

TEAR IT, PLANT IT, GROW IT

SEEDSTICKS®
BY SOW EASY

INDOOR FRUIT GARDEN KIT

STRAWBERRY, TOMATO, LEMON BALM



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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. Pots/jars and Seedsticks[®] are included. Any standard or multipurpose compost works well.

What fruits are included?

Your kit includes Strawberry, Tomato, and Lemon balm. All are suitable for indoor growing.

Can I grow these plants outdoors?

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

How long will the plants produce fruit?

With proper light, watering, and care, plants can produce fruit for several months during the growing season.

When can I start harvesting?

Alpine strawberries can be harvested in about 3-4 months, tomatoes in 2-3 months, and cape gooseberries in 3-4 months, depending on growing conditions.

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BY TARA EAST

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.

FRUIT USES

Strawberry

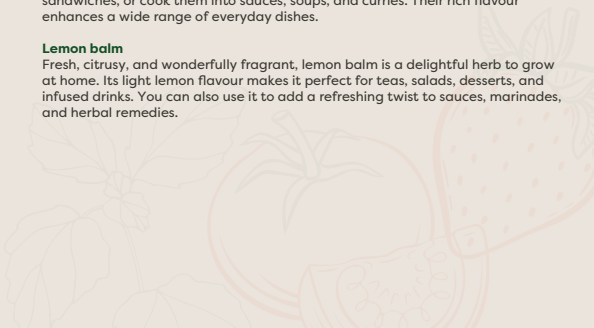
Small, sweet, and highly aromatic, strawberries are perfect for snacking straight from the plant. Enjoy them in desserts, salads, jams, or as a delicate topping for cakes and yoghurt.

Tomato

Juicy and versatile, tomatoes are a kitchen staple. Use them fresh in salads and sandwiches, or cook them into sauces, soups, and curries. Their rich flavour enhances a wide range of everyday dishes.

Lemon balm

Fresh, citrusy, and wonderfully fragrant, lemon balm is a delightful herb to grow at home. Its light lemon flavour makes it perfect for teas, salads, desserts, and infused drinks. You can also use it to add a refreshing twist to sauces, marinades, and herbal remedies.



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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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