



## NEWS RELEASE

RELEASE REF: 4RWPR.002  
RELEASE DATE: May 24 2011  
With pic - 4R Products fertiliser spreading

### 4R Products showcases expanding range at Cereals 2011

Specialist manufacturer 4R Products, part of the 4R Group, makes its rebranded debut at Cereals 2011 offering a full range of sustainable agricultural fertilisers, compost and soil conditioners, as well as technical and consultancy services, to the UK arable industry.

4R Products has been created from 4Recycling Ltd, the Leeds-based waste recycling, contracting and environmental consultancy experts. The division's new identity allows it to focus fully on supplying farmers and growers with an expanding range of cost-effective alternatives to mainstream fertiliser and soil conditioning products.

Visitors to the 4R Products stand D 526 can see examples of soil conditioners and fertiliser replacement products, such as Potassic Lime and Sulphur+, that offer farmers and growers a broader, cost-effective choice for nutrient supply and soil improvement strategies across all crop and soil types.

Experts from the 4R Group's environmental consultancy will also be on hand to offer advice and explain the product range and applications in greater depth.

"In today's difficult economic climate, it is important for growers to look to ways of improving soil performance in sustainable ways, such as using environmentally-friendly materials to enhance the nutrient profile and conditioning of our soils," comments Rob Bolton, 4R Products Product Development Manager.

“Increasing yields to feed a rapidly-expanding population is a prime concern and will put ever-greater demands on our soils to perform consistently year in, year out. Our products aim to address these commercial and environmental requirements by offering low environmental impact, effective and sustainable solutions to these issues,” he adds.

For more information on 4R Products, contact 0800 0121 769 or email [info@4RProducts.co.uk](mailto:info@4RProducts.co.uk).

**ENDS**

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