

GREEN  
VELVET<sup>®</sup>  
LAWN SEED

# GRASS EXPERTS

Understanding our passion since 1904.



**GREEN  
VELVET<sup>®</sup>**  
LAWN SEED  
PREMIUM GRASS SEED

# GREEN WITH PRIDE

## Barenbrug Mission

*"Increase farming productivity to help feed the world and enhance the enjoyment of green spaces."*

### ALL ROUNDER



A great Multi-Purpose, everyday lawn for the rough and tumble of family use while giving a quality and attractive appearance.

### SHADY ONE



A high quality grass seed mixture that is specifically formulated to create an excellent lawn in shady places.

### ACTION HERO



A hard wearing grass seed mixture that contains tough wearing grasses which is ideal for playing areas with high traffic.

### PERFECTIONIST



A fine and luxury traditional grass seed mixture delivering a superior, quality result for a lawn with a wow factor.

#### The range

Sizing options:  
Cartons (15m<sup>2</sup>),  
Pouches (50m<sup>2</sup>),  
10kg Bags (285m<sup>2</sup>),  
20kg Bags (570m<sup>2</sup>)



**Green with pride. Not envy. The premium lawn seed from Barenbrug is now available.**

GREEN VELVET<sup>®</sup> Lawn Seed is produced by Barenbrug UK who have been breeding grass seed varieties for every possible application for over 100 years.

This experience and specialist knowledge means that when you buy GREEN VELVET<sup>®</sup> Lawn Seed mixtures you can be confident you are buying the very best.

- Proven science underneath
- Over 2,000 hectares of UK grass seed production
- Over 100 years' experience in grass breeding
- Helping greenkeepers and groundsman in golf, football and landscaping
- Helping farmers in agriculture

**GREEN VELVET<sup>®</sup> Lawn Seed Pack Sizes:** 15 sqm carton | 50 sqm pouch | 10kg bag | 20kg bag

# ABOUT US

Barenbrug - grass experts since 1904



 ROYAL BARENBRUG GROUP

**A leading grass seed developer, breeder and grower for amenity and agriculture. Supporting British Farming and Managers of Green Spaces.**

Established in the UK in 1983, Barenbrug is now recognised as a leading grass seed breeder and grower in the UK, producing and distributing more than 4,500 tonnes of UK clean, certified, and quality grass seed each year for both amenity and agriculture.

The Barenbrug name has been synonymous with innovative UK grass seed solutions and is raising the standard in the research and breeding of agriculture and amenity grasses in the UK. As part of the wider Barenbrug Group, grass experts since 1904, our research network across the globe and UK trial both agriculture and amenity varieties and mixtures, providing a solid testing ground for our solutions and drawing on knowledge and expertise from across the world.



**Developing grasses: that's what we do. We never rest in our search for innovation, nor our commitment to total product satisfaction – investing in new technologies and new partnerships, always looking for the bold new ideas.**

Every day, more than 110 Barenbrug R&D experts get up in the morning with one goal: to offer our customers a foundation for opportunities. We have research facilities in all the important climate zones. We're able to match excellent breeding and research with the skills of strong partners in the field, providing knowledge and original solutions for local applications and local needs.

Our innovations are tested and supported by numerous official trials, often in partnership with independent organisations such as the Sports Turf Research Institute (STRI) and AFBI. We reach top positions around the world on recommended variety lists for all applications. If we claim it, we can deliver it.

We love to see children play, farmers smile and athletes winning gold. So whether breeding grasses for utility, food production or sport, we've made breeding new and improved varieties of grass our core competence. It's the lifeblood of our business and the sole premise behind our brand.

You're probably already familiar with many of the Barenbrug innovations that originated within our R&D programme: RPR self-repairing ryegrass, Mow Saver, NutriFibre, SOS Super Over Seeding and Yellow Jacket seed enhancement. Interventions that provide our customers with maximum added value; interventions that work.

 **BARENBRUG**

# GRASS SEED QUALITY

Important facts to consider when buying grass seed.



## Not all grass is created equal...

In the UK there are two standards for grass seed - EC and HVS Standards.

All grass seed must be at EC Standards, but as the grass experts, we subscribe to a Higher Voluntary Standard. Not many companies do.

Species	Min Purity EC	Min Purity HVS	Min Germination
Perennial Ryegrass	96%	98%	80%
Red Fescue	90%	98%	75%
Smooth Stalked Meadowgrass	85%	98%	75%
Bent	90%	n/a	75%
Sheeps / Hard Fescue	85%	n/a	75%

