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ATLANTA, Ga.--Jolly Gardener Premium® soils are quickly becoming a favorite product at independent garden centers along the East Coast and Midwest. Launched in spring of 2010 by Oldcastle Lawn & Garden, the product line has lived up to its claims as a premium product that will satisfy consumer demand while enhancing and protecting dealer margins.

While none should be surprised by the success of the new blends, as soilless media master blender and industry veteran, Steve Jarahian, is the man behind the line of premium soils, garden writers, independent garden center operators and every day homeowners tested the premium blends against better known brands. Time and time again, Jolly Gardener Premium soils proved themselves as being able to stand up to, and many times above, the competition.

After a year long, side-by-side comparison of Jolly Gardener with another premium container mix, I am highly impressed with the Jolly Gardener product. Perennials and annuals in Jolly Gardener have grown taller, fuller, and faster than identical plants in the competing mix. The Jolly Gardener plants also flowered more prolifically. Jolly Gardener has become my first choice.—Ellen Zachos, garden author & speaker based in New York City.

I created two test plots of herbs in my greenhouse using Jolly Gardener and another national brand. I noticed that the Jolly Gardener grown herbs performed better earlier on and had more optimal growth. I was very happy with the results and suggested the Jolly Gardener soils to our customers. Our customers never hesitated to try Jolly Gardener and we only received positive feedback on the soils. In addition to being a great product, I really appreciate that Jolly Gardener is only sold to premier retailers and is made for garden centers like ours.—Clark Brisby, Hedgewick Gardens, Mahwah, New Jersey.

I use the Jolly Gardener Premium Potting Mix at home and have had a great response from everything planted in it. It holds the moisture in well. And we've had no trouble

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selling through the Jolly Gardener Premium soils at the store. We've had good customer response and no hesitation to trying a new premium soil brand.—Sandy Doggett, Big Value Garden Center, Daytona Beach, FL

Jolly Gardener Premium Potting Mix is regionally-formulated with high quality ingredients to be the ideal base mix for indoor and outdoor containers, window boxes, and planters. The mix includes a controlled-release fertilizer that feeds plants up to four months, encouraging plant growth and continuous, beautiful flowers all season long.

Jolly Gardener Premium Moisture Mate Potting Mix contains the same quality elements as Jolly Gardener Premium Potting Mix but also includes polymer crystals to help prevent over- and under-watering of plants, saving the consumer both time and money. In addition, the mix includes plant food that feeds plants up to four months.

Jolly Gardener Premium Garden Soil is specially blended to promote strong root growth for robust fruits, vegetables, herbs and flowers. The mix includes plant food that feeds up to four months, encouraging growth of nutritious, edible plants and healthy, plentiful flowers.

Jolly Gardener Premium soils are exclusively for premier retailers. The new line is priced for maximum retailer margin, packaged for high shelf visibility and appeal, and blended for success in every bag. Jolly Gardener Premium soils may be combined with other Oldcastle purchases for improved inventory management.



Available in 16 qt., 1 cu ft. & 2 cu ft.



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About Jolly Gardener®

Jolly Gardener is a retail brand owned by Oldcastle Lawn & Garden. Jolly Gardener products include soils and mulches sold only through independent garden centers and other premier retailers. Jolly Gardener Premium soils were launched in spring of 2010. For more information, visit www.jollygardener.com.

About Oldcastle Lawn & Garden®

Oldcastle Lawn & Garden is a multi-regional provider of packaged consumer lawn and garden products including: mulches, soils, organics, soil amendments, limestone and decorative stone. The company operates 30 facilities and manufactures products under multiple brands, including Jolly Gardener®, Soil Dr.®, Green 'n Grow®, KolorScape® and Bella Vista®. Oldcastle Lawn & Garden also provides private labeled products for lawn and garden retailers. For more information, visit www.jollygardener.com.

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