



Market Lead

35 years experience
Trademarked products
Made in Britain certified
30 year BPMA members
Living Wage employers
SMETA Pillar 4 audited
EcoVadis Certified



Marketing

Dedicated marketer
Newsletters & banners
Branded catalogues
Distributor support area
Quarterly special offers
Online toolkits



Our Services

Sales



Dedicated account representative
Instant pricing via online portal
Free visuals & samples
Available for visits!
Voucher Rewards

Orders

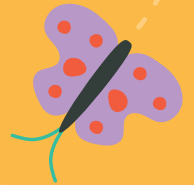
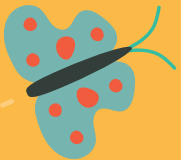


Free Artworking
Low budget, Essentials range
Express options available
Fully branded, bespoke options
High volume capacity

NEW SEASON NEW PRODUCTS

Summer is all about energy, connection, and making lasting impressions, and our latest product releases are designed to capture the season's vibrant spirit.

Created for modern marketing channels, these new formats help your clients deliver memorable brand experiences through direct mail, event giveaways, desk drops, and eco-conscious gifting. Every product is made in the UK, crafted from recycled or sustainable materials, and fully customisable, giving you the flexibility to meet briefs of any size with confidence.





Blooming Pencil

Code: STA-018

Size: 185mm x 7mm

New

A simple idea with a lasting impact. Crafted from high-quality wood and engraved with a branded logo, each pencil features a coloured eraser filled with seeds inside.

Available with a choice of three seed varieties, and four eraser colours, white, pink, yellow and purple, the Blooming Pencil™ offers a unique and interactive giveaway designed to keep a brand growing long after first use.



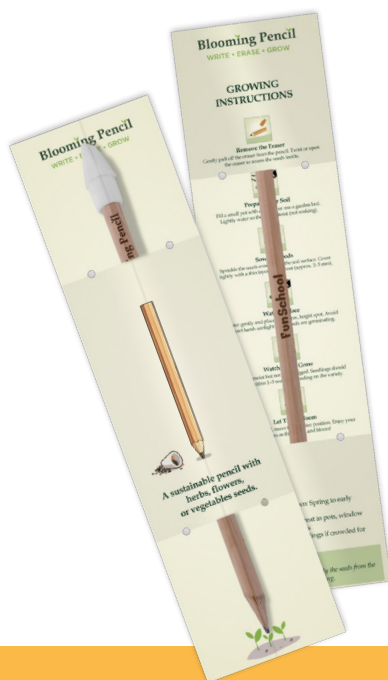
Blooming Pencil & Customised Sleeve

Code: STA-019

Pack when folded: 211mm x 54mm

A simple yet powerful promotional idea designed to leave a lasting impression. Made from premium-quality wood and engraved with your branded logo, each pencil is fitted with a coloured eraser filled with seeds that can be easily removed and planted straight away – or kept for future use whenever the recipient is ready to grow.

Mounted on a fully customisable backing card, this unique giveaway provides generous space for branding, promotional messaging, campaign artwork, or growing instructions.



New

Blooming Pencil & Standard Sleeve

Code: STA-020

Pack when folded: 211mm x 54mm

A creative promotional giveaway that turns a simple writing tool into an engaging planting experience. Inside the coloured eraser are real seeds, ready to be removed and planted whenever the recipient chooses. Available with a selection of wildflower, herb, or fruit & veg seeds.

Supplied on a printed backing card featuring easy-to-follow planting instructions, this unique product is ideal for events, direct mail campaigns, educational initiatives, and eco-conscious gifting.



New



Pencils Seedsticks®

Code: STA-015

Size: 54mm x 280mm

Introducing a 3-in-1 eco-friendly stationary tool that's perfect for any campaign. The sleeve is made from recycled paper, the pencil is crafted from biodegradable wood, and the seedsticks are made from 100% recycled greyboard. Assembled in the UK. The pencil and bookmark are designed to be used daily, and you can plant the Seedsticks®.

New



Seedsticks® Booklet

Code: STA-065

Pack when folded: 105mm x 148mm

Our Seedsticks Booklets is a beautifully crafted, high-impact promotional product designed to elevate brand engagement through sustainable, nature-forward experiences. Each booklet contains a medium seedsticks inside the booklet and a A6 booklet. The booklet design provides ample space and is fully customisable front and back. Finished size is A6. Ideal for direct mail, it's designed to fit neatly through standard letterboxes.

New



Rainball Seed Jars

Code: GGS-017

Size: 30mm x 80mm

Add a splash of colour to your brand with Rainball Seed Jars! This eco-friendly promotional gift includes three vibrant seed balls or colourful rainballs, nestled inside a small glass jar, designed to bloom into beautiful wildflowers when scattered and watered.

