



Thompson & Morgan
Experts in the garden since 1855

SUTTONS



Est. 1806

BY APPOINTMENT TO
HER MAJESTY THE QUEEN
SEEDSMEN
SUTTONS CONSUMER
PRODUCTS LIMITED, DEVON

2022 Brochure

Where Partnerships Grow



CONTENTS

- 4-6 Why Choose Us
- 7 Marketing Support
- 8-9 Why Choose Our Brands



- 10-11 T&M Marketplace
- 12 Core Range
- 13 Point of Sale
- 14 Flower/Vegetable of the Year
- 15 New Seed Varieties
- 16 Year of the Basil & Poppy
- 17 Kew Pollinators
- 18 Companion Planting
- 19-22 Popular Hotspots
- 23 AGM Vegetables
- 24 Autumn Ranges
- 25 House Plants
- 26 Kew Urban Garden
- 27 Microgreens
- 28 Mr Men & Little Miss
- 29 Super Seeds/Start-A-Garden
- 30 Organic Vegetables/Green Manure
- 31 Premium Perennials/Vita Sementi®
- 32-33 FSDU
- 34-35 Scatter Gardens
- 36-37 Chempak
- 38 Grow Media/Incredifeed
- 39 Incredicoir/Grow Kits
- 40-41 Gift Lines/Seed Tins/Wholesale



- 44-45 New Veg & Flower Seeds
- 46 Flower/Vegetable of the Year
- 47 Year of the Basil & Poppy
- 48 Grow Veg
- 49 A-Z Overview
- 50-51 A-Z Vegetables
- 52 Pea & Bean Seeds
- 53 Salad For Summer
- 54 Mixed Bestsellers
- 55 James Wong Collections
- 56-57 A-Z Flowers
- 58 Native British Wildflowers
- 59 Pollinators... & Predators!
- 60 Houseplant Seeds
- 61 Children's Fun To Grow
- 62-63 Retail Plants

Our success is linked with your growth

YOUR BUSINESS



FROM OUR ROOTS...

- ✓ Established brands providing consumer confidence and a loyal following



Founded in 1855, by William Thompson and John Morgan, Thompson & Morgan has grown from a small garden behind a bakers shop in Ipswich, Suffolk, to become one of the most experienced firms within the UK horticulture industry.

Founded in 1806 by John Sutton and based in Paignton, Devon, Suttons' quality is endorsed by the Royal Warrant of appointment, a mark of recognition for supplying seeds to the household of HM The Queen. This honour has very proudly been continued for over 160 years since Royal Patronage was awarded in 1858.



BY APPOINTMENT TO
HER MAJESTY THE QUEEN
SEEDSMEN
SUTTONS CONSUMER
PRODUCTS LIMITED, DEVON



Our focus is on your needs

GROWING IN PARTNERSHIP

- ✓ Continued investment by the BVG group



Thompson & Morgan and Suttons are recognised worldwide, and both carry a reputation for innovation, quality and bringing new products to market.

Following the acquisition of Suttons by Thompson & Morgan in November 2020, both brands will continue to receive significant investment in production capabilities, technology, people and new product development, enabling us to grow together and retain our positions as market leading seed brands.

A THRIVING FUTURE

- ✓ Working in partnership together and with you



The partnership of Thompson & Morgan and Suttons brings exciting times for our brands and we are looking forward to a successful future together. One of our strengths is a bigger, combined sales and merchandising team, along with dedicated sales support at our respective Head Offices putting customer service at the forefront of what we do.

Forging long term business relationships with our valued retailers will continue to accelerate growth, as we continue to work closely with you year after year ensuring you have the quality products to meet your customers buying habits and demands.



Where Partnerships Grow

WHY CHOOSE US



A new partnership between two long established and recognised brands within the horticulture industry!

Proud to be working with licensed partners such as Kew, Mr Men and James Wong

Secured from growers months in advance of each season, to ensure strong stock levels

Premium quality and regularly tested through our own in-house laboratories



Committed to giving you access to an even more comprehensive product range

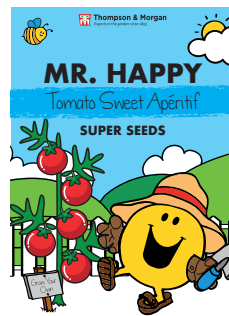
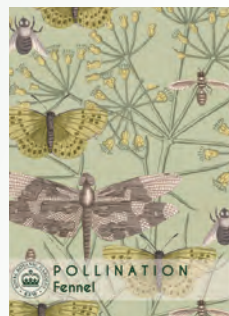
Increasing the use of using recyclable packaging, FSC accredited suppliers, peat free plants, and adopting greener practices where possible across both brands



In bright eye-catching packets to grab your customers attention!

Backed with 100% satisfaction guarantee or your money back


Thompson & Morgan
Experts in the garden since 1855



WHY CHOOSE US

Analyse and review your previous season's sales to establish your customer's buying trends

Agree a call frequency to meet the requirements of you and your business

Ensure replenishment orders are processed and delivered quickly and efficiently

Offer seasonal support opportunities to generate additional sales

Offer you full account management from display setups to ordering, returns and uplifts

Maximise all opportunities with you through our range of sales drivers



Manage the ordering, deliveries and any EPOS data you require for a smooth system set up!

Present our full range to determine the right selection of products for you and your customers



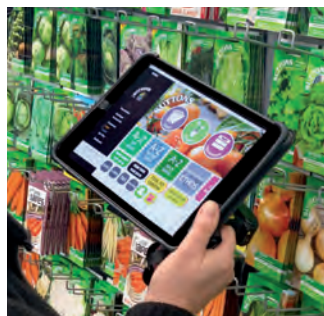
Regularly review your sales performance and propose changes if required

Provide regular visits through our Area Sales Manager and merchandising teams



Work in partnership with you

Offer an unrivalled service and commitment to you as a valued customer



Where Partnerships Grow

WHY CHOOSE US

One Area Sales Manager to manage both brands

We can clearly and easily establish your customers buying habits through analysis of both brands performance side by side

We support open days, charity events, provide raffle prizes and more!

We will work with you in supporting local schools to encourage the next generation of growers



Less duplication through ranging, offering your customers an even wider selection of seeds and opportunities for impulse purchasing

We can manage stocks across the brands, always ensuring a continuous supply of key lines and minimising lost sales

Supporting your centre's events, encouraging communities to engage with you, and generate future visits and repeat sales

Bespoke promotional packets can be created for special occasions, celebrations, giveaways, events and milestones*

* See page 7








SOCIAL MEDIA

Our social media following continues to grow daily across both brands.

Tag us in your own social media content and we will like and share with our own followers (where appropriate).

Visit our social media platforms for tips and advice on what to do in the garden, the latest trends, helpful videos and contributions from our gardening experts.

-  facebook.com/thompsonmorgan
facebook.com/SuttonsFanPage
-  instagram.com/thompsonmorgan1855
instagram.com/_suttons1806
-  @ThompsonMorgan
@suttons_seeds
-  pinterest.co.uk/thompsonmorgan1
pinterest.co.uk/suttons_seeds_plants
-  youtube.com/thompsonmorgan
youtube.com/GrowSuttonsSeeds



GARDEN CLUBS, SCHOOLS, COMMUNITIES & CHARITIES

Not only are we here to serve our retailers, we take great pride in supporting their customers, charities, hospitals and other worthy causes.

- ✓ We can help with anything from promotions, to raffle prizes, supporting charity events and more
- ✓ Please speak to your Area Sales Manager about any events you may be organising and how we can help you



BESPOKE PROMOTIONS

Both Thompson & Morgan and Suttons work with many different businesses and organisations, creating unique, bespoke seed packets to suit any occasion.

From charity packets to magazine cover mounts, wedding favours to new home starter packs, the opportunities for bespoke packets are endless. We also are very proud to have supported our retailers in the past, creating one-off designs to commemorate special events.

- ✓ We will work with you to ascertain your design requirements, seed contents and deadlines, and guarantee exceptional results in return!
- ✓ Minimum print run and cost applies



For further information please contact

- promotions@suttons.co.uk
- wholesale@thompson-morgan.com



LET US INTRODUCE YOU TO OUR SEED FAMILY

It is clear to see that Thompson & Morgan and Suttons offer very different styles of design, packaging and displays. Commonly, both brands put the consumer at the forefront of their designs, ensuring key information is included and packets are as pictorial as possible to catch the eye and encourage impulse purchases. Side by side they offer high impact, clean, easy to shop displays with clear and simple POS boards. Whilst our retailers will benefit from having only one Area Sales Manager, your customers will have access to two brands with the same core quality values at heart, but a real point of difference in their appearance, offering something for everyone.

