CRACK THE CODE WITH SINCLAIR

Sinclair have teamed up with gardening expert Matt Biggs to make a series of educational films showing consumers how to get the best out of a range of products in and around the garden. Nothing extraordinary about that you may think, well think again.

By utilising the latest technology, Sinclair have produced a range of POS material so that customers are able to scan QR codes in store with their mobile phones to obtain instant tips and advice from Matt, star of TV and Radio 4’s Gardeners’ Question Time. He covers how to control pests and weeds, as well as giving pointers on growing and maintaining plants. The films will also be accessible via the Sinclair website and on a dedicated youtube channel.

“We have never been afraid to lead the way” commented Sinclair MD Danny Adamson “and once more we believe we are doing that. Everybody in the industry knows there is an education gap amongst end users and we hope that this initiative goes some way to addressing that.”

“The films are top quality and as well as demonstrating how to use a product they also contain tips and advice on how to get the best from your garden. We’re sure that gardeners of all levels will find them very helpful.”

To find out more visit Sinclair in Hall 5 on Stand C60-D61.

- Ends -

For further information contact:
Fiona Carrington, Marketing Manager Tel: 01522 780268
E-mail:fiona.carrington@william-sinclair.co.uk