New

Bee Seedsticks®

Code: SST-038

Size: 99mm x 67mm

Part of our Seedsticks Shapes range of bespoke packs to suit any campaign. This bee-themed pack contains 5 Seedsticks and is custom-printed with a business logo and branding. Grow wildflowers to provide food and habitat for bees. Seedsticks couldn't be simpler to use - just tear, plant and grow!





Medium Standard Seedsticks®

Code: SST-002

Size: 75mm x 46mm

This registered trademarked product evolved from a matchbook over 30 years ago with the striking end being replaced by seed! Seedsticks can be printed full colour, inside and out. The product is Made in Britain certified with a wide range of flower, vegetable, herb and tree seeds available. Tear it, plant it and watch it grow.

Medium Standard Seedsticks® (Kraft)

Code: SST-062

Size: 75mm x 46mm

This registered trademarked product evolved from a matchbook over 30 years ago with the striking end being replaced by seed! Seedsticks can be printed full colour, inside and out. The product is Made in Britain certified with a wide range of flower, vegetable, herb and tree seeds available. Tear it, plant it and watch it grow.



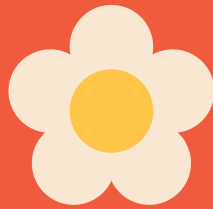
Large Standard Seedsticks®

Code: SST-028

Size: 112mm x 46mm

This registered trademarked product evolved from a matchbook over 30 years ago with the striking end being replaced by seed! Seedsticks can be printed full colour, inside and out. The product is Made in Britain certified with a wide range of flower, vegetable, herb and tree seeds available. Tear it, plant it and watch it grow.





Plastic Free Medium Seed Packets

Code: SPK-025

Size: 80mm x 60mm

Promote sustainability on any campaign with plastic-free seed packets! Made entirely from recyclable material. Customisable with full-colour digital printing on both sides, with a matt finish. Wide seed options to choose from - available in 1 size only. Including growing instructions.

New

Seed Packet Booklet

Code: SST-066

Pack when folded: 80mm x 60mm

Our Medium Seed Packet Booklets is a beautifully crafted, high-impact promotional product designed to elevate brand engagement through sustainable, nature-forward experiences. Each booklet contains a medium seed packet from our essentials range. The booklet design is fully customisable front and back. Ideal for direct mail, it's designed to fit neatly through standard letterboxes.



New

NEW *Super Express!*

 **24**
HOUR **TURNAROUND**

Available on:

- ★ 25, 50 OR 100 UNITS
- ★ ORDER & APPROVE BEFORE 11 AM
- ★ DISPATCH BY 3 PM, FOR NEXT-DAY DELIVERY
- ★ THE SUPER EXPRESS FEE IS £95, INCLUDING SET UP BUT EXCLUDING DELIVERY



24
HOUR **TURNAROUND**

Available on...

**Essentials Pencil
Seedsticks®**

Code: ESS-009





ECO ON A BUDGET? ESSENTIALS JUST GOT BETTER

Fresh Look. Lower MOQ. Bigger Possibilities. We've reimagined our Essentials range, giving it a fresh new look, more flexibility, and a whole lot more choice.

Essentials Seedsticks®

Code: ESS-002

Size: 38mm x 46mm

Fully customisable labels that can be printed in full colour and are available with wildflower or mixed herb seeds.



Seedsticks® Growing Instructions

Forget-me-Not
Seeds germinate in 14-21 days



1. Tear Seedsticks
2. Push-pointed Seedsticks into soil, to depth line
3. Water, find sunlight & watch it grow!

MADE IN BRITAIN

SOW APRIL - JUNE | FLOWERS JULY - NOV | POSITION FULL SUN



Forget-me-not



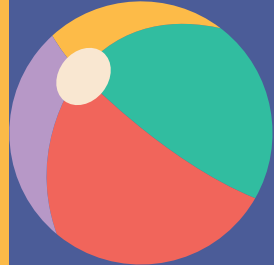
Low
MOQ

Essentials Seed Packets

Code: ESS-001

Pack when folded: 80mm x 60mm

Fully customisable labels that can be printed in full colour and are available with wildflower or mixed herb seeds.



Essentials Pencil Seedsticks®

Code: ESS-009

Size: 54mm x 280mm

Introducing a 3-in-1 eco-friendly stationary tool that's perfect for any campaign. The bookmarks are beautifully pre-printed, with a choice of wildflower or herb seeds with a full colour label to the sleeve, while the barrel of the pencil can be engraved.