Amazing new bi-colour variety

SUNFLOWER

Tiger Eye F1 Easy Grow Hardy Annual

Thompson & Morgan
Experts in the garden since 1855

The best feature of our varieties

A simple but comprehensive guide to sowing and harvesting periods

High impact, large imagery

The best environment to start your seedlings and grow on to become strong, established plants

Life cycle of the plant

Thompson & Morgan, Poplar Lane, Ipswich, IP8 3BU
Contact centre 0844 573 1818 Email: ccare@thompson-morgan.com

Hardy Annual

- Amazing new bi-colour variety
- Sunflower seeds make a tasty snack
- Multi-stemmed, producing lots of flowers per plant

J	F	M	A	M	J	J	A	S	O	N	D

■ Sow under glass/plant indoors
 ■ Direct sow/plant outdoors
 ■ Flowers

Germination: 7-14 days (55-95°F)
Plant height: 60cm (24in)
Preferred position: Full sun

Compact plants produce a mass of flowers burning bright with golden-yellow petals and a unique deep-red ring around the disc floret. Plants grow to 60cm (24in) in the garden and produce a stunning display for up to eight weeks.

SOWING INSTRUCTIONS: Sow the seed thinly 13mm (½in) deep direct into finely raked, moist, warm, weed free soil where the plants are to flower. Germination can take 7-14 days.

GROWING INSTRUCTIONS: As the seedlings develop, thin them out gradually to achieve a final spacing of 30cm (12in). For early flowering, sow in trays indoors in March to April, transfer into 9cm pots, grow on then acclimatise before planting outside where the plants are to flower, once the risk of frost has passed.

A. Helianthus annuus B. 24778 UK Plant Passport

35360

100% happy or your money back commitment to customers

Essential, at a glance growing information

Further information as to the appearance, height and longevity

WHY CHOOSE OUR BRANDS

Every Suttons seed packet carries the Royal Warrant

Contents of seeds clearly stated

In easy to read bullet point format

Concise, non-technical growing information

Helpful hints and tips to get the best results from your seeds

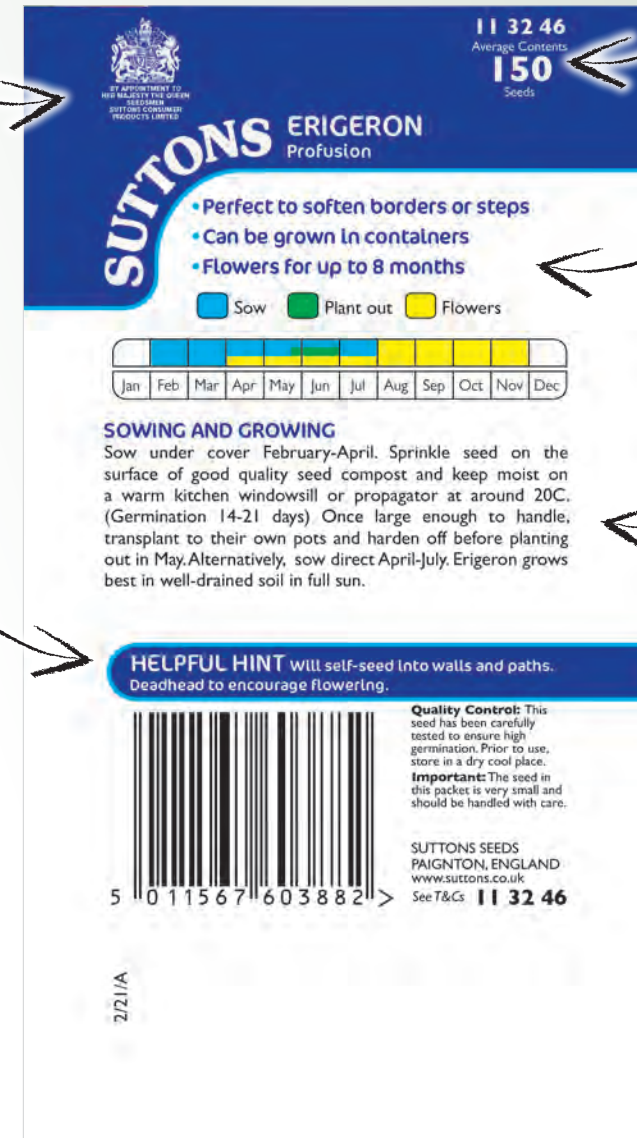
Key selling point of the variety

Recognisable brand

Clear, close up imagery of the featured variety

Use of common names familiar to customers

Essential, at a glance growing information



New for 2022



Sell your products directly through

REACH MORE CUSTOMERS

Having an online presence for your gardening business is becoming increasingly important and whilst online sales will never replace the experience that customers get visiting a garden centre or shop, the events of recent years and the ever rising percentage of sales which are now made online, mean that having an effective online presence to supplement your bricks and mortar offering is key.

Thompson & Morgan have the most visited transactional website in horticulture with over 30 million visits to our site each year, a number that is growing all of the time.

Generating this level of traffic to any website takes a huge amount of time and money and is something we know not all businesses are able to do.

We have therefore created **T&M Marketplace**, an easy to use, effective and innovative platform, that means you can sell your products directly through the Thompson & Morgan website, whilst remaining in full control of the listing.



YOU SIMPLY NEED TO:

- ✓ Decide what products you want to sell
- ✓ Give us some product information and images, as well as stock levels
- ✓ Decide on your selling price and delivery promise

Orders then come through directly to you and you ship them direct to customers as well as dealing with any customer service issues directly with the customers.

All of this is done through a very simple to use, bespoke to your business portal which is created for you when you sign up.

If you think this could be for you and your business and you are set up to deal with online orders, please speak to your ASM for further details.

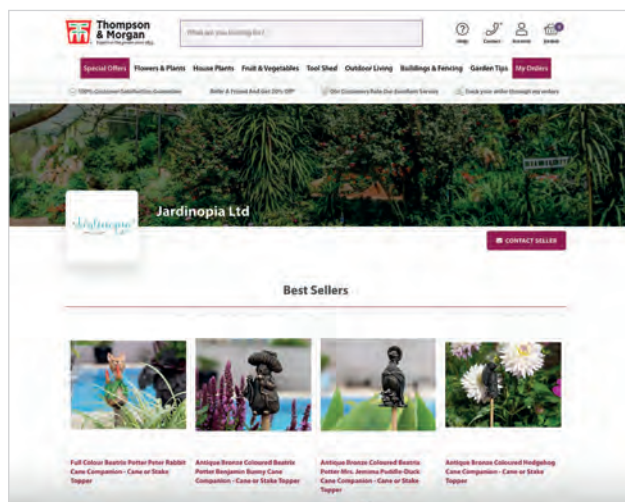


Left: Promote your products with large colourful images for big impact on screen with complementary images to scroll through

the Thompson & Morgan website

YOUR VENDOR PAGE:

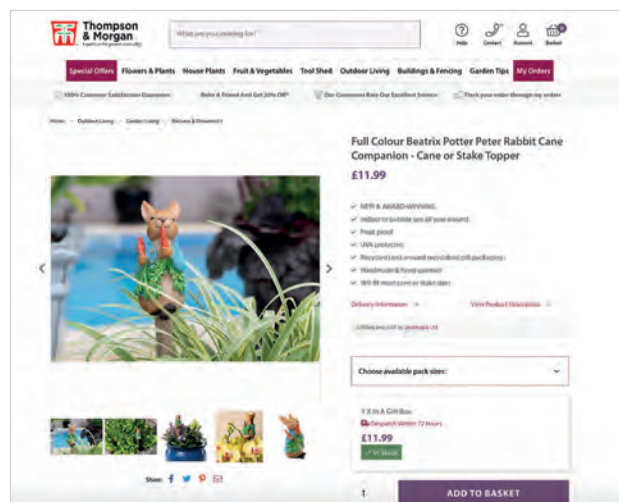
You will get your own homepage, which you can use to tell customer more about your business and feature key products on:



WHAT WILL CUSTOMERS SEE?

Your products will be integrated into the main Thompson & Morgan website, so whenever customers search for products, yours will come up in the search results if relevant too.

There will be a box added to every page that clearly shows who the product is being sold by- either Thompson & Morgan or a vendor.



EXTRA SUPPORT

Thompson & Morgan will also help to promote your products to get your extra sales, this will include features like banners on our home page to drive customers to your product listing:



“ We have developed T&M Marketplace to support the industry in growing their online sales. Particularly after the issues experienced by garden centres and growers during lockdown, in the event of another lockdown they would have a platform to continue trading. T&M Marketplace will give our partners a phenomenal opportunity to sell their products through the T&M website and it's 33 million plus visits per year and will give our customers access to an exciting new range of products from carefully selected partners, which we know they will love. We really do think this is win win for everyone. ” **Chris Wright - Managing Director**

CORE RANGE

Offering you and your customers the most comprehensive range available

YOUR CENTRE YOUR CHOICE

Mix and match our core flower, vegetable and pea and bean ranges to ensure you have the best display for the space available.

