

TEAR IT, PLANT IT, GROW IT  
**SEEDSTICKS**<sup>®</sup>  
BY SOW EASY

# INDOOR HERB GARDEN KIT



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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<sup>®</sup> are included. Standard potting compost, seed-sowing compost or multipurpose compost all work well.

## **What herbs are included?**

Your kit includes culinary favourites such as coriander, mint and basil (or the varieties shown on the box). All are suitable for indoor growing.

## **Can I grow the herbs outdoors instead?**

Yes. Once established, they can be moved to larger pots outdoors or kept inside. Just be sure to acclimatise gradually to outdoor temperatures.

## **How long will the herbs last?**

With the right light, watering and occasional pruning, herbs can keep producing leaves for months. Regular harvesting encourages fresh growth.

## **When can I start harvesting?**

Harvest when plants are strong and leafy, usually from 6–10 weeks onward. Pick a little and often — never more than one-third of the plant at a time.

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SEEDSTICKS<sup>®</sup>  
BY MIRA GARDEN

# PLANTING INSTRUCTIONS

**Seedsticks<sup>®</sup> 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<sup>®</sup> 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.*

# HERB USES

## **Chives**

Chives add a mild onion flavour with a fresh, delicate finish. Perfect for sprinkling over salads, soups, eggs, and potatoes, they bring subtle savoury depth without overpowering a dish.

## **Parsley**

Parsley is fresh, clean, and lightly peppery, helping to lift and balance flavours. Ideal for garnishing, sauces, salads, and classic dishes, it adds brightness and freshness to everyday cooking.

## **Rosemary**

Rosemary is bold and aromatic with pine-like notes and a savoury warmth. Excellent with roasted vegetables, meats, potatoes, and breads, it brings rich, Mediterranean flavour to hearty dishes.

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SEEDSTICKS<sup>®</sup>

BY NINA BAIRD

# WHY SEEDSTICKS?

## **A simpler, more joyful way to grow**

Seedsticks<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> make memories long after they're opened.

### **Small seeds, big joy.**

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