



Press Release

Introduction

The 2007 BBC Gardeners' World Live exhibition sees the UK launch of a range of products from SumiBall Limited, under the banner "**purity for your home and garden**". SumiBall products use 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 for aquariums and terrariums and even display beads for cut flowers. Each 'Sumi' is cleverly encased in a coloured ceramic shell, which makes for very attractive displays in vases, plant pots and aquariums.

How It Works

Just like a water filter in your home, the active 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 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 for slow release direct to roots. The ceramic shell makes handling clean and easy, and the ball shape increases both growing space and oxygenation.





Products

The SumiBall product range restores an established but forgotten organic solution for healthy flora and fauna, 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



SumiSoil is an organic soil replacer, used just like a general purpose compost or soil conditioner. It can be used instead of soil, mixed with soil or as an attractive topping for soil. Just add water and liquid plant food, and listen to the activated Sumi charcoal fizz as it soaks up over 75% of its own volume. SumiSoil is clean and easy to handle, and is ideal for house plants, hanging baskets, and patio planters - as well as for propagation and cuttings.

SumiSoil adds around 30% extra growing space, increases oxygenation, sweetens the soil and controls the bacteria that lead to plant disease and infection. SumiSoil can be used in zero-drainage containers to conserve water and nutrients, increasing drought tolerance and overcoming the stress of ‘feast and famine’. By sealing off the drainage, you can reduce the maintenance required and make the most of SumiSoil as a slow-release mechanism for water, without fear of root rot or disease.

SumiSoil is an ideal medium for fast and strong propagation; by creating a near-sterile environment with high humidity, cuttings and seeds strike quickly and reliably, and grow disease-free and healthy. Fungi found in the surface of traditional growing media can attack new seedlings, and SumiSoil forms a highly effective protection against this.



SumiBloom™ – for flowers that open sooner and last longer



Display vases of flowers with SumiBloom and enjoy lasting displays in fresh and clear water. Used just like other decorative beads, the active Sumi charcoal reduces the build-up of unsightly green algae, and actively controls unpleasant odours from standing water.

SumiBloom is available in a range of soft colours, including pastel blue, chalk, terracotta and charcoal, and looks great on its own, in layers, or designed and mixed with coordinating or contrasting colours. When finished, simply rinse and re-use.

AquaSumi™ – natural water filter for clear aquariums, ponds and water features



AquaSumi will reduce and control the unsightly algae that grows in ponds and water-features during the Summer. The activated Sumi charcoal will encourage healthy growth in aquatic plants, and also traps bacteria and toxins so that water stays clear for longer.

AquaSumi is a natural, organic and non-toxic product that is completely safe for fish and other aquatic flora and fauna. AquaSumi makes an excellent active substrate for domestic tropical and cold-water fish tanks, used as a key part of a water filtration system. AquaSumi continually filters the water, and actively controls the build-up of toxins and green algae on the sides of the tank. One gram of AquaSumi has a surface area of up to 2,000m² so one application should be enough for the whole year. Each individual Sumi can hold enough bacteria to fill a skip!

SumiBall has been called “the new panacea for gardeners” and is exhibiting, by invitation, at stand E254 in The Crescent.

For more information, please visit the SumiBall website:

www.sumiball.com