- ✓ Choose from 1-8 stands of flowers, 1-8 stands of vegetables and 1-2 stands of peas and beans
- ✓ All supported by high impact point of sale
- ✓ Seed packets carry USP flashes and pictorial roundels to give customers "at a glance" key variety information



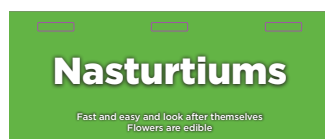
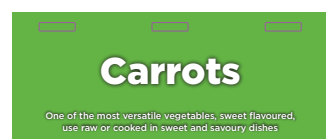
HEADER BOARDS

- ✓ Clean and bright header boards to draw consumers to the seed area
- ✓ Instant brand recognition



CATEGORY BOARDS

- ✓ Highlighting key categories assisting ease of selection



NEW VARIETIES AND KEY SELLERS

- ✓ Our reversible NEW / SOW NOW board highlights varieties which are brand new to our ranges and those which can be sown at key times in the season, stimulating impulse purchases
- ✓ Pictorial image POS used alongside seed packets aide stand navigation and showcase some of our most popular or unique varieties



SUCCESS WITH SEEDS LEAFLET

- ✓ Explains terminology and offers useful tips and information to help consumers have a successful growing season
- ✓ Dedicated leaflet displays within the core flower and vegetable ranges
- ✓ Size of a standard seed packet and hooks onto the display stand
- ✓ It's Free!



GROW YOUR OWN

- ✓ Informative point of sale guiding consumers to what, when and where to sow our key categorised flowers, vegetables and peas and beans
- ✓ Available as a 12 hook board for your seed display or as a laminated A3/A4 copy to display elsewhere as required. Please contact your Area Sales Manager for further details



FLOWER/VEGETABLE OF THE YEAR

Flower of the Year



SANVITALIA (MINI SUNFLOWERS) YELLOW WITH BLACK EYE

Mini Sunflowers for containers and baskets

Sunshine yellow flowers with a dark brown centre. These cascading plants are ideal tumbling over the sides of baskets and pots, producing dozens of gorgeous little 'sunflower' like blooms.

- ✓ Blooms from July to the first frosts
- ✓ Perfect for the sunniest spot in your garden
- ✓ Ideal for containers and baskets
- ✓ **RRP £1.99**



Vegetable of the Year



DWARF FRENCH BEAN COLOUR MIX

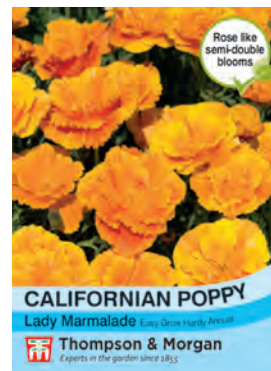
A colourful mix of pods

Bountiful yields of slender 'extra fine' beans over a long period. Perfect in patio containers, raised beds or in the garden. Harvest regularly to encourage more flowers to set and prolong season.

- ✓ A colourful mix of green, yellow and purple beans
- ✓ Perfect for adding colour to dishes
- ✓ Suitable for freezing
- ✓ **RRP £2.99**



Here are some of our brand new varieties for 2022



NEW HOTSPOT - YEAR OF THE BASIL & POPPY

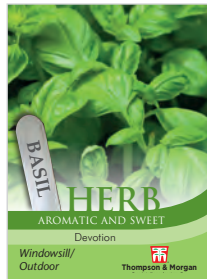


YEAR OF THE BASIL & POPPY

New for 2022

A brand new hotspot showcasing the very best of our basil and poppies.

- ✓ A collection of 7 basils, an essential ingredient in Italian cooking, and 15 colourful poppies
- ✓ Available as a 30cm stand
- ✓ Prices from £0.99 to £2.99



Ask your
Area Sales
Manager for more
details about
these fantastic
NEW ranges



2022 - Fleuroselect Year of the Basil and Poppy

- ✓ This is a yearly marketing campaign from the Fleuroselect Home Garden Association designed to boost plant and seed sales to end consumers



NEW HOTSPOT - KEW POLLINATORS



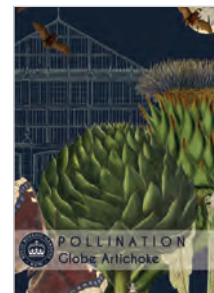
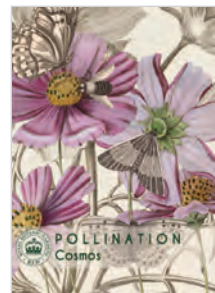
KEW POLLINATORS

New for 2022

Specially created alongside the experts at Royal Botanic Gardens, Kew to attract and support a wide range of pollinators, including bees, butterflies and beetles, as well as several other important pollinating insects.

The varieties in this new range not only help a wide range of pollinating insects, some night flowering plants help moths, which also play an important part in our gardens.

- ✓ Loved by bees and other pollinating insects
- ✓ 22 flower and 5 vegetable varieties
- ✓ Available as a 30cm stand
- ✓ RRP £3.99



“ Helping these pollinators to thrive is hugely important for our eco-system as a whole and these seeds, in their striking packaging inspired by artwork from the Kew archives, will help to create the environment they need. ”

Joseph Cordy - Head of B2B Sales



Contact us: 01473 695330 / retail@thompson-morgan.com

NEW HOTSPOT - COMPANION PLANTING

COMPANION PLANTING

New for 2022

New this season, Companion Planting highlights some of the best known partnerships in flowers, herbs and vegetables to help improve the health of garden plants without needing to resort to pesticides. Not only that, many of the flowers selected will also attract pollinating insects to gardens.

- ✓ Range of 39 flower and vegetable varieties, all selected for their great companionship and their high volume sales
- ✓ Created to generate interest, share knowledge and result in impulse purchases
- ✓ Informative POS highlighting the problem, solution and suggested varieties side by side
- ✓ Available as 60cm stand
- ✓ Prices from £2.29 to £3.99



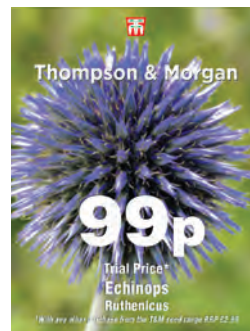
99P TRIAL PRICE

Eye-catching impulse buys



A complementary range of flower and vegetable varieties at a 99p price point with any other purchase from the Thompson & Morgan seed range.

- ✓ Full pictorial packets
- ✓ 56 flower and 9 vegetable varieties
- ✓ Features varieties not included in our core A-Z range
- ✓ Available as a 60cm stand



NEW VARIETIES

The best new varieties - first!

Our extensive range of fantastic new varieties available in a single hotspot.

- ✓ 9 flower and 12 vegetable varieties
- ✓ Available as a 30cm stand
- ✓ Prices from £1.99 to £3.99



POPULAR HOTSPOTS - SWEET PEAS / PLANTS FOR POLLINATORS

SWEET PEAS

Colours and scents

Our vast sweet pea range includes varieties selected for fragrance, cutting and beauty in the garden.

- ✓ Maximise flower sales early in the season with a key range of sweet peas you can sow from October to April
- ✓ 28 varieties from singles to doubles, fragrant, climbers and ground cover with something for everyone
- ✓ Makes a great cut flower
- ✓ Available as a 30cm or 60cm stand
- ✓ Prices from £1.99 to £2.99



Sweet Pea 'Top to Bottom' ATTKB4567



PLANTS FOR POLLINATORS

The best for bees

A perfect complement to the Wild Flower collection, Plants for Pollinators includes a wide range of ornamental flowers all of which carry the RHS Plants for Pollinators logo.

This logo promotes flowering plants that are packed with pollen and nectar, ideal for encouraging beneficial insects to the garden.

- ✓ 60 flower varieties
- ✓ Available as a 60cm stand
- ✓ Prices from £1.99 to £3.99



POPULAR HOTSPOT - WILD FLOWER GARDEN

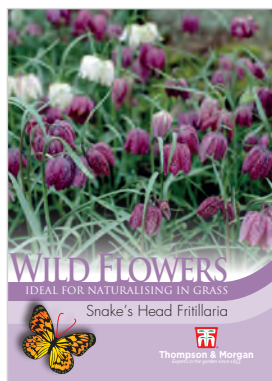


WILD FLOWER GARDEN

Our wildlife-friendly hotspot

This pre-designed, on trend hotspot offers the very best varieties to attract beneficial insects and wildlife into the garden.

- ✓ A collection of 23 single varieties and mixtures of everyone's favourite wild flowers, creating a little bit of the countryside in the garden
- ✓ Includes three double packs of our most popular varieties!
- ✓ Available as a 30cm or 60cm stand
- ✓ Prices from £2.79 to £5.99



Have you
seen our wide
range of popular
wildlife friendly
mixes on page
34/35?



