

TEAR IT, PLANT IT, GROW IT

SEEDSTICKS®
BY SOW EASY

GROW YOUR OWN FLOWERS



HELLO@SEEDSTICKS.CO.UK | SEEDSTICKS.CO.UK

SEED NAME

ENGLISH

1. Baby's Breath - white
2. Baby's Breath - Pink
3. Canterbury Bells
4. Corncockle
5. Virginia Stock
6. May Queen
7. Alaska - Shasta Daisy
8. Ox-eye Daisy
9. Coreopsis
10. Livingstone Daisy
11. Gilia
12. Sweet Alyssum
13. Love Lies Bleeding
14. Sweet William
15. California Poppy - Orange King
16. California Poppy - Mixed
17. Chamomile
18. Corn Marigold
19. Sunflower (Piccolo)
20. Love-in-a-Mist

LATIN / BOTANICAL

- *Gypsophila elegans*
- *Gypsophila elegans*
- *Campanula medium*
- *Agrostemma*
- *Malcolmia maritima*
- *Chrysanthemum leucanthemum*
- *Chrysanthemum leucanthemum*
- *Leucanthemum vulgare*
- *Coreopsis tinctoria*
- *Mesembryanthemum*
- *Gilia capitata*
- *Lobularia maritima*
- *Amaranthus caudatus*
- *Dianthus barbatus*
- *Eschscholzia*
- *Eschscholzia*
- *Matricaria chamomilla*
- *Glebionis segetum*
- *Helianthus debilis*
- *Nigella damascena*

SEED NAME

ENGLISH

21. Shirley Red Poppy
22. Forget-Me-Not
23. Lavender
24. Wallflower Crown Bedder Mix
25. Larkspur Sublime Mix

LATIN / BOTANICAL

- *Papaver rhoeas*
- *Myosotis sylvatica*
- *Lavandula angustifolia*
- *Chieranthus*
- *Delphinium*

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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

ATTRACTION GUIDE



Birds



Bees



Butterflies



Other Pollinators

Plants that attract pollinators help support biodiversity and a healthy garden ecosystem.

GROW & SOW GUIDE



Height

IT: Altezza

FR: Hauteur

DE: Wuchshöhe

ES: Altura



Spread

IT: Distribuzione

FR: Étalement

DE: Wuchsbreite

ES: Cobertura



Full Sun

IT: Pieno Sole

FR: Plein soleil

DE: Vollsonnig

ES: Posición soleada



Part Shade

IT: Ombra parziale

FR: Mi-ombre

DE: Halbschattig

ES: Sombra parcial

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SEEDSTICKS[®]
BY HILARY

GYPSOPHILA ELEGANS

BABY'S BREATH-WHITE

DELICATE WHITE FLOWERS THAT CREATE A SOFT, AIRY DISPLAY. POPULAR IN BOUQUETS AND LOVED BY POLLINATING INSECTS.

ATTRACTION: Bees, Butterflies & Other Pollinators

FLOWER HEIGHT: Grows to 40-60 cm

SPREAD: 30-40 cm

INDOOR SOWING MONTHS: Mar-Apr

UK OUTDOOR SOWING MONTHS: Apr-May

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: Yes



PLANT IT. PLANT IT. GROW IT.

SEEDSTICKS[®]
BY HILARY

GYPSOPHILA ELEGANS

BABY'S BREATH PINK

DELICATE PINK FLOWERS THAT CREATE A SOFT, AIRY DISPLAY. POPULAR IN BOUQUETS AND LOVED BY POLLINATING INSECTS.

ATTRACTION: Bees, Butterflies & Other Pollinators

FLOWER HEIGHT: Grows to 40-60 cm

SPREAD: 30-40 cm

INDOOR SOWING MONTHS: Mar-Apr

UK OUTDOOR SOWING MONTHS: Apr-May

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: Yes



TRUST IT. PLANT IT. KNOW IT.

SEEDSTICKS[®]
BY HILARY

CAMPANULA MEDIUM

CANTERBURY BELLS

BELL-SHAPED FLOWERS IN PASTEL SHADES THAT ADD HEIGHT AND CHARM. A TRADITIONAL BIENNIAL FOR BORDERS AND CUTTING.

ATTRACTION: Bees, Butterflies & Other Pollinators

FLOWER HEIGHT: Grows to 60-90 cm

SPREAD: 30-45 cm

INDOOR SOWING MONTHS: Feb-Mar

UK OUTDOOR SOWING MONTHS: May-Jun

LIGHT REQUIREMENT: Full sun / Partial shade

GOOD FOR CONTAINERS: Yes (large containers)



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SEEDSTICKS[®]
BY HILARY

AGROSTEMMA

CORNCOCKLE

OPEN, STAR-SHAPED FLOWERS IN SOFT PINK TO MAUVE SHADES. A CLASSIC ANNUAL FOR WILDFLOWER MEADOWS, BORDERS, AND CUTTING.

