

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

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.

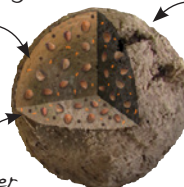
Seed balls are incredibly easy to use - simply scatter on top of soil or compost (no digging or expertise required!) and nature will do the rest.

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*



*Chilli powder
to deter slugs
and snails*

*Clay to protect
the seeds from
predators*

*Peat-free
compost provides
a little nutrition*

Seedball Tins

(Cost £2.80, RRP £6.50) - see pages 18-23 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 use only flowers from the RHS Plants For Pollinators List.

Garden Wildlife Collection NEW



Bird Mix



Beetle Mix



Bat Mix



Charity Collection



Artist's Meadow
(supporting the Wildlife Trust)



Plantlife Mix
(supporting Plantlife)



Hedgehog Mix
(supporting the PTES)

Festive Collection



Bee Merry



Let it Snow



Wonderland

Seedball Tins - Edible Collection

(Cost £2.80, RRP £6.50) - see page 23 for seed mix details.



Herb Mix



Forager's Mix



Salad Mix



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 1m² in a garden or three to five 50-80cm pots.
- Fold out instruction leaflet in tin lid.

Empty Gift Box

(Cost £1.30)

Supplied with raffia ready for your customers to choose their perfect gift combination. Neatly holds 3 tins, RRP £22.

Please note this item is not barcoded.

Comes with bed of raffia.



LOVE Gift Set

(Cost £12.50, RRP £30)

NEW



A gift for the bees and butterflies, given with Love!



New Limited Edition set of four wildflower mixes to spell 'LOVE'. Includes Bee Mix, Butterfly Mix, Urban Meadow and Shade Mix and presented within a gift box.

15cm x 15cm x 3.3cm.

Please note this item is not barcoded.



Love Bees Gift Box

(Cost £6.50, RRP £15)

NEW

A set of two wildflower tins – LOVE & BEES – presented in a bee embossed gift box. Includes Sky Meadow and Bee Mix Seedball mixes.

12cm x 12cm x 4cm.

Please note this item is not barcoded.



Seedball Tubes

(Cost £2, RRP £5)

For sale in store only.

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 pages 18-23 for seed mix details.





Clear written and visual instructions

- Each pack contains 12 seed balls - coverage for 50cm² 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, 10cm width, 3cm depth.

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

Mini-Meadow - Bamboo Pots

(Cost £8.50, RRP £20)



Bee Mix



Butterfly Mix



Garden Meadow



An all in one wildflower pots gift set for anyone who loves wildflowers ♡
Ideal for balconies and window boxes.



Includes 3 biodegradable bamboo pots and saucers with peat-free coconut coir discs and 12 seedballs. Three varieties available.
Dimensions: 16cm x 16cm x 19cm. Weight: 1.2kg.

Seed Boxes - Wildlife Collection

(Cost £6.25, RRP £15)

Set of six beautifully illustrated seed boxes, each with 6 seed balls. Includes 1 box of Bee; Butterfly; Bird; Bat; Beetle and Hedgehog Mix. Coverage for 2m² or 5-10 pots.

All packaging made from 100% recycled card.

Dimensions:
12cm x 12cm x 2cm.



Includes easy-to-follow instructions and full details of seed mixes.

Tin Starter Kit

(Cost £250, Full Retail Value £600)

A pre-made bundle of best sellers including a display box, poster and free shipping.

50 Seedball Tins

5 Gift Boxes

8 Mini-Meadow Bamboo Pots

6 Wildlife Collection Seed Boxes



Tube Starter Kit

(Cost £250, Full Retail Value £610)

A pre-made bundle of best sellers including a display stand, poster and free shipping.

60 Seedball Tubes

8 Mini-Meadow Bamboo Pots

10 Wildlife Collection Seed Boxes



Grab Bags - see pages 18-23 for seed mix details. NEW

(Cost £5, RRP £12)

New 100-ball grab bags, ideal for creating larger wildflower patches. Coverage for 5m², currently available in Bee Mix, Butterfly Mix and Wildlife Mix. Packaging size 13cm x 17cm x 2cm.



Details and instructions provided on the back.



Recycled paper packaging.

Hedgehog Highway NEW

(Cost £4.00, RRP £10)

A hedgehog-styled sign and template for creating a 13 x 13cm hedgehog corridor between gardens. Full instructions included. Packaging size 20.5cm x 26.5cm.



Zero Waste Seedballs NEW

(Cost/ball from £0.10, RRP/ball £0.25)

Unpackaged seed balls to sell as loose balls or for your own packaging. Choose from any of our Seedball mixes, supplied with labels for jars/dispensers and customer stickers.



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. 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**.



Free display box with orders of £140 and above - holds 48 tins.



Free with orders of £200 and above - holds 42 packs.

Fold-out leaflet inside the lid with full user informations.



Wildflowers listed and illustrated on back of each tin.



Prices / Ordering

All prices are exclusive of VAT.