Contact us: 01473 695330 / retail@thompson-morgan.com

Culinary hotspot options

HERBS

- ✓ 40 herb varieties
- ✓ Quick, clear reference guide showing where to grow your herbs
- ✓ Available as a 60cm stand
- ✓ Prices from £0.99 to £2.99



Windowsill



Outdoor

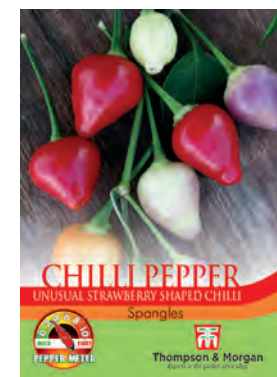
Perfect standalone feature hotspots – ideal for locating near cafés and restaurants

PEPPERS

- ✓ 19 pepper varieties
- ✓ From sweet salad peppers to the hottest of the hot chillis
- ✓ High visual impact with Thompson & Morgan's pepper meter
- ✓ Available as a 30cm stand
- ✓ Prices from £0.99 to £3.99



Pepper 'Summer Salad' ATT54723



AGM VEGETABLES

Proven sellers

Thompson & Morgan's outstanding Award of Garden Merit collection is a perfect complement to our core vegetable range.

All varieties have been granted the Award of Garden Merit accolade by the RHS for their reliability and performance.

- ✓ A collection of 38 proven high performers
- ✓ Best complementary vegetable range to our core A-Z
- ✓ Available as a 60cm stand
- ✓ Prices from £1.99 to £3.99

AWARD OF GARDEN MERIT

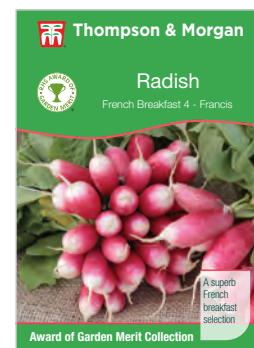
The RHS Award of Garden Merit is awarded to plants/cultivars proven to be reliable in appropriate conditions and are a good performing plant



ACHIEVING AWARD OF GARDEN MERIT STATUS

The RHS states that to achieve this impressive accolade, plants must meet the following criteria:

- Excellent for ordinary use in appropriate conditions
- Available
- Of good constitution
- Essentially stable in form and colour
- Reasonably resistant to pests and diseases



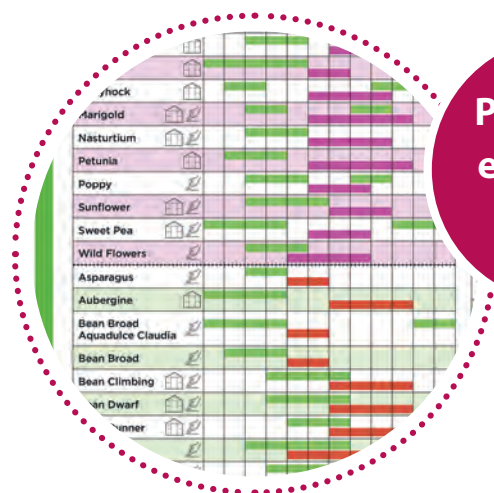
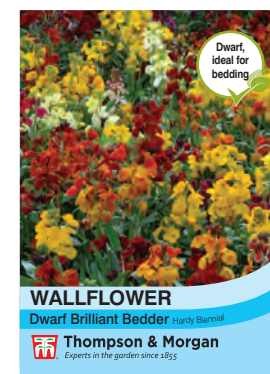
AUTUMN RANGES

Get a head start on seed sales with our autumn displays

Compact, yet comprehensive ranges offering everything for the gardener planning ahead to the new season.

Make use of your seed area during the quieter months with a small autumn range incorporating the key varieties to sow during autumn and winter along with customer favourites.

- ✓ Featuring autumn sowing varieties covering core flowers, vegetables and peas and beans
- ✓ Multiple facings allocated to key autumn varieties and best sellers
- ✓ Available as 4 x 60cm and 6 x 60cm seed stands



Perfect for early seed sales!



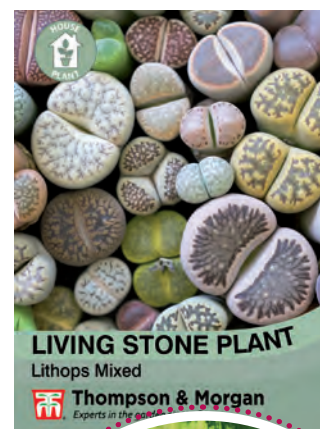
HOUSE PLANTS

Create a plant paradise

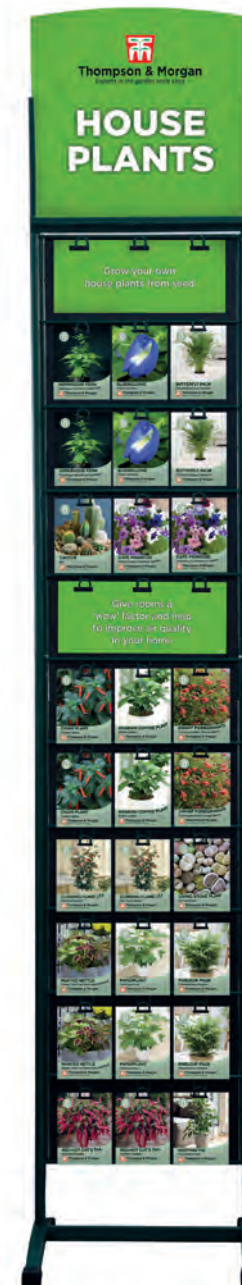
House plants are one of the fastest growing areas in horticulture, experiencing triple digit growth over the last few years and with no indication of that growth slowing down.

Thompson & Morgan's range of house plant seeds has become one of our most popular hotspot collections and a successful addition to our range. We continue to give our customers the opportunity to grow their very own house plants from seed.

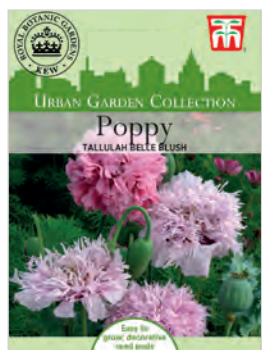
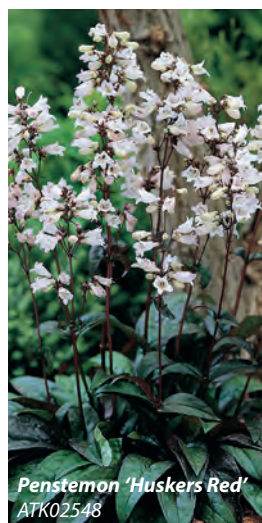
- ✓ 12 varieties of house plant seeds
- ✓ Ranging from Cacti to Lilies, a wide variety of different house plants to choose from
- ✓ Very on trend – one of the fastest growing areas in horticulture
- ✓ One of very few seed companies to offer house plant seeds
- ✓ Available as a 30cm stand
- ✓ Prices from £1.99 to £2.99



Have you seen our range of house plant drip feeds on page 38?



Contact us: 01473 695330 / retail@thompson-morgan.com

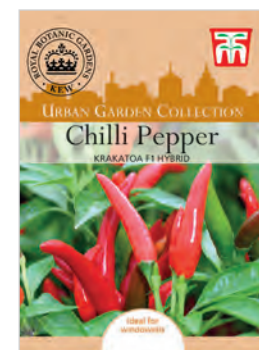
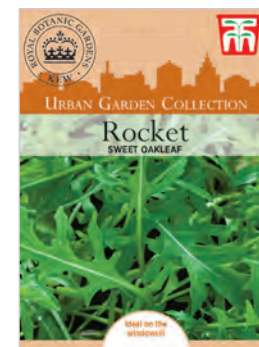


KEW URBAN GARDEN

Perfect for small spaces

Thompson & Morgan is proud to bring you these collections specially selected, endorsed and in partnership with the experts at Kew.

- ✓ Worldwide brand recognition
- ✓ All varieties chosen for their fragrance, or ability to perform in pots, containers and small gardens
- ✓ 17 varieties of Kew Flowers
- ✓ 20 varieties of Kew Vegetables
- ✓ Available as a combined 60cm or separate 30cm stands
- ✓ Prices from £1.99 to £3.99



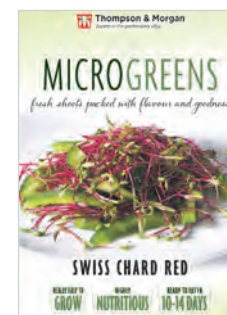
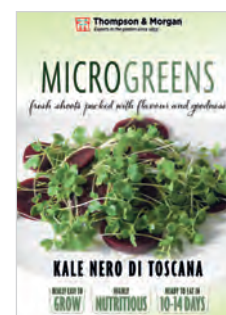
MICROGREENS SEED & GROW KITS

Ready to eat in 10-14 days

Healthy, tasty and easy to grow, microgreens are increasingly popular everywhere, from high-end restaurants to home kitchens. Thompson & Morgan's range of microgreens are a fantastic addition to our seed collections.

