

# Gclub

The G Club magazine from greenwood

NOVEMBER 2022

## BUSINESS UPDATES

Greenwood is named “Sustainable Business of the Year”!

Trees for small gardens

## GREENWOOD COMMUNITY

Providing learning experiences to local communities

## SUSTAINABILITY

Our progress towards a *sustainable* future

How we graft at Willaston

## NURSERY FOCUS

The making of **Maple Tree**

**One year of G Cycle!**



# greenwood Choice

**Our new trade sales centre is open  
for business, six days a week.**

Come and browse our extensive selection of plants and sundries, ready to take away today. We stock a range of specimen shrubs, herbaceous perennials, topiary, grasses, and more.

For more information or to check availability, call Kevin on 01243 939551 or email [kevin@greenwoodplants.co.uk](mailto:kevin@greenwoodplants.co.uk).

**Opening hours:**

Monday to Friday 7am – 4pm  
Saturday 7am – 10am

**Address:**

Greenwood Choice  
Fresh Acres Nurseries  
Yapton Lane  
Walberton  
BN18 0AS

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# Welcome to **G club**



**W**e are delighted to launch G Club, our client loyalty programme that recognises and rewards our clients.

The table below details the exclusive Gold, Silver and Bronze tier benefits - including bonus credits, complimentary and enhanced delivery service, and for some clients, a complimentary trip to Greenwood Holland.

On top of the G Club rewards, you will benefit from excellent service from the dedicated G Team; access to our innovative tools, like the Tender Tool; private tours of Fresh Acres HQ on request; and opportunities for continued professional development through the Greenwood Academy.

**G club**  
GOLD TIER

**G club**  
SILVER TIER

**G club**  
BRONZE TIER

	<b>3%</b> Credit bonus	<b>2%</b> Credit bonus	<b>1%</b> Credit bonus
Credit bonus based on quarterly spend			
Complimentary delivery	all orders over <b>£500</b>	all orders over <b>£750</b>	all orders over <b>£1000</b>
Hiab, Moffett, FORS, and split deliveries (chargeable)	•	•	•
Dedicated G Team	•	•	•
Access to Tender Tool	•	•	•
Fresh Acres HQ tour	•	•	•
Consultation and advice	•	•	•
Greenwood Academy CPD	•	•	•
Bespoke photography (on request)	•	•	×
Complimentary trip to Holland (two people, once a year)	•	×	×
Sustainability and community partnering	•	×	×
Annual Business Planning Session	•	×	×

# Business Updates

## Greenwood is named “Sustainable Business of the Year”!

We are delighted to have been named ‘Sustainable Business of the Year’ at the 2022 Central South Business Awards. The awards ceremony was hosted by star of ITV’s hit show *The Chase*, Paul Sinha, and recognised the outstanding achievements of the region’s business community. Our Sales & Marketing Director, Melanie Asker, and Marketing Manager, Ellie Coutts, collected the trophy, sponsored by Business South, at the glittering awards ceremony, held at the Hilton Ageas Bowl in Southampton.

The ‘Sustainable Business of the Year’ award recognises the pioneering sustainability practices that we have established across the business, exercising responsible planetary stewardship, and demonstrating sustainability leadership by applying innovative processes and techniques to minimise our imprint on the planet.

Sustainability is one of our brand values and the G Team have embraced their role in contributing to our sustainability goals. We are incredibly proud of what we have achieved so far and this award is great recognition of an excellent team effort across the business.



## HTA membership

We’re pleased to share that Greenwood is now a member of the Horticultural Trades Association, the organisation that supports UK garden retailers, growers, manufacturers and landscapers. This gives us opportunities to collaborate with other organisations within the horticultural industry, access the HTA’s business support, industry insights and online training as well as reach a wider audience. We have pledged our support for the HTA’s Sustainability Roadmap and will be taking part in a panel discussion about sustainable practices at their annual conference in September.



## Keeping the G Team hydrated

We have introduced larger, refillable water bottles across our nurseries. This will reduce our plastic waste by minimising the use of single-use water bottles—a small change that makes a big difference.

