



PRODUCT CATALOG

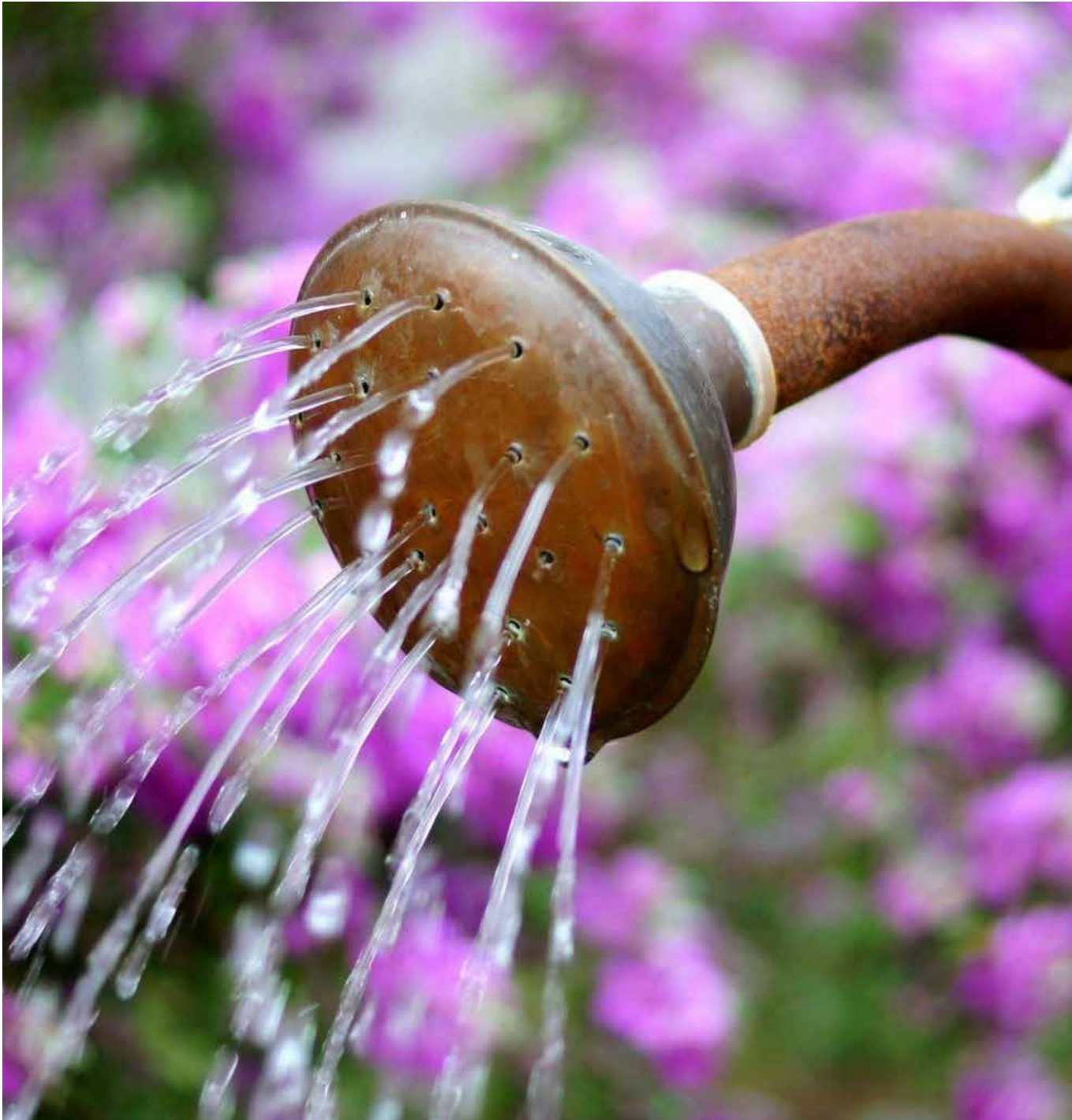
Sprouts



A SMALL PENCIL WITH A BIG IDEA

By planting a Sprout pencil instead of just throwing it out, you can make sustainability visible to others. And inspire them to make small changes in their daily life. This is the idea behind the Sprout pencil.

