



# MeadowMat

WILD FLOWER MATTING

Restoring the eco-balance –  
before it's too late!

**Industry and technology make our lives easier and more comfortable. But cutting-edge science is now revealing the true cost of exploiting our natural environment. Everyone now agrees that we need to balance our own needs with nature's - before it's too late.**

Today you don't have to be an environmentalist to support biodiversity. Everything from the climate to medicine, agriculture to biotechnology eventually depends on nature. And it all demands balance – *eco-balance* – not just to sustain life in the future but to reveal the true miracles of nature before they're lost for ever. Fortunately, because the natural world is one enormous interlinked system, even the smallest local action can make a difference!

## Welcome to your local wildlife reserve!

Alongside a busy A-road heading into town is a plain-looking strip of grass verge. At a glance from a speeding car it seems just to contain rough grass. Step out of the car, however, take a closer look and you might be amazed. There are several different species of grass, some with thicker leaves close to the ground, others arching upwards to wave their long narrow flower heads in the breeze. Amongst the grasses are many other plants, clover, oxeye daisy, birdsfoot trefoil, wild carrot, campions, yarrow, sometimes even orchids, all native UK wild flowers. Some are in flower, some are still budding while others are already sporting intricate seed heads. Up close these plants are as complex and beautiful as anything you might find in a garden. And ALL play their own crucial roles in preserving a bustling – and vital – habitat.

Endangered beetles use this stretch of verge as a 'corridor' between habitats, somewhere to feed and mate. Certain birds feed here just as much as in neighbouring fields. Butterflies and bees gorge on the flower nectar. Voles and field-mice feast on the grubs in the top layer of the

## We're here to help you

We're not just passionate about restoring Britain's essential wild flower meadows; we're dedicated to helping YOU to do it too. So we can provide advice on:

- Type of Meadowmat
- The best location
- Size and shape of meadow
- Installation
- Simple maintenance
- Trouble shooting

So, call us NOW and let's get planning! Alternatively, visit the website to learn more about the different types of Meadowmat and the easy installation and maintenance.

[www.meadowmat.com](http://www.meadowmat.com)  
**0800 061 2653**

soil. Blackbirds and hedgehogs share out the day-shift and night-shift digging for earthworms. In this single, simple stretch of verge there is at least as much wildlife as in the average garden! And each bug, grub, mammal, bird and plant depends on the others. Remove one, damage the balance, and something will lose out. Eventually it is us who lose out; crop pollination, rain drainage, natural pest control – all these and more suffer.

So you see, it is not just local beauty spots, ancient copses and areas of special scientific interest that need protection. All around us there are rural and urban micro-habitats that play a vital role in maintaining the balance of nature. It's just that we don't know some of them are there, and so we don't notice their decline until it's too late. Or sometimes we try to force nature to go where it simply doesn't want to. We can't destroy whole habitats and then expect healthy populations of pest-eating toads, lacewings and ladybirds to thrive exactly where we do want them.

**The answer is to re-establish some of the 98% of wildflower meadow that has been lost since World War 2.** But we can't 'un-build' towns, cities, motorways, railways, etc. and that's exactly why we have devised Meadowmat. Everyone with a garden or even just a small yard has the space to create just a small natural habitat. It doesn't require you to sacrifice anything, just to appreciate the different, more natural beauty of a wild flower habitat and make a little room for it. And when you discover how incredibly easy it is to maintain – well, you might even decide to expand it!

## Carefully-selected indigenous wild flowers

The plants contained within Meadowmat are very carefully chosen to provide a natural balance that supports wildlife whilst avoiding competition between the plants. The Royal Horticultural Society (RHS) has approved Meadowmat under its 'Perfect for Pollinators' scheme. And ALL plants are native to the UK.

## Instant wildflower meadow

Without Meadowmat, a wildflower meadow is surprisingly difficult to create. Selecting seeds is tricky and getting good germination almost impossible. And weeds and grasses soon take over, leaving you with the dull green spaces we see everywhere. Meadowmat couldn't be simple to install and its structure and composition ensures a balanced and sustainable area of natural meadow, year after year.

## Maximum pleasure from minimal maintenance

One of the joys of a wild meadow is that it is constantly changing; not just season by season but year on year influenced by the weather and local fauna. And with as little as ONE cut each year, maintenance couldn't be easier (good for cutting back on CO2 as well!).

## Meadows in unusual places

At Q-Lawns we have pioneered the 'garden-on-a-roll' concept – and with it, have opened up all kinds of new and unusual opportunities for landscaping on a miniature scale:

- House frontage
- Decorative grave planting
- Pub gardens
- Devon hedges
- Wildlife areas for schools and workplaces

BENEFITS

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