## G Team Focus: Taryn

Taryn Baker, one of our Internal Sales Coordinators, recently visited Greenwood Holland to meet our Dutch team and tour the nurseries to check the tree stock ahead of our busiest ever season. Taryn also attended the Groot Groen trade fair to meet suppliers and report back on the latest innovations. Many of you will have already experienced Taryn’s commitment to outstanding client service and the fast turnaround that she provides clients. Do get in touch if she can assist you with your orders – [sales@greenwoodplants.co.uk](mailto:sales@greenwoodplants.co.uk).



## Delivering the brief with excellent client service



**A**s a business, we aim to deliver excellent client service through speed, quality and professionalism. Our success has been built upon this outstanding level of service and ensuring we work together as a team to find solutions. A great example of the G Team working collaboratively to deliver excellent client service was an order with new client In-Ex Landscapes for a project in a prime development in London.

Barbara, our Purchasing and Allocation Coordinator, took great care to source four cube-shaped Ilex crenata from within the UK.

In-Ex Landscapes was keen for the Ilex crenata to give an effect of a large, singular hedge and so, required a specific size to provide instant impact.

Once we received the delivery of plants, Nathan, our Internal Sales Coordinator and I worked together to select the best specimens for the project. We went to great lengths to

“We went to great lengths to ensure the shrubs were perfect for the client.”

ensure the shrubs were perfect, by trimming them to the required height and shape, before the dispatch team managed their delivery to site.

Being a new client of Greenwood, In-Ex Landscapes was impressed with our level of client service and attention to detail. As a result, we have won a future order on a further project. We are proud of the G Team for their collaborative approach and going the extra mile to deliver excellence!

**- Wesley Elkins**

*Client Development Manager*



## Who is Wesley?

Wesley joined the G Team in July as our Client Development Manager and is responsible for our national growth and development, whilst supporting our mission to be the best landscape supply nursery in the UK. Wesley's role involves building client relationships and working with the sales team to deliver projects to expectation and with excellence. Outside of work, he enjoys cooking and fishing from his paddleboard!



## How we graft at Willaston



**F**or the past four years, our Willaston nursery has had a strong focus on the technique of plant grafting. We have been extensively preparing and trialling, with this year's grafting season being our largest project to date, totalling around 8,000 plants—focussing on *Malus*, *Sorbus* and *Prunus* production. Grafting is a horticultural method of propagation, where living plant pieces are joined to create a viable plant. A rootstock is used for the roots, and the scion is used for the flowers, leaves or fruits. For the process to be successful, it is essential for the cambium layer of the rootstock and scion to unite. As a rule, the rootstock and scion should be from the same genus or species.

Training in grafting at college, university and further professional courses, I knew the fantastic benefits that the grafting process brings, but it's a difficult task and requires a high skill level and patience. The main purpose of grafting is to combine a plant's flowering or fruiting qualities with a plant with more resilient qualities; the process can strengthen specific plants which grow weakly on their own root systems. Grafting can also be a useful technique when cultivars or cuttings don't grow true from seed and an exact variety is desired.

For commercial reasons, the method of grafting is generally only used when other methods of propagation aren't successful, we want to achieve a particular tree size—such as the dwarf apple—or we want to create one tree with many different fruit

**Flowering cherry tree around 8-10 weeks after grafting.**





**The rootstock and scion must match as closely as possible.**

“Training in grafting at college, university and further professional courses, I knew the fantastic benefits that the grafting process brings, but it’s a difficult task and requires a high skill level and patience.”

The process of grafting opens up many opportunities for us as a business and I’m excited to see the immense progress we make each year, as the number of successful plant grafts increase. We are fortunate to have such a committed, knowledgeable and hardworking team, working together for our grafting projects. The efforts can be seen in the high success rate and high quality plants that we are proud to produce for our clients.

