



Press Release
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Charity benefits from donation of innovative horticultural film

A progressive charity which employs horticulture as a technique in helping people to overcome life-controlling addictions has benefitted from a donation by a kind hearted manufacturer.

bpi.visqueen horticultural products - the UK's only large-scale manufacturer of horticultural films - has supplied a number of rolls of its Politherm product for use by the Gilead Foundations at the charity's organic farm near Okehampton in Devon.

Founded in 1988, Gilead Foundations offers residential rehabilitation to people addicted to drugs, alcohol and gambling as well as to those suffering from eating disorders. The charity has developed a working community at the farm where its clients can detox, benefit from therapy and build self-esteem through contributing to the farm's operations and by gaining qualifications.

Politherm, which combines long lasting condensation control and heat retention capabilities in one product, has a well deserved reputation for enabling early fruits, vegetables and salad crops to be grown in large yields.

Its use of propriety film technology ensures water condenses on Politherm in a way that allows up to 25% more light to reach the plants whilst reducing the risk of water droplets forming and falling onto the crop below. As these droplets can encourage the spread of fungal diseases, Politherm is ideal for organic growers as it performs a similar function to some disease controlling chemicals.

Commenting on the donation, Roy McAdoo, Commercial Director at bpi.visqueen horticultural products, said: "bpi.visqueen horticultural products has a strong commitment to being an ethical, environmentally aware and socially responsible manufacturer. We chose to support Gilead Foundations with a product donation in recognition of their invaluable work and the important part they play in helping to turn people's lives around."

He continues: "Politherm helps maintain disease-free crops and should also contribute to reduced heating costs because of its heat retention properties."

Joanna Drew, Public Relations Administrator from Gilead Foundations, added: “As a charity the Gilead Foundations has limited funds to work with and the support of both private and corporate benefactors is crucial to our continued success. We’re delighted with the donation made by bpi.visqueen horticultural products and especially considering Politherm is a particularly innovative and high performing film. We would like to thank bpi.visqueen horticultural products for their generosity.”

More information about the bpi.visqueen horticultural products and its range can be found at www.bpiagri.com

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IMAGES: Gilead farmhouse.jpg & Visqueen Polytunnel.jpg

CAPTION: **Encouraging personal growth.** bpi.visqueen horticultural products has donated film to rehabilitation charity Gilead Foundations.

For more information please contact Wayne Mohammed at [Precision](mailto:wayne@precision-online.co.uk) on 07931 586 334 or wayne@precision-online.co.uk

Notes to Editors:

- bpi.visqueen is a division of British Polythene Industries plc - one of Europe’s leading manufacturers of polythene film, bags and sacks.
- bpi.visqueen manufactures a comprehensive range of products, including polytunnel films, polythene tunnel covers, greenhouse control films, specialist thermal and solar radiation control films, crop covers and mulch films, all designed to help the commercial grower create their own ‘climate for success’.
- bpi.visqueen’s products are used by vegetable, fruit and flower growers across the globe. Its product portfolio includes such well known brand names as Luminance, Luminal and Solatrol.
- To ensure its products continue to evolve and offer advanced capabilities, bpi.visqueen operates a sustained programme of investment into its business and into on-going research and development. The manufacturer also works closely with key research partners including the University of Lancaster and the University of Reading.
- The continuing success of British Polythene Industries has been formally acknowledged in a high profile survey. The business achieved 40th place out of 236 companies in a league table of ‘Britain’s Most Admired Companies’ published by Management Today in association with Accenture. Importantly, BPI attained second place in the Paper & Packaging sector.