Seedball Tin - Classics

Product	Code	Cost	Pack size	Cost per pack	RRP
Bee Mix	BEE	£2.80	10	£28	£6.50
Butterfly Mix	BU	£2.80	10	£28	£6.50
Urban Meadow	URB	£2.80	10	£28	£6.50
Sky Meadow	SKY	£2.80	10	£28	£6.50
Cloud Meadow	CLD	£2.80	10	£28	£6.50
Shade Mix	SHA	£2.80	10	£28	£6.50

Seedball Tin - Singles

Poppy	POP	£2.80	10	£28	£6.50
Cornflower	CORN	£2.80	10	£28	£6.50
Oxeye Daisy	OXE	£2.80	10	£28	£6.50

Seedball Tin - Festive

Bee Merry	BEEM	£2.80	10	£28	£6.50
Wonderland	WON	£2.80	10	£28	£6.50
Let it Snow	LIS	£2.80	10	£28	£6.50

Seedball Tin - Garden Wildlife

Beetle Mix	BEET	£2.80	10	£28	£6.50
Bird Mix	BIRD	£2.80	10	£28	£6.50
Bat Mix	BAT	£2.80	10	£28	£6.50

Seedball Tin - Charity Conservation Tins

Product	Code	Cost	Pack size	Cost per pack	RRP
Artist's Meadow	ART	£2.80	10	£28	£6.50
Plantlife Mix	PLT	£2.80	10	£28	£6.50
PTES Hedgehog Mix	HED	£2.80	10	£28	£6.50

Seedball Tin - Edible Collection

Herb Mix	HRB	£2.80	10	£28	£6.50
Salad Mix	SAL	£2.80	10	£28	£6.50
Forager's Mix	FOR	£2.80	10	£28	£6.50

Gift Boxes

Empty	GBP	£1.30	5	£7.80	£22*
Love Bees	GBP	£6.50	5	£32.50	£15
LOVE Gift Set	GBP	£12.50	2	£25	£30

*Box filled with 3 tins

Seedball Tubes

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

Seed Boxes

Wildlife Collection	BOX WILD	£6.25	5	£31.25	£15
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Mini-Meadow Bamboo Pots

Bee Mix	MM BEE	£8.50	2	£17	£20
Butterfly Mix	MM BU	£8.50	2	£17	£20
Garden Meadow	MM GM	£8.50	2	£17	£20

Grab Bags

Bee Mix	GB BEE	£5	5	£25	£12
Butterfly Mix	GB BUT	£5	5	£25	£12
Wildlife Mix	GB WIL	£5	5	£25	£12

Hedgehog Highway

Hedgehog Highway	HH	£4	5	£20	£10
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Zero Waste Unpacked Seedballs

Your choice of seed mix	ZERO	£0.10	800	£80	£0.25
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Starter Kits

Tin Starter Kit	TISK	£250	1	£250	£600
Tube Starter Kit	TUSK	£250	1	£250	£610

Minimum Order Value and Shipping

Minimum Order Value: £100 plus VAT.

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

Europe Delivery: We are unable to supply to countries outside of the UK.

www.seedballtrade.co.uk

orders@seedball.co.uk 020 8802 5565

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

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*	Digitalis purpurea	P	May - Sep
Viper's-bugloss	Echium vulgare	P	Jun - Sep
Birdsfoot trefoil	Lotus corniculatus	P	Apr - Sep
Wild marjoram	Origanum vulgare	P	Jun - Oct
Red clover	Trifolium pretense	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 toxic 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	Myosotis arvensis	A	Apr - Oct
Red campion	Silene dioica	P	May - Jun
Yarrow	Achillea millefolium	P	Jun - Aug
Purple loosestrife	Lythrum salicaria	P	Jun - Aug
Musk mallow	Malva moschata	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	Myosotis arvensis	A	Apr - Oct
Cornflower	Centaurea cyanus	A	Jun - Aug
Meadow cranesbill	Geranium pratense	P	Jun - Sep
Wild clary	Salvia verbenaca	P	Jun - Sep
Selfheal	Prunella vulgaris	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 use only flowers from the RHS Plants For Pollinators List.

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 18.
Wonderland seeds as per Shade Mix - see page 19.
Let it Snow seeds as per Cloud Meadow - see page 19.



Garden Wildlife Collection

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

Wildlife Mix

A mix of colourful annual and perennial wildflowers to support garden wildlife, including bees, butterflies, birds, beetles, hedgehogs and bats. Wildflowers are brilliant habitats for garden biodiversity, providing and attracting food while also offering shelter. **Best scattered in Spring or Autumn.**



Common name	Species	Annual/Perennial	Flowers in
Corn marigold	Chrysanthemum segetum	A	Jun - Oct
Yellow Rattle	Rhinanthus Minor	A	May - Sep
Common poppy	Papaver rhoeas	A	Jun - Aug
Great knapweed	Centaurea scabiosa	P	Jun - Sep
Sheep sorrel	Rumex acetosella	P	Jun - Aug
Wild carrot	Daucus carota	B	Jun - Oct
Birdsfoot trefoil	Lotus corniculatus	P	Apr - Sep
Tufted vetch	Vicia cracca	P	Jun - Aug
Self heal	Prunella vulgaris	P	Jun - Sep

Edible Collection

Herb Mix

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

A mix of Basil, Chives, Dill, Parsley and Sweet Marjoram.



Forager's Mix

Designed in collaboration with Wild Foods UK, this is a collection of **wild edible plants** to grow your own sustainable food.

Scatter at any time from early Spring until late Autumn.

A mix of Primrose, Shepherd's purse, Wild garlic, Borage, Red clover, Pignut and Lady's Smock.



Salad Mix

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

Best scattered early Spring to late August.

A mix of Cress, Kale, Mustard and Salad rocket.

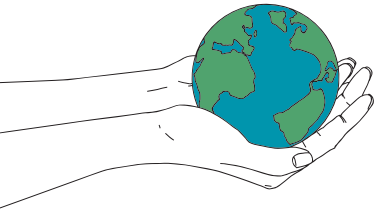


Social media



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 **52,000 followers on Twitter** (@seed_ball) and over 95,000 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.
- All of our card packaging is made from **FSC certified** wood or 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 500,000 seed balls to **schools, community groups** and **conservation groups.**
- Seedball is majority 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



A SIMPLER WAY TO GROW FROM SEED

General enquiries: orders@seedball.co.uk

Phone: 020 8802 5565

www.seedball.co.uk

www.seedballtrade.co.uk



Winner