**-Dominik Jakubczak**  
Northern Nurseries Manager

varieties, for instance the apple tree, known as the family tree. Grafting is one of the most expensive propagation production methods due to the cost of materials, but the technique allows us to extend our plant offering to our clients.

The grafting process starts in winter, whilst our plants are dormant. The rootstock and scions are kept in temperature and humidity controlled conditions, and a slanting cut with expert precision is made to create the graft. The plants must be carefully maintained, and at around 4 to 6 weeks from grafting, signs of bud growth should be visible. Following this—at around 6 to 8 weeks—the rootstock and scions should be fused together with a formed callus present. Continued maintenance of the grafts is essential to ensure a straight and high quality growth.

There are many different types of grafting, including splice grafting and side veneer grafting, but our chosen method is whip and tongue grafting. Whip and tongue grafting is mainly used for the production of fruit and ornamental plants. This grafting method is ideal when both the rootstock and scion are comparatively small in diameter—no more than 25mm. Two cuts are made on both the rootstock and the scion, allowing for a strong graft.

**3 to 4 weeks after the grafting has taken place and buds are beginning to burst.**



# Trees for small gardens

**W**ith their permanent woody structure and variety of foliage colours, flowers and fruits, trees inject architecture into green spaces, with some offering year-round foliage and others providing spectacular hues of orange or red in autumn. Trees are often overlooked when it comes to small gardens, due to the concern of overcrowding or dwarfing the space, but there are many varieties which work wonderfully.

Trees provide a wealth of benefits to the climate, humans and wildlife, as well as the beauty they bring. They provide oxygen and sequester carbon—reducing the amount of carbon dioxide in the Earth's atmosphere— and keep nearby streets and homes cool, using their natural evaporative cooling process.

When selecting a tree, size is one of the most important factors to consider; trees should make an impact, but not overshadow or dwarf the space. Check the eventual height and how long it takes to reach it, as slow growers will usually allow you to prune regularly to keep the tree smaller in scale. Think about flowering periods, foliage, fruit and bark, as each tree will provide interest at various points of the year.

Positioning a tree correctly will help it to thrive; if it's being planted close to a property, safe distances should be researched to minimise any risk of potential damage from roots, causing subsidence in extreme cases.

Trees are either deciduous or evergreen—each with their benefits. Evergreens are brilliant for screening and privacy, as they provide year-round foliage. *Ilex aquifolium* 'Argentea



***Cercis siliquastrum***  
(Judas tree) in bloom.

*Marginata* (Holly) is a fantastic focal point for small green spaces, with its year-round cream-edged, dark green, spiky foliage, white flowers in summer and bright red berries in winter. *Laurus nobilis* (Bay tree) is another well-loved evergreen variety with its aromatic, narrowly ovate, leathery foliage, and works beautifully in containers when positioned either side of an entrance or on a patio.

Deciduous trees provide showstopping autumn colour that you do not get from evergreen



**Ilex aquifolium 'Argentea Marginata' (Holly).**

which transition from purple to a vibrant red. A further great variety is *Cercis siliquastrum* (Judas tree) with its heart-shaped leaves and impressive clusters of pea-shaped, pink blooms on older stems. Its flowers are rich in pollen and nectar, attracting bees and other pollinators.

With many varieties of trees being suitable for small gardens, it's clear to see the value they bring and the importance of including them within any green space, whether large or small.

**- Lara Matthams**  
Content Marketing Executive

trees. *Amelanchier lamarckii* (Snowy mespilus) has young, copper-bronze foliage which turns fiery red in the autumn months, as well as clusters of white, star-shaped blooms and red-purple berries—an excellent food source for birds. *Snowy mespilus'* spreading, vase-shaped crown of fine shoots makes it a magnificent tree during winter, after the leaves have fallen. *Acer palmatum 'Bloodgood'* (Japanese maple) is one of our most sought-after, purple-leaved varieties, boasting five or seven pointed foliage



“Trees provide a wealth of benefits to the climate, humans and wildlife, as well as the beauty they bring. They provide oxygen and sequester carbon-reducing the amount of carbon dioxide in the Earth's atmosphere-and keep nearby streets and homes cool, using their natural evaporative cooling process.”