And it's struck a chord as Sprout pencils are now available in over 60 countries around the world.



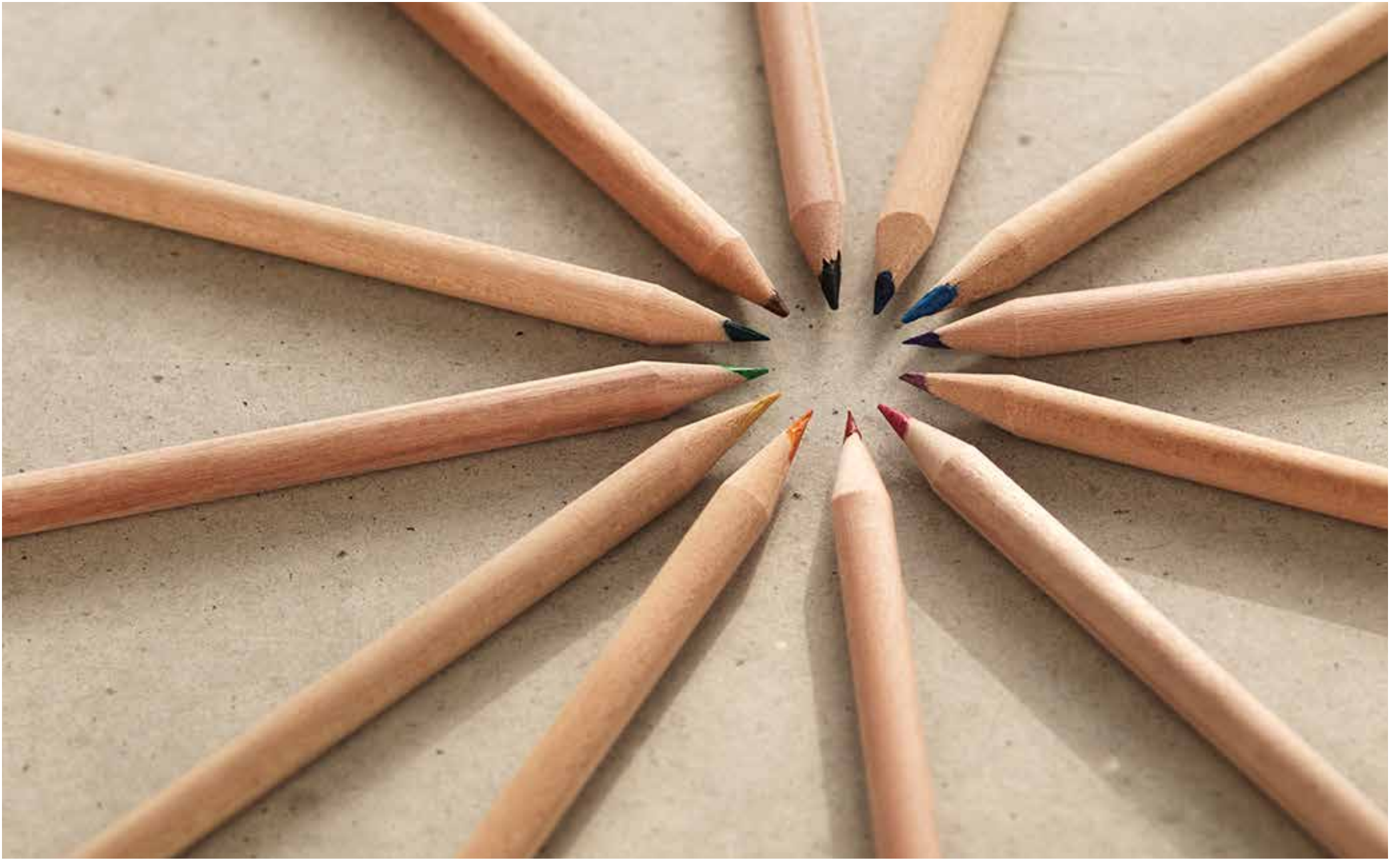
GROW YOUR BUSINESS

Sprout pencils are used by companies and organisations all over the world to spread their sustainability message.

