



empathy
the biological choice

**The UK's favourite ecological
gardening range**

For every time you plant

2025



What a lifetime rootgrow™ customer means to you



Improves nutrient use efficiency

Microbial technology



RHS endorsed products are denoted within this catalogue with an asterisk (*).

Imagine a product that can be sold with nearly every plant leaving your garden centre—one that genuinely supports each plant for its entire lifetime by supplying essential nutrients and water. This ensures plants remain healthy, more resistant to disease, and require little to no additional chemical inputs. rootgrow delivers all of this.

Now, envision a public that understands the value of rootgrow and instinctively seeks it out for all their garden plantings, subsequently increasing their basket spend. The rootgrow technology underpins the extended Empathy range offering products when planting and throughout the plant's lifetime.

We are on a journey to educate the public about both the functionality and the environmental significance of using Empathy products. Together, we can help your customers embrace ecological gardening, establishing a purchasing culture that enhances soil health across the UK and adds value to your business.

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rootgrow & rootgrow ericoid mycorrhizal fungi

rootgrow™ Mycorrhizal Fungi is the ultimate biofertiliser and a top-selling add-on for garden centres, providing lifetime plant support with just one application. Marketed “for every time you plant,” it boosts nutrient uptake, plant success rates, and customer satisfaction. Stock rootgrow™ for a sustainable, easy-to-sell planting solution.

Scan or click to download images



Product	Size	Packs per Outer		SKU	RRP Inc VAT
rootgrow mycorrhizal fungi*	60g	50	25	RG60	£2.65
rootgrow mycorrhizal fungi*	150g	44	12	RG150	£6.00
rootgrow mycorrhizal fungi*	360g	22	6	RG360	£12.00
ericoid rootgrow mycorrhizal fungi*	200g	-	6	RGE200	£8.50

rootgrow gel & rootgrow professional mycorrhizal fungi

Boost plant establishment with rootgrow™ mycorrhizal fungi with gel, contains granules and a separate dipping gel sachet for easy application. Also available: rootgrow™ Professional for larger-scale use. For bare rooted plants.



Product	Size	Packs per Outer		SKU	RRP Inc VAT
rootgrow mycorrhizal fungi with gel*	360g + gel	22	6	RG360GEL	£13.25
rootgrow mycorrhizal fungi with gel*	1kg + gel	10	6	RG1000GEL	£29.00
rootgrow professional with gel	2.5L	-	4	RG2500	£60.00
rootgrow professional with gel	5L	-	1	RG5000	£90.00
rootgrow professional with gel	10L	-	1	RG10000	£168.00

RHS endorsed product = *

Green Talks at the CAFÉ



A cornerstone of many garden centres' is the café. Understandably, this is an area where customers do not appreciate overt product promotions as they relax with their favourite coffee and a cake.

However, while your customers unwind, why not offer them access to an engaging podcast series. Green Talks at the Café, designed to entertain while providing new ideas for gardening enthusiasts, with the aim of driving future sales.

The podcast, covering activities for each month of the year, is sponsored by Empathy and centres around the themes of environmental gardening. Accessible through a QR code on a DL flyer that can be placed in the café or on your menus, Green Talks is free and helps to upskill your customers while promoting your garden centre's green credentials.

Ask Emily: Transform your garden centre into a customer magnet with our AI chatbot! Offer visitors instant gardening advice through a simple QR code, driving engagement and boosting your sales.

Introducing ASK EMILY, Empathy's AI gardening assistant



Ask Emily any gardening question, completely free of charge, she'll provide expert advice to your customers, promote ecological gardening, and help boost basket spend.

Green Talks at The Cafe podcast series

Customers can enjoy 12 months of the Green Talks podcast, featuring gardening tips, while having coffee in your café. This helps educate and encourages them to explore and purchase more eco-friendly products.



Would you like to showcase green talks at your garden centre café. Scan or click the QR code to get in touch and receive 20 triangle table talkers for effortless display.



Easy Start - Bulb Starter



Uplift basket spend on bulbs with **Bulb Starter** with **rootgrow™** mycorrhizal fungi. A popular add on sale in garden centres and online for seasonal bulbs. Can be located on peg boards, shelves and till ends.