**Eurasian Blue Tit (*Cyanistes caeruleus*) on an *Amelanchier lamarckii* spring branch.**



# greenwood Community



Treloar's was keen to provide a horticultural learning experience.

Our Greenwood Community scheme—where we donate plants to local, worthwhile community schemes—is making excellent headway towards our goal of twenty four projects, by the end of 2022. We have recently made donations to a number of different organisations, including Yapton Primary School, Chichester Youth Adventure Trust, Treloar School & College and Saxon Hill Academy, with many others in the pipeline.

Yapton School wanted to transform its garden space; however, budget restraints had hindered their project. With our plant donations, Yapton

“Our donation comprised of a vast range of cuttings to help provide the students with an understanding of propagation, as well as pots, compost and 2-5L plants.”

School has been able to introduce a prayer garden, fill the playground troughs and enhance its Forest School area for the children to enjoy. The Forest School donations included mixed native hedging plants to improve the experience for schoolchildren and attract local wildlife. The schoolchildren have thoroughly enjoyed being involved in the planting and learning how to care for their new plants.

Earlier this year we made a donation of plants to Treloar School & College—providing education, care, therapy, medical support and independence training to young people with physical disabilities from all over the UK and overseas, giving them confidence and skills to achieve their full potential. Our donation comprised of a vast range of cuttings to help provide the students with an understanding of propagation, as well as pots, compost and 2-5L plants. Treloar's was keen to provide a learning experience for its students at its Outdoor Learning Centre and our plant and sundries donation helped to make that happen.

Since our previous plant donation, Treloar's was keen to renovate their planting beds and external areas of the college. We've made an additional donation—in partnership with one of our top clients Redfields—of 2L and 3L plants to help transform their outside space.

We recently donated a cherry tree to Chichester Youth Adventure Trust, that Rudgwick Scouts planted in July, at the Trust's Brecon Beacons

residential site. This rural site in the heart of the Welsh Valleys provides outdoor experiences to Youth Groups—including those with behavioural problems, learning difficulties or from inner cities. We will be following up with an additional donation of smaller trees to the site in autumn.

A further donation was for Saxon Hill Academy, a Special Academy for children and young people with physical disabilities and complex

medical needs, aged between 2 and 19 years. Saxon Hill Academy was eager to provide a space for their students to enjoy in all weathers, including a shelter and sensory garden. Our donation of 2L shrubs will help to bring this area to life.

We are committed to our goal of twenty four community projects this year and are thrilled with our progress so far. G Club Gold tier clients can nominate a joint charity project to collaborate with us on. To make your nomination, please contact [kevin@greenwoodplants.co.uk](mailto:kevin@greenwoodplants.co.uk).

**- Kevin Merritt**  
*Greenwood Choice Manager*

“Our aim for this year is to reach twenty four community projects in total. If you or your family members belong to any local clubs or organisations located within five miles of any of our nurseries, please let us know, as these may provide opportunities for us to help our local community.”

**The schoolchildren at Yapton School enjoyed learning how to care for their new plants.**



# Nursery Focus

## The making of Maple Tree



**Magda is Maple Tree's Nursery Manager.**

soon as the cuttings were ready, they were moved into 28 trays—a more sustainable option for us as the trays could be reused and therefore, reduced our waste. At the time, a 28 tray potting machine was introduced for this process. Most of Maple Tree's greenhouses were filled with 28 trays, until propagation, plugs and 28 trays were eventually moved to Fresh Acres; this gave us a new focus. The greenhouses are now used for 2L and 3L pots. Currently, we have around 500,000 potted plants at Maple Tree—

**M**aple Tree nursery has been part of the Greenwood family of nurseries since 2017, when its main focus was on young plants and propagation. With production space of nine acres, Maple

Tree initially had a specialist greenhouse for propagation, fully equipped with tables, heating mats and two types of foil for both the summer and winter months.

