

## OSMOCOTE POUR & FEED VOTED PRODUCT OF THE YEAR 2021

Over 8,000 Australian shoppers have had their say and voted for their favourite products in the annual Product of the Year Awards (POY), 2021. We are incredibly proud to announce that Osmocote Pour & Feed has earned Product of the Year (POY) 2021 within the garden care category.

Product of the Year is the world's largest consumer based awards program, it recognises innovation and is now in its 12th year in Australia. This year was the first year since 2014 to see an award given to a product within the Garden Care Category and only the second time in the history of the awards.

"The award is a testament to launching great innovation that is backed by research and above all, delivers on consumers' needs. We have already had an extremely positive response from consumers with sales exceeding expectations, winning Product of the Year further echoes this sentiment," says Narelle Peart at Evergreen Garden Care

The results were based on six criteria, including relevance, uniqueness, excitement, likability, distinctiveness and innovation.

"42% of Australians own Indoor Plants, and 30% of them own more than 5! There is a growing trend on social media that these self-proclaimed plant parents have become highly obsessive about their plants as they seek to love and nurture them like they would pets" adds Narelle.

"Most liquid fertilisers on the market today are designed for outdoor use, requiring a watering can, diluting and mixing, which can be messy and inconvenient. Feedback from consumers has been that it's just too difficult, messy and smelly to feed indoor plants with a traditional liquid fertiliser. It's no surprise that consumers love Osmocote Pour & Feed as it addresses all the 'pain points' and makes it easy to feed and nurture indoor plants. It's now as simple as pouring a capful of ready-to-use liquid fertiliser on the soil. There's no odour, no staining, no mixing, no mess and no fuss."

POY awards consumer research undertaken by Nielsen found that during the height of the COVID-19 pandemic, consumers "became more risk averse and have been seeking products and services that deliver value, quality and peace of mind." With the COVID-19 pandemic also causing major disruptions to usual shopping habits, there was a surge of consumers trying new products and brands, with nearly two-thirds (64%) purchasing something they were previously unfamiliar with.

For more information on Osmocote Pour & Feed visit [www.lovethegarden.com/au-en](http://www.lovethegarden.com/au-en)