improved product knowledge.

Garden Centres: Gain full technical product training for your Garden Centre with just one click using the Empathy AI training program. Share the link with your garden centre's WhatsApp group or training network, enabling staff to improve their skills at their convenience and drive an uplift in sales.



Scan for training



Keeping Customers Informed: Introducing our 2024 shelf barkers, readily accessible at no cost. Customers can effortlessly scan a product QR code to access our Empathy AI information video, providing additional information about the product and offering insights into the expanded Empathy product range.



RHS Endorsed products are denoted within this catalogue

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INDOOR PLANTS, GROWBAGS AND BASKETS

LINK SELL WITH GROW BAGS



AFTER PLANT House Plant Pump & Feed

Barcode 5060160321440

Size: 500ml RRP: £6.50

AFTER PLANT Orchid Pump & Feed

Barcode 5060160321457

Size: 500ml RRP: £6.50

AFTER PLANT Pump & Feed is a 100% organic (OF&G registered) ready to use biostimulant. No need to mix or measure. Simply pump directly onto the soil or into the saucer, water as usual after application.

BASKET STARTER

Barcode 5060160320580

Size: 12 Biscuits RRP: £4.50

TOMATO STARTER

Barcode 5060160320597

Size: 6 Biscuits RRP: £3.50

Basket Starter: (enough for up to 4 hanging baskets)

Tomato Starter: (enough for 2 grow bags – 6 tomato / veg plants)

The complete empathy solution for link sales with hanging baskets and bedding plants. Easy to use coir biscuits containing 5 active components including rootgrow™ for sustained natural benefits at planting time.



ONE CLICK AWAY QR CODES

Scan for training



Scan for product information videos



SCAN FOR PROMOTIONAL DISPLAY UNITS



rootgrow counter top display unit



Mini Meadow FSDU



rootgrow FSDU

BARE ROOT TREE PLANTING & LANDSCAPING

For plants and hedging purchases, rootgrow 2.5, 5 and 10 litre tubs are an excellent link sale to reduce mortality and offer a lifetime of benefits to plants.



Empathy rootgrow™ with GEL sachet for bare rooted plants

Barcode 5060160320191

Size: 360g RRP: £12.95

Barcode 5060160320221

Size: 1kg RRP: £28.00

Empathy rootgrow™ GEL, for bare rooted plants, contains rootgrow™ mycorrhizal fungi granules with a separate sachet of dipping gel powder



rootgrow™ Professional supplied with GEL sachet

Barcode 5060160320009

Size: 2.5 Litre RRP: £45.60

Barcode 5060160320207

Size: 5 Litre RRP: £90.00

Barcode 5060160320214

Size: 10 Litre RRP: £168.00

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