

BESTSELLERS

3 May, 2013

GTN's WEEKLY BESTSELLERS NEWSLETTER

New products are a hit as sales double on last year

ALL EPOS PRODUCTS INDEX

WEEK-ON-WEEK



+15.4%

YEAR-TO-DATE 2012



-0.7%

YEAR-TO-DATE 2011



-13.6%

Volume sales movement compared to last week and year to date across all garden centre sales in the GTN Bestsellers EPOS database.

There is a much more positive look to the GTN Bestsellers charts this week with sales on the increase and new products setting a high standard

There is a total of 13 new products in the Veg-2-Gro and Garden Products charts with the most outstanding performance being Mr Blueberry's Tri-Pack. This product has jumped straight to No 1 in the Veg-2-Gro chart, which has also witnessed the arrival of seven new strawberry plants from Hawkesmill Nurseries.

In the Garden Products chart the highest new entry is Vitax Slug Gone at No 15, and other notable newcomer performances include Scotts Miracle-Gro Flower Magic Mixed Colours Pouch and Hozelock Grow Bag Waterer.

GTN Bestsellers Top 50 sales volumes compared to the same week last year:

Garden Products - up 96%

Veg-2-Gro - up 93%

Growing Media - up 142%

All items index - up 97%



Your GTN Bestsellers New Products shopping basket of the week.

It's time to get into the protection racket

Are you looking after your customers by making sure they have all the help they need to stay protected this summer - protected from garden pests and weeds of course. This week's Garden Products chart shows demand for these products is already running up on

last year and as the weather continues on a warmer spell your customers will soon be needing wasp and ant killers, plus plenty of citronella burners. Have you got a garden protection display in your entrance and at key hotspots? You know it makes sense...



TIP OF THE WEEK

Make sure you're well stocked up on ant killers.

GTN Bestsellers Veg-2-Gro Chart 28.04.2013

VEG-2-GRO CHART, WEEK ENDING SUNDAY 28 APRIL 2013

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This week at a glance

▶ NEW-ENTRIES
10

▶▶ RE-ENTRIES
7

▲ CLIMBERS
13

▼ FALLERS
17

◀ NON-MOVERS
3



Mr Blueberry has entered the Veg-2-Gro chart for the first time with its Tri-Pack and gone straight to No. 1.

