

NEWS RELEASE

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New Products Win 2017 Green Thumb Awards



The five best new product varieties for 2017 have won 2017 Green Thumb Awards presented by the Direct Gardening Association (formerly called the Mailorder Gardening Association). Honored in the Tools, Supplies and Accessories division were Root Slayer from Beaty Fertilizer, Happy Leaf LED V2 Grow Light from Happy Leaf LED, All Purpose Plant Food from Natural Start by GreenView, Kitchen Garden Kit from Botanical Interests, and Plant-A-Bar from Gardener's Supply Co.

Winners of the 2017 Green Thumb Awards were chosen by an independent panel of garden writers and editors. The winning products were selected based on their uniqueness, technological innovation, ability to solve a gardening problem or provide a gardening opportunity, and potential appeal to gardeners.

The Green Thumb Awards recognize outstanding new garden products available by mail or online. The awards are sponsored by the Direct Gardening Association (DGA), the world's largest nonprofit association of companies that sell garden products directly to consumers via catalogs and websites. For more information visit www.directgardeningassociation.com.

2017 Green Thumb Award Winners ~ Tools, Supplies and Accessories ~

Root Slayer *Beaty Fertilizer*

The Root Slayer is a shovel with carbon steel blades with sharp, saw-tooth edges. This product is designed to cut through roots and hard soil. The shaft is carbon steel over-molded with poly-comfort grip on the patented O-shaped handle with surface room for both hands. The Root Slayer is available from Beaty Fertilizer as of December 1, 2016 for \$59.99, 1-800-845-2325, or www.millmix.com.





Happy Leaf LED V2 Grow Light *Happy Leaf LED*



This state-of-the-art commercial grade LED grow light with no fans and a lightweight design is easy to use for any type of indoor garden. The 18" V2 light will start three standard flats of seeds, and provide the essential PAR value for full growth, including flowering. This product is made in the USA with a 50,000 hour life span. It has five times the PAR output of T5 fluorescent bulbs and a minimal energy use of 28 watts. It has optimally tuned LEDs to 450 nanometer blue and 660 nanometer red. The Happy Leaf LED V2 Grow Light is available from Happy Leaf LED for \$129.00 with free shipping in the US at, 815-414-2209, www.happyleafled.com.

All Purpose Plant Food *Natural Start by GreenView*

Natural Start by GreenView All Purpose Plant Food optimizes soil fertility with an exclusive balance of natural, organic and inorganic nutrients and beneficial microbes essential to overall plant health. This unique blend is deeply effective in the most natural way. Natural Start's rich blend works with nature itself to boost root development, growing bigger and stronger plants through better nutrient absorption. Growing roses or another flowering favorite? Natural Start by GreenView All Purpose Plant Food is an excellent choice as it helps grow plants that produce more blooms and brighter blossoms. It is a dust-free granular fertilizer that is easy to use. Simply mix it into the soil and water in to activate. It is recommended for use at initial planting and again every four to six weeks throughout the growing season. This product is available online only for \$8.99 per 2 lb bag, at GreenViewFertilizer.com.





Kitchen Garden Kit *Botanical Interests*



The Kitchen Garden Kit includes Wonder Soil Organic Seedling Mix (made from renewable coconut fiber, a sustainable alternative to peat, and is specially formulated for microgreens and baby greens), a perforated growing tray, a soil dip tray, and a clear dome lid to ensure high humidity – the perfect environment for your seedlings. There is also an instruction booklet included for your growing success. This product is available from Botanical Interests for \$29.99, 1-877-821-4340, or www.botanicalinterests.com.

Plant-A-Bar *Gardener's Supply Co.*

Outdoor entertaining and dining take a new twist with the innovative Plant-A-Bar from Gardener's Supply Co. This elevated cedar planter box has an integrated bar shelf, so you can grow herbs for your favorite cocktails and then harvest a fresh sprig as you relax at the bar. It's also the perfect spot for summer breakfasts and alfresco dining. The Plant-A-Bar is large enough to grow vegetables like tomatoes, too. Its durable butcher block sides are crafted from reclaimed wood with rustproof aluminum corners and trim. Only the best reclaimed pieces are selected and glued together to form strong, solid panels which are planed smooth to highlight the attractive variations in color and grain. The skilled craftsmen in the Vermont factory transform the panels into these uniquely beautiful planters. The bar shelf folds down when not in use. Plant-A-Bars are available in 2 sizes. The 2x4 bar is \$549 while the 2x8 bar is \$699. For more details and to make a purchase, call 1-800-427-3363 or visit www.gardeners.com.

