

A man with glasses and a dark grey t-shirt is smiling in a greenhouse. He is surrounded by various colorful flowers, including yellow, red, and pink zinnias. The background shows the metal structure of the greenhouse.

**JAKOBSSONS**  
**HANDELSTRÄDGÅRD**  
**DELIVERING HIGH QUALITY PLANTS**

## JAKOBSSONS HANDELSTRÄDGÅRD

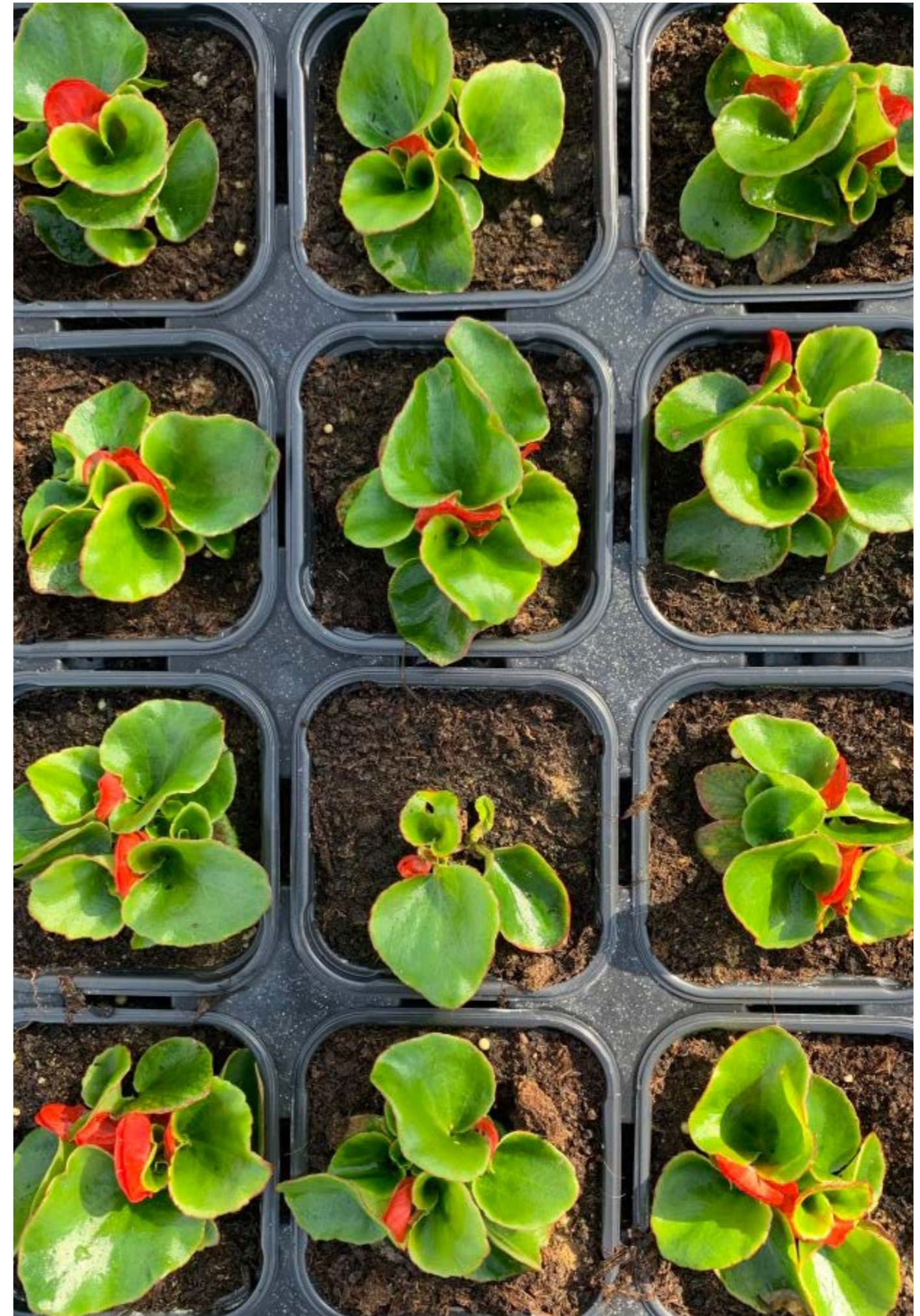
*Jakobssons Handelsträdgård is owned and operated by Peter and Susann Jakobsson. The trading garden is located in Ödåkra and was established in 1960*

Initially, it was Peter's grandfather and later his father who ran the business. Peter and Susann took over in 1989. The majority of sales are to public environments, but private customers are also welcome to shop. The trading garden is located near Helsingborg, and there is a high influx of private individuals buying tulips in the spring, continuing with summer flowers throughout the season.

For Peter, it is important to deliver plants of high quality, not only to satisfy the customer but also to exceed their expectations.



