



## **MEDIA ANNOUNCEMENT**

16 March 2012

### **FREELAND WINS AFOR'S INNOVATION IN ORGANICS RECYCLING AWARD**

Freeland Horticulture, the specialist soils and composting company, is pleased to announce that it won the prestigious Innovation in Organics Recycling award for the UK's biowaste management sector, organised by the Association for Organics Recycling (Afor) earlier this week.

Freeland Horticulture's award was based on its work with oversize material, a waste product, to create one of the best performing peat replacement products available for the horticulture sector.

Freeland has developed proprietary technology that enables it to process the contaminated oversize fraction, a by-product from green composting, to remove salts, glass, plastics, metals and stones.

Customers for the product, called SuperFyba, include the Olympic site in Stratford. In November 2011 Freeland Horticulture acquired Yorkshire based composter YHS. Freeland is looking to work with other composting companies throughout the UK.

**Commenting on the award, George Longmuir, Founder and Managing Director of Freeland Horticulture Limited, said:**

"For the UK horticulture industry to meet its peat free targets an alternative product needed to be designed that has good water retention qualities, a low nutrient level, is nitrogen stable, lightweight and even looks like peat.

"Freeland managed to meet this challenging specification - and in addition make it from entirely renewable sources.

"It is particularly pleasing to receive this award, especially after the several millions of pounds Freeland has invested in the technology."

The awards ceremony was held at the Chesford Grange Hotel. There were six award categories in total.

**For further information:**

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