

## Buoyant JKC looks forward to new SALTEX era



Leading treatment specialist, Japanese Knotweed Control (JKC) bowed out of its final SALTEX appearance at Windsor, reflecting on yet another successful show but already looking forward to the start of a new era for the exhibition at the NEC next year.

JKC has exhibited at SALTEX for the past decade and seen a year on year increase in customer knowledge and awareness of invasive, non-native plant infestations. Where once visitors enquired what Japanese Knotweed was, and what damage it might cause, today they are much more savvy about the various treatment options available and considerations needed when choosing a reliable treatment partner.

This year's show once again attracted strong interest from the parks and amenities sector but local authorities and housing associations were also well represented and helped generate some exciting new business leads for JKC.

After exhibiting for the past ten years, JKC's Joint Managing Director, David Layland has nothing but positive feelings for Windsor but is equally looking forward to next year's show in Birmingham: "SALTEX has always provided an excellent annual platform for us to meet our customers and discuss knotweed issues face to face and historically it has always generated some good business. Looking forward to next year, however I firmly believe a more central venue will attract a new wave of exhibitors as well as a greater geographic spread of visitors."

"For the amenities sector generally, and certainly from our business's perspective where we're usually still busy with treatment

programmes in September, November is a much more convenient date for the show. We're certainly optimistic about the future of SALTEX and its continuation as a cornerstone of our annual marketing activity."

Japanese Knotweed Control

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