Low
MOQ

New

Essentials Rainballs Seed Cubes

Code: ESS-006

Size: 40mm x 40mm x 40mm

Rainballs seed cubes come pre-printed in wildflower. Customise each box with a 35 x 35 mm square white sticker. Each cube contains 3 x colourful rainball seed balls.



Essentials Seed Packet Envelopes

Code: ESS-007

Size: 95mm x 65mm

Essentials Seed Packet Envelopes come with fully customisable labels that can be printed in full colour and are available with wildflower or mixed herb seeds.



Low
MOQ

Low
MOQ

New

**3-Day
Express
Service
Available**



Essentials Bio Pot Gardens

Code: ESS-014

Size: 70mm x 70mm x 75mm

A complete grow kit that includes a four soil tablet and 5 Seedsticks® as well as the wood fibre pot. The outside sleeve is white with a pictorial design and growing instructions on the inside. Each sleeve is customisable with a full-colour label. Seed options: Wildflowers, Herbs, Fruit & veg, Sunflower, Poppy and Forget-me-not.

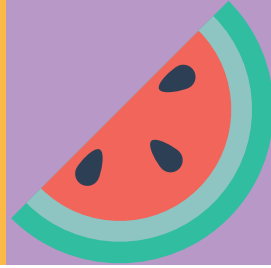


Essentials Desktop Cube Gardens

Code: ESS-008

Pack when folded: 75mm x 75mm x 75mm

Each cube is 100% compostable, and includes a soil tablet and 5 Seedsticks®. The outside of each sleeve is white with a pictorial design and growing instructions on the inside. The cubes are customisable with engraving on one side as standard. Seed options: Wildflowers, Herbs, Fruit & veg, Sunflower, Poppy and Forget-me-not.



Essentials Clay Pot Gardens

Code: ESS-003

Size: 60mm x 55mm x 50mm

A complete grow kit that includes a soil tablet and 5 Seedsticks® as well as the clay pot. The outside sleeve is white with a pictorial design and growing instructions on the inside. Each sleeve is customisable with a full-colour label. Seed options: Wildflowers, Herbs, Fruit & veg, Sunflower, Poppy and Forget-me-not.



Essentials Letterbox Gardens

Code: ESS-005

Pack when folded: 10mm x 95mm x 95mm

Includes a large soil tablet and 5 Seedsticks® in a grow bag. The sleeve wrapped around the tablet is white with a pictorial design and growing instructions on the inside. Customisable with full colour label. Ideal for cookery brands and sustainable promotions. Seed options: Wildflowers, Herbs, Fruit & veg, Sunflower, Poppy and Forget-me-not.

NEW!

SEEDED PAPER PRICE DROP!

- ★ Now printed in-house
- ★ Up to 50% off one sided print
- ★ Lower MOQ (50 units!)
- ★ Water based inks





Seeded Paper Lanyards

Code: SPR-042

Size: 480mm x 20mm

Eco-friendly plantable lanyards are totally unique and make a great conversation piece. Made with seed paper, these green promotions leave a lasting impression and will help a brand stand out from the pack. They are also made from post-consumer materials and are biodegradable so they won't leave waste behind. Standard is white paper embedded with wildflower seed, printed one side full colour, up to 50% coverage per side (full colour cmyk). With carabiner. 80gsm paper thickness

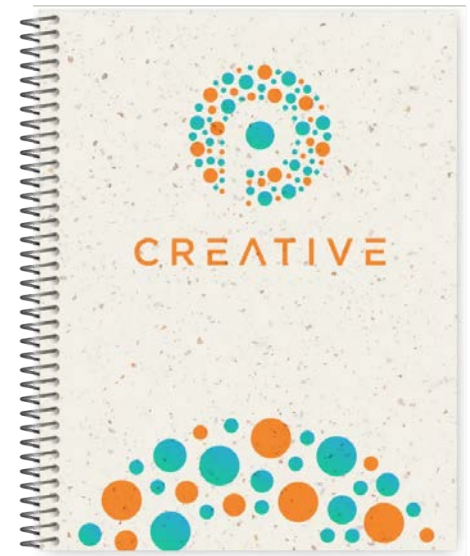


Seeded Paper Notebooks A5

Code: STA-006

Pack when folded: 148mm x 210mm

Customise our plantable promotional notepads with a logo or supplied artwork. These seed paper promotional items make great corporate gifts and are perfect green promotions to add to bags, hand out to clients, or to serve as a 'thank you' gift. The cover of these plantable promotional notepads are made with seed paper and the inside pages are 100% post-consumer material paper. Standard is white paper embedded with wildflower seed, printed one side full colour, up to 40% coverage per side (full colour cmyk). Included 100 unlined 8-gsm sheets and a 280gsm backing board.



