

## **New director strengthens Japanese Knotweed Control's growth in the south**

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Landscape and Amenity Product Update  
Events 2011

### **Japanese Knotweed Control has appointed Dee Laverty as regional director for the south and south east and heading up its London office.**



Leading treatment specialists, Japanese Knotweed Control has appointed Dee Laverty (42) as regional director for the south and south east and heading up its London office.

The company's decision to open an office in the capital follows its continued success with a number of London borough councils as well as on treatment projects for high profile clients such as The Royal Parks at Regent's Park, Greenwich Park and Primrose Hill.

Camden-based Dee, who has a career background in horticulture and landscaping, took up her new position last month but has already worked closely with Japanese Knotweed Control to identify and address treatment opportunities across London and the South East.

A graduate in landscape architecture at Kingston University and a keen botanist, Dee went on to set up her own landscape company working primarily with local councils and housing associations. It was through this work that she first encountered the problem of Japanese Knotweed and other invasive weeds and the difficulty of finding reliable treatment solutions.

With most London borough councils only licensed to use glyphosate herbicide on knotweed treatment, many are reluctant to use spray treatment methods in urban areas because of the risk of drift spray, run-off or contamination. As a result, the stem injection system introduced by Japanese Knotweed Control has proved increasingly popular and its environmental benefits and proven effectiveness will be a key part of Dee's armoury alongside traditional methods such as excavation and root barrier treatments.

Commenting on her appointment joint managing director David Layland said: "Opening a London office has been a priority for some time as our business has continued to expand across the South East. In Dee we have recruited someone that not only has a keen interest in our industry and the environment but also has some excellent business contacts particularly in the public sector and we are delighted to have appointed her as regional director."