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## **Grab N' Grow Expands Operations and Retail Reach With New Lineup of Soils, Mulch**

**SANTA ROSA, April 5** – Grab N' Grow Soils Products, blending artisan soils and mulch in Sonoma County since 1960, is expanding its bulk and bag mulch and soils operations to reach consumers at retail outlets throughout the San Francisco Bay Area.

Springtime marketing puts a new face on the products Grab N' Grow creates and the customers it serves. The program, aimed at retail shelves in home improvement stores and nurseries, includes Grab N' Grow's signature Mango Mulch™ Organic Compost accompanied by two new products, Julious' Choice™ Potting Soil for small containers and Marlene's Magic™ Garden Mix (jpg attached) for backyard plots, planter boxes or wine barrels.

New brochures and an advertising campaign were created and launched to bring awareness to not only the products but also 53 participating retailers located in 29 cities throughout the Bay Area.

Kris Larcher, Grab N' Grow retail sales representative, said the three products in combination offer household potters and gardeners the soil ingredients professional growers have used to help to make Sonoma County famous for its food, wines and beauty since the Santa Rosa company was founded by Julious Gonsior in 1960.

“Our soils, mulch and compost are produced in Sonoma County for gardeners, farmers and grape growers who want to buy local and support a sustainable lifestyle and economy,” said Larcher. “We'll now be spreading that message and philosophy along with our quality products to consumers in the greater Bay Area.”

The product roll-out includes new and unique bag designs and images by Sebastopol artist Chris Witkowski that are consistent with the growing popularity of household gardening and eating nutritious food.

“They represent the beauty, good food and healthy lifestyles more and more of our customers are choosing for their families and children,” Larcher said.

The product roll-out is part of a 10-year plan by Grab N’ Grow’s parent company, Soiland Co., Inc., a leading Sonoma County construction, development, landscape supply and recycling company for 49 years.

Mark Soiland, President of Soiland Co., said Grab N’ Grow is a key element of the company’s plan to create a new Soiland business model that emphasizes recycling and the use of renewable resources for building, agricultural and landscape needs. Soiland also owns and operates Stony Point Rock Quarry on Stony Point Road in Cotati and Soils Plus on Stage Gulch Road in Sonoma.

“No business can hope to be successful if it fails to recognize that we have to embrace sustainable practices,” said Soiland. “That’s why we are turning our business upside down. A few years ago, recycling represented just 20 percent of our operation. Our goal is to change that to 80 percent.”

Soiland already recycles landscaping and yard waste, asphalt and concrete, ceramic fixtures like toilets and sinks, and asphalt roof shingles for uses historically reserved for rock. Its commitment to recycling produced a Sonoma County Business Environmental Alliance Best Practices Award in March for environmental practices and efforts to conserve natural resources and reduce the company’s carbon footprint.

In 2009 the company expanded its recycling business and emphasis on renewable materials when it purchased Grab N’ Grow which diverts 80,000 cubic yards of natural “green” waste from public landfills to produce hand-crafted soil, compost and mulch products that meet the unique needs of each of its gardening, landscaping and agricultural customers. To increase Grab N’ Grow’s manufacturing capacity, Soiland purchased a large mechanized screener which can turn as much as 150 yards of semi-finished product into high-quality finished products in an hour.

The company’s commitment to sustainable practices extends into the community with support for programs encouraging residents to grow their own produce and embrace water-wise, energy-efficient lifestyles. Grab N’ Grow is offering a 15 percent price discount through May 14 for participants in the second annual 350 Home and Garden Challenge scheduled May 14-15. It also is an official sponsor and supporter of Petaluma Bounty’s Community Farm, an educational garden for children and food resource for low income families, that uses Grab N’ Grow products.

“Folding our business practices into community-wide programs is key to building a sustainable economy and environment,” said Soiland.

The springtime marketing outreach includes three leading products:

Mango Mulch™ -- An OMRI listed organic fertilizer and soil conditioner in one that is already well known in the North Bay and available at many retail outlets. The Mango Mulch™ bag has a new “tomato” face reflecting the success it brings to Grab N’ Grow customers’ gardens.

Marlene's Magic™ -- A special mix for backyard gardens and planters that combines quality Sonoma County sandy loam with aged compost.

Julious' Choice™ -- One of the most popular Grab N’ Grow mixes named for the company founder, Julious Gonsior. It is designed for planting in small containers between 1 and 5 gallons to provide proper drainage. It is also suitable for containers up to about 18 gallons.

Grab N’ Grow continues to offer bulk and bag sales at its location at 2759 Llano Road off Highway 12 between Santa Rosa and Sebastopol as well as at select soil yards throughout the San Francisco Bay Area.

For more information, call 707-575-7275 or go to <http://www.grabngrowsoil.com/>. For a complete list of retail outlets that stock and sell Grab N’ Grow products go to <http://grabngrowsoil.com/localretailers.htm>



ABOUT SOILAND CO., INC. – Our family of companies produces rock, soil and compost for construction, landscape, garden and agricultural projects. What sets us apart is our commitment to preserve our environment and invest in the local economy. Many of the products we offer are manufactured using “upcycled” agricultural and construction materials from Sonoma County — making value from waste and turning recycling upside down. Family owned and operated since 1962, we currently serve our customers from three locations – Grab N’ Grow Soil Products, Soils Plus and Stony Point Rock Quarry. We believe our recycling efforts benefit our community today and will provide a more sustainable future for generations that follow.