INTEREST GROWING IN NURTURING A GARDEN INDOORS

Couple's moss-based business has taken off

Words by Karla Sinclair | Photos by Scott Baxter

ringing the peaceful gardening experience you love indoors can be achieved with ease. With the recent growing appeal of minimalistic spaces, there are many ways to achieve a wonderful garden in your home. And since Highland Moss sprouted up, plant lovers in the north-east are spoiled for choice when it comes to designing their indoor oasis. Based in Aberdeen, partners Pamela Adamiec and Craig Troup established Highland Moss – which sells a multitude of different plants, accessories and mosses - just three months ago. But already, the brand has received fantastic feedback based on its varied product portfolio and customer service. It was their shared passions for plants and business that pushed the duo to launch Highland Moss. Pamela said: "I grew up in the Polish countryside with a large garden, and the house was full of plants, too, so I have always been surrounded by nature. "My mum and grandma both showed me how to properly care for plants and since moving to Scotland, I have kept an indoor garden. This is





Craig Troup and Pamela Adamiec founded their Highland Moss business only three months ago

Craig added: "My experience is more business and technical related. I just finished my HND in software development at the beginning of summer and also have a degree in retail management.

"I worked as a property manager in St Martin in the Caribbean for some time, so I am familiar with many tropical plants. But Pamela is definitely the plant professional around here."

Pamela's extensive knowledge of herbs, flowers, shrubs and greenery intrigued Craig from the start. And once he realised just how enchanting they look – when cared for correctly – his interest only grew. "It all started after Pamela bought a new monstera plant and said she was going to make a moss pole,

"When she made it, I thought it looked beautiful and much better than the coconut fibre poles you see in garden centres

which I hadn't seen before," Craig said.

"I suggested we should sell them, so we made a few prototypes and they were an instant hit.

"Since then, we have set up our sustainable supply chain and expanded our product range to include all



kinds of extraordinary plants and accessories." Pamela added: "We sell a range of products made with fresh moss, from moss poles – available in any size up to 90cm when posted or 180cm for local orders – which provide support and encourage growth, to kokedama which house plants in a little moss planet.

"Our moss is available in either the classic brown or green shades. But there is also a very special natural pink moss available, which is very popular.

"We also grow and source rare and extraordinary plants such as string of hearts, dolphins and pearls, sensitive plants, succulents, hoyas, philodendrons, caladiums, geraniums, peperomia and many more. "Craig and I take a lot of care when making each product, as we won't sell anything we wouldn't display proudly ourselves.

"Whether we are selling a plant grown ourselves or something sourced, the pair of us check everything thoroughly. And whenever we receive an order of plants, they're given time to rest and tidied up, before we check the soil and repot if needed.

"This ensures our customers always receive healthy, happy plants."

Highland Moss has about 40 different plants for sale, but both Pamela and Craig have many more being grown and propagated.

Craig said: "I always listen to customers when buying in new stock, but mostly use my sense of judgment by asking myself if I would buy the plant. "We focus on the look and features of the plant, but also the quality, as well as checking every plant thoroughly. This means that a lot of customers keep coming back as they know our plants are unique, high-quality, healthy and happy."

As well as admiring the appearance of Highland Moss's desirable plants, Pamela and Craig love discussing the benefits they have on wellbeing. "Plants give a peace of mind and teach patience," Pamela said. "Some types can purify the air, but I think the most important aspect is how they add life and vibrancy to your home.

"Plants not only work in any indoor space, but specific plants will thrive in different locations. "For example, Boston fern will love humidity in the bathroom. However, for a bathroom with a small window, the snake plant will be a perfect choice.

"I'd also recommend placing a large monstera deliciosa in a living room with bright light. Or if you have some space in a sunny dining room, then a string of pearls in macrame would be a nice detail. "With that said, we are working on making easy care guides so that new plant owners can easily see how to care for their plant. And our plant clinic on Instagram is always open for questions."

With the firm growing, the dynamic pair are constantly on the go, looking for new ways to enhance their business.

Pamela said: "I'm mostly responsible for social media and choosing new plants, which is my favourite part. "I'm also happy to answer any questions related to our product range.

"My responsibility is to provide care instructions and descriptions of our plants."

Craig added: "Whereas I package and send the orders to customers and do administration, keeping things in check.

"As well as this, I also create all the graphics and am designing and developing the website just now. But we both collaborate on most tasks and decisions, and work as a team."

The Highland Moss range is available to order across the UK, but Pamela and Craig hope to attend local markets once lockdown restrictions are eased. Craig said: "There's lots in store for us. We're planning to collaborate with Onekind – a charity that works to protect and end cruelty to all of Scotland's animals – on some products in future.

Pamela added: "We will also be expanding our range of moss products and the website will give us a lot more freedom in offering customised options. "We look forward to bringing our products to local markets, too, when it is safe to do so. And really hope to become the go-to place for all moss products and specialist indoor plants in the region." Visit Highland Moss on Facebook, Instagram or Etsy for more information









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