

# SEEDBALL



## A SIMPLER WAY TO GROW FROM SEED

Seeds, clay, peat-free compost and chilli powder in a ball.

Beautiful wildflowers | 100% UK made

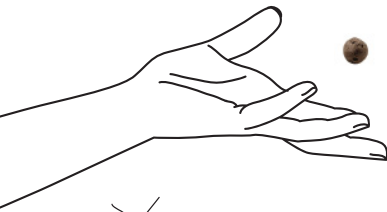
Naturally protects seeds from birds, insects and slugs

Helps bees and butterflies | Super easy to use



Winner

2017  
GIFT OF THE YEAR  
WINNER





## Welcome to Seedball



*Our classic tin packaging*



Created by conservation scientists, Seedball offers a new twist on **an ancient technique for increasing seed germination rates** - helping to fill our gardens, balconies and window boxes with native wildflowers, bees and butterflies.

Native wildflowers are naturally slow to germinate, and as such, loosely scattered seed can often be eaten by ants, birds and mice. Seedball helps to solve this problem by encasing the seed in a protective ball of clay, compost and chilli.

A barrier of dried outer clay means that the seed is inaccessible to predators, and once sufficient water permeates the clay, the seed inside will begin to germinate - helped along by the nutrients and minerals contained within the ball. The chilli powder continues to deter slugs and snails while the seed ball slowly degrades and the seeds sprout.

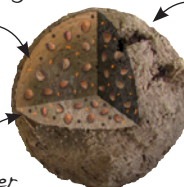
Seed balls are incredibly easy to use - simply scatter on top of soil or compost (no digging or expertise required!) and nature will do the rest.

Established in 2012, Seedball is a multiple award-winning gardening product that appeals to gift-givers, non-expert gardeners, and to people who are keen to support their back-garden wildlife. It's also ideal for people with limited mobility as well as offering a fun educational tool for children learning about nature.



*Recycled cardboard range*

*30 to 100 seeds  
per ball depending  
on varieties*



*Clay to protect  
the seeds from  
predators*

*Chilli powder  
to deter slugs  
and snails*

*Peat-free  
compost provides  
a little nutrition*

# Seedball Tins

(Cost £2.60, RRP £6) - see page 16 for seed mix details.



## Classic Collection



Bee Mix



Butterfly Mix



Shade Mix



Sky Meadow



Urban Meadow



Cloud Meadow

## Singles Collection



Poppy



Cornflower



Oxeye Daisy



All varieties carry the Plants for Pollinators label.



# Natural History Museum Collection



Bird Mix



Beetle Mix



Bat Mix

# Festive Collection

*New gold tin*



Bee Merry



Let it Snow



Wonderland

# Charity Collection

NEW



Artist's Meadow  
(supporting the Wildlife Trust)



Plantlife Mix  
(supporting Plantlife)



Hedgehog Mix  
(supporting the PTES)

## Kitchen Collection



Herb Mix



Tea Mix



Salad Mix

## Gift Boxes

(Cost £1.20)

Supplied pre-filled with raffia ready for your customers to choose their perfect gift combination. Neatly holds 3 tins. (RRP £19.99)

Available with a red or purple foil printed lid.



### Tin information

- Each tin is 64mm diameter x 24mm depth.
- Store in a cool, dry location.
- Recommended shelf life is two years from purchase.
- **Each tin contains 20 seed balls** - coverage for 1m<sup>2</sup> in a garden or three to five 50-80cm pots.
- Fold out instruction leaflet in tin lid.



# Herb Kits

NEW

(Cost £6.25, RRP £15)

Created in collaboration with our friends at POD, this organic herb kit is a fun and easy way to grow your own parsley, basil and oregano from seed. A brilliant design-led gift for eco-conscious food lovers.



## Italian HERB KITCHEN

### Grow your own organic herbs

3 herb growing pods with **Basil**,  
**Oregano** & **Parsley** seed balls.

