



*Keep on growing*

# news

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## Doff Portland wins Kings Award for International Trade

Doff Portland, one of the UK's largest manufacturers of garden care products and the sole UK manufacturer of slug pellets certified for organic growing, has been awarded the prestigious King's Award for International Trade, recognising outstanding short-term growth in overseas sales.

Supplying both the amateur and professional sectors in the UK and in Europe, the Nottinghamshire based company founded in 1946 employs 90 staff in the locality. Doff delivers consumer products through garden centres, wholesalers and national retailers. It is best known for its Doff, Power-Up and Green Fingers brands. With the awards acclaimed as the most prestigious business awards in the UK, Doff Portland is recognised for overseas sales growth of 300% over three years.

Doff Portland CEO, Ben Shapiro, attributes the company's overseas success to its significant investment in proprietary authorisations, and exclusive partnerships. Doff has extended its UK authorisations for slug control to over 15 EU countries. This has facilitated the export of a wider product range spanning biocides, herbicides, and insecticides.

"Navigating the hurdles of Brexit over recent years has been a challenge, but it's credit to the entire team and our suppliers that we've secured a portfolio of key authorisations and established ourselves in important EU markets with both retail and agricultural customers," he says.

"Doff Agriculture now has a leading position in professional slug control across Europe. Our innovation in this field ensures our retail customers are supplied with professional grade product certified for organic use," says Mr Shapiro. "In fact, we've recently been awarded 'best in market' recognition for our consumer product in France where there's a huge appetite for bio-control products."

Mr Shapiro also points to the company's expertise in slug control manufacture, continued innovation, and investment.

"Our team designed a high quality, rain-fast pellet – formulated for British weather using British wheat which is proving popular with farmers and consumers at home and in the EU," he says. "Our local sourcing of wheat and manufacturing methods means that our process has the lowest carbon footprint in the EU."



Kathryn, Head Gardener at Maggie's Manchester with Ben Shapiro CEO of Doff Portland and Robin Muir, Centre Head at Maggie's Manchester

## MAGGIES Cancer Support and DOFF PORTLAND

Doff Portland have teamed up with Maggie's Cancer Support to support the gardeners in the Maggie's gardens across the country.

Maggie's run centres across the country, located alongside NHS Hospitals, offering free expert care and support to cancer patients and their families. Doff are supporting Maggie's garden spaces that are integral to their care programme and respite environment. Doff have created a bespoke Seaweed range for Maggie's gardeners and are also donating a wide range of other gardening supplies, from bug control to plant fertilisers. Doff products will help with the maintenance of these outdoor spaces which are phenomenally important to visitors and their families. The charity will also become the company charity of choice, with Doff encouraging employees to work with Maggie's going forward.

"We are so grateful to Doff Portland for their very generous donation of products for our garden. The garden is a very important part of Maggie's and our gardener Kathryn and her team of volunteers work incredibly hard to maintain this beautiful space for our centre visitors. Thank you to all at Doff Portland for thinking of Maggie's and for helping to make a real difference in the community".  
 – Robin Muir, Centre Head.

Ben Shapiro, Doff Portland's CEO said " We are delighted to be able to support such an important cause. At Doff Portland, we appreciate the amazing work done by the Maggie's Charity, especially with their investment in garden spaces. We hope our contribution to this cause only helps to develop this further".



**Doff Portland's French slug control registration is awarded "best in class" by France's Leading consumer magazine.**

"60 million" is an independent consumer insight magazine in France, published since December 1970 by the National Consumer Institute (INC). The magazine prides itself on providing completely independent information without commercial advertising, promoting the fact that their conclusions are "based on real tests, the results help consumers choose wisely and no longer be fooled by false advertising!"



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