



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

For every time you plant

2027



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 (*).

rootgrow™ is a product that can be recommended with almost every plant sold in your garden centre, one that supports each plant for its entire lifetime by improving nutrient and water uptake. The outcome is healthier plants, stronger resistance to disease, and reduced reliance on chemical inputs.

When customers recognise the value of rootgrow™ and begin to request it for all their planting, their basket spend naturally increases. At the heart of the Empathy range is this proven technology, offering products both for the moment you plant and for ongoing plant care.

At Empathy, it's our mission to showcase the practical benefits and environmental value of our products. By embracing ecological gardening practices, we can help gardeners across the UK strengthen soil health, protect the environment, and create thriving green spaces, all while opening exciting new opportunities for 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	£2.70
rootgrow™ mycorrhizal fungi*	150g	44	12	RG150	£6.25
rootgrow™ mycorrhizal fungi*	360g	22	6	RG360	£12.50
ericoid rootgrow™ mycorrhizal fungi*	200g	-	6	RGE200	£9.00

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.

Scan or click to download images



Product	Size	Packs per Outer		SKU	RRP Inc VAT
rootgrow™ mycorrhizal fungi with gel*	360g + gel	22	6	RG360GEL	£13.75
rootgrow™ mycorrhizal fungi with gel*	1 kg + gel	10	6	RG1000GEL	£30.00
rootgrow professional™ with gel	2.5L	-	4	RG2500	£60.00
rootgrow professional™ with gel	5L	-	1	RG5000	£110.00
rootgrow professional™ with gel	10L	-	1	RG10000	£200.00



NEW PRODUCTS

AFTER PLANT BIOFERTILISER Natural Plant Food 1kg



NEW

Empathy Biofertiliser for Topiary is a natural blend of mycorrhizal fungi, beneficial bacteria and balanced nutrients, specially formulated for clipped and shaped plants. Supporting strong root development, healthy growth and lush green foliage, it also helps improve nutrient uptake and resilience to environmental stress. Ideal for box, yew, privet and other topiary plants grown in containers or garden borders.

Scan or click to download images



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Topiary*	1kg	-	6	APTP1000	£8.75

Survive & Thrive Planting Success Kit

Images shown are representative of the final product



The new Empathy Survive & Thrive Plant Success Kit brings together three essential steps for planting success in one convenient retail pack. Each kit contains a 60g sachet of rootgrow™ mycorrhizal fungi to establish strong roots, a 200g pack of After Plant Biofertiliser to feed, and a 500ml All Purpose liquid biostimulant to boost plant health and resilience, giving gardeners everything they need to give new plants the best possible start. Designed as an easy link-selling opportunity alongside new plant purchases, the kit offers customers a simple Establish • Feed • Boost solution while providing garden centres with an attractive, ready-to-merchandise addition to the Empathy range.



Scan or click to download info sheet



Scan or click to download images



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Survive & Thrive Planting Success Kit	-	-	-	TBC	TBC



SUPREME GREEN - NEW LIVERY

A fresh new look for Supreme Green
Our Supreme Green lawn care range has been refreshed for 2027 with a bold, premium new look designed to deliver stronger standout in-store. Our Lawn Seed combines a premium grass seed blend with UK-produced rootgrow™ mycorrhizal fungi to support stronger roots, even growth and improved drought resistance. The 1L Lawn Feed is a concentrated seaweed-based feed and biostimulant, supporting rapid green-up, healthy growth and nutrient uptake, while the 4.5kg Lawn Feed & Improver provides an easy-to-use granular option for ongoing lawn care. With consistent branding, clear customer-friendly benefits and selected products carrying RHS endorsement, Supreme Green provides an attractive, easy-to-merchandise lawn care solution for garden centres.



Scan or click to download images



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Lawn Seed with rootgrow™*	500g	-	6	SGRG500	£8.75
Lawn Seed with rootgrow™*	1kg	-	6	SGRG1000	£16.00
Lawn Seed with rootgrow™*	3kg	-	3	SGRG3000	£40.00
Lawn Feed with rootgrow™*	1L	-	6	SWLF1L	£9.00
Lawn Feed & Improver with rootgrow™	4.5kg	-	1	SGLF4500	£15.75

AFTER PLANT Feed & Biostimulant 1L

The AFTER PLANT range offers gardeners an easy way to care for plants after establishment. Each liquid feed is tailored to specific plant groups, combining balanced nutrients with natural seaweed and plant-derived amino acids. These bioactive ingredients stimulate rooting, reduce stress and improve plant resilience, supporting healthier growth, richer colour and longer-lasting performance.

Introducing the newest additions to our range: Olive Tree and Acer liquid feeds. These expand your sales potential into highly sought-after plant categories and are the perfect follow-on companions to our Empathy Biofertilisers. Plus, the entire line proudly carries RHS endorsement.