- Organic UK seeds
- Recycled aluminium
- FSC certified cardboard packaging
- 2 peat-free coir discs (growing medium)
- 5–10 seeds per ball
- Full instructions on back of the box
- Re-pot once the plants are established
- Use empty pods to store dry herbs



*Re-use the pods  
to store your  
dried herbs*



# Seedball Tubes

(Cost £2, RRP £5)

A collection of our best selling varieties in 100% recycled cardboard packaging. Designed to maximise visibility and product information for retail in garden centres and nurseries.

See page 16 for seed mix details.







*Clear written and visual instructions*

- Each pack contains 12 seed balls - coverage for 50cm<sup>2</sup> in a garden or two to three 50-80cm pots.
- Shelf life 2-3 years, scatter by date included on pack.
- Store in a cool, dry location.
- Each pack is 9.5cm height by 10cm width.

*Scattering and flowering times*



*Die cut hanging hole for easy display*

*Includes a scatter by date*

*Approx 30-50 seeds in every ball*



*Barcoded on the base*

# Prices / Ordering

All prices are exclusive of VAT.

## Seedball Tin - Classics

Product	Code	Cost	Pack size	Cost per pack	RRP
Bee Mix Tin	BEE	£2.60	10	£26	£6
Butterfly Mix Tin	BU	£2.60	10	£26	£6
Urban Meadow Tin	URB	£2.60	10	£26	£6
Sky Meadow Tin	SKY	£2.60	10	£26	£6
Cloud Meadow Tin	CLD	£2.60	10	£26	£6
Shade Mix Tin	SHA	£2.60	10	£26	£6

## Seedball Tin - Singles

Poppy Tin	POP	£2.60	10	£26	£6
Cornflower Tin	CORN	£2.60	10	£26	£6
Oxeye Daisy Tin	OXE	£2.60	10	£26	£6

## Seedball Tin - Festive

Bee Merry Tin	BEEM	£2.60	10	£26	£6
Wonderland Tin	WON	£2.60	10	£26	£6
Let it Snow Tin	LIS	£2.60	10	£26	£6

## Seedball Tin - Natural History Museum

Beetle Mix Tin	BEET	£2.60	10	£26	£6
Bird Mix Tin	BIRD	£2.60	10	£26	£6
Bat Mix Tin	BAT	£2.60	10	£26	£6

## Seedball Tin - Kitchen Collection

Herb Mix Tin	HRB	£2.60	10	£26	£6
Salad Mix Tin	SAL	£2.60	10	£26	£6
Tea Mix Tin	TEA	£2.60	10	£26	£6

## Gift Boxes

Gift Box - Red Print	GBR	£1.20	5	£6	£19.99*
Gift Box - Purple Print	GBP	£1.20	5	£6	£19.99*

\*With 3 tins

## Seedball Tin - Charity Conservation Tins

Product	Code	Cost	Pack size	Cost per pack	RRP
Artist's Meadow Tin	ART	£2.60	10	£26	£6
Plantlife Mix Tin	PLT	£2.60	10	£26	£6
PTES Hedgehog Mix Tin	HED	£2.60	10	£26	£6

## Seedball Tubes

Bee Mix Tube	BEE TUBE	£2	20	£40	£5
Butterfly Mix Tube	BU TUBE	£2	20	£40	£5
Garden Meadow Tube	GARD TUBE	£2	20	£40	£5
Shade Mix Tube	SHA TUBE	£2	20	£40	£5
Poppy Tube	POP TUBE	£2	20	£40	£5

## Herb Kit

Italian Herb Kitchen	HERB KIT	£6.25	5	£31.25	£15
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## Shipping and POS

**UK Delivery:** carriage paid on all order values of £200 and over, under this shipping is £12.

**Europe Delivery:** shipping always charged additionally. Shipping quotes available on request or at time of ordering. We are unable to supply countries outside of Europe

**Tin Display Box:** Available free of charge with all tin orders of and above £130 (50 units). Display Box holds 48 Tins.

**Tube Display Stand:** Available free of charge with all tube orders of and above £200 (100 units). Display Stand holds 42 Tubes.

[orders@seedball.co.uk](mailto:orders@seedball.co.uk)

020 8802 5565

Please use our product codes when making an order - thank you.

# Seedball support



**We love our stockists!** And we want to help you get the most out of selling Seedball.

We provide **point of sale** materials including a box for the tins or stand for the tubes, plus information postcards and posters.



