

PRESS RELEASE

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IMMEDIATE RELEASE

Chelsea Flower Show: 20th – 24th May

**300,000 allotments and nowhere to grow?
Grow Anywhere with Greenhouse Sensation**

There are more than 300,000 allotment plots on 7,800 sites in the UK yet many people are facing waiting lists of up to ten years and many sites have closed their waiting lists. Greenhouse Sensation are experts in growing edibles, their growing kits are a creative response to the growing shortage of growing space.

Concerns about carbon footprints, rising food costs and healthy eating have meant that growing your own food has never been so desirable, but shrinking gardens and ten-year waiting lists for allotments mean that many of us have little space in which to fulfill our growing ambitions. Greenhouse Sensation's range of growing kits can help even the most short-of-space to grow their own.

Research by Greenhouse Sensation has highlighted that the number of people with a garden no larger than a patio has risen from 13% to 23% whilst the number of people with a large garden has fallen. An allotment is a great alternative to a veg' plot in the back garden, but some waiting lists are now ten years long whilst others are closed.

This lack of traditional growing space means that gardeners have to find ways to grow more food in less space. Greenhouse Sensation's range of products do just that, with their Hydro Systems producing 3x more crops than growbags or soil. A typical tomato plant will produce 25lbs of tomatoes in a Greenhouse Sensation Hydro System.

Hydro Systems get more veg out of less space by not using soil and by automatically feeding and watering plants from the Hydro System's reservoir, so the plants get exactly the right amount of what they need, when they need it. No water or nutrient is wasted because whatever the plants don't need drains back into the reservoir to be used again. Up to five plants can be grown in a one metre long Hydro System.

People who are also after a bit of style might prefer the Vitopod mini garden. This beautifully designed one metre long garden and mini greenhouse in-one will be a welcome addition to any patio or conservatory. It can be used to grow almost anything from salads, herbs and cabbages to beans and peas. The removable and height adjustable protective layers protect plants from harsh weather. The base of the product is made from 100% recycled material.

Greenhouse Sensation's products make up the futuristic garden which is part of the “**Signs of the Times**” Show Garden at the Chelsea Flower Show. The garden has been designed by John Wheatley (who has won five Chelsea Flower Show Gold Awards), Mary Payne (who has been awarded an OBE for services to Horticulture) and champion vegetable grower Terry Porter.

NOTES FOR EDITORS

- 2007 saw a 100% increase in sales of seedlings and young edible plants like tomatoes and marrows.
- An area the equivalent of 2,755 Wembley pitches will be lost to new housing in Britain over the next decade.
- Over the last 20 years the miles travelled by our food has increased 50%.
- Although the average UK garden size is shrinking, environmental, financial and health concerns have led to a 31% increase in the sales of vegetable seeds which, at a sixty year high, have outstripped flower seeds for the first time since the Second World War.
- Between 1995 and 2005 the average density of new homes built in England increased from 24 to 40 per hectare.
- If regional statistics are required they can be supplied

ABOUT THE CHELSEA SHOW GARDEN

This exhibit takes “the **past** and the **future**” as its theme and looks at how high quality horticulture was achieved in the past (circa 1950) and how this may change (circa 2030) as a result of climate change and technology in the future.

The **past** features a curvaceous old brick path leading to a traditional, wooden framed, glasshouse growing tomatoes, perpetual carnations and pot plants. Vegetables, cut flowers and soft fruit are grown in rows using traditional growing techniques. School children, organised by Taunton in Bloom, have been growing potatoes for the exhibit.

The **future** garden has a more angular design and features a modern hexagonal glasshouse in which plants are growing in a Greenhouse Sensation hydroponic system powered by solar

panels. Here the tomatoes and peppers are growing outdoors in raised beds constructed from recycled plastic, along with other edible fruit and cut flowers.

About Greenhouse Sensation

Greenhouse Sensation is a family-owned business staffed by people passionate about growing edibles. The company's products make it easier for anyone to grow stronger, healthier plants anywhere. Greenhouse Sensation products are available direct from Greenhouse Sensation and from a range of stockists including Harrod Horticultural, worm.co.uk, Suttons and Two West & Elliot.

Greenhouse Sensation offer lots of help and advice. The company's website features growing guides, customers are encouraged to phone up and speak to one of their greenhouse technicians, they invite people to visit their demonstration greenhouse and they give talks to gardening societies. Anyone thinking about growing their own edibles is invited to visit the Greenhouse Sensation website or give them a call.

About Vitopod Mini Garden

Range: 4 options in the range from a basic Grow tray with drainage holes and a Watering tray to a full mini-greenhouse.

Standard Product Size: Length 100cm x Width 50cm x Height 30cms. Height extensions each 15cms high can be added.

Price: RRP from £20 to £87 Save 10% if purchased at the Harrogate Flower Show

About Hydro Systems

Range: 3 options in the range from a 3 plant Hydro Systems to a 5 plant Hydro System

Price: £69.95 to £99.95. Save 10% if purchased at the Harrogate Flower Show

Further Information

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