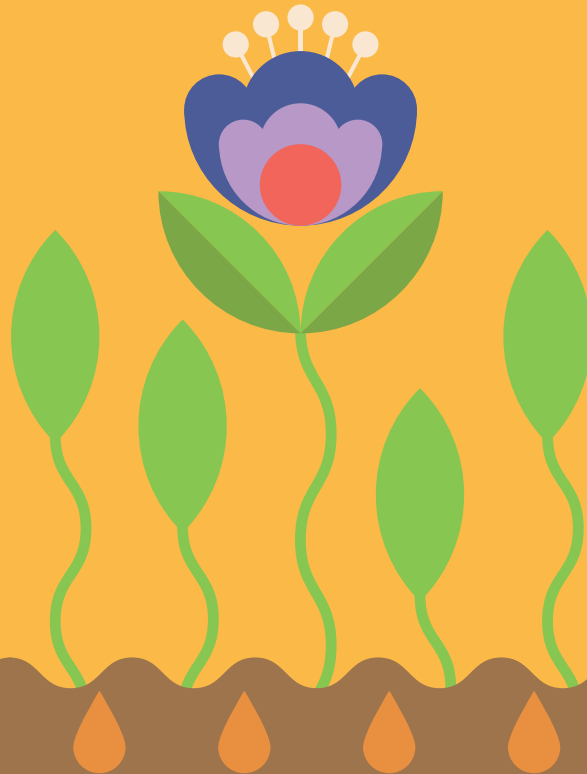
MEET OUR NEW GROW KITS

WHERE BRANDS TAKE ROOT AND FLOURISH

Summer is the season of growth, making it the perfect time to give promotional products that truly come to life.

Our new Grow Kits are designed to do exactly that, turning simple giveaways into engaging, desk-friendly experiences that keep your client's brand thriving long after the first interaction.

Each kit includes everything needed to get growing straight away, seeds, soil, clear instructions, and beautifully branded packaging, creating a hands-on, feel-good experience that connects people to brands through nature at the most vibrant time of year.





Seed Ball Cubes

Code: GGS-009

Size: 40mm x 40mm x 40mm

Add a splash of colour to your brand with Seed Ball Cubes! This eco-friendly promotional gift includes three vibrant seed balls or colourful rainballs, nestled inside a custom-printed recycled box, designed to bloom into beautiful wildflowers when scattered and watered.



Flower Pot Box Gardens

Code: GKS-030

Size: 60mm x 60mm x 95mm



Bring desks to life with a greener way to promote your brand! This compact and creative green gift is designed to sit proudly on any desk, offering a daily reminder of your brand's commitment to sustainability. Made in the UK from a kraft cup, recycled paper, 100% recycled greyboard, and eight soil pellets, it's a sustainable promotional product that's as functional as it is thoughtful.



Seed Tin Gardens

Code: GKS-032

Size: 130mm x 66mm x 66mm

Grow your brand from the desktop up with our eco-friendly Seed Tin Gardens! This compact growing kit is a brilliant way for end users to enjoy planting at their desks, while keeping your client's brand in full view. Made in the UK from a kraft tube with metal lid and base, recycled paper, 100% recycled greyboard, and eight soil pellets, it's a sustainable gift that delivers long-lasting impact.



Seed Grow Pouches

Code: GKS-029

Size: 85mm x 145mm x 10mm

Plant your brand with purpose using our Seed Grow Pouch, the eco-friendly way to leave a lasting impression. This compact grow kit is made in the UK from 100% recycled greyboard and includes two coir pellets, five Seedsticks®, growing instructions, and a biodegradable zip-lock bag, available in brown or black.



Desktop Cup Gardens

Code: GKS-031

Size: 95mm x 65mm x 95mm

This compact and creative green gift is designed to sit proudly on any desk, offering a daily reminder of your brand's commitment to sustainability. Made in the UK from a kraft cup, recycled paper, 100% recycled greyboard, and eight soil pellets, it's a sustainable promotional product that's as functional as it is thoughtful.





Following the Spring incentive success, we're now ready to launch our biggest Summer incentive!



Spend **£500*** or more and receive a TUI gift card.