- ✓ Range of 15 varieties and 3 microgreens grow kits
- ✓ Each grow kit features 5 packets of seeds, 5 pots, 5 compost discs, 5 plant labels and a pair of snips

- ✓ Microgreens are quick and easy to grow, appealing to both new and experienced gardeners
- ✓ Very healthy and tasty, microgreens are a gardening trend that is here to stay
- ✓ Available as a 30cm stand
- ✓ Packet RRP £2.99
- ✓ Microgreen Grow Kit RRP £9.99



Find our
range of flower,
fruit and vegetable
Grow Kits on
page 39

GROW KITS



CLASSIC
Broccoli Green • Red Cabbage
Kale Red Russian
Mizuna Red Empire F1
Mustard Wasabina Improved



RAINBOW
Kale Nero Di Toscana
Swiss Chard Red
Pak Choi Purple Rain F1
Radish Sangria • Mustard Red Lace



AROMATIC
Chives Garlic • Rocket Victoria
Mustard Red Carpet
Mizuna
Perilla/Shiso Red



Encourage a new gardening generation



A range of seeds to get young gardeners (and some older gardeners!) growing. This range is a selection of varieties that we know kids love, which are easy to grow and get fast results.

- ✓ The packets feature the iconic Mr. Men and Little Miss designs that are instantly recognisable and loved all over the world
- ✓ A variety of display solutions are available for this range, meaning it can be displayed not only with seeds, but also in the children's and gifting areas
- ✓ 13 varieties of flowers, vegetables and peas and beans
- ✓ Available as 30cm stand
- ✓ **RRP £1.99**

SPECIAL EDITION

Look out for the brand new 50th birthday packet and POS available for a limited time later in the season!



**Perfect for
children's and
gift areas**



SUPER SEEDS

For green-fingered kids



A collection of eye-catching, easy to grow flowers and vegetables.

Featuring bright and colourful cartoon imagery, simple instructions and fun facts, these seeds are informative, and also engage youngsters with gardening from a young age!

- ✓ Available as a 30cm stand
- ✓ 13 varieties of flowers, vegetables and peas and beans
- ✓ Prices from £1.69 to £1.99



...grow, if we are
...apart.
Remove any flowers as the
DID YOU KNOW?
Butterflies and moths are fast
special flowers for nectar and

Thompson & Morgan (UK) Ltd
Star Lane, Ipswich, England
Care: 08445



START-A-GARDEN

Perfect for beginners

Aimed at the novice gardener wanting to have a go at growing your own, as well as those with little space or time to tend to their gardens.

- ✓ Easy to grow, tried and tested varieties for guaranteed results
- ✓ Sensible seed fills for smaller gardens
- ✓ 30 varieties of flowers, vegetables and peas and beans
- ✓ Prices from £1.49 to £1.99



This range offers premium quality varieties at lower end prices, perfect for those starting out with grow your own!



ORGANIC VEGETABLES / GREEN MANURE

ORGANIC VEGETABLES AND HERBS

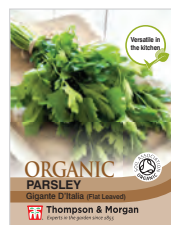
For a rewarding kitchen garden

A range of 18 well-known, high performing, flavoursome varieties at everyday prices.

- ✓ Available as a 30cm stand
- ✓ Why not merge into your core A-Z display?
- ✓ Prices from £2.29 to £2.99

BENEFITS TO ORGANIC GROWING

- ✓ Builds and maintains soil health
- ✓ Encourages biodiversity
- ✓ Minimal damage to the planet
- ✓ Avoids using harmful chemicals
- ✓ Maintains a healthy growing area



RHS Award of Garden Merit logo shown where applicable



All varieties in this range are certified as suitable for organic growing by the Soil Association

Rear of packet information to encourage gardeners to practice organic growing methods



NATURAL SOIL AND PLANT BOOSTERS

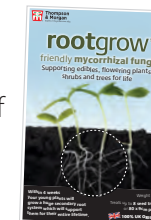
Preparing the garden to give seeds and young plants the best start in life.

A collection of four individual and one mixed **green manure** varieties to improve the soil for successful growing, plus **rootgrow™** to stimulate outstanding root growth and improve the quality of seedlings and plants as they develop.

- ✓ Available as a 30cm stand
- ✓ RRP £2.99

ROOTGROW™ Mycorrhizal fungi

- ✓ Helps seedlings and plants to grow a huge secondary root system
- ✓ Better uptake of nutrients for healthier and more even growth
- ✓ Increased resistance to damping off
- ✓ Only one application required!
- ✓ UK origin

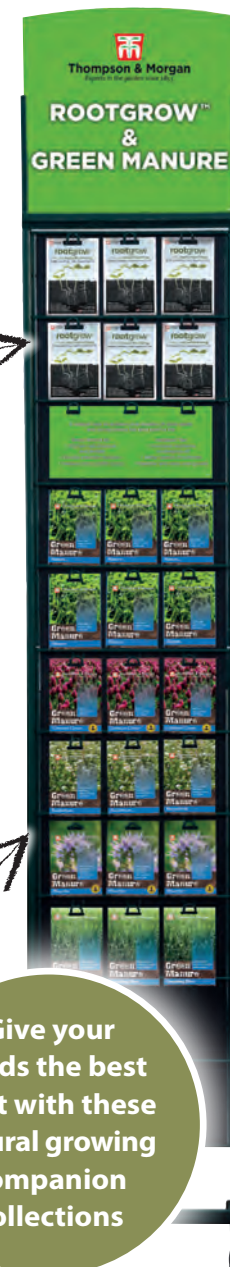


GREEN MANURE

Environmentally friendly soil maintenance

- ✓ Easy and natural way to add nutrients and humus to soil
- ✓ Improves and maintains soil fertility and structure
- ✓ Safe alternative to chemicals and fertilisers
- ✓ Slows weed development
- ✓ Ideal complement to organic gardening

Give your seeds the best start with these natural growing companion collections





Foxglove 'Purple Carousel'
ATPRKB4967



Hollyhock 'Fiesta Time'
ATPRKB4970



Silene 'Starburst'
ATPRKB4975

PREMIUM PERENNIALS

Long-lasting varieties

Thompson & Morgan's range of Premium Perennials is a great way to add colour and style to gardens year after year

Featuring a mixture of popular and more quirky varieties, this is a great addition to our extensive flower offering.

- ✓ Range of 17 varieties giving a great assortment of different perennial flowers that can be grown from seed
- ✓ Eye-catching and visually impactful packet design
- ✓ Available as a 30cm stand
- ✓ RRP £2.99



Premium Perennials
Sunflower 'maximiliani Early Bird'



Premium Perennials
Sedum 'Turkish Delight'



Premium Perennials
Evening Primrose 'Sunset Boulevard'



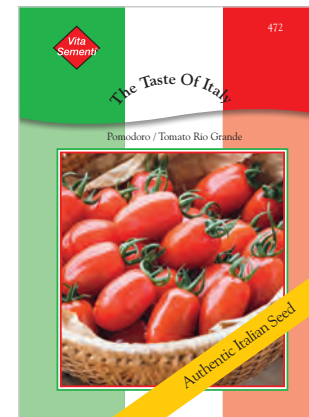
VITA SEMENTI®

The taste of Italy

A comprehensive range of 28 typically Italian vegetable and herb varieties selected for their popularity, flavour and ability to grow well in the UK climate.



- ✓ Designed to bring a touch of the Mediterranean and Italian living into the kitchen
- ✓ Authentic Italian seed
- ✓ Available as a 60cm stand
- ✓ Free promotional packet to drive incremental sales
- ✓ Prices from £1.99 to £2.99



FREE STANDING DISPLAY UNIT (FSDU)

New for 2022

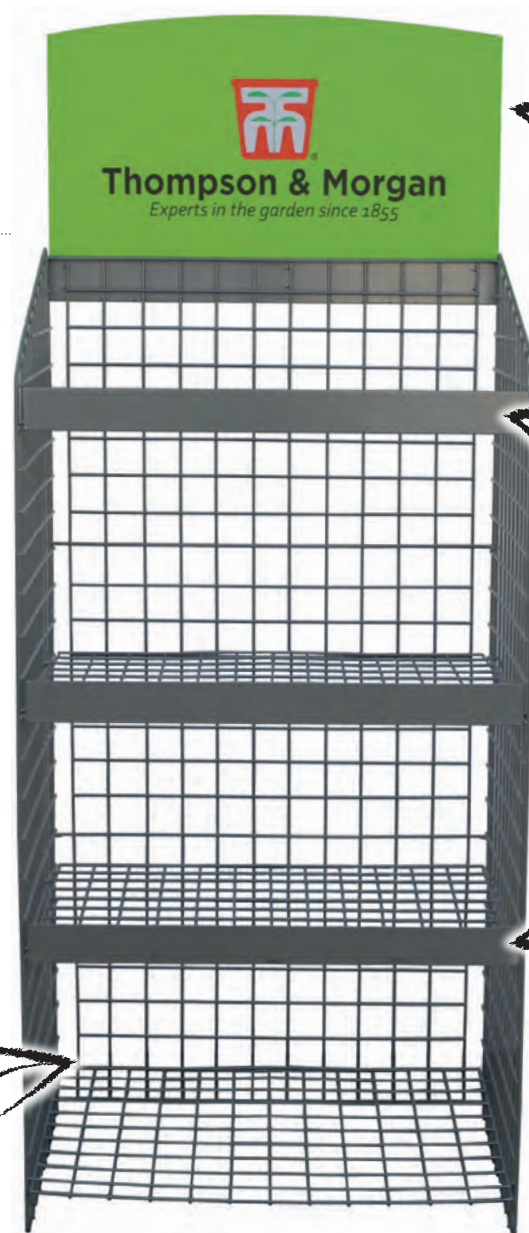
Why not complement
your seed displays
with one of our
brand new FSDU's

Perfect for flash promotions or all year-round use, our versatile, easy to build stand has been created to maximise product visibility and with it's lightweight yet sturdy framework, can be utilised in various areas of your business.

