

# SEEDBALL

10 YEARS • 2013 • 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





# What's new in 2023!

## Single Species Tubes

See page 10

## Make Your Own Seed Balls Kit

See page 11

## Bumblebee Tins

See page 5



NEW



## 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.

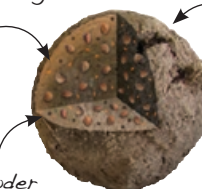
Seed balls are incredibly easy to use - simply scatter on top of soil or compost (no digging or expertise required!) and nature will do the rest.

Launched in 2013, 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 £2.80, RRP £6.50) - see pages 21-27 for seed mix details.

### Classic Collection



Bee Mix



Butterfly Mix



Shade Mix



Sky Meadow



Urban Meadow



Cloud Meadow

### Singles Collection



Poppy



Cornflower



Oxeye Daisy

2017  
GIFT OF THE YEAR  
WINNER

## Garden Wildlife Collection



Bird Mix



Beetle Mix



Bat Mix

## Limited Edition Bumblebee Collection

NEW

As part of Seedball's 10 year anniversary, this set of tins has been designed to raise awareness of three much-loved UK bumblebee species that are in decline and need our help.



Great Yellow  
Bumblebee Mix



Short-haired  
Bumblebee Mix



Shrill Carder  
Bumblebee Mix

## Charity Collection



Artist's Meadow  
(supporting the Wildlife Trust)



Plantlife Mix  
(supporting Plantlife)



Hedgehog Mix  
(supporting the PTES)



All varieties use only flowers from the RHS Plants For Pollinators List.

## Edible Collection



Herb Mix



Forager's Mix



Salad Mix

## Festive Collection



Bee Merry



Let it Snow



Wonderland

### Tin information

- Each tin is 6.4cm diameter x 2.4cm 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.



Wildflowers listed and illustrated on back of each tin.

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

## Empty Gift Box

(Cost £1.30)

Comes with bed of raffia.



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.

## LOVE Gift Set

(Cost £12.50, RRP £30)

Elegant 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)

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

12cm x 12cm x 4cm.

Please note this item is not barcoded.





## Hanging Packs

(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 pages 21-27 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, 10cm width, 3cm depth.

Scattering and flowering times



Includes a scatter by date

Die cut hanging hole for easy display

Approx 30-50 seeds in every ball



Barcoded on the base



## Single Species Tubes

(Cost £2.60, RRP £6)

A set of five beautifully illustrated cardboard tubes, each containing 20 seed balls of the same flower.

Available as a mixed or single flower display box. Each tube is 3.5cm diameter and 10cm height.



Coverage for 1m<sup>2</sup> in a garden or three to five 50-80cm pots.

*Outer packaging becomes a display box*



*User info on reverse side*

**NEW**

## Make Your Own Kit

(Cost £5, RRP £12)

Ingredient pack for making 50–60 wildflower seed balls. Messy fun that helps nature! Each box is 20cm x 14.5cm x 3.5cm.

Contains:

- 1 x powdered red clay
- 1 x peat-free compost
- 1 x native UK wildflower seeds
- 1 x full instructions



*Compostable paper packaging*

**NEW**



## Mini-Meadow Bamboo Pots

(Cost £8.50, RRP £20)



Bee Mix



Garden Meadow



Butterfly Mix



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 2m<sup>2</sup> 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.





## Seed Boxes

(Cost £1.50, RRP £3.50)

A wide selection of little cardboard seed boxes designed for till-side pick ups or customer gifts.

Each box is 5.8cm x 3.7cm x 1.5cm (a small matchbox size), and contains 6 seed balls plus a little card insert with instructions.

One box will cover 1-2 pots.

See [www.seedballtrade.co.uk](http://www.seedballtrade.co.uk) for full range. Personalisation available.



Bee



Butterfly



Bat



Pride



Poppy



Forget-me-not



Cornflower



Happy Birthday



Happy Christmas



Thank you

## Grab Bags

- see pages 21-27 for seed mixes.  
(Cost £6, RRP £15)

100-ball grab bags, ideal for creating larger wildflower patches.

Coverage for 5m<sup>2</sup>, currently available in 7 options: Bee Mix, Butterfly Mix, Garden Meadow, Wildlife Mix, Poppy, Shade Mix, Annuals Mix.

Packaging size 13cm x 17cm x 2cm.



Compostable paper packaging



Details and instructions provided on the back.



## Hedgehog Highway

(Cost £5, RRP £12)

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

(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.