To read the full chart information this week go to

www.gardentradenews.co.uk

This week	Last week	SUPPLIER - Product description - BARCODE	Volume Sales Change
1	New	MR BLUEBERRY Blueberry Tri-Pack - 8718432029903	Highest New Entry
2	2	SUTTONS Grafted Tomato Elegance - 5011567702998	
3	7	SUTTONS Grafted Tomato Tomatoberry Plant 10cm - 5011567307599	
4	4	SUTTONS Grafted Tomato Juanita Plant 10cm - 5011567307582	
5	1	SUTTONS Grafted Sweet Pepper F1 Britney - 5011567703049	
6	5	SUTTONS Grafted Tomato F1 Lizzano - 5011567304895	
7	6	SUTTONS Grafted Chilli Pepper F1 Medina - 5011567703025	
8	10	SUTTONS Grafted Tomato Cupido - 5011567304871	Increase
9	9	SUTTONS Grafted Tomato Belriccio - 5011567702967	Increase
10	22	QUANTIL Cucumber Mini 8cm - 5060033672143	+50% Increase
11	8	UNWINS Have a Grow Seed Potatoes International Kidney - 5051618002844	
12	17	SUTTONS Beetroot Boltardy - 5011567151383	Increase
13	44	VIGO Rosemary - 8027948000468	Highest Climber
14	11	SUTTONS Grafted Aubergine F1 Scorpio - 5011567703131	
15	24	THOMPSON & MORGAN Beetroot Boltardy - 76567002887	Increase
16	15	SUTTONS Grafted Tomato Juanita Double Plant 12cm - 5011567307605	Increase
17	3	SUTTONS Grafted Cucumber Iznik Plant 10cm - 5011567307575	
18	20	SUTTONS Grafted Tomato Orangino - 5011567304888	Increase
19	30	ALLENSMORE Rhubarb Timperly Early 3L - 5021768444245	Increase
20	Re-entry	GARDENERS KITCHEN Patio Tomato Totem - 5015077120556	Highest Re-entry
21	12	TAYLORS Onion Sets Centurion F1 - 5015882108091	
22	50	QUANTIL Runner Bean - 5060033670347	Increase
23	New	HAWKESMILL Strawberry Pegasus 9cm - 5055021203188	+100% Increase
24	34	THOMPSON & MORGAN Runner Bean Scarlet Emperor - 76567001835	Increase
25	New	HAWKESMILL Strawberry Red Princess 9cm - 5055021203201	+100% Increase
26	New	QUANTIL Courgette 8cm - 5060033672112	+100% Increase
27	Re-entry	QUANTIL Strawberry Honeoye - 5060033671856	+50% Increase
28	35	QUANTIL Strawberry Cambridge Strips - 5060033671863	Increase
29	Re-entry	SUTTONS Speedy Seeds Leaf Salad Mix - 5011567184442	Increase
30	26	THOMPSON & MORGAN Spring Onion White Lisbon - 76567005284	
31	14	TAYLORS Onion Sets Hercules F1 - 5015882108626	
32	23	SUTTONS Grafted Double Tomato Plant Elegance - 5011567301535	
33	37	SUTTONS Runner Bean Scarlet Emperor - 5011567198838	Increase
34	16	TAYLORS Onion Sets Red Baron - 5015882214129	
35	New	HAWKESMILL Strawberry Hapil 9cm - 5055021203140	+100% Increase
36	Re-entry	GARDENERS KITCHEN Tomato Sungold - 5015077120723	+100% Increase
37	Re-entry	QUANTIL Climbing French Bean - 5060033670910	+50% Increase
38	27	SUTTONS Carrot Early Nantes 5 - 5011567157491	
39	Re-entry	QUANTIL Sweet Pepper Red 8cm - 5060033672211	Increase
40	New	HAWKESMILL Strawberry Loran 9cm - 5055021203164	+100% Increase
41	48	SUTTONS Onion White Lisbon - 5011567173415	Increase
42	13	SUTTONS Sweet Potato Beauregard - 5011567301504	
43	38	QUANTIL Carrot Chantenay - 5060033671498	
44	New	HAWKESMILL Strawberry Elan 9cm - 5055021203102	+100% Increase
45	New	QUANTIL Strip Strawberry Symphony - 5060033671900	Increase
46	New	HAWKESMILL Strawberry Red Glory 9cm - 5055021203195	+100% Increase
47	25	SUTTONS Courgette F1 Green Bush - 5011567170261	
48	46	QUANTIL Chilli Pepper Apache 8cm - 5060033672068	Increase
49	New	HAWKESMILL Strawberry Finesse 9cm - 5055021203126	+50% Increase
50	Re-entry	QUANTIL Cucumber F1 8cm - 5060033672136	Increase

