



## WESTLAND STRENGTHENS HOUSEPLANT CATEGORY WITH NEW BUG CONTROL SPRAY

Westland Horticulture, home to market leading brands such as Jack's Magic, Boost, Resolva, and Peckish, has expanded its indoor gardening portfolio with the launch of a **dedicated Bug Control Spray for houseplants**, designed to meet the increasing consumer demand for safe, effective, and easy-to-use houseplant care solutions.

With indoor gardening continuing to surge in popularity, Westland's latest launch addresses a key consumer concern: pest infestations on houseplants. Research shows that almost half (48%\*) of houseplant owners worry about keeping their plants alive, and Westland understands that pests can be a major barrier to success.

Developed in collaboration with professional growers, **Westland Bug Control Spray** offers a unique, dual-action formula that not only targets and controls pests on contact but also helps strengthen plant health over time. The spray sets to work immediately, smothering insects, blocking their airways and physically immobilising them. Crucially, the formula is **pesticide-free and safe to use around children and pets**, making it ideal for modern households. At the same time, it also supports plant vitality, boosting their foliar nutrients and leaf shine, as well as reducing vulnerability to future infestations.



Holly Clancy, Brand Manager for Indoor at Westland, commented: "The Indoor category continues to grow, and this launch offers retailers a compelling new product that taps into both the ongoing houseplant boom and the consumer shift towards **natural houseplant care**. Our new Bug Control Spray fills a clear gap in the market and adds value to the houseplant care fixture."

The new **Westland Houseplant Bug Control Spray** has been specifically developed with in-store merchandising in mind. It integrates seamlessly into high-performing fixtures such as the **Welsh Dresser** with its bold design taps into the movement of using houseplants as a styling asset in the home. Furthermore, the Welsh Dresser helps drive impulse purchases and increase basket spend through its inspirational and educational point-of-sale messaging.

The new Westland Bug Control Spray can be ordered 24/7 via Westland Live, and frequent top-ups are easy as part of a Westland weekly delivery. Scan here to login in or sign up. To benefit from the in-store POS and display units contact your Westland Account Manager.



## **ENDS**

### **Notes to editors:**

\*OnePoll. (2020) 2,000 adults, aged 25–39-year-olds.

### **About Westland Horticulture:**

Westland Horticulture, home to brands such as Peckish, Unwins, Kent & Stowe, and Gro-Sure, is a leading horticultural company dedicated to helping people create and maintain beautiful, healthy gardens that encourage a variety of birds to visit. Established in Northern Ireland in 1990, we have a rich heritage and pride our brands on being the trusted partners that our customers can rely on, season after season.

Sustainability is at the heart of what we do. We aim to deliver a positive change through long term investment, from significantly reducing peat across our range, increasingly adapting our packaging to become plastic-free,

and always striving to source local ingredients. We're also very proud that all our sites use 100% renewable energy and are zero waste to landfill.

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