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**FOR IMMEDIATE RELEASE**

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## **Gardenex, PetQuip and the CHA launch new initiative following Brexit trade deal**

Following the announcement of the UK-EU Trade & Cooperation Agreement (TCA) which has been reached by the UK and the European Union, Gardenex, PetQuip and the Commercial Horticultural Association have launched an initiative to help UK companies navigate their way around the new rules in 2021.

The three associations will be publishing a series of invaluable trade deal bulletins, designed to give member companies information about how to deal with life outside the EU.

Since the Brexit deal was announced on Christmas Eve, the team at the Federation of Garden and Leisure Manufacturers Ltd have been poring over the 1,250 plus pages of the official document to ensure members receive clear guidance on the route ahead.

The first UK/EU trade deal bulletin, containing details of the new arrangements and actions for exporters, has now been sent out to members ahead of the new trading arrangements which come into force on Friday, January 1.

The series of bulletins are part of a suite of invaluable information being provided to member companies. The combination of bulletins, industry updates, webinars and the online helpline is providing companies with valuable insights and practical support to help them protect and expand their international sales in a profitable manner following the UK's exit from the EU.

Amanda Sizer Barrett, Director General of the Federation, confirmed: "The last couple of years have seen huge challenges for UK businesses with the uncertainties of Brexit and the current coronavirus pandemic but Gardenex, PetQuip and the CHA are here to help.

"As members of our associations, companies can benefit from our help and support on all aspects of future exporting and we look forward to continuing to work with businesses to help them increase international sales.

"We are looking forward to supporting UK suppliers in the next months to navigate the outcome of the Brexit deal and to seize the undoubted international business opportunities that lie ahead."

**Please contact Gardenex, PetQuip or the CHA if you would like to benefit from membership of the associations or require any further advice and assistance on:**

Email: [info@gardenex.com](mailto:info@gardenex.com); [info@petquip.com](mailto:info@petquip.com); [info@cha-hort.com](mailto:info@cha-hort.com)

Websites: [www.gardenex.com](http://www.gardenex.com); [www.petquip.com](http://www.petquip.com); [www.cha-hort.com](http://www.cha-hort.com)

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