Over time, the entire nursery was improved, and areas which were previously unused were transformed to give more space and optimal conditions for a higher number of plugs. As

made up of 2L and 3L herbaceous perennials, evergreens, phormiums and grasses—across

**Slawek tending to Erysimum 'Bowles's Mauve' at Maple Tree nursery.**





the greenhouses, tunnels and fully open fields.

I have been working in horticulture for 17 years and I joined Greenwood in 2019 as Maple Tree's Nursery Manager. Alongside my team, we have hugely increased production at the nursery, with almost 60 crates of orders being sent out each week. I am proud of how far Maple Tree has come since the start. Many areas of the nursery are being utilised differently to increase capacity. An area of 16 small tunnels has been transformed to four large beds with double the capacity— around 80,000 2L plants.



**The team at Maple Tree nursery in 2020.**

Sustainability has been a big focus for us, with initiatives such as using recycled pots and compost, water harvesting and reducing waste. We currently have a sophisticated pipe system, where rainwater is collected from the greenhouses into one large collection tank and pumped out into a reservoir for storage. With hotter summers and less predictable rainfall, we will be adding to our water saving measures with an additional water tank.

Working amongst plants is an incredibly challenging but rewarding job; I am continuously

learning and discovering new plants and how to best care for them. I'm incredibly proud of the working atmosphere we have created and look forward to the future as we continue to grow.

**- Magda Szczudlik**  
*Maple Tree Nursery Manager*

***Magda and Anna taking care of plants during the colder months.***



“Alongside my team, we have hugely increased production at the nursery, with almost 60 crates of orders being sent out each week. I am proud of how far Maple Tree has come since the start.”

# Sustainability: Our progress towards a sustainable future

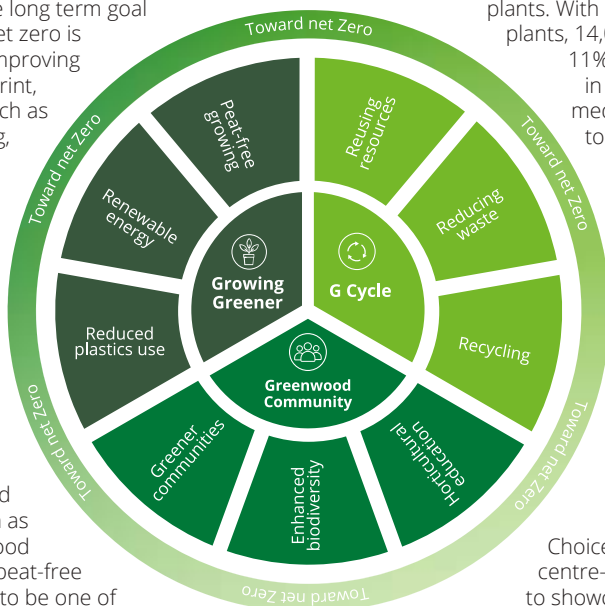
Our sustainability has progressed in leaps and bounds over recent months, as we continue to introduce and improve our sustainable measures across the business. The long term goal for us to reach net zero is determined on improving our carbon footprint, with initiatives such as peat-free growing, reducing our waste and using resources—such as rainwater—as efficiently as we can.

Sustainability now has a key page on our website, where we share our sustainability commitments and dedications, such as G Cycle, Greenwood Community and peat-free growing. We aim to be one of the first large wholesale growers in the UK to become 100% peat-free. Our trials started back in February this year, with a small but varied selection of plants and regular reporting to monitor progress.

As it stands, our trials have expanded significantly in volume, with our Woodpecker, Fresh Acres, Aldingbourne and Highleigh nurseries all growing a number of peat-free plants. With around 15,000 C5 plants, 14,000 C2 plants and 11% of our total stock in peat-free growing media, we are thrilled to share that we are on target to reach our initial goal of 25% peat-free growing by the end of 2022. We aim to hit the big 100% by the end of 2023; watch this space for further updates!

