



BULRUSH
GROW RENEW RESTORE



Growing a responsible world



INTRODUCTION

Bulrush – trusted by growers since 1979

At Bulrush, we prioritise the needs of growers.

Bulrush is based in Northern Ireland and a leading manufacturer of high-quality growing media, catering to both professional and amateur gardeners. Proudly part of the global Pindstrup Group, a Danish company established in 1905, we combine local expertise with international reach to deliver reliable, high-performing substrates worldwide.

Looking ahead

In recent years, we have made significant investments to enhance efficiency and capacity for a secure long-term supply, providing peace of mind and quality products. With the rising demand for peat free products, we are securing essential materials including our unique Forest Gold wood fibre to ensure an uninterrupted supply during seasonal peaks.

Driven by quality – backed by service

At Bulrush, we offer more than just excellent products. Our customers enjoy enhanced service, expert advice, and flexible support tailored to their needs. We operate nationally while maintaining a personal touch that fosters strong partnerships in the UK.



“ We are investing heavily to ensure our customers enjoy the same high standards of product and service they have come to expect – and even more. It is not just about supply and efficiency; it is about real collaboration and supporting growers to thrive. ”

Alex Julien - Sales Director

A proven track record

With over 40 years of experience, Bulrush has earned the trust of performance-focused professionals. Our substrates consistently excel in trials, and we are the only UK manufacturer employing a unique batch mixing system. We were the first in the world to be awarded the ISO 9001 quality management standard, reflecting our commitment to excellence.



Setting the standard for high performance composts

We are committed to reducing peat use by developing responsibly sourced, high-performance alternatives. Our standout innovation, Forest Gold, is a natural, timber-

derived material that improves plant health and is now a key ingredient in most of our products. It is what gives our compost its unique look and exceptional results.

Forest gold – our magic ingredient

Forest Gold, a timber-derived additive from responsibly managed forests, is what sets Bulrush compost apart. Its unique fibrous texture improves structure and performance, making us the go-to supplier for professional growers across the UK.

Proven results

Extensive trials have shown that plants thrive in Forest Gold. Nutrient-infused for slow release, it promotes healthy roots and superior growth.

Key benefits for growers

- Consistent quality and structural stability
- Enhanced root development
- Better air/water balance and drainage
- Even water distribution and dry surface
- Lightweight and easy to handle

Versatile application

Added to all standard and most crop-specific mixes, Forest Gold ensures reliable results every time.



ALL PURPOSE RANGE

Professional-grade performance, trusted by gardeners

This advanced compost formulation delivers superior plant growth, healthier plants, and excellent water retention. Perfect for all kinds of planting throughout the garden, it consistently delivers outstanding results.



BEST SELLER

Multipurpose compost

- Contains essential nutrients for stronger, healthier plants
- Facilitates easier, effective watering
- Improves soil structure



60L

33L



Grow bag

- Provides essential nutrients to support healthy plant growth
- Ideal for a wide variety of vegetables, fruits, and salads
- Suitable for crops like tomatoes, peppers, aubergines, courgettes, cucumbers, melons, and strawberries



PEAT FREE RANGE

The UK's leading peat free compost supplier

Our retail products are made using the same rigorous techniques used for making our high-quality professional products. We are committed to responsibly sourced growing, and the majority of our growing media is now entirely peat free.



40L

Peat free ericaceous compost

- For acid-loving plants
- Rhododendrons, Azaleas and Heathers
- Provides the perfect balance of nutrients and pH



40L

Peat free moisture retaining compost

- Reduces the frequency of watering tubs, hanging baskets & containers
- Encourages lush growth and abundant blooms



20L

40L

Peat free multipurpose compost

- Perfect balance of essential nutrients & trace elements
- Promotes healthy root growth and strong plants
- For use all around the garden



40L

Peat free multipurpose compost with John Innes

- A unique combination of sterilised loam and Multipurpose Compost
- Enhanced with Forest Gold to improve moisture retention and aeration



40L

Peat free rose, tree & shrub compost

- The ideal environment for potting and planting
- Enhanced with Forest Gold for better moisture retention
- Delivers stronger, healthier plants



33L

Peat free growbag

- Enriched with Forest Gold for improved plant performance
- Provides vital nutrients for healthy growth
- Ideal for vegetables, fruit, salads, and herbs



SPECIALIST RANGE

Specialist compost, exceptional results

Our Specialist Compost Range is expertly blended to deliver exceptional results for both growers and gardeners, with Forest Gold – our unique, timber-derived ingredient – at its heart. Sourced from responsibly managed forests, Forest Gold enhances structure, drainage, and root development, giving plants the best possible start. Combined with our precision mixing and high-quality materials, it is no surprise that Bulrush composts consistently outperform, offering reliable, professional-grade results season after season.



