

Wildflower Turf Ltd endorsed by Royal Botanic Gardens, Kew

Submitted by: Wildflower Turf Ltd

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As of 1st September 2019, renowned UK wildflower specialists Wildflower Turf Ltd (<https://www.wildflowerturf.co.uk/home.aspx>), have been endorsed by the Royal Botanic Gardens, Kew.

The partnership is a fitting recognition of a family-run business that continues to lead the way in the creation of biodiverse wildflower environments.

Based in Hampshire and with a second growing site in Yorkshire, Wildflower Turf Ltd originally began their association with Royal Botanic Gardens, Kew in 2016.

At the request of the Head of the Arboretum at Kew, Wildflower Turf Ltd grew and supplied a wildflower meadow that was installed alongside Kew Garden's magnificent Hive (<https://www.kew.org/kew-gardens/whats-in-the-gardens/the-hive>) installation. The wildflower meadow contributed to an immersive visitor experience and helped to highlight the importance of bees as pollinators for our food sources.

Wildflower Turf Ltd's pioneering approach is driven by product innovation and the company has invested heavily in research and development, with an on-site research facility assisting the business to continually improve and widen its offering.

Alongside well-recognised brands such as Wildflower Turf® (<https://www.wildflowerturf.co.uk/Info/wildflower-turf.aspx>) the business also develops bespoke wildflower mixes for a range of customers and was a key supplier to the London 2012 Olympics.

Managing Director of Wildflower Turf Ltd, James Hewetson -Brown said, "We are delighted to be aligned with the globally recognised institution that is the Royal Botanic Gardens, Kew. Both organisations strive to represent the best in environmental improvement, conservation, knowledge and aesthetics and we look forward to a long and continuing association."

Tony Kirkham, Head of the Arboretum, Gardens, and Horticultural Services at Kew said: "It's fantastic to be able to endorse Wildflower Turf. Our first collaboration on the lush and vibrant meadow around the Hive saw us partner together to bring to life a visual representation of the importance of pollinators. It was an outstanding success, and I am looking forward to a continuing relationship".

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Notes for Editors:

About Wildflower Turf

Wildflower Turf is recognised as the leading organisation in the UK for those seeking knowledge or products to develop wild flower spaces.

Founded in 2003, Wildflower Turf Ltd pioneered a soil-less growing system which has transformed the reliability of establishing wild flower meadows. The company has a range of Wildflower Turf products to create and enhance a low maintenance, biodiverse and beautiful meadow.

Wildflower Turf Logo (<https://www.dropbox.com/s/ybrppwakf5fmw2/WFT-Logo-R-Symbol-WhiteOnGreen.jpg?dl=0>)

Website Details (<http://www.wildflowerturf.co.uk>)

About Royal Botanic Gardens, Kew

The Royal Botanic Gardens, Kew is a world-famous scientific organisation, internationally respected for its outstanding collections as well as its scientific expertise in plant diversity, conservation and sustainable development in the UK and around the world. Kew Gardens is a major international and a top London visitor attraction. Kew's 132 hectares of landscaped gardens, and Wakehurst, Kew's Wild Botanic Garden, attract over 2.3 million visits every year. Kew Gardens was made a UNESCO World Heritage Site in July 2003 and celebrates its 260th anniversary in 2019. Wakehurst is home to Kew's Millennium Seed Bank, the largest wild plant seed bank in the world. Kew receives approximately one third of its funding from Government through the Department for the Environment, Food and Rural Affairs (Defra) and research councils. Further funding needed to support Kew's vital work comes from donors, membership and commercial activity including ticket sales.

Accompanying Images Available

*All images to be credited to Jeff Eden at the Royal Botanic Gardens, Kew