

GardenNews

Garden
answers



Expert Product Testing Panel 2008/2009



Garden Answers & Garden News working with GIMA

- ❖ **Would you like your products reviewed and endorsed by experts?**
- ❖ **Available exclusively to GIMA Members**

We offer all GIMA members the opportunity to have their products tested by a panel of **highly experienced gardeners** and receive expert feedback through a detailed test report.

For every gardening product submitted, the manufacturer will receive an **in-depth report assessing the performance** of the product, and the views of our expert panel. The report contains information that could be really useful for the product's marketing plans and even some pointers for technical developments.

If our panel of experts are prepared to **recommend your product**, and if you are happy with their review, the magazine will happily endorse it.

You will receive a **special logo and strap line** from us which you can use on your packaging, sales literature and on Point of Sale material and **we can quote you a price for printing any marketing material required!**

We will also place a review of the products within the **Expert Review** section of the publications of all the products we recommend.

Our expert panel includes:

Geoff Stebbings – Garden Answers Editor

A regular on the Bayer Garden Road-show, Geoff is a passionate gardener. He can be found giving advice at garden centres at weekends and he lectures to garden societies around the country. His garden is packed with plants and he has three allotments where he grows fruit, vegetables and flowers.

Laura Fanthorpe – Garden Answers Garden Writer

A writer for Garden Answers magazine, Laura specialises in trialling new products and reviewing them. She writes the buyers' guide articles and new product features and is now an expert on gardening gear.

Clare Foggett - Garden News Technical Writer

Clare discovered gardening in the back-yard of my terraced house in Manchester ten years ago. It didn't take long before she decided to take her hobby a step further by studying horticulture at Pershore College, Worcestershire. Two years later, she gained an HND in horticulture and garden design and started work for the RHS magazine as a trainee horticultural journalist. When she's not at her desk, she keeps myself busy in both her garden and allotment, where she grows a wide range of ornamental and edible plants.

Cost of Testing

- To enter one gardening product the cost is £350.00.
- We offer a reduction for entry of 2 gardening products - £500.00
- You can choose to have your product featured in either Garden Answers and/or Garden News

We will give GIMA members a call to discuss the provision of products for the Garden Answers and Garden News GIMA Expert Review.

If you should require any further information in the meantime please ring:

Garden Answers:

Helen Bavister – 01733 465631 or helen.bavister@bauermedia.co.uk
David Hanford – 01733 465635 or daivd.hanford@bauermedia.co.uk

Garden News:

Annie Mulcrone – 01733 465514 or annie.mulcrone@bauermedia.co.uk
Helen MacPhail – 01733 288183 or helen.macphail@bauermedia.co.uk

Schedule:

- ❖ Return your completed entry form NOW!
- ❖ Bauer will contact you to arrange samples and delivery
- ❖ An In-depth report will be sent to you
- ❖ Expert reviews will begin to be published once thorough testing has been completed (usually 3-6 months depending on the length of test required)
- ❖ If there is a particular month to which your product is more suited, we will aim to get the review within this issue if possible.

GIMA product review

Buy with confidence

Experts from Garden Answers and Garden News have tested a range of products for GIMA members*. So when you see the 'Approved by experts' logo, you know you can trust it.



Ancona 7339 Solar Spotlight

This robust solar powered LED spotlight throws out a generous quantity of bright white light, making it a breath of fresh air after some of the paltry offerings currently on the market. The independent adjustable nature of both light and solar panel was a real winning feature, allowing the panel to be angled to make the most of available sunlight without sacrificing the direction of the LED lights. A light sensitive meter ensures the spotlight comes on automatically at dusk. The maximum charge of eight hours lasts until dawn in summer, although the intensity does gradually fade overnight. Incredibly easy to assemble, it can be set up in the garden in a matter of minutes, with no wires or screwdrivers to worry about. A few extra instructions would have helped, and it's not immediately clear from the on/off button which way it's switched, but these are minor niggles for such a robust, easy to use spotlight which gives solar lighting a good name.

- Ancona 7339 Solar Spotlight
- Konestmide (UK) Ltd
- Tel 01246 852140
- Price £39

Helen Billoard

Schepach RS400 rotating sieve

Sieving compost and separating stones from large volumes of soil is a back-breaking chore so the idea of a machine to do it for you sounds attractive. The Schepach rotating sieve is designed to do just that on an almost industrial scale with a high output of material. It is a big beastie (L1080mm x W720mm x H1500mm (43in x 29in x 20in) and solidly built, weighing 37 kg (81lbs). In use, the drum rotates 35 times a minute and it can be adjusted to give two angles of 8°, the coarser the material, the longer it needs to spend in the sieve so the flatter the angle. Early tests were very successful, and it produced finely sieved soil in a very fast time, although it works best with dry soil. I think that this is a rather expensive toy for the average gardener but allotmenters may want to buy one together. However, the motor is electric – so you may need a long extension lead!

- Schepach RS400 rotating sieve
- NMA Agardes Ltd
- Tel 01484 400488
- Price £329

Aurrie Thompson, Warrington Horticultural Society

Felco Carbon fibre two-handed loppers

The newest addition to Felco's range, the Carbon Fibre Two-Handled Loppers, shows just how much the technology and design of a pair of loppers can be improved. The new model is slightly smaller and a lot lighter than older Felco models, thanks to its carbon fibre arms. Their feather lightness means you can keep pruning for hours on end without developing tired, achy arms, while the carbon fibre construction means there's no compromise on strength. The grips have been improved too. Softened, textured grips allow the user to put plenty of force behind the cutting action. Improved rubber stoppers cushion the cutting action so wrists aren't jarred. But the main reason why Felco tools are found in the tool sheds of professional gardeners is their blades and these loppers don't disappoint. Thick branches of 3cm (1in) diameter could be cut with ease. The price tag, £105, may seem hefty at first glance, but that money is an investment. You won't need to buy another pair of loppers again. Plus, Felco are one of the few companies around to offer a maintenance service, for a small charge. When you've bought a pair of Felcos, you expect them to be perfect and that's certainly the case with these loppers.

- Felco carbon fibre two-handed loppers
- Tel 0116 294 4646 www.felco.ch
- Price £105.99

Clare Rogger

*GIMA is an industry trade organisation, dedicated to raising standards and encouraging innovation in the UK gardening industry. For more information visit www.gima.org.uk

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ENTRY FORM

Company Name: _____ Date: _____

Address: _____

Postcode: _____ Website: _____

Telephone number: _____ Fax number: _____

Contact Name: _____ Email Address: _____

Contact Telephone Number: _____

(please photocopy this form & complete one form for each product submitted)

Product Brand Name to be tested: _____

Packet/product size (where applicable): _____

You're suggested selling price: _____

Other products in this range: _____

Related products you produce: _____

Cheque for £350.00 (plus VAT at 17.5%) (Total £411.25) enclosed: _____
(Remember 2 products can be tested for only £500.00 + VAT)

Additional Information you consider may be helpful to the panel:

To which month is your product more suited? _____

Please return completed forms to fax number 01733 288138 or Bauer Hobbies & Transport, Bushfield House, Orton Centre, Peterborough. PE2 5UW.
Bauer will contact you to arrange samples and delivery