ATTRACTION: Bees, Butterflies & Other Pollinators

FLOWER HEIGHT: Grows to 60–90 cm

SPREAD: 20–30 cm

INDOOR SOWING MONTHS: Feb–Mar

UK OUTDOOR SOWING MONTHS: May–Jun

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: Yes



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SEEDSTICKS[®]
BY HILARY

MALCOLMIA MARITIMA

VIRGINIA STOCK

FAST-GROWING, SWEETLY SCENTED FLOWERS THAT BLOOM QUICKLY FROM SEED. PERFECT FOR POTS, EDGING, AND EARLY COLOUR.

ATTRACTION: Bees, Butterflies & Other Pollinators

FLOWER HEIGHT: Grows to 15–30 cm

SPREAD: 20–30 cm

INDOOR SOWING MONTHS: Feb–Mar

UK OUTDOOR SOWING MONTHS: Mar–Jun

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: Yes



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SEEDSTICKS[®]
BY HILARY

CHRYSANTHEMUM LEUCANTHEMUM

MAY QUEEN

CHEERFUL WHITE DAISIES WITH YELLOW CENTRES, IDEAL FOR WILDLIFE GARDENS. LONG FLOWERING AND VERY EASY TO GROW.

ATTRACTION: Bees, Butterflies & Other Pollinators

FLOWER HEIGHT: Grows to 40-80 cm

SPREAD: 20-30 cm

INDOOR SOWING MONTHS: Feb-Mar

UK OUTDOOR SOWING MONTHS: Apr-Jun

LIGHT REQUIREMENT: Full sun / Partial shade

GOOD FOR CONTAINERS: Yes



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SEEDSTICKS[®]
BY HILARY

CHRYSANTHEMUM LEUCANTHEMUM

ALASKA – SHASTA DAISY

LARGE, SHOWY DAISY FLOWERS ON STRONG STEMS.
A RELIABLE PERENNIAL FOR CUTTING AND GARDEN
BORDERS.

ATTRACTION: Bees, Butterflies & Other Pollinators

FLOWER HEIGHT: Grows to 70–100 cm

SPREAD: 45–60 cm

INDOOR SOWING MONTHS: Feb–Mar

UK OUTDOOR SOWING MONTHS: Apr–Jun

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: No



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SEEDSTICKS[®]
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LEUCANTHEMUM VULGARE

OX-EYE DAISY

CHEERFUL WHITE DAISIES WITH YELLOW CENTRES,
IDEAL FOR WILDLIFE GARDENS. LONG FLOWERING
AND VERY EASY TO GROW.

ATTRACTION: Bees, Butterflies & Other Pollinators

FLOWER HEIGHT: Grows to 60-90 cm

SPREAD: 45-60 cm

INDOOR SOWING MONTHS: Feb-Mar

UK OUTDOOR SOWING MONTHS: Apr-Jun

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: No



COREOPSIS TINCTORIA

COREOPSIS

BRIGHT, CHEERFUL FLOWERS IN WARM YELLOW AND RED TONES. EXCELLENT FOR SUMMER COLOUR AND POLLINATORS.

ATTRACTION: Bees, Butterflies & Other Pollinators

FLOWER HEIGHT: Grows to 45-75 cm

SPREAD: 30-45 cm

INDOOR SOWING MONTHS: Mar-Apr

UK OUTDOOR SOWING MONTHS: Apr-May

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: Yes (large containers)



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SEEDSTICKS[®]
BY HILBERT

MESEMBRYANTHEMUM

LIVINGSTONE DAISY

LOW-GROWING PLANTS WITH VIBRANT, JEWEL-LIKE FLOWERS. THRIVE IN SUNNY SPOTS AND CONTAINERS.

ATTRACTION: Bees & Butterflies

FLOWER HEIGHT: Grows to 10–15 cm

SPREAD: 20–30 cm

INDOOR SOWING MONTHS: Mar–Apr

UK OUTDOOR SOWING MONTHS: May–Jun

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: Yes



GILIA CAPITATA

GILIA

FINE, DELICATE FLOWERS OFTEN IN BLUE SHADES. ATTRACTIVE TO BEES AND BUTTERFLIES AND IDEAL FOR MEADOW PLANTING.