Once the pencil is too short to write with, plant the stub and watch your message turn into a pot of beautiful herbs, flowers or vegetables.

Ideal promotional gifts for:

- Product launches
- Conferences
- Kick-off events
- Teambuilding sessions
- Seminars
- End of year gifts



PENCILS

PICK YOUR PENCIL

You have two choices of pencil engraving: Sprout standard engraving or Sprout custom engraving both for **regular** and **color** pencils.

SPROUT PENCIL – STANDARD

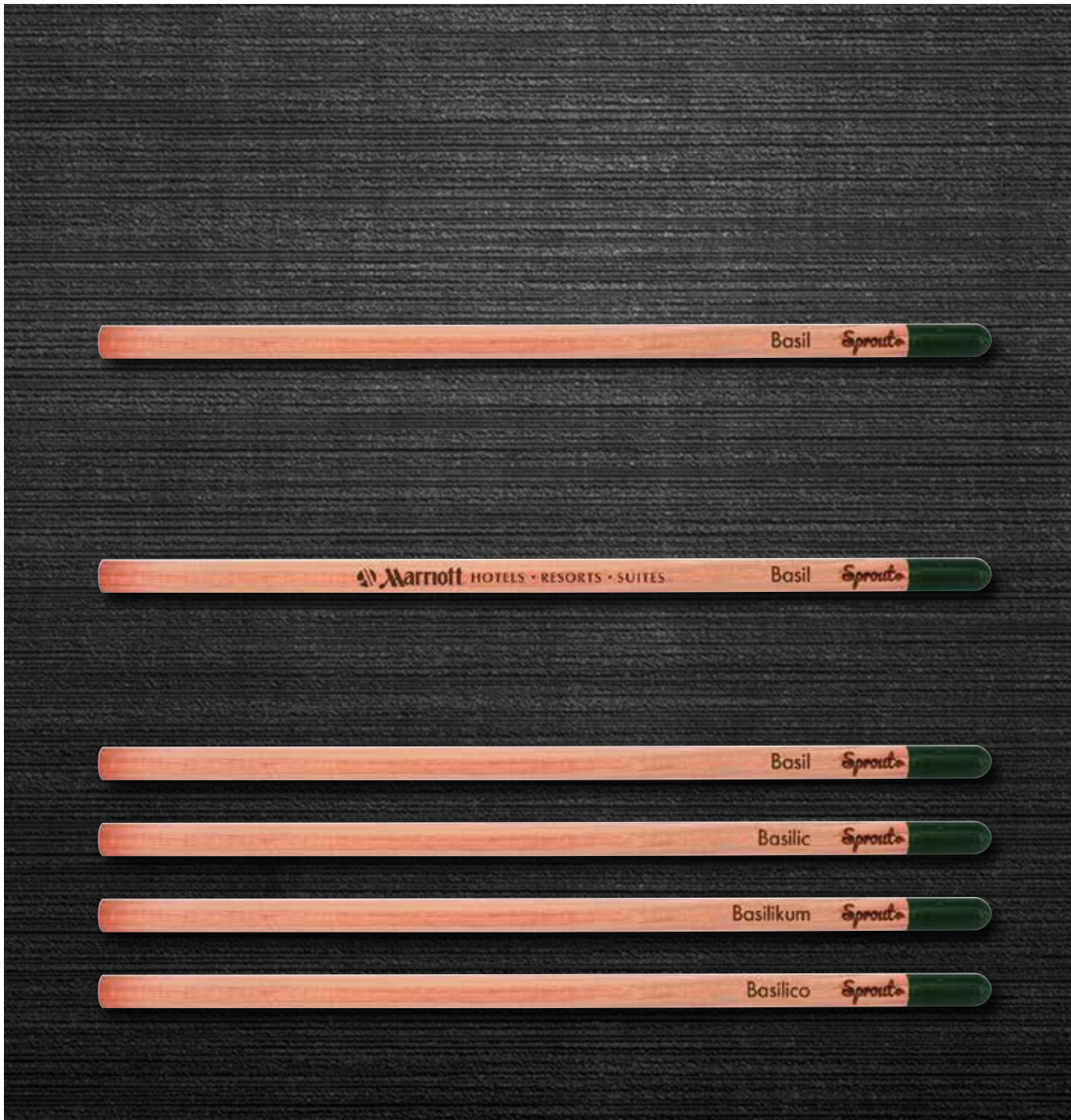
Our standard Sprout Pencil comes with the Sprout logo and laser engraving of the plant name. We have different seeds to choose from. The seeds are located in the characteristic green capsule on top of every Sprout pencil. All Sprout Pencils are made from sustainably grown wood. As wood is a natural material variation in colors may occur.

