



Case Study

TerraCottem® Australia

TerraCottem® is a leading soil conditioning technology developed by the University of Ghent and designed to produce results in poor soils where water is limited. It originated as a joint venture with the aim of growing crops in third world countries, which are typically areas characterised by disturbed soil profiles and irregular landfall patterns. Hundreds of different fertilisers, biological stimulants and water holding products were tested in an attempt to establish plants in these harsh environments, but it was quickly discovered that a vast majority of the products were inefficient for horticulture. Due to this gap in the industry, 25 years of research and development transpired, ultimately producing a soil conditioning technology that was able to significantly fast-track plant establishment to help bring

life to depleted ecosystems. Over the years, the soil conditioner has advanced along with technology, and the product is now utilised worldwide by horticultural experts in a wide range of settings.

TerraCottem® has been working with Smart Approved WaterMark since 2005 to differentiate its products as water efficient in the horticulture industry. National Manager, Tarrant Baguley, described the value that the Mark provides TerraCottem®. **“Applying to Smart Approved WaterMark provides us with differentiation from other technologies in the marketplace,”** Tarrant said. **“It’s some form of accreditation that shows we’ve actually put our money where our mouth is while other products in the marketplace haven’t,”** he added.



Products Approved by Smart WaterMark



TerraCottem® Universal

As the original TerraCottem® soil conditioner, TerraCottem® Universal was launched 23 years ago to stimulate biomass production and plant growth. Since then, it has evolved with advancing technology to comprise polymers, fertiliser and carrier material of superior performance. These improved components result in further root enhancement and plant growth, ultimately improving water and nutrient retention capacity as well as performance of the growing media. TerraCottem® Universal is employed in applications such as trees, shrubs, revegetation, annuals, perennials, roof gardens, horticulture and potting soils.



TerraCottem® Turf

TerraCottem® Turf is based on the original TerraCottem® principle, but incorporates an additional component called Zeolite, which is a 100% natural volcanic mineral. This mineral effectively strengthens soil fertility and water retention, enabling swifter grass establishment and enhanced plant growth. TerraCottem® Turf also includes turf specific fertiliser and humic acids, which further increase water retention capacity and result in superior soil structure and microbiological activity. The product is highly effective in improving the quality of turf, seeded grass and sprigs.

Water Savings

Due to moisture retaining technologies and long-term soil quality improvements, both TerraCottem® Universal and TerraCottem® Turf enable plants to better utilise available water, ultimately reducing the amount of water required. An independent report on water savings by TerraCottem® revealed a 60% reduction in irrigation volume when utilising the soil conditioner.



Spotlight

Tarrant Baguley, National Manager

As National Manager, Tarrant works with industry clients such as Councils, Landscape Architects and Contractors to help build healthy, resilient, well performing and water efficient landscapes throughout Australia, New Zealand and Singapore. Born into the life of a family-owned production nursery, Tarrant's passion for the outdoors originated the day he was born. He believes that working at TerraCottem® has allowed him to not only deliver beautiful parks, streetscapes and sporting fields to communities, but enabled him to do so in a water efficient manner, providing a win-win.