*Susann and Peter Jakobsson, Jakobssons handelsträdgård*





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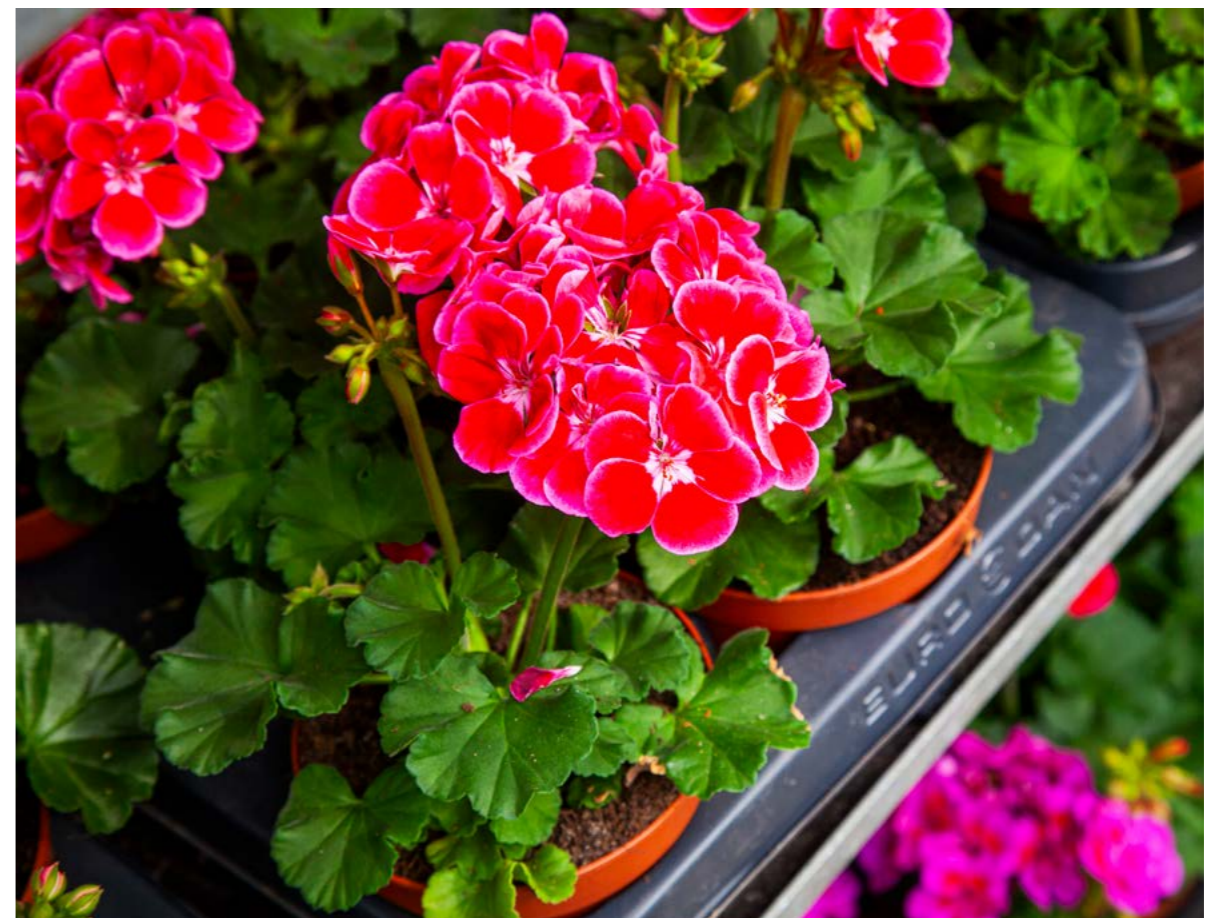


## GOOD SOLUTIONS FOR A WIDE ASSORTMENT

The production resources currently consist of 8,000 m<sup>2</sup> of greenhouse space and 15,000 m<sup>2</sup> for outdoor cultivation. In addition, there is a bulb cooling facility and a packing house. Peter works with three different substrate mixtures: one for pansies, one for summer flowers, and one for the bulbs. The cultivation substrate is supplied by Fagerhults Garden, a supplier Peter has stuck with for a long time. Important features of a cultivation substrate include being easy to moisten and retaining water, without shrinking when it becomes dry.

**THE CULTIVATION SUBSTRATE SHOULD BE EASY  
TO MOISTEN, RETAIN WATER, AND NOT SHRINK  
WHEN IT BECOMES DRY**

- Peter Jakobsson, owner of Jakobssons Handelsträdgård



## FAGERHULTS GARDEN

***Fagerhults Garden, located just outside Skånes Fagerhult, produces and delivers peat and cultivation substrate to a broad range of customers within the gardening sector.***

Among Fagerhults Garden's customers you find growers like Stefan Jacobsson, but also nurseries, municipalities, cemetery administrations, trading gardens, and landscapers. Fagerhults Garden is operated by four co-owners, of whom Henrik Johansson is the CEO and one of the co-owners

## BARA CLAY IMPROVES WATER ABSORPTION AND NUTRIENT BUFFERING IN THE SUBSTRATE

***"For a long time, we have been supplying cultivation substrate to Jakobssons Handelsträdgård. Adding Bara Clay has been a natural choice, not only for Peter's substrates but also for other customers. We add Bara Clay to improve water absorption and nutrient buffering in the substrate. These are two important properties that positively influence the cultivation results".***

- Henrik Johanson CEO and partner at Fagerhults Garden



Henrik Johanson CEO and partner at Fagerhults Garden



**WE ADD BARA CLAY TO IMPROVE WATER  
ABSORPTION AND NUTRIENT BUFFERING  
IN THE SUBSTRATE**



#### FAKTA

#### GROWER

Jakobssons Handelsträdgård

#### LOCATION

Ödåkra, Sweden

#### SUBSTRATE MANUFACTURER

Fagerhults Garden

#### PRODUCTS

Bara Clay

#### PHOTO CREDITS

Bara Mineraler & Erika Wallin

*The unique and natural properties of Bara Clay form the basis for a high-performance clay additive in cultivation substrates. It is used by substrate producers and growers worldwide.*

- GOOD WETTING PROPERTIES AND WATER ABSORPTION (WOK)
- HIGH CATION EXCHANGE CAPACITY (CEC)
- HIGH ANION EXCHANGE CAPACITY (AEC)
- EFFECTIVE METHOD FOR NUTRIENT BUFFERING
- A SOURCE OF TRACE AND MICRO ELEMENTS
- GENUINE CLAY MINERALS
- CERTIFIED CLAY



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**BARA**  
MINERALER