Wildflowers listed and illustrated on reverse



Free point-of-sale box with orders of £130 and above.

Fold-out leaflet inside the lid with full user informations



Really easy to use

Simply scatter, water and watch them grow

Beautiful wildflower mixes

Clay ball and dash of chili protects seeds from birds, insects and slugs

Great for bees and butterflies

100% UK made

Information leaflet inside lid.



Holds 42 Seedball Tubes



Our point of sale material helps tell the story of Seedball, how **simple** they are to grow and how great they are for **bees and butterflies**.

A free display stand with orders of £200 and above.

66 cards with flower images supplied with all tin orders



Information poster supplied with both tin and tube orders

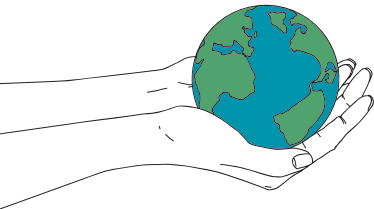


## Social media



A strong social media presence has been key to the growth of Seedball's brand and reach. Our followers and fans have supported us from the start, continuously sharing their seedball growing pictures and joining the daily discussion around our shared love for wildlife gardening.

To date we have over **50,000 followers on Twitter** (@seed\_ball) and over 75,000 across all platforms. We love connecting with our customers (and stockists too!), and we are committed to growing our online brand presence. We also have a PR team working to insure we complement our online focus with a regular presence in print magazines and newspapers.



## Eco friendly

We care about our world and we want to do everything we can to help more people grow wildflowers in the most **sustainable** way possible.



- **100% UK made and manufactured.**
- Our tin packaging is **locally manufactured** by the last tin can maker in London and powered with the help of a solar farm on their factory roof.
- Our tube packaging is made from 100% recycled cardboard.
- We only ever use **peat-free compost** and all of our wildflower seed is sourced from Flora Locale accredited suppliers.
- Each year we **donate** over 200,000 seed balls to **schools** and **community projects**.
- Seedball is owned by parent company Project Maya, an **eco-social enterprise** working to build its own network of wildflower nature reserves.

Multiple award winning



Co-branding



Co-branding opportunities available.  
Please do get in touch if you would like further information.

As featured in



# Seedball wildflower mixes

## Classics Collection

### Bee Mix



Native bee-friendly wildflowers **recommended by the Bumblebee Conservation Trust** as being rich in easily accessible pollen and nectar. **Best scattered in Spring or Autumn.**

Common name	Species	Annual/Perennial	Flowers in
Foxglove*	<i>Digitalis purpurea</i>	P	May - Sep
Viper's-bugloss	<i>Echium vulgare</i>	P	Jun - Sep
Birdsfoot trefoil	<i>Lotus corniculatus</i>	P	Apr - Sep
Wild marjoram	<i>Origanum vulgare</i>	P	Jun - Oct
Red clover	<i>Trifolium pratense</i>	P	Apr - Nov

Also contains extra pollinator friendly annuals to help ensure flowers in the first year: Cornflower, Chamomile, Corn Marigold & Night-Flowering Catchfly. \*Foxglove is poisonous if eaten.

### Butterfly Mix

Native wildflowers aimed to attract butterflies and **recommended by Butterfly Conservation** as ideal nectar plants for butterflies. **Best scattered in Spring or Autumn.**



Common name	Species	Annual/Perennial	Flowers in
Forget-me-not	<i>Myosotis arvensis</i>	A	Apr - Oct
Red campion	<i>Silene dioica</i>	P	May - Jun
Yarrow	<i>Achillea millefolium</i>	P	Jun - Aug
Purple loosestrife	<i>Lythrum salicaria</i>	P	Jun - Aug
Musk mallow	<i>Malva moschata</i>	P	Jun - Aug

Also contains extra pollinator friendly annuals to help ensure flowers in the first year: Cornflower, Chamomile, Corn Marigold & Night-Flowering Catchfly.

