

CASE STUDY: PENLAN PERENNIALS

Established in 1998, Penlan Perennials is small nursery and has been operating an online mail order business since 2003. From their modest 4.5 hectare smallholding they distribute around 30,000 plants per year to customers across the world including the National Trust and Royal Horticultural Society.

Grown peat-free and organically, many of their plants are native so they don't negatively impact on the environment. Biodegradable coir and fibre pots were tried but found to disintegrate due to the wet climate so plastic pots are used, cleaned and then reused. This enables them to be reused 9 or 10 times on average before they wear out and are sent for recycling.



For mail order plants are packaged by first rolling them in newspaper ends that are supplied by a local printing company, then they are wrapped in a biodegradable plastic sleeve and put in a recyclable cardboard box.

“There are many ways of improving your packaging and improving ways of moving your plants around – it’s easier to look at one or two things rather than trying to make changes across the board.”

Richard Cain, Owner

