

Pioneering coir in the UK: SALIKE's journey

Since our inception Salike® has been at the forefront of revolutionising the UK's gardening industry with coir products. Introducing UK's largest coir range

LONDON, UNITED KINGDOM, January 21, 2025 /EINPresswire.com/ -- Having been at the forefront of revolutionising the UK's gardening industry with coir-based products since its inception in 2015, Salike® announced new additions to its innovative range. With a range of new composts, and other accessories for growers set to be introduced to the market this year, Salike® continues to lead with impact providing pioneering solutions for sustainable growing and gardening.

Salike®'s journey began with a vision: to bring the benefits of coir—an eco-friendly, sustainable alternative to peat—to UK gardeners. The company recognised the potential of this versatile material to transform gardening practices, offering superior water retention, aeration, and a long-lasting solution to environmental concerns. Pivotal in its journey was introducing UK's largest coir range through its e-commerce brand and online shop in 2020, www.coirproducts.co.uk.

The company's dedication to researching and sourcing the best coir, coupled with a deep focus on customer needs, has helped it build a reputation as a trustworthy, industry-leading brand.

Invaluable to Salike®'s success has been the knowledge of its stakeholders, who have been in the industry for decades prior to that. Having mainly supplied coir-based products to customers around the world in bulk or by container-load, the company's founder saw an urgent gap in the market, where there was little awareness of the diverse range of coir product varieties available for the consumer.



The graphic features the Salike® logo at the top right. Below it, the title "PIONEERING COIR IN THE UK: SALIKE'S JOURNEY" is displayed. A paragraph of text describes the company's mission and online presence. The central image shows a variety of coir products including bags of "COIR" and "COIR Plus", stacks of coir bricks, and a "HAPPY" doormat. To the right, a circular inset shows a field of coir. At the bottom right, two circular logos certify "CARBON NEUTRAL" and "100% BIODEGRADABLE". The website "WWW.SALIKE.CO.UK" is listed at the bottom.

Coir manufacture

Since then, having built the UK's largest coir portfolio through its online shop, CoirProducts.co.uk, Salike® has continued to set new standards in this rapidly growing industry. Bringing never-before-seen coir product varieties to retailers, garden centres, nursery, farmers, as well as individual growers across the country, Salike® continues to serve its customers with purpose.

From the very beginning, Coir Products by Salike® was designed to be more than just a business. It was built on the principle of sustainability, aiming to provide an environmentally friendly alternative to peat-based products while supporting growers with high-quality materials that enhance their gardening experience. This commitment to sustainability has driven the company's innovation, from offering well-known products crafted out of coconut husk to developing a comprehensive product range tailored to the diverse needs of the horticultural and erosion control sectors. While some competitors entered the market, CoirProducts by Salike® continued to set trends and lead through innovation.

A further defining moment in its journey came with the launch of its Coir Vital Grow® Potting Mix, a product that combines coir with the best plant-growing technology available. As the market for coir-based products grew, CoirProducts by Salike® have stayed true to its commitment to quality and sustainability, never compromising on the values that made it pioneers in the first place.

Salike® is proud to have built a diverse portfolio of coir-based products that cater to a wide range of gardening needs, from orchids to vegetables, while staying true to its mission of supporting a sustainable future. The superior quality and eco-friendly nature of its products has made Salike® a go-to choice for businesses and consumers looking for ethical, high-performance gardening solutions. Looking back, Salike® is grateful to its loyal customers and partners, with their belief in the company's products helping to solidify its reputation as a leading provider of coir-based products in the UK.

Salike®'s story is one of community, innovation, and a steadfast commitment to creating a more sustainable world through gardening. As the company enters a milestone year in 2025, Salike® remains committed to being the brand that sets the bar for others to follow—not as a follower, but as a leader in coir innovation.

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Salike

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