Scan or click to download images



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Bulb Starter*	250g	-	12	BS250	£3.75
Bulb Starter*	500g	-	6	BS500	£7.00

Easy Start - Basket Starter & Tomato Starter

The complete Empathy solution for link sales with hanging baskets and bedding plants. Easy to use coir biscuits containing 5 active components including **rootgrow™** and beneficial bacteria.



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Basket Starter	12 Biscuits	-	12	BS12BIS	£4.75
Tomato Starter	6 Biscuits	-	12	TS06BIS	£3.60

Mini Meadow



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 bugs.



Scan or click to download images



Scan or click to download species list



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Mini Meadow 3m ²	3m ²	-	6	MMRG01	£7.00
Mini Meadow 10m ²	10m ²	-	6	MMRG02	£17.00

RHS endorsed product = *



Technology supporting regenerative farming

Gardening products have always been influenced by farming practices, from the early use of mechanisation to the application of chemical fertilisers. As these technologies are proven and refined, they become adopted within our sector.

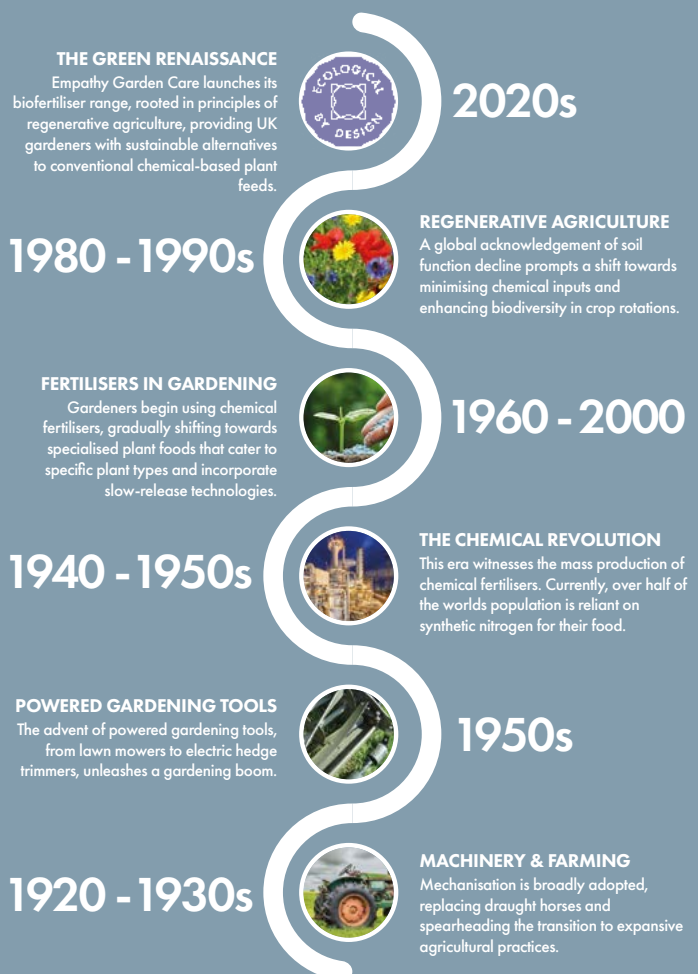
The most dramatic and widespread farming innovation today is regenerative farming—a term used to describe changes in farming methods focused on increasing soil biology to enhance soil efficiency and improve nutrient uptake.

This movement is driven by both farmers and end users who seek to mitigate the damage caused by the overuse of chemicals, which have suppressed much of the beneficial biology in soils.

Empathy technologies play a pivotal role in the regenerative farming movement both in the UK and abroad. From mycorrhizal fungi to beneficial bacteria, the same technologies in our gardening range are helping farmers transition to more sustainable farming practices.

Regenerative farming, partly driven by programmes such as Clarkson’s Farm and others, has become mainstream.

Empathy now incorporates ‘Technology supporting regenerative farming’ messaging across all its point-of-sale materials, as we seek to promote its importance to the general gardening public.



