

TEAR IT, PLANT IT, GROW IT

SEEDSTICKS®
BY SOW EASY

INDOOR FLOWER GARDEN KIT

SWEET ALYSSUM, CHAMOMILE, LIVINGSTON DAISY



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ABOUT US

Founded in 1988, Sow Easy is a second-generation family business based in South Buckinghamshire. We believe growing should be simple, sustainable and joyful. From kitchens and offices to classrooms and windowsills, we create clever little growing gifts that inspire anyone to get hands-on with nature — no green thumb required.

Our signature Seedsticks® make sowing effortless: pre-measured seeds, responsibly sourced paper and compact formats that fit modern life. Every product is Made in Britain certified at our SMETA 4-Pillar audited factory, with sustainability and ethical production at the heart of what we do.

Whether you're gifting, promoting a brand, or growing for your own home cooking, our mission is the same: to help people connect with plants, discover the thrill of growing from seed, and keep on growing, season after season.

Keep growing!

Sow Easy

FREQUENTLY ASKED QUESTIONS

Do I need to buy anything else?

You only need compost and water. The pots/jars and Seedsticks® are included. Standard potting compost, seed-sowing compost or multipurpose compost all work well.

What flower are included?

Your kit includes Sweet Alyssum, Chamomile, and Livingston Daisy. All are suitable for home growing.

Can I grow the flower outdoors instead?

Yes. Once established, they can be moved to larger pots outdoors or kept inside. Acclimatise gradually to outdoor conditions.

How long will the plants flower?

With proper light, watering, and care, plants can flower for several weeks to months during the growing season.

When can I expect flowers?

Sweet Alyssum and Livingston Daisy typically bloom in 6–8 weeks, while Chamomile may take around 8–10 weeks, depending on growing conditions.

PLANTING INSTRUCTIONS

Seedsticks® make growing herbs simple and mess-free. Each biodegradable stick contains pre-measured seeds — just plant, water, and grow.

1. Light

Remove all contents from cardboard box and glass jars. Place on a bright windowsill (south or south-west facing if possible). Aim for 4–6+ hours of light daily. Avoid cold draughts and radiators.

2. Prepare

Stick the plant labels to each jar, and tie the twine to the top neck. Then place 100g stones to each jar for drainage. Soak soil pellets in a bowl with 450ml warm water, then pot evenly into jars. Press gently.

3. Plant

Tear off several Seedsticks® and plant pointed end down into the soil, following the green depth marker. Space evenly.

4. Water

Keep soil lightly moist. Optional: cover with a clear bag to boost humidity. Remove once shoots appear. Avoid over-watering.

5. Grow & Harvest

Rotate for even growth. Thin if crowded. Harvest from 6–10 weeks. Pick little and often — never more than one-third at a time.

Seeds may take 7–21 days to germinate depending on the herb.

FLOWER USES

Sweet Alyssum

Sweet Alyssum is loved for its delicate flowers and soft, honey-like fragrance. It is perfect for borders, containers, and hanging baskets, where it creates a beautiful carpet of blooms. It also helps attract pollinators like bees and butterflies, bringing life to any garden.

Chamomile

Chamomile features gentle, daisy-like flowers known for their calming properties. Commonly used to make soothing herbal tea, it is also a great addition to garden beds, attracting pollinators and adding a natural, peaceful charm to outdoor spaces.

Livingston Daisy

Livingston Daisy is bright and colourful, ideal for adding vibrant seasonal interest to gardens and containers. Its blooms open beautifully in sunlight, making it perfect for sunny spots. It brings a cheerful and lively touch to any spring or summer display.

WHY SEEDSTICKS?

A simpler, more joyful way to grow

Seedsticks® make growing easy. Each biodegradable stick already contains seeds at the right spacing – just push into soil, water, and watch them grow. No loose seeds, no mess, no guesswork.

Why customers love them

Easy for everyone

Perfect for first-time gardeners, families, and anyone who wants to grow with confidence.

Clean & hassle-free

No spills or over-sowing. Every seed is exactly where it needs to be.

Better results

Pre-spaced seeds encourage healthier germination and less waste.

Feel-good gifting

Colourful, thoughtful and sustainable – Seedsticks® look special and create moments of joy from planting to sprouting.

A gift that lasts

From planting to the first shoots, and herbs or blooms at home – Seedsticks® make memories long after they're opened.

Small seeds, big joy.



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