ATTRACTION: Bees, Butterflies & Other Pollinators

FLOWER HEIGHT: Grows to 30–60 cm

SPREAD: 30–45 cm

INDOOR SOWING MONTHS: Mar–Apr

UK OUTDOOR SOWING MONTHS: Apr–May

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: Yes (large containers)



LOBULARIA MARITIMA

SWEET ALYSSUM

MASSES OF TINY, HONEY-SCENTED FLOWERS THAT SPREAD GENTLY. GREAT FOR GROUND COVER AND ATTRACTING BENEFICIAL INSECTS.

ATTRACTION: Bees, Butterflies & Other Pollinators

FLOWER HEIGHT: Grows to 10–20 cm

SPREAD: 20–30 cm

INDOOR SOWING MONTHS: Feb–Mar

UK OUTDOOR SOWING MONTHS: Mar–Jun

LIGHT REQUIREMENT: Full sun / Partial shade

GOOD FOR CONTAINERS: Yes



AMARANTHUS CAUDATUS

LOVE LIES BLEEDING

LOVE LIES BLEEDING (AMARANTHUS CAUDATUS) IS A STRIKING, FAST-GROWING ANNUAL KNOWN FOR ITS LONG, CASCADING TASSELS OF DEEP CRIMSON FLOWERS THAT TRAIL DRAMATICALLY FROM TALL STEMS. BLOOMING THROUGH SUMMER INTO EARLY AUTUMN, IT ADDS BOLD HEIGHT, TEXTURE, AND RICH COLOUR TO BORDERS AND CUTTING GARDENS AND IS EXCELLENT FOR DRYING AS WELL AS FRESH ARRANGEMENTS.

ATTRACTION: Birds & Other Pollinators

FLOWER HEIGHT: Grows to 90-150 cm

SPREAD: 30-45 cm

INDOOR SOWING MONTHS: Mar-Apr

UK OUTDOOR SOWING MONTHS: May-Jun

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: Yes



DIANTHUS BARBATUS

SWEET WILLIAM

CLUSTERS OF RICHLY COLOURED, OFTEN SCENTED FLOWERS. A COTTAGE GARDEN FAVOURITE FOR BORDERS AND BOUQUETS.

ATTRACTION: Bees & Butterflies

FLOWER HEIGHT: Grows to 30–60 cm

SPREAD: 30–45 cm

INDOOR SOWING MONTHS: Feb–Mar

UK OUTDOOR SOWING MONTHS: May–Jun

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: Yes



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SEEDSTICKS[®]
BY MARIANNE

ESCHSCHOLZIA

CALIFORNIA POPPY- ORANGE KING

VIVID ORANGE, PAPERY FLOWERS THAT CREATE STRIKING DISPLAYS. EASY TO GROW AND IDEAL FOR MEADOWS.

ATTRACTION: Bees & Other Pollinators

FLOWER HEIGHT: Grows to 40-70 cm

SPREAD: 20-30 cm

INDOOR SOWING MONTHS: Feb-Mar

UK OUTDOOR SOWING MONTHS: May-Jun

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: Yes (large containers)



ESCHSCHOLZIA

CALIFORNIA POPPY MIXED

BRIGHT, FREE-FLOWERING ANNUAL PRODUCING SILKY, CUP-SHAPED BLOOMS IN A VIBRANT MIX OF COLOURS. EASY TO GROW AND IDEAL FOR BORDERS, WILDFLOWER GARDENS AND CONTAINERS. DROUGHT TOLERANT ONCE ESTABLISHED AND HIGHLY ATTRACTIVE TO POLLINATORS.

ATTRACTION: Bees & Other Pollinators

FLOWER HEIGHT: Grows to 40-70 cm

SPREAD: 20-30 cm

INDOOR SOWING MONTHS: Feb-Mar

UK OUTDOOR SOWING MONTHS: May-Jun

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: Yes (large containers)



MATRICARIA CHAMOMILLA

CHAMOMILE

DAISY-LIKE FLOWERS WITH A GENTLE APPLE SCENT. TRADITIONALLY GROWN FOR HERBAL TEAS AND WILDLIFE GARDENS.

ATTRACTION: Bees, Butterflies & Other Pollinators

FLOWER HEIGHT: Grows to 20–50 cm

SPREAD: 30–45 cm

INDOOR SOWING MONTHS: Mar–Apr

UK OUTDOOR SOWING MONTHS: Apr–May

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: Yes



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SEEDSTICKS[®]
BY MARISSA

GLEBIONIS SEGETUM

CORN MARIGOLD

BRIGHT YELLOW WILDFLOWERS THAT BRING BOLD COLOUR TO MEADOWS. EXCELLENT FOR POLLINATORS.