### Sky Meadow

An **all blue-flowering** mix of native wildflowers that are great for bees and butterflies. **Best scattered in Spring or Autumn.**



Common name	Species	Annual/Perennial	Flowers in
Forget-me-not	<i>Myosotis arvensis</i>	A	Apr - Oct
Cornflower	<i>Centaurea cyanus</i>	A	Jun - Aug
Meadow cranesbill	<i>Geranium pratense</i>	P	Jun - Sep
Wild clary	<i>Salvia verbenaca</i>	P	Jun - Sep
Selfheal	<i>Prunella vulgaris</i>	P	Jun - Sep



## Shade Mix

A mix of native wildflowers that are most likely to **thrive in shadier gardens** and balconies.

**Best scattered in Spring or Autumn.**



Common name	Species	Annual/Perennial	Flowers in
Forget-me-not	Myosotis arvensis	A	Apr - Oct
Red campion	Silene dioica	P	Mar - Nov
Meadowsweet	Filipendula ulmaria	P	Jun - Sep
Bellflower	Campanula trachelium	P	Jun - Sep
Oxeye daisy	Leucanthemum vulgare	P	May - Sep
Ragged robin	Silene flos-cuculi	P	Jun - Jul
Meadow buttercup	Ranunculus acris	P	Apr - Oct

## Urban Meadow

Developed in collaboration with River of Flowers (an organisation working to promote urban wildflower corridors), this mix is great for pollinators and will **thrive in urban environments**.

**Best scattered in Spring or Autumn.**



Common name	Species	Annual/Perennial	Flowers in
Cornflower	Centaurea cyanus	A	Jun - Aug
Common toadflax	Linaria vulgaris	P	Jun - Oct
Cowslip	Primula veris	P	Apr - May
Meadow cranesbill	Geranium pratense	P	Jun - Sep
Red campion	Silene dioica	P	Mar - Nov
Musk mallow	Malva moschata	P	Jun - Aug
Oxeye daisy	Leucanthemum vulgare	P	May - Sep

## Cloud Meadow

A selection of beautiful all **white-flowering native wildflowers** that are hugely beneficial to bees and butterflies!

**Best scattered in Spring or Autumn.**



Common name	Species	Annual/Perennial	Flowers in
Meadowsweet	Filipendula ulmaria	P	Jun - Sep
Oxeye daisy	Leucanthemum vulgare	P	May - Sep
White campion	Silene latifolia	P	Jun - Sep
White clover	Trifolium repens	P	Apr - Nov
Yarrow	Achillea millefolium	P	Jun - Aug



All varieties carry the Plants for Pollinators label.

## Garden Meadow

A beautiful and colourful mix of **hardy native wildflowers** that are great for pollinators and will thrive in most environments.

**Best scattered in Spring or Autumn.**



Common name	Species	Annual/Perennial	Flowers in
Cornflower	<i>Centaurea cyanus</i>	A	Jun - Aug
Common toadflax	<i>Linaria vulgaris</i>	P	Jun - Oct
Cowslip	<i>Primula veris</i>	P	Apr - May
Meadow cranesbill	<i>Geranium pratense</i>	P	Jun - Sep
Red campion	<i>Silene dioica</i>	P	Mar - Nov
Musk mallow	<i>Malva moschata</i>	P	Jun - Aug
Oxeye daisy	<i>Leucanthemum vulgare</i>	P	May - Sep

## Plantlife Mix

Proceeds from the sale of every tin go directly to supporting Plantlife's Greena Moor Nature Reserve in Cornwall.

**Best scattered in Spring or Autumn.**



Common name	Species	Annual/Perennial	Flowers in
Meadowsweet	<i>Filipendula ulmaria</i>	P	Jun - Sep
Oxeye daisy	<i>Leucanthemum vulgare</i>	P	May - Sep
Red clover	<i>Trifolium pratense</i>	P	May - Sep
Self heal	<i>Prunella vulgaris</i>	P	Jun - Sep
Yarrow	<i>Achillea millefolium</i>	P	Jun - Aug

## Hedgehog Mix

Proceeds from the sale of every tin go directly to supporting The People's Trust for Endangered Species.

