

ABBOTSFORD, BC, January 15, 2014 **/24-7PressRelease/** -- Advanced Nutrients, the world's leading hydroponic nutrients producer, is among the challengers for this year's Forbes Bulgaria Business Awards. The company, lead by Michael Straumietis, its founder but also a cult figure for generations of growers, is selected in five categories: Client Policy, Business Development, Quality of Product, Quality of Service and Award for Community Service. In 2013, Advanced Nutrients moved all its marketing activities in Bulgaria and the participation in Forbes' prestigious awards is not only a sign of recognition but a proof of the company's growing significance in the Bulgarian business environment.

Last year was quite an important one for Advanced Nutrients. It ended with the company undertaking a major step towards its new and brighter future. The hydroponics leader, which ever since its conception has been revolutionizing the way business is made in its sphere, announced enormous changes that will bring a new era.

In mid-November founder Michael Straumietis became the sole owner of the company and what's more important - he introduced a brand new corporate strategy. In it, one simple purpose was predominant - to get as close to its followers as possible. This was done by simplifying the former Advanced Nutrients extensive product line by introducing three new innovative segments. Bud Factory as the name standing for the best and most affordable hydroponic products worldwide. Advanced Nutrients - the producer's premium (and ultrapremium) brand, under which are found the grower's favorite pH Perfect Base Nutrients and the Bigger Yields supplements. The company decided to manifest once more its immense support for bio farming through BioOrganic Buds line, the home for all Advanced organic nutrients.

But Advanced Nutrients is not only revolutionizing and setting the trends in hydroponic farming and business. For several years before moving the business' marketing activities in Bulgaria, Michael Straumietis have embraced the country as his own home and found a way to channel his love for Bulgaria through Holiday Heroes, a direct charity initiative, an enormous act of corporate social responsibility and involvement in Bulgaria's first degree issues. This is something the country and its business haven't seen before. Risky, but meaningful - the initiative was extremely successful and gave the company the chance to help over 8000 Bulgarian families since its debut in 2012. All of them are living in extreme poverty.

Putting words into practice, the company is already introducing the new product lines on the market in North America and Europe. As usual, Advanced Nutrients is also supporting and sponsoring various growing competitions and events that will be realized in the upcoming 12 months.

Forbes Brings It On with Advanced Nutrients

Written by Australian Business

For a more detailed information, please visit the official [Advanced Nutrients website](#).