With our recent launch of Greenwood Choice—our trade sales centre—we are now able to showcase our peat-free offering through a dedicated area in the greenhouse.

This is just another step along our peat-free journey and we are proud of the incredible progress we have made so far.



## Less plastic, more sustainable!

To help us to significantly reduce our plastic waste, we have now introduced larger, refillable water bottles for the G Team to use around the nurseries.



## One year of

# G cycle

**G** Cycle's first year has been a hugely successful one, and we've seen great interest and uptake from our clients, who've joined us in our mission to be more sustainable, by using resources efficiently, reducing waste and improving our carbon footprint. First launched last August, G Cycle is our innovative scheme to help our clients reduce waste and maximise recycling, by reusing or recycling crates, pallets and pots. Wooden crates and pallets can have a long life span, especially with the correct care, and G Cycle aims to prolong their life and preserve a valuable resource. Trees play a huge role in the natural regulation of CO<sub>2</sub> in our environment, so we need to preserve and protect them.

As part of G Cycle, crates and pallets are returned to Aldingbourne, Greenwood's Recycling Centre, where they are repaired if

needed, and used again. Pots are sorted by size and cleaned for reuse, or go to be recycled if they are broken. Clients are reimbursed for 100% of the value when the crates and pallets are collected.

We have instigated a new process to calculate the number of pots being reused each week. We aim to hit a pot reuse rate of at least 70% and will keep you updated on our achievements. Since the launch last year, a staggering over 15,000 pallets and crates have been returned to our Recycling Centre. This is around 72% of the pallets and crates which we dispatch and gives us a return rate to be proud of. As part of our sustainability goals, we aim to reach an even greater number next year, with an 80% recycling rate by the end of 2023. We thank our clients greatly for collaborating with us on G Cycle and supporting the scheme by signing up and arranging for their crates, pallets and pots to be collected.

Here's to G Cycle's first year, and to many more successful years to come!

**"G Cycle makes major contribution towards our sustainability goals"**







greenwood  
**Choice**

**Our trade sales centre  
opens its doors**

**O**ur new trade sales centre, Greenwood Choice, opened its doors on 1st July at Fresh Acres nursery and is fully stocked with a variety of our great looking plants, including specimen shrubs, topiary and herbaceous perennials to take away. A range of sundries are also available, including canes, stakes and compost. Greenwood Choice is aimed at our local landscape gardeners, who need a plant supplier for their fast turnaround projects.

Greenwood Choice is open six days a week; plants can be selected from an ever-changing supply, and be taken away that same day, or delivery can be arranged. Greenwood Choice now has a dedicated area specifically for our peat-free plants, demonstrating the high quality and encouraging peat-free within planting projects.

Each week, a "Looking Good" plants list will be shared on our website—we now have a dedicated page for Greenwood Choice—and on social media. This is a great way for us to share our best looking plants and those which will provide instant impact. We are thrilled with the response we've had so far on our new trade sales centre and look forward to showing more small to medium landscape businesses our fantastic stock.

