



It will come as a shock to no one that **sustainability and wellbeing is at the top of consumers' agendas**, now more than ever. Whether they're looking to help their local wildlife or seeking solutions for their pets, sustainability is making its way into customers' homes and gardens; and fast!

The stories I've picked for this week's newsletter reflect this, and will hopefully **help you to make purchasing decisions in line with your customers' sustainable ambitions.**

There's no doubt that we've been outside in our gardens a lot more over the last few months, and we want to continue to discover the biggest trends in gardening and outdoor entertainment that have been rising to the top throughout the lockdown period. **We'd love to hear what you've been up to during the spring and summer months.** That's why I've also included our [short survey](#) for you to share what you've been up to in your garden over the last few months!

Lastly, we're still running our **expert business webinars with our training partner SocialB**, so don't forget to register and tune in.



Happy reading!

Emma Wilder
Content Editor

Latest News

How can you help your customers create wildlife havens in their own gardens?

[READ MORE](#)





Sustainability's creeping up the consumer agenda where pet products are concerned...

[READ MORE](#)

We'd love to hear what you've been up to in your garden. Take part in our short survey to let us know!


[TAKE THE SURVEY](#)



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Virtually source from Zhejiang

Join virtual chats and find manufacturers in Home & Living and Houseware & Kitchenware next week, 13-17 July. Discover the magic of bamboo products and be inspired by creative designs.



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Webinars

#StayingSocial

New Launch: #StayingSocial series

Over the next 5 weeks every **Wednesday at 11am**, our training partner SocialB will host a series of practical and interactive online sessions on how you can get the most out of your social media and online engagement. **Register via the link below** and don't forget to submit any questions you would like covered during the session.




15 July – Email marketing – are you missing a trick?
21 July – Reflect, rethink reset
23 July – How garden centres can adapt to a sustainable and successful long-term online strategy?

[Register Now >](#)



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