

Press Release

FOR IMMEDIATE RELEASE

DLF Seeds Ltd Brings the 'DLF Seed Lab' to BTME 2026 – A Hands-On Educational Experience for Turf Professionals

Harrogate, UK – January 2026 – DLF Seeds Ltd is set to inspire and educate visitors at this year's BTME exhibition with the launch of its interactive "DLF Seed Lab." Taking place from 20–22 January 2026 at the Harrogate Exhibition Centre, visitors can find the DLF team on Stand 124, Hall 1.

Building on the success of previous years, the DLF Seed Lab has been designed to complement DLF's Seed Identification Course at the Continue to Learn education programme. The stand will offer a unique, hands-on opportunity for greenkeepers, grounds staff, and turf professionals to deepen their understanding of turfgrass species and seed quality.

Visitors to the stand can explore:

- Examples of managed turf and spaced plants representing key turfgrass species
- Seed samples and identification displays highlighting the distinguishing characteristics of all major turfgrass types
- Live demonstrations showcasing the principles of seed quality and purity
- DLF's range of native and high-impact wildflower mixtures, designed to enhance biodiversity and visual impact
- Expert advice on the latest updates across DLF's market-leading professional seed ranges – including Johnsons Sports Seed, MM, and Masterline

To make the experience even more rewarding, attendees will have the chance to win prizes and gain valuable BASIS points throughout the event.

"BTME is always a key event in our calendar, bringing together the very best in turf management and innovation," said Derek Marriott-Smith, Amenity Sales and Marketing Manager at DLF Seeds Ltd. "With the DLF Seed Lab, we're excited to offer visitors a true hands-on learning experience that bridges the gap between theory and practice. Whether you're improving your seed ID skills, exploring our wildflower ranges, or discovering the latest advances in our seed technology, we look forward to welcoming everyone to the stand."

DLF Seeds Ltd invites all visitors to join the team on Stand 126 in Hall 1 to explore the DLF Seed Lab and learn more about the innovations driving the future of turfgrass and wildflower seed technology.

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Press Contact:

Derek Marriott-Smith

Amenity Sales and Marketing Manager

DLF Seeds Ltd

Tel: 01386 791102

Email: [dsmith@dlf.co.uk](mailto:dsmith@dlf.co.uk)

Website: [www.dlf.co.uk](http://www.dlf.co.uk)