## Tin Starter Kit

(Cost £300, Full Retail Value £710)

A pre-made bundle of best sellers:

50 Seedball Tins;  
1 Tin Display Box;  
9 Grab Bags;  
8 Mini-Meadow Bamboo Pots;  
6 Wildlife Collection Seed Boxes;  
Free Shipping



## Hanging Pack Starter Kit

(Cost £300, Full Retail Value £745)

A pre-made bundle of best sellers:

60 Hanging Packs;  
1 Display Stand;  
9 Grab Bags;  
8 Mini-Meadow Bamboo Pots;  
10 Wildlife Collection Seed Boxes;  
Free Shipping



## Tubes Starter Kit

(Cost £300, Full Retail Value £712)

A pre-made bundle of best sellers:

42 Tubes; 2 Display Boxes;  
10 Grab Bags;  
8 Mini-Meadow Bamboo Pots;  
10 Wildlife Collection Seed Boxes;  
Free Shipping



## Prices / Ordering

All prices are exclusive of VAT.



### Seedball Tins

#### Pack of 10: £28

Unit Cost: £2.80, RRP: £6.50

#### CLASSIC

Bee Mix (BEE)

Butterfly Mix (BU)

Urban Meadow (URB)

Sky Meadow (SKY)

Cloud Meadow (CLD)

Shade Mix (SHA)

#### SINGLES

Poppy (POP)

Cornflower (CORN)

Oxeye Daisy (OXE)

#### LIMITED EDITION BEE

Great Yellow Bee (GYBEE)

Short-haired Bee (SHBEE)

Shrill Carder Bee (SCBEE)

#### GARDEN WILDLIFE

Beetle Mix (BEET)

Bird Mix (BIRD)

Bat Mix (BAT)

#### CHARITY COLLECTION

Artist's Meadow (ART)

Plantlife Mix (PLT)

PTES Hedgehog Mix (HED)

#### EDIBLES

Herb Mix (HRB)

Salad Mix (SAL)

Forager's Mix (FOR)

#### FESTIVE

Bee Merry (BEEM)

Wonderland (WON)

Let it Snow (LIS)



### Gift Boxes

Empty Gift Box (BOX)

#### Pack of 5: £6.50

Unit Cost: £1.30, RRP: £22  
when filled with 3 tins.

Love Bees (BOX-LB)

#### Pack of 5: £32.50

Unit Cost: £6.50, RRP: £15

LOVE Gift Set (BOX-LGS)

#### Pack of 2: £25

Unit Cost: £12.50, RRP: £30



### Hanging Packs

#### Pack of 20: £40

Unit Cost: £2, RRP: £5

Bee Mix (PACK-BEE)

Butterfly Mix (PACK-BU)

Garden Meadow (PACK-GM)

Shade Mix (PACK-SHA)

Poppy (PACK-POP)



### Seedball Tubes

#### Pack of 21: £54.60

Unit Cost: £2.60, RRP: £6

Cornflower (TUBE-COR)

Forget-me-not (TUBE-FMN)

Oxeye Daisy (TUBE-OXEYE)

Poppy (TUBE-POP)

Red Campion (TUBE-RC)

Mixed Pack (TUBE-MIX)



### Mini-Meadow Bamboo Pots

#### Pack of 2: £17

Unit Cost: £8.50, RRP: £20

Bee Mix (MM-BEE)

Butterfly Mix (MM-BU)

Garden Meadow (MM-GM)



### Seed Box Collection

Wildlife Collection (BOX-WC)

#### Pack of 5: £31.25

Cost: £6.25, RRP: £15



### Seed Boxes

#### Pack of 5: £7.50

Unit Cost: £1.50, RRP: £3.50

Bee (SB-BEE)

Butterfly (SB-BU)

Bat (SB-BAT)

Pride (SB-PRIDE)

Poppy (SB-POP)

Forget-me-not (SB-FMN)

Cornflower (SB-CORN)

Happy Birthday (SB-HB)

Happy Christmas (SB-HC)

Thank You (SB-TY)



### Grab Bags

#### Pack of 5: £30

Unit Cost: £6, RRP: £15

Bee Mix (GB-BEE)

Butterfly Mix (GB-BU)

Wildlife Mix (GB-WM)

Poppy (GB-P)

Shade Mix (GB-SHA)

Annuals Mix (GB-A)



### Make Your Own Kit

#### 5 pack: £25 (MYO)

Unit Cost: £5, RRP: £12



### Hedgehog Highway

#### Pack of 5: £25 (HH)

Unit Cost: £5, RRP: £12



### Zero Waste

#### Unpacked Seedballs

#### 800 balls: £80 (ZW-BALLS)

Unit Cost: £0.10, RRP: £0.25



### Starter Kits

Tin Starter Kit (SK-TIN)

**£300**, RRP: £710

Hanging Pack  
Starter Kit (SK-HP)

**£300**, RRP: £745

Tube Starter Kit (SK-TU)

**£300**, RRP: £712

## 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](http://www.seedballtrade.co.uk)

[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 can supply **point of sale** materials, including a box for the tins and tubes, a stand for the hanging packs, 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.