GTN Bestsellers Garden Products Chart

28.04.2013

GARDEN PRODUCTS CHART, WEEK ENDING SUNDAY 28 APRIL 2013

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This week	Last week	SUPPLIER - Product description - BARCODE	Volume Sales Change
1	4	SCOTTS Levington Tomorite 1L - 5010272064483	+100% Increase
2	11	WESTLAND Lawn Feed Weed and Moss Killer, 165 sq m - 5023377859656	+100% Increase
3	2	FITO Drip Feeder For Orchids 32ml - 8006320027705	Increase
4	7	SCOTTS Roundup Weedkiller Gel 150ml - 5017676015219	+100% Increase
5	3	GARDMAN Ice Orb Solar Light - 5024160803672	Increase
6	10	SCOTTS Evergreen Complete 360 sq m + 40 sq m Free - 5010272081503	+100% Increase
7	16	SCOTTS Evergreen Complete Spreader Pack 100 sq m - 5010272067637	+100% Increase
8	13	WESTLAND Gromore 1.5kg + 50% Extra Free - 5023377860751	+50% Increase
9	8	WESTLAND Fish Blood Bone 1.5kg + 50% Extra Free - 5023377860744	Increase
10	6	WESTLAND Organic Chicken Manure Pellets 3kg - 5023377852701	
11	20	SCOTTS Evergreen Complete Water Smart 80 sq m - 5010272084658	+50% Increase
12	19	SCOTTS Miracle-Gro All Purpose Soluble Plant Food 1kg - 5000308210700	Increase
13	9	KAEMINGK LED Solar Stainless Steel Garden Light - 8711277307670	
14	17	BAYER Bio Slug & Snail Killer 1kg - 5000371052023	Increase
15	New	VITAX Slug Gone 3.5L - 5012042140441	Highest New Entry
16	15	GROWTH TECHNOLOGY Orchid Myst 100ml - 5025644912736	Increase
17	36	GARDMAN Hanging Basket Coco Liner 30cm - 5024160052056	+50% Increase
18	5	SMART SOLAR Butterfly/Dragonfly Silhouette Stake Light - 5050642031226	
19	Re-entry	YEOMAN Soft Grip Secateur Grape Purple - 5045300102738	Highest Re-entry
20	30	SCOTTS Weedol Rootkill Plus Gun 1L - 5010272086379	+50% Increase
21	Re-entry	TOWN & COUNTRY Master Gardener Ladies Gloves - 5020358012000	+100% Increase
22	12	SCOTTS Miracle-Gro Flower Magic Mixed Colours 1kg - 5010272091502	
23	Re-entry	YEOMAN Soft Grip Secateur Raspberry Red - 5045300102721	+100% Increase
24	29	BAYER Toprose 1kg - 5000371050524	Increase
25	28	WESTLAND Earth Matters Chicken Manure Pellets 7kg - 5023377854521	Increase
26	22	GARDMAN Marker Light Single - 5024160182661	Increase
27	32	GARDMAN Hanging Basket Coco Liner 35cm - 5024160052100	Increase
28	49	GARDMAN Frostgard 17gsm 8m x 1.5m roll - 5024160005229	Highest Climber
29	31	BOSMERE Sweet Pea and Bean Ring - 5013554145054	Increase
30	21	GARDMAN Pricking Out Pots, pack of 20 - 5012122075885	Increase
31	40	GARDMAN Bamboo Canes 2.4m, pack of 10 - 5024160080912	Increase
32	23	GARDMAN Solar Spot Lights - 5024160806055	Increase
33	33	SCOTTS Miracle Gro Slow Release Rose Food Jar 1kg - 5010272087246	Increase
34	Re-entry	BAYER Provado Ultimate Bug Killer, Ready To Use 1L - 5000371051774	+100% Increase
35	44	WESTLAND Bonemeal 1.5kg + 50% Extra - 5023377860768	Increase
36	Re-entry	SCOTTS Roundup Fast Action Ready To Use 1L - 5017676000284	+50% Increase
37	35	ALGON Organic Algae Remover Patio Cleaner - 5060028700011	Increase
38	24	BAYER Baby Bio Original 175ml - 50371280	
39	27	GARDMAN Hanging Basket Easy Liner 40cm - 5024160051127	
40	Re-entry	GARDMAN Growbag Growhouse - 5024160611383	+100% Increase
41	39	SCOTTS Roseclear Ultra, Ready To Use 1L - 5010272088212	Increase
42	50	PHOSTROGEN Plant Food, 80 watering can size plus 50% extra free - 5000371054485	Increase
43	Re-entry	WOODLODGE Small Pot Feet - 5021346110852	Increase
44	25	WESTLAND Lawn & Turf Dressing 25L - 5023377844881	
45	New	SCOTTS Miracle-Gro Flower Magic Mixed Colours Pouch - 5010272092639	Increase
46	Re-entry	GARDMAN Hanging Basket Coco Liner 40cm - 5024160052155	Increase
47	Re-entry	TOWN & COUNTRY Master Gardener Gloves Mens Large - 5020358064290	+100% Increase
48	New	HOZELOCK Grow Bag Waterer - 501064605215	+100% Increase
49	Re-entry	GARDMAN Bamboo Canes 1.8m, pack of 10 - 5024160080813	Increase
50	48	CREATIVE PRODUCTS 2 in 1 Paving Brush - 5060247070025	Increase

This week at a glance

▶ NEW-ENTRIES
3

▶▶ RE-ENTRIES
10

▲ CLIMBERS
19

▼ FALLERS
17

◀ NON-MOVERS
1



The new Hozelock Grow Bag Waterer has seen a 100% increase in sales this week to enter the Garden Product chart at No 48.