SPROUT PENCIL – CUSTOM

Customize the Sprout Pencil by adding engraving of your logo, homepage or slogan. Find our guidelines for customized pencil engraving for both regular and color pencils on our website.

CHOOSE YOUR LANGUAGE

It is possible to get the plant name engraved in your own language. Minimum of 100 pencils pr. plant name is required.





PICK YOUR COLOR

The Sprout Pencil comes in colors too. Choose from 8 different color/seed combination and get the pencils as standard or custom made.

Choose your color

Each color has its own kind of seed, see above for the different combinations. Please note that these are pencil colors, not the color of the capsule.



SUNFLOWER*
Easy to grow, very tall, symbol of power. Edible seeds



BASIL
Easy to grow. Wonderful herb with great taste. Edible leaves



DAISY
Symbol of purity, joyful flowers, drought resistant. Edible flowers



THYME
Easy to grow herb. Edible leaves and flowers for both sweet and savory dishes. Bee friendly



CARNATION
Symbol of love, beautiful flowers in various colors. Edible petal.



SAGE
Easy to grow aromatic herb. Great flavor enhancer. Bee friendly



FORGET ME NOT
Symbol of love and friendship. Blue, edible flowers



CORIANDER
Easy to grow herb with characteristic taste. Edible leaves



CHERRY TOMATO*
Easy to grow vegetable. Thrives in a warm and sunny location. Edible when mature



CHIA
Bee friendly, purple flowers. The fresh or dried leaves can be made into a healthy tea

*Sunflower and Cherry Tomato only available in EU and USA

PICK YOUR SEED

At orders above 25.000 pcs you have the possibility to select your own seeds. We are always happy to give suggestions and advice on which seeds to choose, so your message get the best impact.

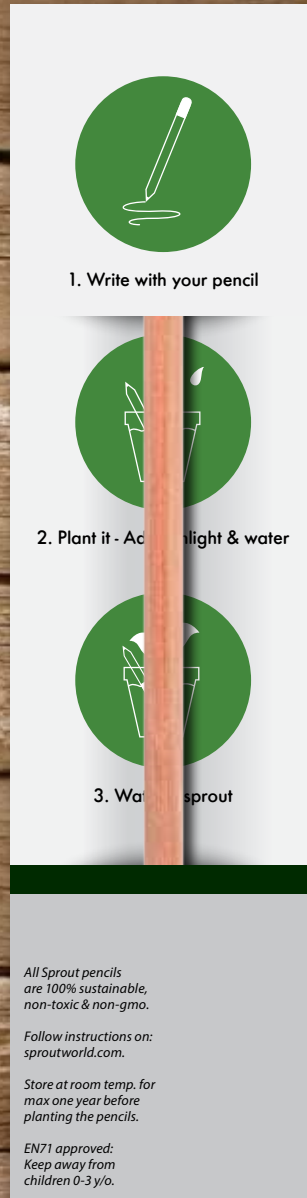
We take into account parameters like size, germination time, symbolic meaning and availability to ensure you the best result.