PROMO CODE:
SUMMER26

£500 - £999 = £20 GIFT CARD

£1,000 - £2,499 = £35 GIFT CARD

£2,500 - £4,999 = £75 GIFT CARD

£5,000+ = £100 GIFT CARD

www.tui.co.uk

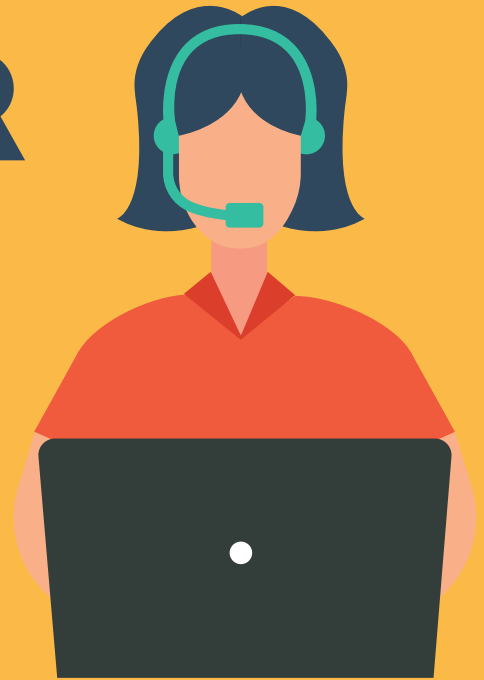
* Excludes seed packets (but includes seed packet envelopes), and ex VAT.

DISTRIBUTOR SUPPORT

At Sow Easy, we don't just supply products, we support you at every stage of the sales journey.

As a specialist supplier, we know that distributors need fast responses, clear visuals, physical samples, and expert guidance to convert opportunities into orders.

That's why we've built one of the most comprehensive distributor support packages in the promotional merchandise industry.



Marketing hub

- ★ NEWS ARTICLES AND BLOGS YOU CAN SHARE WITH YOUR AUDIENCE
- ★ HIGH-RESOLUTION PRODUCT IMAGES FOR WEBSITES, QUOTES, AND PROPOSALS
- ★ WEB BANNERS FOR YOUR ONLINE STORE OR EMAIL CAMPAIGNS
- ★ E-SHOT TEMPLATES FOR DISTRIBUTOR EMAIL MARKETING
- ★ SOCIAL MEDIA GRAPHICS AND CAPTIONS FOR INSTANT POSTING
- ★ PRODUCT INFORMATION AND SPECIFICATIONS

Online portal

- ★ RESPOND TO CLIENT ENQUIRIES IMMEDIATELY
- ★ BUILD QUOTES FASTER
- ★ ADJUST QUANTITIES ON THE FLY
- ★ KEEP MOMENTUM DURING CLIENT CONVERSATIONS

Sample shop

- ★ TEST PRODUCT QUALITY
- ★ SHOW OPTIONS TO CLIENTS
- ★ BUILD YOUR OWN SAMPLE LIBRARY
- ★ INSPIRE CONFIDENCE DURING PITCHES

10 REASONS TO CHOOSE SOW EASY



1

We Are True Specialists – Not Generalists

Working with us is like working with a specialist butcher instead of a supermarket. You get better products, better support, and a far deeper understanding of the category.

3

Made in Britain Manufacturing – Quality, speed and sustainability

Many of our products, including Seedsticks®, are produced right here in the UK. Where other suppliers rely on overseas imports with long transit times, we keep production local.

4

UK Stock & Made- to-Order Flexibility

We carry extensive UK stock and offer made-to-order production across key ranges.

5

Free Artworking & Expert Creative Support

You bring the opportunity; we help bring it to life.

2

We Invented Seedsticks® – and We Still Lead the Market

We are the original creators and trademark owners of Seedsticks®, the iconic matchbook-style seed product that is only available from Sow Easy.



Our Essentials Range Helps You Win More Business

6

We know not every client has a large budget. That's why we created our Essentials range, a collection of low-budget, entry-level products that make plantable merchandise accessible to more markets.

Fully Branded & Bespoke Options – Not Limited Stock Templates

Many suppliers offer fixed-stock items with minimal branding. We do the opposite. We specialise in fully branded, customised and bespoke products that reflect your client's message, identity and goals.

7

Fast Turnarounds & Express Options for Last-Minute Projects

We know that last-minute briefs are part of the industry. Our client gets what they need, and you get a reputation for being the hero who pulls it off.

8

High-Volume Production Capacity

Whether your client needs 100 units or 500,000, we can handle it. Large campaigns are no problem; we've been servicing them for decades.

9

Genuinely Sustainable Products & Certified Ethical Standards

We take sustainability seriously, we use recycled materials, biodegradable components, responsible inks and high-quality seeds. Everything we produce is designed to be planted and enjoyed, not thrown away.

10



+44 (0)1753 644 588 hello@soweasy.com soweasy.com