

MEDIA RELEASE

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TurfBreed varieties rolling into Bunnings NSW/ACT

TurfBreed growers are now selling Soft Leaf Buffalo turf into Bunnings Warehouse stores in New South Wales/ACT. Customers can now order their turf online at the Bunnings website and have their lawn delivered direct from paddock to home.

Managing Director, Steve Burt, said the move into Bunnings stores showed how popular TurfBreed varieties were in the marketplace, even when unbranded.

“While turf is already being sold at Bunnings, our point-of-difference is that we give customers the option to buy their turf online at the Bunnings website and have it delivered fresh to their address,” he explained.

Some of the Bunnings stores have opted to purchase pallets of turf where it’s sold direct to customers from the shop floor.

Mr Burt said the progressive marketing move was made to support TurfBreed’s grower network in growing profitable and more sustainable businesses.

A similar effort has been made in Queensland, and the program will be ready to roll out when the opportunity presents itself.

For more details or information, contact **TurfBreed Managing Director, Steve Burt**, at sburt@turbreed.com.au or **0419 007 398**.