**Best scattered in Spring or Autumn.**



Common name	Species	Annual/Perennial	Flowers in
Common poppy	<i>Papaver rhoeas</i>	A	Jun - Aug
Birdsfoot trefoil	<i>Lotus corniculatus</i>	P	Apr - Sep
Yellow Rattle	<i>Rhinanthus Minor</i>	A	May - Sep
Wild carrot	<i>Daucus carota</i>	B	Jun - Oct
Red clover	<i>Trifolium pratense</i>	P	Apr - Nov
Tufted vetch	<i>Vicia cracca</i>	P	Jun - Aug
Self heal	<i>Prunella vulgaris</i>	P	Jun - Sep

## Artist's Meadow

Mix contents and artwork by our favourite contemporary artist **Yvonne Coombes**. Inspired by the wildflowers growing outside of her studio in Devon with proceeds from the sale of every tin go to the **Wildlife Trust**. **Best scattered in Spring or Autumn.**



Common name	Species	Annual/Perennial	Flowers in
Common poppy	Papaver rhoeas	A	Jun - Aug
Oxeye daisy	Leucanthemum vulgare	P	May - Sep
Musk mallow	Malva moschata	P	Jun - Aug
Corn marigold	Chrysanthemum segetum	A	Jun - Oct
Purple field scabious	Knautia arvensis	P	Jul - Sep
Red campion	Silene dioica	P	Mar - Nov
White cow parsley	Anthriscus sylvestris	P	Apr - Jun

## Singles Collection

### Poppy

Simply native **red poppies**.  
**Best scattered in Spring or Autumn.**



Common name	Species	Annual/Perennial	Flowers in
Common poppy	Papaver rhoeas	A	Jun - Aug

### Cornflower

Simply native **cornflowers**. **Best scattered in Spring or Autumn.**

Common name	Species	Annual/Perennial	Flowers in
Cornflower	Centaurea cyanus	A	Jun - Aug



### Oxeye Daisy

Simply native **oxeye daisies**. **Best scattered in Spring or Autumn.**

Common name	Species	Annual/Perennial	Flowers in
Oxeye daisy	Leucanthemum vulgare	P	May - Sep



## Festive Collection

Bee Merry seeds as per Bee Mix - see page 16.  
Wonderland seeds as per Shade Mix - see page 17.  
Let it Snow seeds as per Cloud Meadow - see page 18.



## Natural History Museum Collection

Developed in collaboration with scientists at the Natural History Museum in London to support garden wildlife. Suitable for both rural and urban environments, these three colourful native wildflower mixes will attract food for Birds, Bats and Beetles. **Best scattered in Spring or Autumn.**



### Beetle Mix



Common name	Species	Annual/Perennial	Flowers in
White yarrow	<i>Achillea millefolium</i>	P	Jun - Oct
White cow parsley	<i>Anthriscus sylvestris</i>	P	Apr - Jun
Foxglove	<i>Digitalis purpurea</i>	P	May - Sep
Purple common knapweed	<i>Centaurea nigra</i>	P	Jun - Sep
Cornflower	<i>Centaurea cyanus</i>	A	Jun - Aug
Purple field scabious	<i>Knautia arvensis</i>	P	Jul - Sep
Dark red great burnet	<i>Sanguisorba officinalis</i>	P	Jun - Sep

### Bird Mix



Common name	Species	Annual/Perennial	Flowers in
Common poppy	<i>Papaver rhoeas</i>	A	Jun - Aug
Sheep sorrel	<i>Rumex acetosella</i>	P	Jun - Aug
Great knapweed	<i>Centaurea scabiosa</i>	P	Jun - Sep
Tufted vetch	<i>Vicia cracca</i>	P	Jun - Aug
Wild carrot	<i>Daucus carota</i>	B	Jun - Oct
Corn marigold	<i>Chrysanthemum segetum</i>	A	Jun - Oct

### Bat Mix



Common name	Species	Annual/Perennial	Flowers in
Evening primrose	<i>Oenothera biennis</i>	Biannual	Jun - Oct
Cornflower	<i>Centaurea cyanus</i>	A	Jun - Aug
Corn marigold	<i>Chrysanthemum segetum</i>	A	Jun - Oct
Borage	<i>Borago officinalis</i>	A	Apr - Nov
Wallflower	<i>Cheiranthus cheiri</i>	P	Mar - Jun
Night-scented stock	<i>Matthiola longipetala</i>	A	May - July

## Kitchen Collection

### Herb Mix

A collection of **scrumptious cooking herbs**. The perfect addition to a kitchen garden. **Best scattered early Spring to late August.**

**Basil** (*Ocimum basilicum*) Aromatic annual or biennial with bright green leaves and tubular white or pink-tinged flowers.

