

**STAYIN’ ALIVE: HOW TO HELP YOUR HOUSEPLANTS THRIVE**



Plants are like people – and they need nurturing. However, so many factors can effect the longevity of your potted friends including temperature, surroundings, and maintenance myths.

You don’t have to be a plant nerd to know how to look after your greenery. As simple as it sounds, it is all too common to over-water them, which ensues in ‘foliage fear’ in plant owners. The solution? Just add ice.

Ice expert, [The Ice Co](https://www.theiceco.co.uk/), brings you five reasons why you should be using the humble ice cube as a plant-saver.

1. **Avoids over-watering**

To combat this, placing a few ice cubes in the soil of your plant will provide hydration as they gradually melt. This will give the soil enough time to absorb just enough water for its plant’s needs.

1. **It’s n(ice) and easy!**

We’re a generation of corner-cutters and sometimes, pouring water into a jug is just a step too much. Taking a few cubes out of the freezer to put in your plant pot, however, doesn’t get any easier – plus, the clean-up is a lot less!

1. **Enhances blooming**

The change of temperature from the ice actively promotes blooming – especially in plants such as orchids. Orchids require a change in temperature between night and day in order for them to bloom properly, so using ice does this efficiently.

1. **Say bye to leaks!**

Whether your plant lives in a pot, or a hanging basket, it will always be prone to leaking when watered. The water doesn’t sink down through to the soil as quickly, and if you’re worried about struggling to reach your hanging baskets to water them, ice cubes eliminate the possibility of creating a mess. Plus, gone are the days of water pooling at the bottom of the plant pot.

1. **Anyone can do it**

Picture this: you’re going on holiday, but you have to ask the neighbour to pop round every so often to check in and water the plants. If they’re not so into the plant life, embedding a few ice cubes into soil couldn’t be a simpler task. There’s no measuring, temperature checks, or real skill involved.

For more great tips on how you can utilise your ice cubes, head over to the website and check out The Ice Co’s [TikTok](https://www.tiktok.com/%40theiceco/video/7102059701558332678?is_copy_url=1&is_from_webapp=v1&lang=en).

**ENDS**

**Notes to Editors**

For all media enquires please contact the The Ice Co. press team on theiceco@hatchpr.co.uk or 0113 361 3600.

**About The Ice Co**

Established in 1860, The Ice Co is Europe’s leading ice manufacturer. The business produces its own ice from its UK factories and supplies retail, wholesale, foodservice, events, and food manufacturing, both in the UK and abroad. It has also won a string of awards, such as The Grocer’s SME of The Year Award 2020 and has held the title Frozen Food Manufacturer of the Year for two years running.

The Ice Co’s key product lines include Party Ice, Crushed Ice, Premium Ice, and Super Cubes - the super-sized slow melting ice cubes, made from spring water. For more information, please visit [www.theiceco.co.uk](http://www.theiceco.co.uk/).