



Spotlight on ... The Caledonian Tree Company

Success Stems From Strong Roots

and trees that prunes the roots and allows for better aeration. With a current workforce of six, the company's success has seen the business grow to include distributors in the UK, the US and throughout Europe with customers for the Air-Pot including the Eden Project in Cornwall.

Suzie Single, who founded the Company in 1990 with husband Jamie, is in no doubt that one of the reasons for the Air-Pot's success is its green credentials. "We have many customers in the UK for whom the environmental benefits of our Air-Pots are the most important factor. The Pots themselves are made from 100 per cent recycled HDPE, they are often removed before dispatch to be reused. They are then sent out wrapped in hessian and wire, resulting in no waste packaging whatsoever."

The Company has recently developed a relationship with Remade Scotland, who have been able to provide advice on procurement of recycled materials and have helped build strong contacts both with Councils and with other businesses. "The advice that we have received

from Remade has been extremely useful," said Suzie. "As well as advice on the plastics side, we have also been able to make use of Remade's knowledge of the composting sector as part of the Company's future plans."

Currently at trial stage, the Company's composting containers are made from the same perforated material as the Air-Pots and are being tested as receptacles for fish waste as well as domestic organic waste. "The move into composting seems like a natural progression," said Suzie. "As well as being produced from recycled plastic, additional benefits of our composting bins include easy assembly and superior natural aeration due to the perforations in the plastic, perfect for composting and reducing the need for turning. It's still early days but the trials are going well and the containers have received a good response."

For more information on The Caledonian Tree Company visit their website at www.superroots.com or call 01875 835360.



The Superroots Air-Pot in use at an Italian nursery

An innovative Edinburgh-based company has demonstrated that good business and sound environmental practice are not mutually exclusive, with the success of its growing pots made entirely from recycled plastic.

The Caledonian Tree Company uses only recycled material in the manufacturing of its Superroots Air-Pot, a growing container for plants