**Chives** (*Allium schoenoprasum*) Bulbous herbaceous perennials with a strong onion or garlic scent with star-shapes or bell-shaped flowers.

**Dill** (*Anethum graveolens*) Its leaves are invaluable for cooking: its flowers for decorating salads and arranging, and its seeds for salads, baking and tagines.

**Parsley** (*Petroselinum crispum*) Aromatic biennials with broad leaves and small white or pale green flowers.

**Sweet Marjoram** (*Origanum majorana*) Leaves and flowering sprigs are popular in Greek and Italian dishes, where they are best used towards the end of the cooking process.



### Tea Mix

A collection of **wildflower and herbal tea plants** that taste great alone or as an infusion of flavours together.

**Best scattered early Spring to late August.**

**Anise** (*Pimpinella anisum*) A fantastic treatment for asthma and a bronchitis cough, in addition to digestive complaints like bloating, colicky stomach pain, nausea, and indigestion.

**Chamomile** (*Anthemis austriaca*) Eases insomnia and boosts the immune system.

**Mint** (*Mentha rotundifolia*) Mint tea is a delicious and refreshing way to boost overall health due to its ability to improve digestion, reduce pain, eliminate inflammation, relax the body and mind, treat bad breath, aid in weight loss and boost the immune system.



### Salad Mix

A collection of scrumptious **cut and come again** frilly salad.

**Best scattered early Spring to late August.**

**Cress** (Greek - *Lepidium sativum*) A versatile salad item with a peppery flavour.

**Kale** (Red russian - *Brassica oleracea*) A nutritious leafy vegetable, Kale is packed full of vitamins, antioxidants and iron. It can be eaten raw or added to stir fry recipes.

**Mustard** (Green frills - *Brassica juncea*) Spice up your salads and sandwiches with these bright green shoots which become serrated as they grow.

**Mustard** (Red frills - *Brassica juncea*) The burgundy-red leaves add the taste of mustard and horseradish to salads, stir fry recipes and sandwiches.

**Salad rocket** (*Dentellata - Eruca vesicaria ssp. sativa*) A fantastic peppery flavour to salad, can also be lightly cooked as a delicious spinach substitute, added to sauces, stir fried or sautéed.



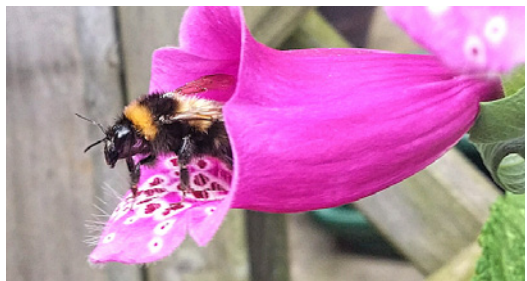
## How it all began

Seedball was founded in 2012 by Dr. Ana Attlee and Dr. Emily Lambert following a Natural Environment Research Council training scheme to help scientists turn their research into business ventures.



Whilst researching sustainable land management practices, they stumbled across work by Japanese Agronomist and Monk Masanobu Fukuoka, who revived an ancient technique of seed propagation to grow crops more efficiently. They were instantly inspired and went about adapting the recipe to suit wildflower seed, which can be notoriously tricky to grow!

With the help of social media the word began to spread, and it didn't take long for people to start buzzing about Seedball. For Ana and Emily it's been a whirlwind journey from conservation scientists to award-winning business women. They can't wait for you to join their wildflower revolution!





# SEEDBALL

A SIMPLER WAY TO GROW FROM SEED

General enquiries: [orders@seedball.co.uk](mailto:orders@seedball.co.uk)

Phone: 020 8802 5565

[www.seedball.co.uk](http://www.seedball.co.uk)

