

GREEN
VELVET[®]
LAWN SEED

GRASS EXPERTS

Understanding our passion since 1904.



GREEN VELVET[®] LAWN SEED

PREMIUM GRASS SEED

The range

Sizing options: Cartons (15sqm), Pouches (50sqm),
10kg (285sqm), 20kg (570sqm)

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.

MOW SAVER



A unique grass mixture that establishes fast AND requires less mowing. As simple as that.

EASY FIXER

Patching product - ideal for special promotions and extending sales season



A revolutionary, one-step Quick Patch Repair Kit combining grass seed with coir compost and naturally occurring fertiliser. 1kg pouch (16 patches).

Green With Pride

Barenbrug Mission

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

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

GREEN VELVET® 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® 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® Lawn Seed Pack Sizes: 15 sqm carton | 50 sqm pouch | 10kg bag | 20kg bag

Barenbrug - grass experts since 1904



Barenbrug is one of the UK's largest grass seed producers – breeding varieties for every possible forage and turf application, and distributing more than 4,500 tonnes of seed each year to agricultural, equestrian, amenity and residential markets.

Part of the Royal Barenbrug Group, the company was founded in the Netherlands in 1904 and operates in 16 countries worldwide. With proprietary plant breeding and production technologies, Barenbrug works closely with academic institutes, customers and the international research community to develop improved grass seed varieties.

Barenbrug's portfolio includes grass varieties and mixtures that offer improved yield, disease resistance, drought tolerance, palatability, nitrogen efficiency, winter survival, rumen stimulation, protein production, cool-temperature germination, and rapid recovery from damage.

Barenbrug's UK headquarters are in Bury St Edmunds, Suffolk with additional regional centres in Falkirk, Scotland and Loughgall, Northern Ireland plus trials sites throughout the UK. The company has ISO9001 certification plus Soil Association accreditation for its organic varieties.

GRASS SEED

Important facts to consider



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.

ED QUALITY

der when buying grass seed.

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 will be 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

Years 1-3: The Beginning

The first stage is to decide what we want the cultivar to achieve, then work begins in the greenhouse/polytunnel with the initial cross.



Years 4-6: Selection

Field assessments and selections based on desired characteristics and selection of parental plants.



Year 7: Isolation

Crossing of parental plants to produce seed of potential new cultivar.



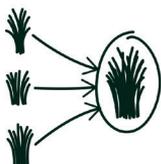
Years 12-15: Official Trials

We send the chosen varieties to various official independent trials which determine if the variety's performance is sufficient to get it registered.



Years 8-10: Private Trials

We carry out multiple performance tests. These can take place on farms, in fields, at sports arenas, anywhere that is appropriate.



Year 11: First Multiplication

It's time to decide on the very best varieties and multiply to create pre-basic seed.

Year 16: Official Registration

Once registered, the seed is sown for harvest and it's commercial use.



Year 17: Process Complete

After 17 years of research and development the first grass seed goes on sale.



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
15 sqm carton	60% PRG
50 sqm pouch	40% Strong 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
15 sqm carton	30% PRG
50 sqm pouch	20% Slender Fescue
10kg bag	30% Strong Fescue
20kg bag	20% Hard Fescue



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
15 sqm carton	80% PRG
50 sqm pouch	20% Strong 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, fescue and bent 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
15 sqm carton	40% Strong Fescue
50 sqm pouch	30% Chewings Fescue
10kg bag	30% Slender Fescue
20kg bag	



THE EASY FIXER

A revolutionary, one-step **Quick Patch Repair Kit** combining grass seed with coir compost and naturally occurring fertiliser

Key Features

- We start with premium grass seed and add the perfect amount of natural fertiliser and an absorbent growing medium that protects the seeds while keeping them moist
- Contains twice the grass seed of the leading brand (remember that's the end aim and result of this product – grass seed and a healthy lawn)
- The Fixer has naturally occurring fertiliser (worm castings, which offer: inhibits plant diseases, stimulates plant growth, reduces soil erosion and compaction)
- It is a pure form of sustained-release plant food and promotes a strong, health root system
- This is not just coir, it's everything the grass seed needs to perform perfectly



Pack Sizes

Fixes 15 patches
(patches approx. 50cm in diameter)

Contents

85% Coir
15% PRG

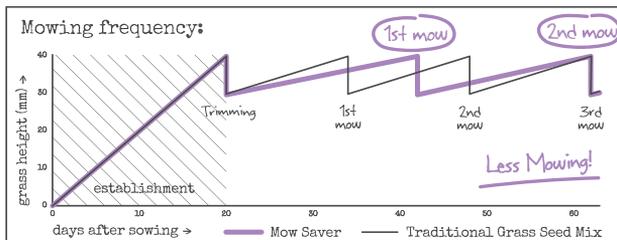


THE MOW SAVER

A unique grass mixture that establishes fast AND requires less mowing. As simple as that

Key Features

- Thanks to rapidly-germinating properties of the varieties selected in this mixture, fast establishment of a new lawn is possible
- On top of that, a lower growth height and a slower regrowth (after cutting) also means mowing frequency is reduced. So you really do get the best of both worlds
- Fewer mowing sessions also means a lower cumulative clipping weight, saving you time and money



Slow Growing (Mow Saver) ← → Fast Growing (Traditional)

Features at a glance:

Establishment		Drought resistance	
Growth rate		Thatch buildup	
Disease resistance		Fertiliser needs	

Pack Sizes
15 sqm carton
50 sqm pouch
10kg bag
20kg bag

Contents
50% PRG
35% Slender Fescue
15% Chewing Fescue

Need more help?



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