

SUTTONS
SEEDS
Est. 1806

RAPID GREEN

LAWN SEED



The quickest way to a luscious lawn!

www.suttons.com

RAPID GREEN

LAWN SEED

Background

Rapid Green Lawn Seed really does do what it says on the packet, it provides your customers with a luscious lawn quickly!

This convenient way to grow a lush green lawn fast is still as popular as ever. We understand that not all lawns are the same which is why Rapid Green is available in two different types of seed to accommodate your customers' varying lawn needs.





Suttons Rapid Green Lawn Seed comes in two different varieties to match your customers' needs:

- Multi-purpose lawn
- Shady lawn

Less mowing!

Rapid Green Lawn Seed produces a fabulous low maintenance lawn. This is due to the fact that once the seed has established it's extra strong roots the grass remains low-growing — meaning less mowing is required and more relaxing can be enjoyed!

Special Seaweed Coating!

The special seaweed coating on the seeds gives the emerging seedling extra nutrients during its initial life, increasing vigour and enabling a faster establishment.

❖ Awards and Accolades



Suttons is committed to providing total quality and service excellence. We constantly strive to not only meet but exceed our customer expectations – but don't just take our word for it **Which? Gardening** awarded Suttons with:

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

Scores were based on how well the seeds germinated, the quality of the instructions on the packets plus the survey respondents' ratings for variety, choice, descriptions and value for money were all taken into account.



Holder of the Royal Warrant

As suppliers to the Royal British households total commitment to quality and service has been the key to the remarkable history that Suttons Seeds has enjoyed. We are privileged to have held the Royal Warrant since 1858 and still supply seeds to several Royal households today.

Suttons Rapid Green USP'S



- Unique re-sealable bag
- Seaweed coated seed for faster establishment
- Fast germination—results in just 7 days!
- Very low maintenance once established
- Can be used for front and back lawns
- Luxurious yet hard-wearing
- Tailored ranges to suit garden conditions
- Strong roots

Why Choose Suttons Rapid Green?

- Available in a Rapid Green promotional FSDU for 150g, 500g and 1kg bags
- Can be positioned in footfall 'hotspots'
- Attractive design to rouse your customers' aspirations
- Bespoke consumer and retailer promotions
- Consistently reliable lawn seed with excellent coverage
- Strong roots that produce a low maintenance lawn

Product Information



Multi Purpose

Seaweed coated, hard wearing and low maintenance.

Available in **150g**, **500g**, and **1kg** re-sealable bags

Shady Lawn

For gardeners with a real shade problem Suttons Rapid Green Shady Lawn is the solution. New breeding work has developed a seed capable of thriving in those all too common difficult areas. With the addition of a seaweed coating the consumer can be assured of fast establishment and a strong healthy lawn. Available in **150g** and **500g** bags only.



Promotions and Offers

Added value consumer offers are more popular than straight money saving offers as proven by our market research.*

Suttons Rapid Green Autumn promotions:

For the **retailer**: Buy 3 get 3 free on outers of 20 x 500g Multi Purpose.

For the **consumer**: **BOGOF** on 500g packs.

Offer in-store from **August to October**



With its convenient re-sealable pouches, unique USP's, striking POS, and two lawn types to choose from, make sure Suttons Rapid Green Lawn Seed is a focal point in store to maximise your sales!

*MSS Research, April 2011

➤ Fascinating Facts

Did you know?....

- There are over one million acres of private garden in the UK.
- The concept of the lawn originated from England in the 17th Century.
- Autumn is the best time to sow lawn seed—the warm ground gives the seedlings plenty of time to germinate and get established.
- Cheap seed usually has poor germination. The expense of seed is the least costly part of the lawn, so buy a top quality lawn seed for the best long term results.
- It's the least expensive way to transform any unsightly soil into a beautiful garden.
- A smaller sized lawn (50ft. x 50ft.), daily releases enough oxygen to meet the needs of a family of four for 24 hours and absorbs carbon dioxide, ozone, hydrogen fluoride and other toxins!
- Originally called "laune", it is likely related to the Celtic Brythonic word lan/lan/laun, which has the meaning of enclosure, often in relation to a place of worship.

Top 10 reasons to grow a lawn

1. It feels great to walk on when barefoot
2. It smells wonderful when cut
3. You can pretend you're at Wimbledon
4. It's a cheap way to transform your garden
5. Perfect for a game of rounders or cricket with the family
6. Covers up unsightly soil / waste ground
7. You get to buy (and use!) a lawn mower
8. It looks pretty
9. Makes it easy to spot weeds
10. Makes the garden a great place to entertain family and friends!



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Inspiring
Gardens



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Woodview Road
Paignton
Devon
TQ4 7NG

Phone: 01803 696400
E-mail: retail@suttons.co.uk
www.suttons.com

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