We have a wide range of non-GMO, high quality and easy to grow flower, herb and vegetable seeds.





PACKAGING



SINGLE CARD

When you order pencils from Sprout you can include packaging in your order. You can choose our standard design or make your own customized packaging.

STANDARD

The single card comes with growing instructions to the Sprout Pencil. Printed with the Sprout logo and text on both sides.

CUSTOMIZED

If you have a story to tell, the single card will give you the needed space to promote your message.

The entire front page is at your disposal and at the back you will find our infographics showing how to plant the pencil.





3, 5 AND 8 PACK

Choose between a 3 pack, 5 pack or 8 pack for your pencils. We can also customize your packaging.

STANDARD

The 3, 5 and 8 pack are printed with the Sprout logo and text on all sides and growing instructions on the back.

CUSTOMIZED

The entire front is at your disposal and at the back you will find our infographics showing how to plant the pencil.



WOULD YOU LIKE YOUR PENCILS SHARPENED?

Please note that our pencils come unsharpened. We can deliver sharpened with an upcharge.





SPROUT CASES



“It was a fun gadget and the reactions were very positive”



- WHO IKEA, Belgium
- WHAT Engraved Sprout pencils on single cards with highlights
- HOW A giveaway handed to all employees as part of the launch of a sustainability report
- WHY The Sprout pencil is good at communicating sustainability



“We have purchased pencils with herbs for supporting the launch of our sustainability report. It was a fun gadget that came together with a card with our sustainability highlights of last year.

It was distributed to all our co-workers in IKEA Belgium. The reactions were very positive. And we know that the pencils work, because we have planted some of them in our office.”

Iris de Herdt

*Sustainability Department
IKEA, Belgium*





“The Sprout pencil is perfectly in line with our values”

“We have handed out Sprout pencils, both to our employees and to participants at a sustainability conference.

The Sprout pencil is perfectly in line with our values; it supports recycling, renewal and it has a positive impact on the planet. Everyone has been pleasantly surprised with the pencils. They look like normal pencils, but they can do so much more. I personally use them in my plant pots at home.

Toyota has been on the forefront for many years when it comes to minimizing any negative impact from our products, our production and anything we do. The Sprout pencil supports this message perfectly.”

Frank C. Okisor

*President
Toyota Denmark A/S*



- WHO Toyota Denmark
- WHAT Sprout pencils on single cards
- HOW Give to employees and participants on a conference
- WHY The Sprout pencil represents Toyota's values like recycling, renewal and leaving a positive impact on the planet



“We chose the Sprout pencil because it was totally aligned with the philosophy of Coca-Cola Life: Naturalness”



- WHO Coca-Cola, Italy
- WHAT Engraved basil pencils on single cards
- HOW Giveaway when launching Coca Cola Life
- WHY The Sprout pencil contributes with a lot of engagement and innovation



“We used the Sprout pencil as a gadget when launching the new Coca-Cola Life in Italy. We chose the Sprout pencil because it was totally aligned with the philosophy of Coca-Cola Life: Naturalness.

The Sprout pencil has contributed with a lot of engagement and innovation among our consumers, and everyone has been very enthusiastic.

I have even received pictures of basil plants grown by children that got some of our pencils - so cute!

I will definitely use Sprout products again and I already recommended them to a colleague who will develop a similar promotion.”