Shelf-ready box supplied free with all tube orders - holds 21 units



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



## 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        | 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  |

## 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 | Filipendula ulmaria  | P                | Jun - Sep  |
| Oxeye daisy | Leucanthemum vulgare | P                | May - Sep  |
| Red clover  | Trifolium pratense   | P                | May - Sep  |
| Self heal   | Prunella vulgaris    | P                | Jun - Sep  |
| Yarrow      | Achillea millefolium | 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      | Papaver rhoeas     | A                | Jun - Aug  |
| Birdsfoot trefoil | Lotus corniculatus | P                | Apr - Sep  |
| Yellow Rattle     | Rhinanthus Minor   | A                | May - Sep  |
| Wild carrot       | Daucus carota      | B                | Jun - Oct  |
| Red clover        | Trifolium pratense | P                | Apr - Nov  |
| Tufted vetch      | Vicia cracca       | P                | Jun - Aug  |
| Self heal         | Prunella vulgaris  | 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.



## Great Yellow Bumblebee Mix

Once widespread across the UK, its distribution has now shrunk by 80%, with the last remaining populations restricted to the Scottish Highlands and Islands. **Best scattered in Spring or Autumn.**



| Common name       | Species               | Annual/Perennial | Flowers in |
|-------------------|-----------------------|------------------|------------|
| Common poppy      | Papaver rhoeas        | A                | Jun - Aug  |
| Corn Chamomile    | Anthemis arvensis     | A                | Jun - Sep  |
| Cornflower        | Centaurea cyanus      | A                | Jun - Aug  |
| Birdsfoot trefoil | Lotus corniculatus    | P                | Apr - Sep  |
| White campion     | Silene latifolia      | P                | Jun - Sep  |
| Corn marigold     | Chrysanthemum segetum | A                | Jun - Oct  |
| Forget-me-not     | Myosotis arvensis     | A                | Apr - Oct  |

## Short-Haired Bumblebee Mix

Once widespread across the south of England, it was sadly declared extinct in the UK in 2000. A reintroduction and habitat restoration project has been ongoing for over 10 years in the area of Dungeness and Romney Marsh in Kent and East Sussex, where a number of other rare species have also benefited. **Best scattered in Spring or Autumn.**



| Common name       | Species              | Annual/Perennial | Flowers in |
|-------------------|----------------------|------------------|------------|
| Cornflower        | Centaurea cyanus     | A                | Jun - Aug  |
| Red campion       | Silene dioica        | P                | Mar - Nov  |
| Oxeye daisy       | Leucanthemum vulgare | P                | May - Sep  |
| Wild marjoram     | Origanum vulgare     | P                | Jun - Oct  |
| Viper's-bugloss   | Echium vulgare       | P                | Jun - Sep  |
| Red clover        | Trifolium pretense   | P                | Apr - Nov  |
| Birdsfoot trefoil | Lotus corniculatus   | P                | Apr - Sep  |

## Shrill Carder Bumblebee Mix

Possibly the rarest bumblebee species in the UK which can only be spotted in a handful of locations in south Wales and southern England. It's quite a distinctive bee with pale grey-yellow colouring with a noticeably high-pitched buzz. **Best scattered in Spring or Autumn.**



| Common name            | Species                 | Annual/Perennial | Flowers in |
|------------------------|-------------------------|------------------|------------|
| Purple common knapweed | Centaurea nigra         | P                | Jun - Sep  |
| Dark red great burnet  | Sanguisorba officinalis | P                | Jun - Sep  |
| Cowslip                | Primula veris           | P                | Apr - May  |
| Self heal              | Prunella vulgaris       | P                | Jun - Sep  |
| Meadowsweet            | Filipendula ulmaria     | P                | Jun - Sep  |
| Meadow buttercup       | Ranunculus acris        | P                | Apr - Oct  |
| Birdsfoot trefoil      | Lotus corniculatus      | P                | Apr - Sep  |

## 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           | Achillea millefolium    | P                | Jun - Oct  |
| White cow parsley      | Anthriscus sylvestris   | P                | Apr - Jun  |
| Foxglove               | Digitalis purpurea      | P                | May - Sep  |
| Purple common knapweed | Centaurea nigra         | P                | Jun - Sep  |
| Cornflower             | Centaurea cyanus        | A                | Jun - Aug  |
| Purple field scabious  | Knautia arvensis        | P                | Jul - Sep  |
| Dark red great burnet  | Sanguisorba officinalis | P                | Jun - Sep  |

### Bird Mix



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

### Bat Mix



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



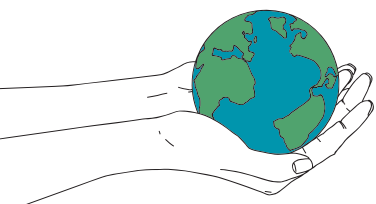


## Social media



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), 20,000 on Instagram (@seed\_ball) and over 100,000 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





## How it all began



Seedball was founded in 2013 by Dr. Ana Attlee and Dr. Emily Attlee 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 in action**





# SEEDBALL



## A SIMPLER WAY TO GROW FROM SEED

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

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

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



**Winner**

