

For immediate release

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## **Metaldehyde ban? No problem! New ecofective® Slug Killer has the power to tackle munching molluscs**

One of the leading eco-friendly pest control brands, ecofective®, has introduced a new slug killer to help gardeners protect flowers and vegetable plants from attack. Its launch is perfectly timed, as gardeners seek environmentally friendly alternatives to metaldehyde slug pellets ahead of the ban this summer.

New ecofective® Ferrimax® Slug Killer is a high-quality pelleted bait that provides effective slug control using its ferric phosphate formula. Available from Homebase this May, the slug control is approved for organic gardening. Manufacturer ecofective® is anticipating high demand for the product, with slugs and snails taking second place in the Royal Horticultural Society's top 10 ranking of the worst pests in 2018.

Sipcam's Matthew Jones said: "With retailers clearing shelves of metaldehyde ahead of this summer's retail ban, gardeners are looking for highly effective controls to ensure that their flowers, fruit and vegetables don't fall prey to summer's onslaught of slugs. New ecofective® Ferrimax® Slug Killer provides gardeners with an environmentally friendly replacement for metaldehyde that will protect precious plants from molluscs, while helping the nation to switch towards gardening in a greener manner."

Supplied in a new recycled container, ecofective® Ferrimax® Slug Killer can be applied on bare ground outdoors, in greenhouses and under permanent or temporary covers. It contains FERRIMAX® bait, a natural active ingredient that should be applied thinly and evenly on the soil surface around and between plants. Once slugs have consumed the bait, they stop feeding and move away from the area. New ecofective® Ferrimax Slug Killer has an RRP of £3.99 for 250g and £6.99 for 650g.

Gardeners can also take advantage of the benefits of ecofective® Slug Defence – natural, non-toxic granules that provide an effective physical barrier around flowers and veg plants.

The long-lasting, pesticide-free granules dry quickly, remaining effective after rain or watering – unlike clay repellents which can degrade after exposure to moisture.

Slug Defence is safe to use around children, pets, wildlife and bees. At the end of the season, the granules can simply be dug into garden soil to boost drainage. ecofective® Slug Defence has an RRP of £5.99 for 2L or £11.99 for 5L.

Another essential product for the green gardener's armoury is ecofective® Bug + Mildew Control. This one-litre spray is pesticide-free, using a physical mode of action to stop pests from moving and being able to feed, halting bugs in their tracks. The ready-to-use control can be applied to flowers, shrubs, fruit and vegetables outdoors and under glass, too.

Not only does it offer fast-acting control of whitefly, blackfly, red spider mite, mealybug, scale insect and psyllid, but the clever formulation also controls powdery mildew, one of the top 10 most troublesome diseases of 2018 according to the RHS. It works by physically washing the foliage to remove active mildew spores.

As well as controlling bugs and beating powdery mildew, ecofective® Bug + Mildew Control's advanced 3-in-1 technology provides foliar nourishment, encouraging healthy growth and promoting an abundance of fruit, vegetables and flowers. When used on edibles, no harvest interval is required, so produce can be eaten within hours of treatment. A 1-litre bottle of ecofective® Bug + Mildew Control has an RRP of 4.99.

ENDS

**Notes to Editors:**

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**About Sipcam UK & ecofective®**

ecolective® is part of the Sipcam Group, one of the world's top 20 agricultural suppliers and the only Italian company in the business of global crop protection. The family-owned group - with an annual turnover in excess of €500million - has a very impressive research and development capability, and through collaborations with universities and specialist research facilities is pioneering bio-technology to produce market leading control products, nutrients and bio-stimulants which will be key for the future of food production as conventional chemical technology becomes less available.

Sipcam is now in the exciting process of making the best of its professional technology available to the amateur gardener. It has much to offer today, and with an exciting pipeline of product developments still to come will be a key part of the EU retail marketplace moving forward.

### **About Homebase**

Founded in 1979, Homebase is one of the UK's leading home improvement and garden retailers. The company operates stores across the UK and the Republic of Ireland.

Its product range includes painting and decorating, plants, garden tools and accessories, and kitchens – all available in-store or online at [www.homebase.co.uk](http://www.homebase.co.uk)