AFTER PLANT BIOFERTILISER Natural Plant Food 1kg

Empathy Biofertiliser: A perfect post-planting feed of tuned nutrients for specific plant groups, containing mycorrhizal fungi & beneficial bacteria. Ideal for both container plants and plants in soil, it supports strong growth, flowering, and fruiting. *Larger tubs available — contact your representative.*

To find out more about Biofertilisers see page 14.

Product	Size	Packs per Outer		SKU	RRP Inc VAT
Roses*	1kg	-	6	APRF1000	£8.50

Product	Size	Packs per Outer		SKU	RRP Inc VAT
Trees & Shrubs*	1kg	-	6	APTS1000	£8.50

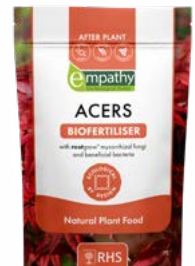
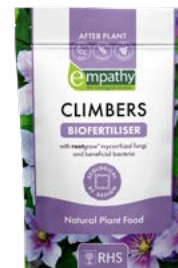
Product	Size	Packs per Outer		SKU	RRP Inc VAT
Evergreens*	1kg	-	6	APEG1000	£8.50

Product	Size	Packs per Outer		SKU	RRP Inc VAT
Olive Trees*	1kg	-	6	APOT1000	£8.50

Product	Size	Packs per Outer		SKU	RRP Inc VAT
Climbers*	1kg	-	6	APCF1000	£8.50

Product	Size	Packs per Outer		SKU	RRP Inc VAT
Acers*	1kg	-	6	APAC1000	£8.50

Product	Size	Packs per Outer		SKU	RRP Inc VAT
Ericaceous*	1kg	-	6	APER1000	£8.50



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



AI has already transformed the world, but its value in the retail sector is only beginning to be realised. At the time of writing, Emily, the Empathy avatar, is already in use by garden centres, linked to QR codes to explain the functionality of products prior to purchase.

Emily is a truly lifelike avatar, featuring humanly realistic facial expressions and motion. She can be programmed in just minutes with new scripts, enabling her to provide commentary on Empathy products, your garden centre's range of environmental sundries, or for other in-store promotional activities.

As we enter 2025, Emily has been connected to a gardening knowledge base and is now able to answer any question from customers or staff about planting and gardening accessed by scanning a simple QR code.

As the technology for text-to-video improves, it is expected that Emily will be embedded in garden videos across social media. Our vision is to establish Emily as a new face in gardening in the UK—familiar and **free** to use. She will offer an engaging platform for product information, education, and promotions.

Please contact us to discover how Emily can enhance your garden business.

Keeping Customers Informed: Our shelf barkers are available at no cost. Customers can scan a product QR code to access our Empathy AI information video, providing additional information about the product.



AFTER PLANT Feed & Biostimulant 1L

Empathy AFTER PLANT Feed & Biostimulant: A perfect liquid feed of tuned nutrients for specific plant groups, containing seaweed and plant derived amino acids.



Please note: The images displayed are representations of the upcoming designs set to be released in 2025.

Product	Size	Packs per Outer		SKU	RRP Inc VAT
Rose Liquid Feed & Biostimulant*	1L	-	6	APRF1L	£8.75
All Purpose Liquid Feed & Biostimulant*	1L	-	6	SWAP1L	£8.75
Evergreen Liquid Feed & Biostimulant*	1L	-	6	APEG1L	£8.75
Ericaceous Liquid Feed & Biostimulant*	1L	-	6	SWER1L	£8.75
Tomato & Veg Liquid Feed & Biostimulant*	1L	-	6	APTF1L	£8.75

AFTER PLANT House Plant & Orchid Pump & Feed 500ml

AFTER PLANT Pump & Feed is a 100% organic (OF&G registered) ready to use biostimulant. No mixing or measuring required—simply pump directly onto soil or into the saucer, then water. It promotes strong roots, faster recovery, and healthier plants, making it the perfect add on sale for house plants and orchids.