60L

Forest Gold multipurpose compost with added John Innes

- Suitable for all around the garden
- Higher nutrient levels to support strong, healthy growth
- Excellent water retention for sustained plant development



60L

Forest Gold ericaceous compost

- Specially formulated for lime-hating (ericaceous) plants
- Ideal for Rhododendrons, Azaleas, Camellias, and similar varieties
- Balanced nutrients and pH tailored for optimal growth



60L

Forest Gold moisture retaining compost

- Specially formulated for containers and hanging baskets
- Provides the ideal growing medium for vibrant displays
- Contains water-retaining gel for improved moisture retention



60L

Forest Gold rose, tree & shrub compost

- The ideal environment for potting and planting
- Enhanced with Forest Gold for better moisture retention
- Delivers stronger, healthier plants



10L

Forest Gold sowing & cutting compost

- Encourages fast seed germination and root development
- Contains Perlite to lighten the soil and a wetting agent to retain moisture



JOHN INNES RANGE

John Innes – the classic choice for gardeners

Our John Innes Range offers a premium selection of loam-based composts, carefully formulated to support healthy plant growth at every stage of development. Recognised for their consistency and performance, all products in the range proudly carry the official John Innes Manufacturing Association seal of approval – a mark of quality and heritage gardeners can rely on.



25L

Peat free John Innes compost – seed

- Specially formulated for fast germination and rapid root growth
- Top quality screened and sterilised loam, mixed with bark, Forest Gold and ground horticultural limestone to provide a suitable pH
- Lime-free grit sand is added for drainage and stability



25L

Peat free John Innes compost – No. 1

- Ideal compost for rooting and potting on cuttings
- Contains essential nutrients for stronger growth
- Boosts plant health for the best start in life



25L

Peat free John Innes compost – No. 2

- Ideal compost for re-potting semi-established plants, into medium-sized pots
- Rich in essential nutrients for healthy growth
- Lime-free grit sand is added for drainage and stability



25L

Peat free John Innes compost – No. 3

- Ideal compost for potting on or planting out established plants into containers and borders
- Contains essential nutrients for healthy growth
- Nourishes & prolongs longer plant life



SOIL IMPROVERS RANGE

Soil improvers for healthier gardens

Enhance your soil naturally with our premium peat free, sterilised topsoil and nutrient-rich farmyard manure. Specially formulated for gardeners who value quality and results, these products improve structure, fertility, and root development, providing the perfect foundation for vibrant, thriving plants.



25L

Sterilised topsoil

- Specially produced from quality, graded, weed-free and screened sterilised loam
- Sterilised, lime-free rich soil for new gardens, rockeries, flower and vegetable beds



50L

Farmyard manure

- Natural source of organic matter for improved soil health
- Promotes strong, healthy root development
- Ideal for roses, vegetables, fruit, and most shrubs

BARK RANGE

Responsibly sourced bark solutions to enhance your garden

Our Bark Range is responsibly sourced from 100% renewable forests. These decorative bark chips suppress weeds, retain moisture, and provide a long-lasting, attractive finish for garden beds, pots, and containers—helping to keep your plants healthy and vibrant while supporting responsibly sourced gardening.



70L

Decorative bark chips

- Suppresses weed growth
- Natural decorative finish
- Keeps plants healthy & vibrant



70L

Decorative mini bark chips

- Hardwearing and long-lasting
- Natural decorative finish in garden beds
- For topping large pots & containers
- Keeps plants healthy & vibrant



OWN BRAND PACKAGING

Your brand, our expertise

Looking to develop your own brand?

In addition to our trusted Bulrush range, we offer bespoke packaging solutions that allow you to sell our high-quality products under your own label. Whether you are launching a new product line or expanding an existing range, we will work with you to create customised packaging that reflects your brand and meets your customers' expectations.

Get in touch to find out how we can support your brand with tailored packaging options
www.bulrush.co.uk



POINT OF SALE MATERIAL

POS material is available on request

Decorative Bark Chips

Hardwearing and long lasting these decorative bark chips will keep plants healthy & strong

- Bulrush Professional Decorative Bark Chips provide a natural and decorative finish around plants in beds and borders. Their attractive appearance and colour complement plants and shrubs, allowing them to show their best advantage.
- Suppresses weed growth and helps retain moisture in the soil
- Protects plant roots from frost
- Softening hard surfaces such as paths
- Keeps plants healthy and vibrant

Decorative Bark Chips 70L	£8.88 Each
Or for	£88.88

Ericaceous Compost

Provides perfect balance of nutrients for all acid loving plants - Azaleas, Rhododendrons & Heathers

Contains Forest Gold, a light fibrous material that provides the following benefits:

- Superior Root Growth
- Improved water holding
- Excellent growing results

Peat Free Ericaceous Compost 40L	£8.88 Each
Or for	£88.88

Growbag

Provides vital plant nutrients for growing a wide range of vegetables, fruit and salads

Contains Forest Gold, a light fibrous material that provides the following benefits:

- Superior Root Growth
- Improved water holding
- Excellent growing results

Growbag 30L	£8.88 Each
Or for	£88.88

John Innes Compost

Developed to provide all the nutrients and trace elements required in a plants healthy growth

John Innes Compost 25L	£8.88 Each
Or for	£88.88

Farmyard Manure

Encourages healthy root growth in roses, vegetables, fruit and most shrubs

Bulrush Professional Farmyard Manure is an organic soil conditioner which improves drainage and aeration in clay soils and adds body to light sandy soils.

Farmyard Manure 50L	£8.88 Each
Or for	£88.88

Moisture Retaining Compost

Reduces frequency of watering in tubs & baskets

Contains Forest Gold, a light fibrous material that provides the following benefits:

- Superior Root Growth
- Improved water holding
- Excellent growing results

Peat Free Moisture Retaining Compost 40L	£8.88 Each
Or for	£88.88



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To find out more about our wide range
of growing media solutions, please visit:
www.bulrush.co.uk

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