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Release: immediate

Water saving TerraCottem® wins the Waterwise Marque in England

TerraCottem® soil conditioner has been awarded the Waterwise Marque in recognition of its contribution to the reduction of water usage. Inturf, the UK TerraCottem distributor, has received the award for TerraCottem during the Waterwise Annual Conference dinner held at Oxford University yesterday evening.

“TerraCottem® is now at work in gardens, nurseries, sports stadia and indeed on our own turf farms,” says Alex Edwards, joint managing director of INTURF. “The product works more effectively than any single polymer or fertilizer product to produce astonishing results and, in effect, to give the benefit of 15 litres of moisture for every 10 litres of water actually used. It is useful in reducing water usage at any time and in a wide range of applications. At times of water shortage it is, quite simply, a boon.”

The Waterwise Marque highlights the most water efficient products available on the market. A selected handful of Waterwise Marques are awarded each year to the products which best enhance water efficiency or reduce water wastage.

There is currently no other scheme in the UK which highlights water efficient products. Many other countries throughout the world, including Australia, America and other European countries already provide consumers with water saving information. In the current climate of drought the UK is running out of water and it is becoming increasingly important for consumers to save water and purchase water efficient products. The Marque enables consumers to make more informed decisions on which products to buy.

“We are delighted that TerraCottem® has been recognised in this way,” says Alex Edwards. “All the signs are that growers and gardeners alike will need all the help they can get with water conservation – TerraCottem® helps do just that.”

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Notes for Editors

INTURF supply some of the best known sporting venues in the world including Carnoustie and Celtic Manor Golf clubs, premiership football clubs, and leading racecourses as well as being specified by prominent landscape designers and contractors working in the public realm.

Websites of interest: www.inturf.co.uk; www.terracottem.com; www.waterwise.org.uk