Please note: The images displayed are representations of the upcoming designs set to be released in 2025.

Product	Size	Packs per Outer		SKU	RRP Inc VAT
House Plant Pump & Feed*	500ml	-	6	APHP500	£6.55
Orchid Pump & Feed*	500ml	-	6	APOD500	£6.55

White labelling with Empathy by PlantWorks



Empathy is a vertically integrated company. Simply put, we research, grow, package, and deliver all our products in-house from our facilities here in the UK. With the advent of digital printing and the robust ecosystem of printers equipped with these technologies in the UK, Empathy is now able to offer an easy, low-volume white label solution to the market.

In collaboration with our partner retailers, Empathy has already undertaken the development and production of branded products in the UK for major DIY chains and larger garden centre groups. We are increasingly working with manufacturers on co-formulations and with smaller garden centres committed to the environmental gardening journey.

If you would like to learn more about the white labelling opportunities with Empathy, we would be pleased to send you an information pack and discuss your requirements.

Scan or click the QR code today to explore how Empathy can support your business with our bespoke white label solutions.



Empathy's environmental policy



At Empathy, we prioritise sustainable packaging to protect our products and minimise environmental impact. Our lawn care and **rootgrow**™ professional tubs are made from second-generation recycled plastic and can be recycled after use, supporting a circular economy.

Similarly, all our 1L and 500ml bottles are fully recyclable, making it easier for customers to dispose of them responsibly. Most Empathy products are packaged in resealable pouches that are both practical and eco-friendly. These pouches can be recycled with shopping bags at large supermarkets, offering a convenient solution for sustainable disposal. Designed with versatility in mind, our resealable packs are perfect for storing gardening materials like bulbs, corms, and setts.

SUPREME GREEN Lawn Care - The Complete Solution

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 and soils. These pioneering products are highly effective, environmentally friendly and easy to use.

SUPREME GREEN LAWN CARE

Scan or click to download images



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Lawn Seed*	500g	-	6	SGRG500	£8.25
Lawn Seed*	1kg	-	6	SGRG1000	£15.00
Lawn Seed*	3kg	-	1	SGRG3000	£37.00
Lawn Feed*	1L	-	6	SWLF1L	£8.75
Lawn Feed & Improver	4.5kg	-	1	SGLF4500	£15.75
Lawn Patch & Repair	3kg	-	1	SGPR3000	£15.75

Compost Improver

Empathy Compost Improver is 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.

Scan or click to download images



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Compost Improver	300g	-	12	CIAC300	£5.25
Grow Bag Improver	300g	-	12	CIGB300	£5.25