Product	Size	Packs per Outer		SKU	RRP Inc VAT
Evergreen*	1L	-	6	APEG1L	£9.00
Rose*	1L	-	6	APRF1L	£9.00



Product	Size	Packs per Outer		SKU	RRP Inc VAT
All Purpose*	1L	-	6	SWAP1L	£9.00
Olive Tree*	1L	-	6	APOT1L	£9.00

Product	Size	Packs per Outer		SKU	RRP Inc VAT
Ericaceous*	1L	-	6	SWER1L	£9.00
Acer*	1L	-	6	APAC1L	£9.00



Scan or click to download images



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Tomato & Veg*	1L	-	6	APTV1L	£9.00



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 us for further information.

Scan or click to download images



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Tomatoes & Veg*	1kg	-	6	APTV1000	£8.75
Hydrangea*	1kg	-	6	APHY1000	£8.75



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Roses*	1kg	-	6	APRF1000	£8.75
Trees & Shrubs*	1kg	-	6	APTS1000	£8.75



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Climbers*	1kg	-	6	APCF1000	£8.75
Ericaceous*	1kg	-	6	APER1000	£8.75



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Evergreens*	1kg	-	6	APEG1000	£8.75
Olive Trees*	1kg	-	6	APOT1000	£8.75



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Acers*	1kg	-	6	APAC1000	£8.75
Topiary*	1kg	-	6	APTP1000	£8.75



NEW

NEW & IMPROVED
Ask Emily

Your garden centre's own AI gardening expert — now personalised, and going mobile.

WEB & IN-STORE

Personalised to you

Tailored to your garden centre

- Showcases your seasonal promotions and special offers
- Branded to your garden centre for a personalised experience
- Provides instant expert answers to horticultural questions
- Supports both customers and staff in-store
- Gives you insight into the questions your customers are asking



See Ask Emily in action — scan to answer real questions on the shop floor

INTERESTED IN ASK EMILY FOR YOUR GARDEN CENTRE?

Scan the QR code to request access



THE EMILY APP

Personalised to your customer

Tailored to your garden centre

- Recommends relevant products naturally alongside trusted gardening advice
- Personalises advice based on each customer's garden, plants and purchases
- Helps customers use products correctly with accurate timing and application guidance
- Keeps customers engaged beyond the initial purchase with ongoing seasonal support
- Encourages customers to shop at their local garden centre

Not branded to one store — instead it points every shopper to their nearest stockist of Empathy products, sending footfall your way



Scan to see Ask Emily app in action - available soon via the app store

Your online ordering hub



Our online portal makes managing your orders simple and efficient. Easily place or repeat orders, view your full order history and invoices, and download product resources including images, text and SDS sheets. You'll also find exclusive special offers and more — all in one place.

1

EASY ACCESS QUICK ORDERING

Instant product search. Real time stock availability.

2

YOUR SECURE LOGIN PRIVATE PORTAL

Your details stay safe. Confidential & secure.

3

EFFORTLESS RE-ORDERING REPEAT & EDIT ORDERS

Easily access and repeat previous orders

4

COMPREHENSIVE HISTORY VIEW ORDER & INVOICE HISTORY

Track past purchases. Review and manage invoices.

NEED ACCESS?

Request access to the online portal today



Scan or click to request access

ALREADY REGISTERED?



Log in to manage your account and orders

Easy Start - Bulb Starter



Uplift basket spend on bulbs with **Bulb Starter** containing **rootgrow™** mycorrhizal fungi. A popular add on sale in garden centres and online. 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	£7.25

Easy Start - Basket Starter & Tomato Starter

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

Scan or click to download images



Product	Size	Packs per Outer		SKU	RRP Inc VAT
Basket Starter	12 Biscuits	-	12	BS12BIS	£5.00
Tomato Starter	6 Biscuits	-	12	TS06BIS	£3.75

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	CIAP300	£5.50
Grow Bag Improver	300g	-	12	CIGB300	£5.50

GREEN ROOM - The Complete House Plant Range

Green Room is Empathy's complete indoor plant care range, featuring convenient, ready-to-use Pump & Feeds for Houseplants, Orchids, Cacti & Succulents and Citrus, alongside House Plant and Citrus Biofertiliser Granular Plant Feeds. Together, the range provides simple, effective nutrition to support healthy growth and vibrant indoor plants.