**- Kevin Merritt**  
*Greenwood Choice Manager*

# Plan your planting scheme with confidence

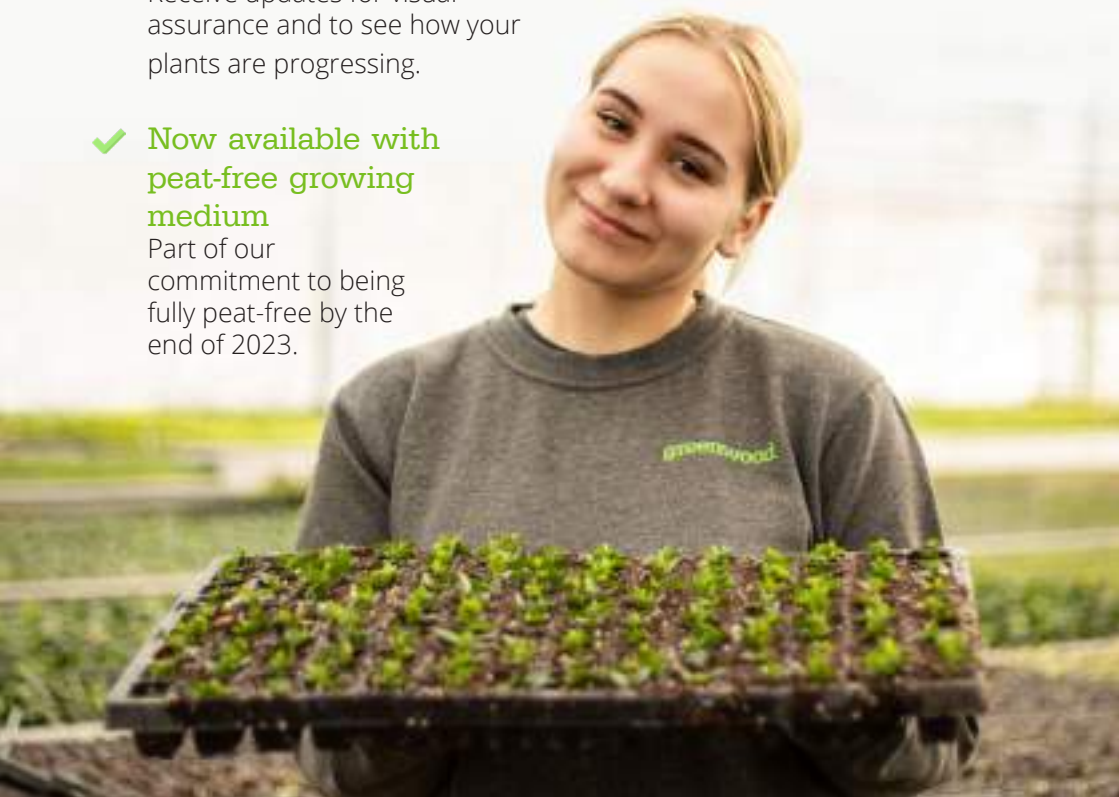
With **Watch It Grow**, you can pre-select the plants you need, to your specification, in your designated time frame.

✓ **Regular photographic updates**

Receive updates for visual assurance and to see how your plants are progressing.

✓ **Now available with peat-free growing medium**

Part of our commitment to being fully peat-free by the end of 2023.



Contact us today to see how we can support your project requirements with our Watch It Grow offering.

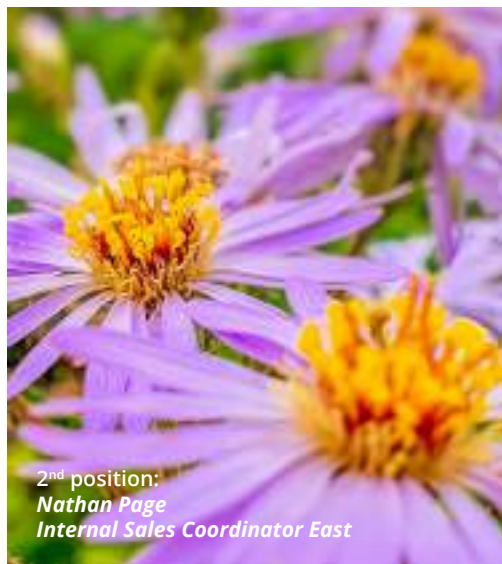


G Team's Photo Competition September 2022

1<sup>st</sup> position:

**Mateusz Wawrzynczak**

*Nursery Operative at Fresh Acres*



2<sup>nd</sup> position:

**Nathan Page**

*Internal Sales Coordinator East*



3<sup>rd</sup> position:

**Marzena Kandora**

*Fresh Acres Site Manager*

**greenwood**

Head Office, Fresh Acres Nurseries,  
Yapton Lane, Yapton, Arundel, BN18 0AS  
Opening Hours: Monday to Friday 7am - 5pm

**01243 939 551**

**hello@greenwoodplants.co.uk**