

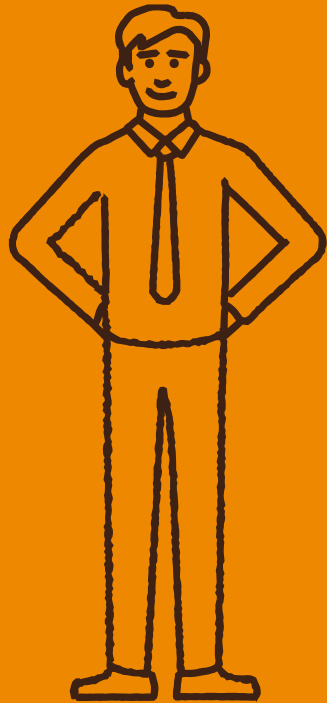
WillSow[®]

FIRST EVER
plantable
children's book!

Let's start your
readmeseedme adventure!



Where did it all start?



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Founder is Tom Willday of Willday Printers, 4th generation of a 77 year old business

Flower seed business cards

Willday name + we want children to SOW the seeds = Willsow!



Who needs a Readmeseedme adventure?

- Children are spending around 3 hours per day on their smart devices
- We want to give children a fun and relatable way to learn about our natural environment
- Highlight sustainability and the importance of recycling
- Give our readers the chance to meet the main character!



The first ever **plantable** vegetable book!

WillSow®



There are around 120 **carrot** seeds per page

Read the story then plant any of the pages

...lots of **love and care** will help your seeds to grow...



until they become **carrots** who are too big for their bed!

Available at willsow.com



What are Willow books made of?

Paper

Made from post-consumer waste, recycled envelopes and recycled paper waste.

Binding

Instead of toxic glue or metal stapels, the books are hand stitched with 100% natural cotton.

Ink

The inks we use are vegetable-based and Eco-UV based and are fully biodegradable.

Seeds

All seeds are non-genetically modified seeds. They are all tested and approved by an external organisation.

Production of the book

The books are made here at Willday Printers in Leicester, England. They also align with OFSTED's number one priority of 'how to make reading more interesting and interactive for children'.

Our
printing
method is...



The Lettuce Who Wanted A New Look

- A story about accepting us for who we are and the importance of diversity
- Empowering children to be confident
- 500 lettuce seeds per book
- RRP £9.99



The Carrot Who Was Too Big For His Bed

- A fun story about teamwork
- Can you help Carrot pull up his roots and move on?
- 500 Carrot seeds per book
- RRP £9.99



The Basil Who Built Bridges

- A fun story about how to be a hero!
- Can Basil save the day?
- Number 1 in the 3 part HERB HEROES series
- 2 more titles coming soon, Parsley and Dill!
- 500 basil seeds per book
- RRP £9.99



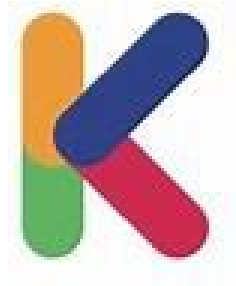
#1 IN THE
HERB HEROES SERIES

Well-deserved recognition!

- Leicestershire Live Innovation Awards Winners of the Innovation in Education and Training award
- Appearance in the Leicester Mercury and the Independent
- Interviewed on BBC Radio Leicester
- Finalists for 2 x Lloyds National Business Awards



Finding the right plots to sow our seeds...



How can we bring the range to life in your shop?



Free Crate

Free crate with orders of 50 or more or £10 per crate.

Free FSDU

Free FSDU with orders of 100 or more books.





WillSow Ltd
Unit 1, Duns Lane
Leicester, LE3 5LX

Contact details
0116 251 84 78
letschat@willsow.com