Accompanied by our brand new POS specifically created to be interchangeable, the display will always look fresh, eye-catching, and sure to generate impulse sales as customers pass.

✓ **Provided free** with a qualifying order of stock

✓ Sturdy, robust, metal framework



✓ Headers to cover all requirements

✓ Range of shelf edge POS available

✓ Flexible shelf height, which can be removed for taller products if required

Dimensions not including header board: Height 121cm x Width 61.5cm x Depth 51cm
Height at front edge of stand: 107cm

Ask your
Area Sales
Manager for more
details about
our new FSDU



PERFECT FOR DISPLAYING

- Scatter Gardens
- Grow Kits
- Microgreens Grow Kits
- Seed Tins
- Chempak
- Gardener's Gift Hampers
- Herb Trio Grow Kits

Or a combination of the above!

SCATTER GARDENS

Free standing Display Unit
with matching POS



MICROGREENS

Free standing Display Unit
with matching POS



GIFT LINES

Free standing Display Unit
with matching POS



GROW KITS

Free standing Display Unit with
generic POS (ideal for mixed displays too)



SCATTER GARDENS



Photo courtesy of:
Summerhill Garden Centre



SCATTER GARDENS

Nature in a box

A consistently popular range for five years.

These Scatter Garden mixes are a perfect complement to Thompson & Morgan's highly successful Wild Flower packet mixes.

- ✓ 11 varieties
- ✓ Supplied as 6 units per outer
- ✓ RRP £8.99



WILD FLOWERS
Ultimate Mix



WILD FLOWERS
Classic Meadow Mix



WILD FLOWERS
Cornfield Annuals Mix



WILD FLOWERS
Woodland Shade Mix



FLOWER GARDEN
Annual & Perennial Mix



FLOWER GARDEN
Easy Annuals Mix



FLOWER GARDEN
Fragrant Mix



BENEFICIAL FLOWERS
Perfect for Pollinators



SUMMER FLOWERS
Pretty In Pink



SUMMER FLOWERS
Sunshiny Yellow



SUMMER FLOWERS
True Blue Skies

Just scatter the seed
and watch it grow



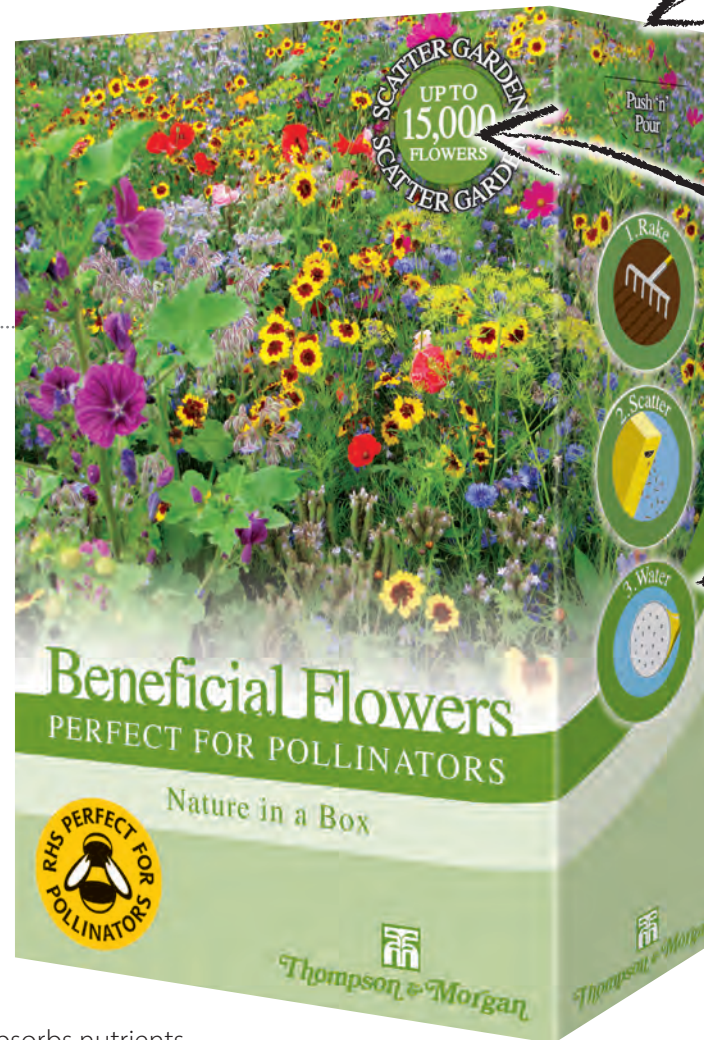
- ✓ Backed with Thompson & Morgan's quality guarantee

- ✓ Unlike similar products containing generic spreading agents, Scatter Gardens is packed with vermiculite as a carrier



Net weight 200g
Mix includes 5g seed (approx 1000 seeds) and vermiculite as a 'carrier' to ensure seed is distributed evenly when sown
Average: 6-8 sq m sown at 25-30g/sq m.

- ✓ Vermiculite absorbs nutrients and keeps them ready to slowly release as the little seedlings require it



- ✓ Filled to the top with premium Thompson & Morgan seeds delivering outstanding results

- ✓ Attractive, eye catching packaging, designed with clarity and ease of use for the consumer

- ✓ Established, market leading products with year on year repeat customer purchases

- ✓ A choice of 11 unique varieties to suit every garden type

- ✓ High margin for retailers

Why not
showcase this
range on one of
our FSDU's to
maximise impulse
sales?





CHEMPAK Plant feed range

Chempak plant foods are a comprehensive range of both fully soluble feed which start to work instantly, and granular, for a slower release of nutrients. They're great for the professional and everyday gardener alike.

The entire Chempak range has recently been re-launched with new packaging and a fresh, more modern image containing clear usage and benefits information, alongside Thompson & Morgan branding.

- ✓ Consistent pack size containing 750g* granules or 250g bottles
- ✓ All tubs contain 200g granules
- ✓ Informative, consumer-friendly packaging
- ✓ All cases supplied in 12s
- ✓ RRP's from £6.99 to £11.99

KEY FEATURES AND BENEFITS ARE EASY TO IDENTIFY...

How much it will make...



Which plants will benefit most...



TRUSTED GARDENERS' FAVOURITES...



FORMULA NO.2

High Nitrogen
(800g x 12)

A high nitrogen formula (25-15-15) for strong leaf and stem growth. Perfect for early season feeding and for getting plants off to a strong start. Ideal for leafy plants such as ferns, leaf and salad vegetables



FORMULA NO.4

High Potash
(800g x 12)

A high potash formula (15-15-30), the fruit and flower maker. The perfect summer feed for tomatoes, soft fruit, bedding plants, baskets and containers



FORMULA NO.3

Fully Balanced Feed
(800g x 12)

A fully balanced (20-20-20) multipurpose formula with multiple uses, also suitable for lime hating plants like azaleas and rhododendrons



FORMULA NO.8

Low Nitrogen
(800g x 12)

A lower nitrogen formula (12.5-25-25) containing extra potash and phosphate to mature growth. An ideal feed to maintain established heathers, conifers and other plants where lush top growth is undesired

*Except Sequestered Iron which is 250g (box dimensions are the same).



CALCIUM FERTILISER
Boosts crops and prevents disease



CLEMATIS FEED
For the healthiest, tallest climbing plants



ERICACEOUS FEED
For acid soil loving, lime-hating plants



FUCHSIA FEED
For developing beautiful, bigger flowers



LAWN GREEN
For the greenest, healthiest lawn



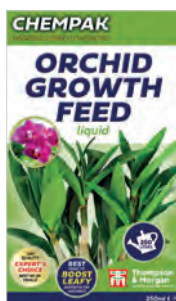
MAGNESIUM FERTILISER
For healthy green foliage



ONION FERTILISER
For bigger, healthier onions, leeks & garlic



ORCHID BLOOM FEED
Boosts flowers for all orchids



ORCHID GROWTH FEED
Boosts leafy growth on orchids



POTATO FERTILISER
For bigger, healthier potatoes and veg



SEQUESTERED IRON FERTILISER
A fast acting tonic for acid loving plants



SULPHUR FERTILISER
Best soil treatment for acid loving plants



TOMATO FEED
For tomatoes, peppers, courgettes, aubergines and soft fruit



VEGETABLE FERTILISER
For a large harvest of fruit and veg



YEARLONG FERTILISER
Granular feed for plants all year round



AFRICAN VIOLET FERTILISER



BONSAI TREE FERTILISER



CACTUS & SUCCULENT FERTILISER



CITRUS TREE SUMMER FEED



CITRUS TREE WINTER FEED



ORCHID FERTILISER



PALM FERTILISER



Ask your Area Sales Manager for more details about the Chempak range

GROW MEDIA / INCREDIFEED

GROW MEDIA

Thompson & Morgan's branded range of grow media.