ATTRACTION: Bees, Butterflies & Other Pollinators

FLOWER HEIGHT: Grows to 30-60 cm

SPREAD: 20-30 cm

INDOOR SOWING MONTHS: Mar-Apr

UK OUTDOOR SOWING MONTHS: Apr-May

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: Yes (large containers)



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SEEDSTICKS[®]
BY WILKINS

HELIANTHUS DEBILIS

SUNFLOWER (PICCOLO)

COMPACT SUNFLOWER VARIETY WITH SMALLER SEEDS. PRODUCES CHEERFUL BLOOMS LOVED BY BEES, BUTTERFLIES AND BIRDS.

ATTRACTION: Bees, Butterflies & Birds

FLOWER HEIGHT: Grows to 40-60 cm

SPREAD: 30-40 cm

INDOOR SOWING MONTHS: Apr

UK OUTDOOR SOWING MONTHS: Apr-May

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: No



NIGELLA DAMASCENA

LOVE-IN-A-MIST

DELICATE FLOWERS SURROUNDED BY FEATHERY FOLIAGE. ALSO VALUED FOR ITS DECORATIVE SEED PODS.

ATTRACTION: Bees & Other Pollinators

FLOWER HEIGHT: Grows to 30-50 cm

SPREAD: 20-30 cm

INDOOR SOWING MONTHS: Feb-Mar

UK OUTDOOR SOWING MONTHS: Mar-May

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: Yes (large containers)



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SEEDSTICKS[®]
BY HIRSH

PAPAVER RHOEAS

SHIRLEY RED POPPY

VIVID RED, PAPERY FLOWERS THAT CREATE STRIKING DISPLAYS. EASY TO GROW AND IDEAL FOR MEADOWS.

ATTRACTION: Bees, Butterflies & Other Pollinators

FLOWER HEIGHT: Grows to 60-90 cm

SPREAD: 30-45 cm

INDOOR SOWING MONTHS: Feb-Mar

UK OUTDOOR SOWING MONTHS: Mar-May/Aug-Sep

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: Yes (large containers)



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SEEDSTICKS[®]
BY HILARY

MYOSOTIS SYLVATICA

FORGET-ME-NOT

TINY BLUE FLOWERS THAT SELF-SEED FREELY.
PERFECT FOR SPRING COLOUR AND WILDLIFE
GARDENS.

ATTRACTION: Bees & Butterflies

FLOWER HEIGHT: Grows to 15–30 cm

SPREAD: 20–30 cm

INDOOR SOWING MONTHS: May–Jun

UK OUTDOOR SOWING MONTHS: Aug–Sep

LIGHT REQUIREMENT: Partial shade

GOOD FOR CONTAINERS: Yes



LAVANDULA ANGUSTIFOLIA

LAVENDER

HIGHLY FRAGRANT PURPLE FLOWERS ON EVERGREEN PLANTS. A FAVOURITE WITH BEES AND EXCELLENT FOR DRYING.

ATTRACTION: Bees & Butterflies

FLOWER HEIGHT: Grows to 40–60 cm

SPREAD: 40–60 cm

INDOOR SOWING MONTHS: Feb–Mar

UK OUTDOOR SOWING MONTHS: May–Jun

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: Yes



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SEEDSTICKS[®]
BY HILBERT

CHIERANTHUS

WALLFLOWER CROWN BEDDER MIX

WALLFLOWER (ERYSIMUM CHEIRI) IS A WONDERFULLY FRAGRANT, SPRING-FLOWERING PLANT PRIZED FOR ITS CLUSTERS OF VELVETY BLOOMS IN WARM SHADES OF GOLD, ORANGE, CRIMSON, AND BURGUNDY.

ATTRACTION: Bees & Other Pollinators

FLOWER HEIGHT: Grows to 20-30 cm

SPREAD: 15-20 cm

INDOOR SOWING MONTHS: Feb-Apr

UK OUTDOOR SOWING MONTHS : May-Jun / Aug-Sep

LIGHT REQUIREMENT: Full sun / Partial shade

GOOD FOR CONTAINERS: Yes



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SEEDSTICKS[®]
BY WILKINS

DELPHINIUM

LARKSPUR SUBLIME MIX

CHEERFUL, FACE-LIKE FLOWERS IN A WIDE RANGE OF COLOURS. IDEAL FOR CONTAINERS AND BEDDING DISPLAYS.

ATTRACTION: Bees & Other Pollinators

FLOWER HEIGHT: Grows to 60–100 cm

SPREAD: 25–30 cm

INDOOR SOWING MONTHS: Feb–Mar

UK OUTDOOR SOWING MONTHS: May–Jun

LIGHT REQUIREMENT: Full sun

GOOD FOR CONTAINERS: Yes



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