

The Espoma Company

After seven decades in business, almost everything that could change has changed. Our product line has expanded tremendously. Our geographic distribution has grown enormously. And, of course, automation has significantly changed the way we manufacture our products. But through four generations of family ownership and management, the core principle that has guided Espoma has remained steadfastly the same: Develop the safest, most effective gardening products from the finest natural ingredients available.

The Espoma Company began production in 1929 with its first plant food called Espoma Organic. The product was a proprietary blend of natural materials available near the company's location in Millville, NJ. These ingredients were blended and bagged in a small wooden building using shovels, wheelbarrows, scales and the sweat of employees' backs. With product in hand, founder H.G. Sanders set out on the road selling to nurseries and landscapers in the New York, Philadelphia and Washington D.C. markets.

The Company survived the Depression years this way, but growth was slow and the work was hard. It was not until the late 1940's that H.G. would create the Company's number one selling product and change the face of Espoma forever. The product was Holly-tone.

Mr. Sanders, a charter member of the Holly Society of America, foresaw the need for a new type of plant food specifically designed for hollies and other acid-loving plants. After testing several formulations with local nurseries, he pioneered the development of the first organically balanced plant food formulated to fulfill the requirements of these types of plants. He called it "Holly-tone".

Today, Holly-tone is recognized by professional and amateur gardeners as the number one plant food for all acid-loving plants, including azaleas, camellias, rhododendron, and evergreens. In addition to this brand leader, Espoma now manufactures the largest selection of natural blends and single ingredient plant foods in the country. The Company's brands are well recognized and carried by virtually every major distributor and retailer in the eastern United States. The once modest operation in Millville, NJ has expanded over a dozen times to become a modern, state-of-the-art blending and packaging facility. And H.G. Sanders' great grandson has become the fourth generation of management to run the company.

Espoma takes great pride in its role as the leader in natural gardening solutions. As active members of the Garden Writers Association of America, the Lawn and Garden Marketing and Distribution Association, the Garden Centers of America, and the American Nursery and Landscape Association, Espoma has become the primary resource for educating consumers, retailers and garden writers on the benefits of utilizing natural gardening products. Espoma looks forward to continuing this tradition well into the 21st century and beyond.