To read the full chart information this week go to

www.gardentradenews.co.uk

BESTSELLERS

Making up for last time...

The growing season has finally taken off and gardeners are making up for lost time. Lawn care is at the top of things to do, and has resulted in three related products showing prominently in the GTN Bestsellers Garden Products chart.

Westland Lawn Feed, Weed and Moss Killer has moved up nine places to No 2, Scotts Evergreen Complete 360 sq m + 40 sq m Free is at No 6, and Evergreen Complete Spreader Pack at No 7.

There is evidence that a lot of planting is going on with slow release food and fertilisers being bought in high numbers. Westland have got three items in the Top 10:

- ▶ Gromore 1.5kg + 50% Extra Free is at No 8.



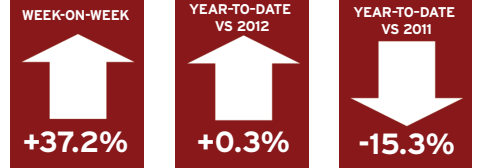
- ▶ Fish Blood & Bone 1.5kg + 50% Extra Free takes 9th spot.
- ▶ Organic Chicken Manure Pellets are at No 10.

Slugs and snails are also becoming more active, and the highest new entry is Vitax Slug Gone at No 15. Bayer Bio Slug & Snail Killer has seen an increase in sales too and is at No 14.

The highest re-entry is the Yeoman Soft Grip Secateur (Grape Purple) at No 19, with the Raspberry Red version also returning to the chart at No 23. The highest climber is Gardman Frostgard, moving up 21 places this week.

▶ See the full **Garden Products Chart** on **Page 3** to make sure you're not missing out on valuable sales opportunities.

GARDEN PRODUCTS CHART



Strawberry plants forever

The biggest movers in this week's Veg-2-Gro chart are strawberry plants, with 10 varieties featuring in the Top 50 bestselling items.

Hawkesmill have seven varieties entering the chart for the first time, headed by Strawberry Pegasus at No 23. The other entries are Red Princess (No 25), Hapil (35), Loran (40), Elan (44), Red Glory (46) and Finesse (49).



VEG-2-GRO PRODUCTS CHART



The highest new entry is Mr Blueberry Tri-Pack, which has jumped straight in to No 1, knocking Suttons Grafted Sweet Pepper off the top spot. Suttons, however, still have eight grafted plants in the Top 10.

Vigo Rosemary, which entered the Veg-2-Gro chart last week, has taken the accolade for the highest climber, moving up 31 places to No 13.

▶ See the full **Veg-2-Gro Chart** on **Page 2** to make sure you're not missing out on valuable sales opportunities.

Up 142% on 2012! Down 42% on 2011!

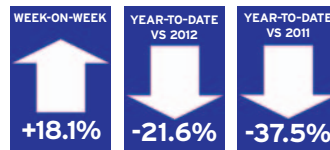
There have been some promising sales of growing media products but you can be certain there are more to come, bearing in mind we're still way behind figures from 2011.

The highest climber this week is Westland John Innes Young Plants No 1, which has jumped 22 places to No 19.

The highest re-entry is Scotts Levington Ericaceous Compost 20 litres at No 44. Other re-entries include Arthur Blowers Blended Farm Manure at No 45 and Westland West+ Container & Basket Compost at No 47.

▶ See the full **Growing Media Chart** on www.gardentradenews.co.uk using your Bestsellers subscription log-in and password.

GROWING MEDIA CHART



SEE FULL CHARTS AND MORE AT WWW.GARDENTRADENEWS.CO.UK

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HOW WE COMPILE THE BESTSELLERS CHARTS

The GTN Bestsellers Charts rank products in terms of quantities sold each week using EPOS data from UK garden centres, aggregated by individual barcode transactions through tills. The chart is independent of any supplier or buying group and the current total turnover of the garden centres supplying data each week is over £120m per year.

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