



SumiBall Ltd - Press Release 17 August 2007

Brand New For 2007...

SumiBall – “the most interesting product” at the BBC Gardeners World Live show 2007

(Senior buyer, major UK brand)

21st CENTURY SOIL REPLACER...

ODOUR FREE CAT LITTER...

ORGANIC ALGAE PREVENTION...

A CURE FOR SICK BUILDING SYNDROME...

Introduction

The 2007 **Glee Birmingham** exhibition sees the UK trade launch of a new and exciting range of products from SumiBall Limited, under the banner:

“PURITY FOR YOUR HOME AND GARDEN”

SumiBall products use small beads of high-grade activated Sumi charcoal from Japan for a range of applications including a ‘next generation’ soil-replacer for propagation and growing, a water filtration system for ponds and water features, an active substrate filter for aquariums and terrariums and even display beads for cut flowers. Each ‘Sumi’ is cleverly encased in a coloured porous ceramic shell, which is both practical for handling and very attractive for display in vases, plant pots and aquariums.



Products

The SumiBall product range restores an established but forgotten organic solution for promoting a healthy environment, in an exciting and new way that brings life and colour to the home and garden. The Sumi beads come in three sizes (peppercorn, pea and pebble) and six funky modern colours – terracotta, natural, pastel blue, chalk, peach and charcoal. SumiBall products can be used again and again – using nature's purifier for clean air and water.

SumiSoil™ – next generation soil replacer, for stronger plants and flowers...

Improved propagation and cuttings; Reduced maintenance; Protection against plant disease and root-rot.

AquaSumi™ – natural water filter for clear ponds and water features...

Water purification; Anti-bacterial action; Removes formaldehyde and ammonia.

SumiBloom™ – for flowers that open sooner and last longer...

Stops water stagnation; Attractive modern displays; Prevents algae.

SumiCat™ – odour-free cat litter...

Absorbs and cleans liquids; Removes ammonia and unpleasant odours; Six attractive colours.

SumiPure™ – for healthier homes...

Removes allergens; Cures house sickness; Neutralises unpleasant odours.

SumiSubstrate™ – active substrate filtration...

Prevents algae; Healthy environment for tropical and cold water fish; Smart modern look.

SumiInside™ – all the benefits of Sumi, in your own product...

Activated carbon filter for air and water; Anti bacterial action; Removes toxins; Clean and easy to handle; Porous ceramic shell; Three sizes and six colours.

How It Works

Just like a water filter in your home, the active carbon core of each Sumi traps the unwanted bacteria that cause unsightly algae, unpleasant odours and plant disease. SumiBall products are made with carbon from sustainable sources of cedar and cypress hard woods, recognised as a highly effective natural anti-bacterial filter. The carbon traps toxic organic compounds such as formaldehyde and ammonia in a complex microscopic lattice, reduces acidity to a pH of around 6.5, and absorbs liquid to over 75% of its volume. The ceramic shell makes handling clean and easy, and the ball shape optimises growing space, oxygenation and water flow.

SumiBall Ltd

SumiBall Ltd is a small UK business, importing from Japan the best and most innovative products for the home and garden. Our aim is to invigorate the market, and generate interest across the board in our new and exciting range.

For more information, please visit the SumiBall website:

www.sumiball.com