### Impact on grass seed:

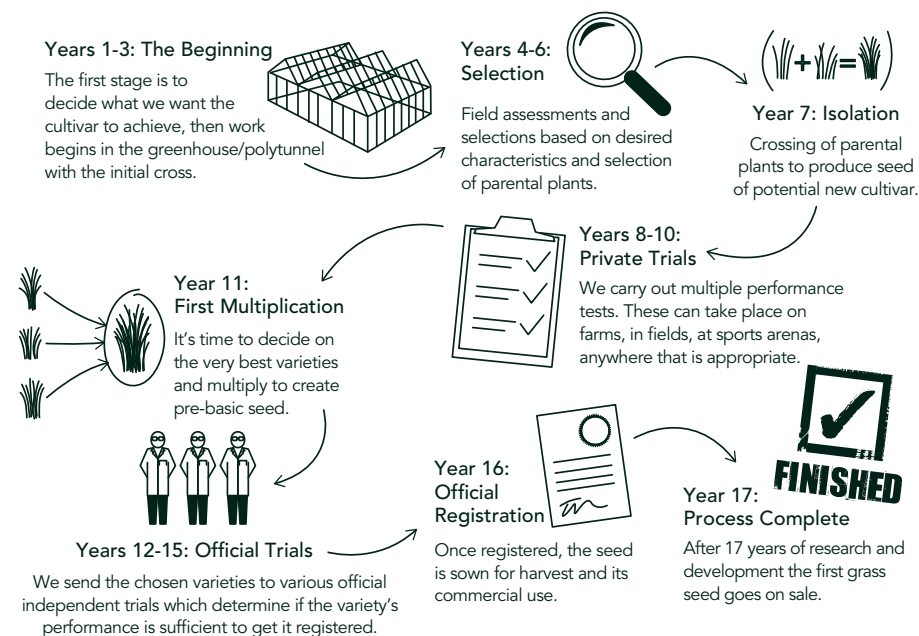
Based on our standard	525g carton
Barenbrug UK	468g pure live seed
EC	354g pure live seed

Using premium grass seed means more grass on the lawns for your customers - simple really.

## Coated seeds = greater results?

Many competitors also coat seeds. From our own and independent professional trials we have not found any products that offer significant agronomic benefits to our customers, apart from one wetting agent product called Yellow Jacket, which was launched in the professional sport market in 2018.

Perennial Ryegrass	Per Kg	Seed Coating	Purity	Actual Weight of Seed	Min. Germination	Pure Live Seed
Barenbrug UK	1kg	0	98%	980g	90%	882g
EC Standards (powder coat)	1kg	20%	96%	768g	80%	614g
EC Standards (clay cost)	1kg	50%	96%	480g	80%	384g



# THE ALL ROUNDER

A great multi-purpose, everyday grass seed that will deliver a lawned area for the rough and tumble of everyday use while giving a quality and attractive appearance



All Landscaping



Quality Lawns



Everyday Lawns



Parks, Housing, Industrial



Embankments



Caravan Parks



Tourism



Heavy Traffic

## Key Features

- A great grass seed for areas of grass that get everyday use
- Rapid germination and establishment from the perennial ryegrass grass seed
- Withstands heavy foot traffic and wear
- Ideal to create a lawn or landscape area which looks good and can be used by everyone
- Attractive appearance
- Will produce a very fine leaved and dense lawn
- Rapid stabilisation for embankments

Pack Sizes	Contents
525g carton	60% Perennial Ryegrass
1.75kg pouch	40% Strong Creeping Red Fescue
10kg bag	
20kg bag	



# THE SHADY ONE

A high quality grass seed mixture that is specifically formulated to create an excellent lawn in shady places



Parks, Housing, Industrial



Embankments



Road Verges



Tourism



Shaded Areas



Conservation



Low Maintenance



Light Traffic

## Key Features

- Shade tolerant grass seed
- Ideal for areas under full or partial shade
- Designed to perform under tree canopies
- Works near fences, under obstacles (such as trampolines etc) or anywhere the sun doesn't get to but you want grass coverage
- Improved tolerance to common diseases
- Good tolerance to drought

Pack Sizes	Contents
525g carton	20% Slender Creeping Red Fescue
1.75kg pouch	20% Strong Creeping Red Fescue
10kg bag	20% Hard Fescue
20kg bag	40% Perennial Ryegrass



# THE ACTION HERO

A hard wearing grass seed mixture that contains tough wearing grasses which is ideal for playing areas with high traffic



All Landscaping



Everyday Lawns



Parks, Housing, Industrial



Playing Fields



Heavy Traffic

## Key Features

- High levels of perennial ryegrass in this mixture give it substantial ability to withstand wear and tear
- Ideally suited to parks and landscaped areas with a lot of traffic and wear
- Would also be ideal for playing areas and sports fields
- Hard wearing ryegrass specifically chosen for the job
- Gives an attractive lawn that's extremely tough

Pack Sizes	Contents
525g carton	80% Perennial Ryegrass
1.75kg pouch	20% Strong Creeping Red Fescue
10kg bag	
20kg bag	



# THE PERFECTIONIST

A fine and luxury traditional grass seed mixture delivering a superior, quality result for a lawn with a wow factor



All Landscaping



Quality Lawns



Water Surrounds



Embankments



Tourism



Low Maintenance



Light Traffic

## Key Features

- Non-ryegrass and fescue blend for exceptional golf-green type quality
- Luxurious, quality look for areas with lower levels of traffic and wear
- A very fine leaved and dense lawn
- High quality and beautiful looking lawn from this premium grass seed
- Improved tolerance to common diseases
- Ideal for the traditional ornamental lawn in professional landscaped areas

Pack Sizes	Contents
450g carton	30% Slender Creeping Red Fescue
1.5kg pouch	40% Strong Creeping Red Fescue
10kg bag	
20kg bag	30% Chewings Fescue



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