



*Superior Products*



*Total Organic Ethos*



## About Harrod Horticultural

**From fishing nets in the 1950s to becoming the leading UK sports manufacturer with sports posts in the most prestigious venues in the country, Harrod UK could never have predicted hitting the back of the net when Harrod Horticultural was formed in 2000.**

### **Manufacturing Excellence**

With over 50 years of manufacturing excellence in the sports equipment market, the prospect of increasing the netting business and the steel manufacturing operations meant that Harrod Horticultural was founded. The principle then remains the same now, manufacturing the **highest quality garden structures** to aid fruit and vegetable growing. These include fruit and vegetable cages, wall/fence fruit tree protector, greenhouse staging, lean-to-greenhouse, plant supports and timber raised beds, all of which are sold directly into the market place through the means of a **catalogue** and **website**.

### **Growing and Growing**

Progress through the years has been relentless, led from the front by Stephanie Harrod who doesn't believe in sitting still in a market that continues to grow from strength to strength. Stephanie's **organic growing ethos** has driven the company to widen its range from the in-house manufactured products that it produces to include composting, biological pest control, garden ecology, watering, hand forged stainless steel tools, greenhouse equipment as well as other areas. This has seen the catalogue grow

from the humble beginnings of 16 pages to today's size of 100 pages and is viewed by many as the perfect companion for gardeners through the gardening seasons.

### **Total Customer Understanding**

Harrod Horticultural's position in the market place has been further strengthened through its growth in knowledge and also by listening to customers. A **Kitchen Garden Project** has been in progress for 2 years where most products sold in the range are rigorously tested before being considered for the catalogue and **Customer Focus Groups** are held countrywide to help refine new designs before committing them to the range.

There's also an **important tie-up with The RHS** in which products such as fruit and vegetable cages and timber raised beds are used at prestigious gardens such as RHS Wisley and RHS Harlow Carr. The invaluable feedback from both RHS staff and visitors alike is a key aspect of the on-going testing and trialling of in-house designed and manufactured products.

These are exciting times for Harrod Horticultural. With a continued focus on the design of new garden structures and the sourcing of the highest quality products for organic gardening, the business is perfectly set for growing its already sizeable database of loyal customers.