Helps to improve seed germination, encourages healthy root growth, aeration and allows for soil free growing.



Lightweight
and easy to
carry, just like
incredicoir!



PREMIUM COIR MIX

- ✓ Free draining with superb aeration
- ✓ Ideal for germination, cuttings, hydroponics or as a patio pot mix



CLAY PEBBLES

- ✓ A clean alternative to soil
- ✓ Perfect for top dressing potted plants



VERMICULITE

- ✓ Improves germination and healthy root growth
- ✓ Ideal for covering seeds during sowing

GROW MEDIA

- 2.4 litre tub with carry handle
- Supplied as 6 units per outer
- **RRP £5.99***

*Except Vermiculite which is £4.99



HOUSE PLANT DRIP FEEDER

60 x 30ml bottles



ORCHID DRIP FEEDER

60 x 30ml bottles



HANGING BASKET & TUB DRIP FEEDER

60 x 30ml bottles



INCREDIFEED

- Each display box contains 60 units
- Site in various locations for incremental sales!
- **RRP £1 per unit**

INCREDIFEED

Our very own range of four drip feeders. Available in an eye-catching, shelf ready, gravity fed display box.

Prolongs flowering, keeps plants healthier for longer, provides essential nutrients and aids brighter blooms and better crops.

- ✓ Promotional prices available for bulk orders. Please ask your Area Sales Manager for further details.



MULTI-PURPOSE DRIP FEEDER

60 x 30ml bottles

INCREDICOIR

Completely peat free!

Mix this innovative coir block with water to make the equivalent of a 10 litre bag of peat-free compost that's ready to use in just 10 minutes.

These compact blocks are lightweight and easily stacked in the greenhouse, taking up a fraction of the space of a traditional bag of compost.

- ✓ Sustainably sourced with no harvest impact on the environment
- ✓ Ready to use in minutes
- ✓ Small, light and easy to carry

INCREDICOIR

- Supplied as 8 units per outer
- **RRP £4.99**



It is not essential, but we do recommend using a liquid feed solution, instead of plain water, when soaking, to infuse the coir and give the best of starts to your plants.



GROW KITS

Everything you need in one box

This eye-catching range continues to offer great incremental sales opportunities.

- ✓ 16 different varieties all based on popular, 'on trend' themes
- ✓ **Each pack includes:**
 - 5 different seed varieties (except for Bonsai and Succulents which have 2)
 - 5 starter growing peat pots
 - 5 plant markers
 - 1 pair of garden snips
 - 5 peat growing plugs
- ✓ Great gift line
- ✓ Perfect for people trying to grow from seed for the first time

GROW KITS

- Mixed orders of any combination available
- Supplied as individual units
- **RRP £9.99**

Why not display on our brand new FSDU with our Microgreen grow kits on page 27/33



VARIETIES AVAILABLE:

Flowers: Blooming Bouquet, Bonsai Acer, Perfect for Pollinators, Stunning Succulents, Stunning Sunflower, Super Scented Sweet Pea

Vegetables: Exotic Fruit, Gourmet Kitchen, Herb Garden, Super Food, Hot Chilli & Sweet Peppers, Rainbow Veg, Kaleidoscope Pea & Bean, Juicy Fruit, Salad Cut & Come Again

GIFT LINES

Our Thompson & Morgan branded seed hamper and herb kits are not only great for Christmas, but also perfect for gifting all year round.

These products perfectly complement our leading seed ranges and all have very competitive RRP's with a **high margin** for retailers!

HERB TRIO GROW KIT

Contains the following:

- ✓ Basil, Coriander and Thyme seed
- ✓ 3 x 10cm (4in) metal pots
- ✓ 3 x 55g pressed coco coir grow discs
- ✓ 1 x attractive, contemporary, triangular zinc tray



Herb Trio Grow Kit

GARDENER'S GIFT HAMPER

Contains the following:

- ✓ 2 x 10cm (4in) metal pots
- ✓ 2 x wooden clips
- ✓ 30g raffia
- ✓ 1 pair of garden snips
- ✓ 1 wooden dibber with jute
- ✓ 1 wooden crate (27 x 16 x 11.8cm)



Gardener's Gift Hamper

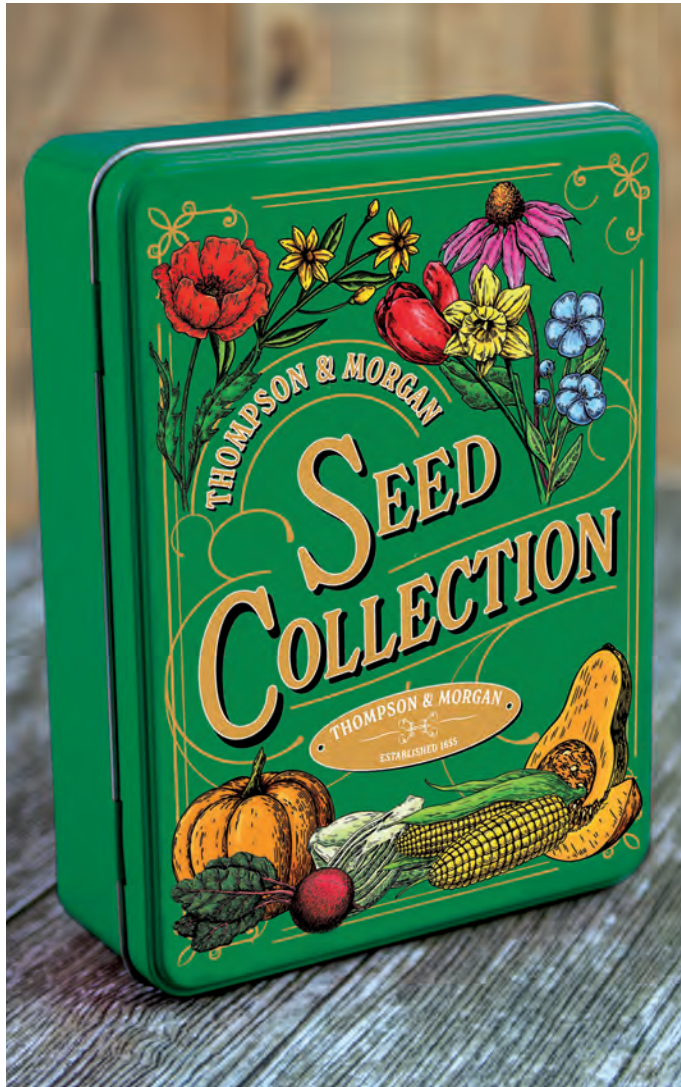
Perfect gardening gifts for any occasion, all throughout the year!

GIFT LINES

- Supplied as 6 units per outer
- Herb Trio Grow Kit **RRP £9.99**
- Gift Hamper **RRP £14.99**

SEED TINS

New for 2022



A perfect product to go with your seed range, Thompson & Morgan are delighted to introduce our seed tins.

These beautifully designed tins, making the most of the iconic Thompson & Morgan brand and heritage, look fantastic and are a great place for your customers to store their seeds.

They are a perfect add on sale and great way to increase basket spend and can easily be displayed alongside your seed range, as a gifting item or elsewhere in your store.

These tins are supplied empty but ready to be filled with your customers favourite seed varieties!

SEED TINS

- Supplied as 8 units per outer
- **RRP £11.99**

WHOLESALE

Over the years Thompson & Morgan has introduced some ground-breaking new plant varieties to market, both from seed and vegetative propagation.

These include:

- ✓ The world's first red Rudbeckia, 'Cherry Brandy'
- ✓ SunBelievable™ 'Brown Eyed Girl', the sunflower that produces over 1,000 flowers per season
- ✓ The Cosmos 'Cupcakes' series, famous for its unique cup-shaped fused petals
- ✓ The hybrid perennial Foxglove, Digitalis Illumination

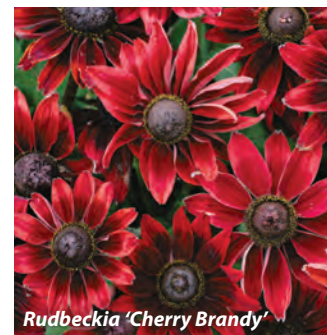


SunBelievable™ 'Brown Eyed Girl'

As well as supplying top quality, unique varieties from our own breeding, our Wholesale team also has a reputation for being able to source almost any seed variety imaginable for retailers, growers and brokers not only in the UK, but worldwide!

