

SUTTONS
SEEDS

Est. 1806

For Your space



Windowsill



Window Box



Seed brand October 2010



Patio



Square Metre

Growing solutions for every space

www.suttons.com

Background

With the 'Grow you Own' phenomenon going from strength-to-strength the Product Development team at Suttons Seeds saw an opportunity to engage a wider audience. Growing your own shouldn't just be for those who have a garden or allotment; a growing space can be anything, from a simple windowsill or window box to a patio, terrace or balcony.

As 71% of consumers (surveyed*) have a small garden, patio, windowsill or balcony, Suttons Seeds developed this specific range to cater for a 'gardening space'. This removes the task of customers searching through 100s of packets before they find varieties that can be grown in pots or containers suitable for *their* space.

'For Your Space' was created and designed in 'mini-collections' to provide an easy-to-shop solution for every kind of growing space!



'For Your Space' is made up of four mini-collections:

Windowsill Gardening

Grown your own veg, herbs and salads - even without a garden!

Window Box Gardening

A tasty home grown harvest straight from your window box!

Patio Gardening

Whet your appetite with an explosion of delicious veg.

Square Metre Gardening

It's not the size, it's what you do with it - enjoy an abundance of mouth-watering crops all-year-round!



*MSS Research, April 2011





➤ **Awards and Accolades**

Suttons Seeds is committed to providing total quality and service excellence. We constantly strive to not only meet, but exceed our customer expectations – however, don't just take our word for it, here are just a few of our recent achievements...

Winner of the 2011 GIMA Best Growing Product Award

Which? Gardening awarded Suttons with:

- **Best Buy Seed Brand in 2010!**
- **Most Informative Packets in 2009**



For Your Space USPs

- Eye-catching new packaging
- Easy-to-shop 'mini-collections'
- Clear signage
- Free information leaflets
- QR codes linking to information videos
- Gardening solutions for every space
- Easy-to-follow growing instructions
- Healthy home-grown tasty harvest



Why Choose Suttons Seeds For Your Space?

- **Winner of the 2011 GIMA Best Growing Product Award**
- Attracting a new type of customer
- Increase your sales of a current product within a new market
- Provides you with a competitive advantage and differentiation over your competitors
- Only available from Suttons Seeds!





❖❖❖ **Windowsill Gardening**

At Suttons Seeds we believe that just because you don't have a garden you should miss out on the opportunity to grow your own tasty, healthy vegetables.

A windowsill provides your customers with the opportunity to enjoy a constant supply of salad, vegetables and beautiful flowers all-year-round.

Tomatoes & Peppers

Recent advances in plant breeding mean there are now several varieties available that can easily be grown on a large, warm, well-lit windowsill.

TIP!—Remember to advise customers on weekly feeding for the best results; the perfect opportunity to cross-sell!

Sprouting Seed

Easy to grow and extremely nutritious, sprouting seeds are ready to eat in just a few days.

Salad Leaves

Now everyone can enjoy chemical-free salad leaves all-year-round. Encourage you customers to sow seeds every two to three weeks to keep them in salads and you in sales!

Microgreens

The latest restaurant trend bought to the consumer. Ready in 1-3 weeks these are another candidate for successional sowing!

Herbs

Fresh herbs on a windowsill not only look and smell nice but are also a tasty addition to any dish. Why not encourage your customers to experiment and feedback their experiences?





❖❖❖ Window Box Gardening

Just imagine being able to pick your own salads, herbs and vegetables fresh for cooking throughout the year; simply delicious! Suttons Seeds low growing dwarf varieties mean that now, even without a garden, everyone can discover just how easy and rewarding growing your own can be.



Summer Salads

Tomatoes, radish, spring onions and 'cut & come again' salad leaves are just a few of the varieties that can be grown in a window box and with more new plants being bred specially for their compact growing abilities the choice will only get bigger!

Healthy Herbs

Herbs are quick, easy and economical for your customers to grow at home.

Window Box Gardening

TIP! - Why not encourage your customers with in store cooking demos? A simple pesto can be put together in minutes and transforms pasta into a culinary delight!

Tasty Vegetables

Beetroot, carrots, peppers and chillies can be sown from March—May ensuring a bounty of crops that can be picked as required throughout the summer and autumn. For the best results advise your customers to pick their veg when they are young, tender and full of flavour.

Don't forget!—remind your customers to feed their crops with a general fertiliser—an excellent opportunity for you to cross-sell!



Patio Gardening

Vegetables include:

- Aubergines
- Beans
- Beetroot
- Carrot
- Courgettes
- Kohl Rabi
- Leeks
- Pumpkin
- Spinach
- Squashes
- Sweetcorn





❖❖❖ Square Metre Gardening

If your customers are lucky enough to have access to a garden or allotment then this is where the fun really tarts! At Suttons Seeds we have everything you need to ensure your customers get the best selection of crops all-year-round.

And, it's official gardens really are getting smaller—75% of the population* say they have a small garden, patio or allotment where they can grow plants.

Growing in blocks or squares using either raised beds or garden soil, is more efficient than conventional rows and ensures an abundance of crops. Successional sowings will also make sure that there are no shortages or excesses when harvesting.

Salad and Vegetables include:

- Beetroot
- Beans
- Broccoli
- Cabbage
- Carrot
- Leaf salad

Square Metre Gardening

- Lettuces
 - Onions
 - Parsnip
 - Peas
 - Radish
 - Swede
 - Sweetcorn
 - Tomatoes
 - Turnip
- Herbs include:**
- Coriander
 - Rocket

Don't forget—advise your customers about crop rotation to ensure their soil is free from pests and diseases year-after-year.



*HTA Research, February 2011

The background of the entire page is a photograph of a lush garden. In the foreground, there are several raised garden beds made of dark wood, filled with various green plants, including large-leafed leafy greens and smaller herbs. Some plants have wooden stakes. In the background, a wooden greenhouse with a glass roof is visible, and people can be seen inside. The Suttons Seeds logo is overlaid in the top left corner.

SUTTONS
SEEDS

Inspiring
Gardens

Est. 1806

A white rectangular box containing the Suttons Seeds logo and contact information is positioned in the bottom right corner. The logo is a blue arc with 'SUTTONS' above 'SEEDS'. Below the logo, the text 'Inspiring Gardens' is written in a blue serif font. The contact information is in a blue sans-serif font.

SUTTONS
SEEDS

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