

NEW ECO-POTTING SOIL PROMISES A BETTER WAY TO GROW GORGEOUS CONTAINERS

Downingtown, Pennsylvania — January 2007 — Coming to Mid-Atlantic garden centers and Whole Foods stores this spring is a new organic potting soil that is “right on” target with the current environmental movement sweeping the country.



The brainchild of a compost soil scientist and environmentalist, *Organic Mechanics*™ potting soil is an all-purpose, peat-free mix comprised of 100% organic materials.

Creator Mark Highland says “the perfect blend of synergistic ingredients creates the best potting soil on the market, at a reasonable price for people who want to garden with organic ingredients without having to guess about application rates.”

“Many people are looking for a better, smarter way to garden using all natural, earth friendly products but don’t have the time or know-how to compost,” explains Highland. “Gardening in healthy soil is the best thing gardeners can do to be successful. The rule of thumb is it is better to plant a \$1 plant in a \$10 hole than a \$10 plant in bad soil.”

“Thanks to the healthy, ‘living’ biology in the soil, gardeners who plant their flowers and vegetables in *Organic Mechanics*™ potting soil can expect to see big results with little effort,” he says.

“Gardeners will see more abundant fruits and flowers, enhanced vigor, robust growth, and an overall appearance of health and vitality,” says Highland, who earned his master’s degree from the prestigious Longwood Graduate Program while studying compost and its effects on plant growth.

Product research and development involved seven years of testing to produce this high-quality mix that offers home gardeners a variety of benefits other potting soils do not have. The core peat-free product contains different types of compost, pure worm castings, coconut husk fiber, and perlite.

-more-



For Client Approval
Contact: Kristin Grilli
610.388.9330

According to Highland, the mix contains five times more worm castings than any other potting soil available to date. Worms produce the “perfect” soil medium rich in microbes and other good stuff. Microscopic critters like fungi, ‘good’ bacteria and protozoa make this potting mix a superior growing environment for plants.

Another benefit is that the potting mix, because it has “a life of its own,” can be effectively reused year after year, making it more cost efficient than other potting soils on the market.

Keeping with the company’s pledge to environmental stewardship, all of the ingredients in *Organic Mechanics*™ potting soil are sourced locally, and the potting soil itself is manufactured using equipment powered by biodiesel fuel made from waste oil.

Highland will begin shipping his eco-chic potting soil to Mid-Atlantic garden centers, Whole Foods stores and botanical garden gift shops via biodiesel trucks in late February. Once on the shelves, gardeners can expect to find the 16 quart bags being retailed between 10.49 and \$11.99. Larger bags sizes will be available in 2008.

“In the early 60s when the term ‘organic’ emerged, many earth-friendly products that came to market were highly ineffective,” says Highland. “This new generation of organic products is now equally as good or even more effective than less socially responsible products currently on the market,” says Highland.

For more information, or to locate a retailer that offers *Organic Mechanics*™ potting soil, visit <http://www.organicmechanicsoil.com/productsat.html>.

###