RHS endorsed product = *

rootgrow™ mycorrhizal fungi*



RRP: £2.65 Outer: 25/50



60g

RRP: £12.00 Outer: 6/22



360g

RRP: £6.00 Outer: 12/44



150g

rootgrow™ professional with gel



RRP: £60.00 Outer: 4



2.5L

RRP: £90.00 Outer: 1



5L

RRP: £168.00 Outer: 1



10L

rootgrow™ ericoid*



RRP: £8.50
Outer: 6



200g

rootgrow™ with gel*



RRP: £13.25 Outer: 6/22



360g

RRP: £29.00 Outer: 6/10



1kg

Bulb Starter*



RRP: £3.75 Outer: 12



250g

RRP: £7.00 Outer: 6



500g

Basket Starter



RRP: £4.75
Outer: 12



12 BIS

Tomato Starter



RRP: £3.60
Outer: 12



6 BIS

Mini Meadow



RRP: £7.00 Outer: 6



3m²

RRP: £17.00 Outer: 6



10m²

Compost Improver



RRP: £5.25
Outer: 12



300g

Grow Bag Improver



RRP: £5.25
Outer: 12



300g

Supreme Green Lawn Feed*



RRP: £8.75
Outer: 6



1L

Supreme Green Lawn Seed*



RRP: £15.00 Outer: 6



1kg

RRP: £8.25 Outer: 6



500g

RRP: £37.00 Outer: 1



3kg

Supreme Green Lawn Feed & Improver



RRP: £15.75
Outer: 1



4.5kg

Supreme Green Patch & Repair



RRP: £15.75
Outer: 1



3kg

All Purpose Liquid Feed & Biostimulant*



RRP: £8.75
Outer: 6



1L

Tomato & Veg Liquid Feed & Biostimulant*



RRP: £8.75
Outer: 6



1L

Evergreen Liquid Feed & Biostimulant*



RRP: £8.75
Outer: 6



Rose Liquid Feed & Biostimulant*



RRP: £8.75
Outer: 6



Ericaceous Liquid Feed & Biostimulant*



RRP: £8.75
Outer: 6



House Plant Liquid Pump & Feed *



RRP: £6.55
Outer: 6



Orchid Liquid Pump & Feed *



RRP: £6.55
Outer: 6



Biofertiliser for Roses*



RRP: £8.50
Outer: 6



Biofertiliser for Evergreens*



RRP: £8.50
Outer: 6



Biofertiliser for Trees & Shrubs*



RRP: £8.50
Outer: 6



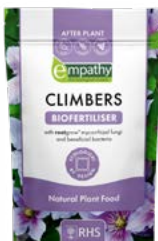
Biofertiliser for Ericaceous*



RRP: £8.50
Outer: 6



Biofertiliser for Climbers*



RRP: £8.50
Outer: 6



Biofertiliser for Acers*



RRP: £8.50
Outer: 6



Biofertiliser for Olive Trees*



RRP: £8.50
Outer: 6



Package Deals - FOC Stock included

**EMPATHY
MASTER DEAL**

23 product lines
Cost Value: £906.68
RRP Value: £2249.35

**ROOTGROW
CHAMPION DEAL**

12 product lines
Cost Value: £689.84
RRP Value: £1722.75

**LAWN CARE
SUPREME DEAL**

7 product lines
Cost Value: £699.98
RRP Value: £1526.50

Take the guesswork out of ordering and maximise your garden centre's success with our curated pallet deals. Designed with simplicity and value in mind, these bundles offer a perfect assortment of our top-selling products to keep your shelves stocked and your customers satisfied. Plus, enjoy free stock with every deal.

See the Full Product Breakdown: Scan or click the QR code to explore a detailed list of what's included in each package.



Spotlight on BIOFERTILISER



Empathy by PlantWorks Ltd, a leading innovator in the gardening industry, proudly unveils its ground-breaking line of BIOFERTILISERS, ushering in a new era of plant nutrition. With a focus on enhancing Nutrient Use Efficiency (NUE) and promoting sustainable gardening practices, BIOFERTILISERS represent the cutting edge of plant care.

What is Biofertiliser?

A BIOFERTILISER contains living micro-organisms. When applied to seeds, plant surfaces, or soil, these micro-organisms colonise the rhizosphere, enhancing NUE, improving plant health, and accelerating growth.

Empathy by PlantWorks Ltd has successfully educated UK gardeners on the value of mycorrhizal fungi through products like **rootgrow™**. Building on this success, the company has integrated beneficial soil bacteria into its granular feed ranges, derived from research in maximising NUE in farming and food production. These innovative products, now referred to as BIOFERTILISERS, offer a revolutionary way to improve plant nutrition and overall health.

The Future of Plant Nutrition

As gardeners increasingly move away from traditional chemical feeds, Empathy's BIOFERTILISERS offer a comprehensive solution, positioning them as a future replacement for chemically manufactured fertilisers on garden centre shelves.



Point of sale

We have a range of point of sale (POS) materials available to help enhance product visibility. From till end display stands and correx signs to shelf barkers and digital assets, our POS solutions are designed to attract attention and engage customers effectively.



Create your own POS?

Scan or click the QR code to access downloadable images and vectors, allowing you to easily create your own point of sale materials tailored to your needs.



Display Units

Get in touch with your area representative to explore the range of display units we have available. Our team can help you select the most suitable options tailored to your garden centre's layout and product offerings.

Meet the Empathy team

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The Empathy Range of products are manufactured by:
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RHS Endorsed products are denoted within this catalogue

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www.rootgrow.co.uk