Valentina Gandini

*National Account Manager,
Coca-Cola, Italy*



“The entire hotel is loving this great idea”



WHO Marriot, Grand Cayman
WHAT Engraved Sprout pencils
HOW Green giveaway to guests
WHY The Sprout pencil is original and sends a green message



“The entire hotel is loving this great idea.”

Andrew Dear

*Room Operations Manager
Marriott*





“Having the biggest specialized unit in Europe in environmental protection, we really appreciate your pencil”



WHO Carabinieri, Environmental Protection Unit, Italy
WHAT Sprout pencils with logo
HOW We use your pencil as a gift in schools, during conferences on environmental issues or on conventions
WHY The pencil is ideal because environmental protection is one of our main tasks. It is an amusing and nice gift



“We hand out Sprout pencils when teaching kids about environmental protection in schools, or as a gift on conferences or conventions.

Carabinieri is the main Italian police force with 120.000 officers. We have the biggest specialized unit in Europe in environmental protection. We like your pencil and people appreciate this gift.”

Lt. Col. Pierantonio Breda

*2nd Branch Chief
Events and promotional activities
Italian Carabinieri
General Headquarters*





“Sprout’s products helped focus on our theme “Investing for a greener future””

“We used Sprout’s products for the 2016 edition of Green Week, the biggest annual occasion to debate and discuss European environment policy.”

The theme was “Investing for a greener future.”

Lorelejs Pansini

*Administration and Finance
European Parliament*

INVESTING
for a greener future



WHO European Parliament
WHAT Customized Sprout boxes with seeds
HOW Green giveaway to participants and journalists
WHY To support Green Week and the theme Investing for a greener future



“Everyone loves the pencil and most people buy multiples for themselves and as gifts”



- WHO Friends of the High Line shop, New York. The High Line is a public park built on a historic freight rail line elevated above the streets on Manhattan’s West Side.
- WHAT Sprout pencils on single cards.
- HOW They sell them near checkout to raise money for the conservation of the park
- WHY It’s something new and it fits with the horticulture program that cares for the landscape of the High Line.



“I am looking for innovative products that has a different take on everyday needs. Pencils are a staple product for us and I wanted to find one that was beyond the basic.”

Sprout was perfect because it’s something new and best of all, fits with the horticulture program of the High Line.

The reaction from our clientele has been overwhelmingly positive. Everyone loves it and most people buy multiples for themselves and as gifts.”

Daniel Thiem

*Director of Retail Operations
Friends of the High Line, NY*



“The symbolic act of planting something after use is amazing. It’s good for opening a conversation“



WHO The Sustainable City, Dubai. The Sustainable City is a 46 hectare property development in Dubai, United Arab Emirates. It is the first net zero energy development in the Emirate of Dubai. The development includes 500 villas, 89 apartments and some offices, retail, healthcare facilities, a nursery and food and beverage outlets

WHAT Sprout pencils with customized engraving

HOW Giveaways on conferences, expos and school visits to The Sustainable City

WHY The pencil becomes a great ice breaker



“We have used the pencils as giveaways at expos and conferences. School classes that visit The Sustainable City on a field trip receive a pencil as a souvenir. It’s a great item.

It has a great feel to it and delivers a powerful message in a small space. The Sustainable City is about embracing sustainability everywhere and every day. A Sprout pencil will keep this top of mind every day as you use it and the symbolic act of planting something after use is amazing.

All age groups are intrigued by the pencil, and especially children are amazed. With these reactions, the pencil becomes a great “ice breaker” when used at expos etc. Good for opening a conversation.”

Michael Solvsten

Operations Director, The Sustainable City





“People liked the idea and the pencils very much”



WHO Porsche, Germany
WHAT Customized Sprout pencils
HOW Giveaway to employees
WHY Ideal gift to focus on regulations and environment



“We are very satisfied with the pencils and used them internally to promote our team that deals with regulations and environment.

People liked the idea and the pencils very much. We got them recommended from one of our suppliers.”

Julia Bas

Porsche