Scan or click to download images



Product	Size	Packs per		SKU	RRP Inc VAT
House Plant Feed *	500g	-	12	GRHP500	£5.75
Citrus Feed *	500g	-	12	GRCF500	£5.75
Cacti & Succulent Liquid Feed & Biostimulant*	500ml	-	6	GRCS500	£6.75
Citrus Liquid Feed & Biostimulant*	500ml	-	6	GRCP500	£6.75
House Plant Pump & Feed *	500ml	-	6	APHP500	£6.75
Orchid Pump & Feed *	500ml	-	6	APOD500	£6.75

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 3m² with rootgrow™	3m²	-	6	MMRG01	£7.50
Mini Meadow 10m² with rootgrow™	10m²	-	6	MMRG02	£18.00

rootgrow™ mycorrhizal fungi*



RRP: £6.25 Outer: 12/ 44



RRP: £2.70 Outer: 25/ 50



RRP: £12.50 Outer: 6/ 22



rootgrow™ professional with gel



RRP: £110.00 Outer: 1



RRP: £60.00 Outer: 4



RRP: £200.00 Outer: 1



rootgrow™ ericoid*



RRP: £9.00
Outer: 6



rootgrow™ with gel*



RRP: £13.75 Outer: 6/ 22



RRP: £30.00 Outer: 6/ 10



Bulb Starter*



RRP: £3.75 Outer: 12



RRP: £7.25 Outer: 6



Basket Starter



RRP: £5.00
Outer: 12



Tomato Starter



RRP: £3.75
Outer: 12



Mini Meadow



RRP: £7.50 Outer: 6



RRP: £18.00 Outer: 6



Compost & Grow Bag Improver



Grow Bag Improver
RRP: £5.50 Outer: 12



Compost Improver
RRP: £5.50 Outer: 12



Supreme Green Lawn Feed* & Improver



RRP: £15.75 Outer: 1



RRP: £9.00 Outer: 6



All Purpose Liquid Feed & Biostimulant*



RRP: £9.00
Outer: 6



Supreme Green Lawn Seed*



RRP: £16.00 Outer: 6



RRP: £8.75 Outer: 6



RRP: £40.00 Outer: 3



Olive Trees Liquid Feed & Biostimulant*



RRP: £9.00
Outer: 6



Acers Liquid Feed & Biostimulant*



RRP: £9.00
Outer: 6



Ericaceous Liquid Feed & Biostimulant*



RRP: £9.00
Outer: 6



Tomato & Veg Liquid Feed & Biostimulant*



RRP: £9.00
Outer: 6



Evergreen Liquid Feed & Biostimulant*



RRP: £9.00
Outer: 6



Rose Liquid Feed & Biostimulant*



RRP: £9.00
Outer: 6



Cacti & Succulent Liquid Pump & Feed*



RRP: £6.75
Outer: 6



House Plant Liquid Pump & Feed*



RRP: £6.75
Outer: 6



Orchid Liquid Pump & Feed*



RRP: £6.75
Outer: 6



Citrus Granular Biofertiliser*



RRP: £5.75
Outer: 12



Citrus Liquid Pump & Feed*



RRP: £6.75
Outer: 6



House Plant Granular Biofertiliser*



RRP: £5.75
Outer: 12



Biofertiliser for Olive Trees*



RRP: £8.75
Outer: 6



Biofertiliser for Climbers*



RRP: £8.75
Outer: 6



Biofertiliser for Acers*



RRP: £8.75
Outer: 6



Biofertiliser for Trees & Shrubs*



RRP: £8.75
Outer: 6



Biofertiliser for Roses*



RRP: £8.75
Outer: 6



Biofertiliser for Evergreens*



RRP: £8.75
Outer: 6



Biofertiliser for Tomatoes & Veg*



RRP: £8.75
Outer: 6



Biofertiliser for Ericaceous*



RRP: £8.75
Outer: 6



Biofertiliser for Hydrangeas*



RRP: £8.75
Outer: 6



Biofertiliser for Topiary*



NEW

RRP: £8.75
Outer: 6



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.

Fully merchandised, robust wooden display unit for indoor or outdoor (under cover) use.

Available for Jan/Feb delivery and can be added to pre-season orders.

Free stock offers with display units, speak to your regional representative.



Scan or click the QR code to register your interest



THE SCIENCE BEHIND THE INNOVATION

PlantWorks has been researching and developing beneficial soil microorganisms in the UK since 2000. Today, we are the UK's largest producer of mycorrhizal fungi and Plant Growth Promoting Rhizobacteria (PGPR), supplying products for both horticulture and agriculture.

With over £1 million invested in research and development, our work combines microbiology, plant science and real-life growing to create products that deliver practical benefits for plants, soils and gardeners.

From research and development through to growing, formulation and packing, our products are produced by our team in the UK, giving us control over quality at every stage.



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

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



PRODUCT TRAINING



Gain full technical product training for your Garden Centre. Simply scan & share with your staff via whatsapp or messaging platform.