

Rolawn turf stock handling advice

Rolawn®

Through our extensive experience of selling turf we have collated over 30 years of feedback to create the following advice for stockists.

Rolawn's unique patented Profresh® System provides significant benefits to Rolawn stockists, extending the shelf life of turf by two to three times.

When turf is delivered it will be cool to the touch both on the outside of the pallets but more importantly in the middle. As a result, we advise that the shelf life keeping potential can be maximised by keeping the pallet of turf together. If you have multiple pallets keep them stacked closely to each other. These two actions will help retain the chilled effect within the middle of the pallets. In other words, do not break the pallets down, this will allow the heat in and result in reduce shelf life.

Presentation

- Position your Rolawn turf prominently.
- Encourage all staff working in and around the turf to tidy up the display at frequent intervals.
- Neatly stacked even layers of well presented product are attractive to customers.
- Have a member of staff unroll one 'flap' of turf so that passing customers can see the colour and consistency.
- When all turf has been sold sweep the area clean ready to accept the next consignment.

Fresh product

- Aim to sell turf in its peak condition, which is as soon after arrival as possible, but ideally within 24 hours.
- Encourage customers to collect turf on the day stock is being delivered.
- Take orders and payment in advance wherever possible.
- Monitor the condition of display turf as it can change rapidly to a less than ideal appearance, especially when it is hot and humid.

To optimise stock

Do:

- ✓ Remove pre-sold stock from your delivery and keep it in a cool shaded place awaiting customer collection.
- ✓ Keep any back-up stock in a cool shaded place.
- ✓ Consider creating shade over turf stock if there is none.
- ✓ Ideally, find a windy corner in the shade as this is the ideal outdoor location for storing rolled up turf.

Do not:

- X Store inside a building unless the building is chilled.
- X Stand turf stock in direct sunlight.
- X Use a hosepipe or watering can on a pallet of turf.