Purchasing through Wholesale offers the opportunity to source seeds in larger quantities than standard seed packets, in clear and simple packaging and often is more cost-effective option for those bigger requirements than purchasing through our retail channel.

For further details, please contact wholesale@thompson-morgan.com



Rudbeckia 'Cherry Brandy'



Cosmos 'Cupcakes and Saucers'



Digitalis 'Illumination Pink'



Thompson & Morgan

Experts in the garden since 1855





SUTTONS



BY APPOINTMENT TO
HER MAJESTY THE QUEEN
SEEDSMEN
SUTTONS CONSUMER
PRODUCTS LIMITED, DEVON

Est. 1806

NEW
for 2022

VEG AND FLOWER SEEDS



Broccoli F1 Blue Finn

Plants produce multiple small spears once the main head is harvested. Excellent cooked or raw in salads.

Product code: 15 21 46
Price: £3.49



Celeriac Mars

Large, uniform roots. Produces big, healthy plants. Interiors stay firm, even when roots are large.

Product code: 16 00 65
Price: £1.99



Leek Lancelot

Plants do not bulb easily, therefore producing straighter stems. Easy to grow and delicious.

Product code: 16 71 52
Price: £2.49



Onion (Spring) Lilia

With a shiny, intense red inner core. Fully mature, it shows off its defined red and white inner rings.

Product code: 17 25 73
Price: £2.49



Parsnip F1 Warrior

Producing flavoursome, chunky, gradually tapering roots which measure up to 28cm (11") in length.

Product code: 17 50 81
Price: £2.99



Swede Gowrie

This purple-skinned variety has good, firm flesh with consistent colour and very good taste.

Product code: 17 96 79
Price: £2.49



Herb Basil Devotion

Leaves are large, cupped, and medium green. Slightly sweet and spicy aroma. Can be grown anywhere.

Product code: 16 44 01
Price: £2.99



Broccoli Summer Purple

Specifically for summer and autumn cropping so doesn't need a period of winter cold to produce tasty spears.

Product code: 15 21 47
Price: £2.99



Cucumber F1 Mini Muncher

Crisp fruit with good taste, ideal for lunchboxes and snacking on. Vigorous, early plants with high yields.

Product code: 16 22 28
Price: £3.99



Kale F1 Frost Byte

Leaves have a very sweet flavour, even the leaf stalks are sweet and have the crispest texture.

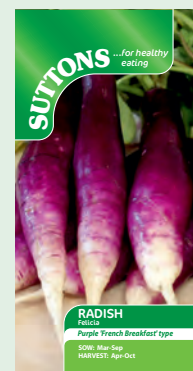
Product code: 16 61 22
Price: £3.99



Onion Elista

Elista is a brown variety and has a stronger flavour, perfect for cooking. Great in a French onion soup.

Product code: 17 39 44
Price: £1.99



Radish Felicia

A great new colour in French Breakfast types... PURPLE! Crisp fleshed with a good, peppery flavour.

Product code: 17 65 19
Price: £2.49



Tomato F1 Burlesque

These whoppers are ideal to grow in a greenhouse or outside further south as they are also blight tolerant.

Product code: 18 25 01
Price: £3.99



Melon F1 Mangomel

Pale yellow skin with rich very juicy orange flesh. Changes from grey/green to a creamy yellow when ripe.

Product code: 17 15 51
Price: £3.99



Dwarf French Bean Colour Mix

A colourful mix of green, yellow, and purple pods. Bountiful yields of slender 'extra fine' beans over a long period.

Product code: 18 69 51
Price: £2.99



Dwarf French Bean Celine

Extra-fine, dark purple beans, only 6-7mm thick, as you find in the finest restaurants.

Product code: 19 69 51
Price: £2.99



Broad Bean Statissa

The first broad bean developed especially for eating in the pod just like a mangetout pea!

Product code: 19 38 19
Price: £2.99



Runner Bean Black Knight

Juicy and stringless (when young) variety. Produces lots of pods which turn from green to dark purple/black as they age.

Product code: 19 83 96
Price: £3.99



Mountain Cornflower Montana

Spidery flowerheads in china blue and violet.

Product code: 11 09 51
Price: £2.49



Daisy Montrosa Mix

Huge double flowers up to 4cm across in white, scarlet and rose.

Product code: 11 27 86
Price: £1.99



Erigeron karvinskianus Profusion

These amazing plants will produce hundreds of 'daisies'.

Product code: 11 32 46
Price: £2.49



Nasturtium Purple Emperor

Add a touch of class with this regal nasturtium.

Product code: 12 38 42
Price: £3.49



Californian Poppy Lady Marmalade

New flower form resembling a rose! Semi-double blooms in golden yellow with orange centres.

Product code: 12 90 19
Price: £2.99



Mexican Hat Plant Red Midget

This unusual hardy perennial bears curious-shaped flowers, almost like a mini sombrero!

Product code: 13 01 87
Price: £2.49



Sunflower Tiger Eye F1

Producing a mass of flowers with golden-yellow petals and a unique deep-red ring around the disc floret.

Product code: 13 31 65
Price: £3.99



Sanvitalia The Hanging Basket 'Sunflower'

Mini sunflowers for hanging baskets and containers!

Product code: 13 31 79
Price: £2.99

FLOWER AND VEG OF THE YEAR



Flower of the Year

Sunflower Tiger Eye F1

Amazing new bi-colour variety 'Tiger Eye'.

Compact plants produce a mass of flowers burning bright with golden-yellow petals and a unique deep-red ring around the disc floret.

Plants grow to 60 cm in the garden and produce a stunning display for up to eight weeks.

Multi-stemmed, so lots of flowers per plant.

Sunflower seeds make a tasty snack.

Product code: 13 31 65



Vegetable of the Year

Runner Bean Black Knight

Produces lots of pods which graduate from green to dark purple/almost black as they age. Its flowers are scarlet in colour, which are extremely visible on the plant and easy to pick. It is reported to have been grown by the Bishop of Shrewsbury, Edmund Knight, and to have been passed to some of the local congregants in the late 1800's. This could be true or an old wife's tale, but where it is originally from has been lost in time. The beans may look a little more gnarly than most, but they are still tender and juicy even when the pods become older and the beans begin to show. Best steamed lightly to keep their colour and the pods sizes ranges from 20-30cm.

Product code: 19 83 96

NEW
for 2022

Year of the Poppy and Basil

This stand is a great way to promote the flower and vegetable varieties Fleuroselect have chosen to highlight this year.

Because of this, these "Year of..." varieties always get extra coverage and attention.

For 2022 it is an all-time favourite, the poppy and one of the bestselling herbs (an essential ingredient in Italian cooking) basil. This stand will drive sales of these varieties even further and is also a great way to introduce customers to some different poppies and some basil varieties that they haven't tried before.



Poppy Ladybird

Loved by bees and insects.

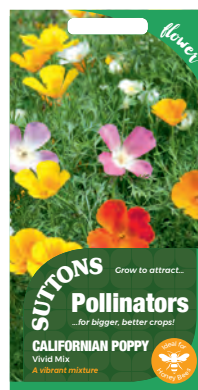
Product code: 12 87 05



Himalayan Poppy

Stunning bright blue flowers.

Product code: 12 90 30



Californian Poppy Vivid Mix

A vibrant mix perfect for attracting Honey Bees.

Product code: 14 20 07



Basil Devotion

Finally a disease resistant Basil!

Product code: 16 44 01



Sweet Basil

Make your own pesto!

Product code: 16 43 75



Microgreens Basil Dark Opal

Highly nutritious and tasty too!

Product code: 16 43 80



680mm stand Width - 680mm
Height - 2030mm (Inc POS)
Depth - 410mm (Max depth of feet, not stand)

GROW VEG STAND

Our **Grow Salad this Summer** collection was really well received by stores in 2020-
"A Beginner gardener stand without saying the word Beginner!" (see page 53).

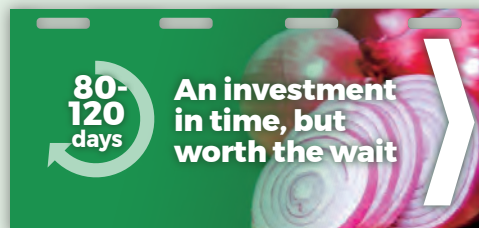
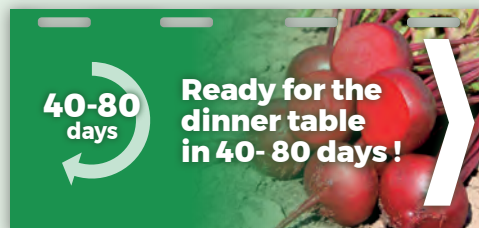
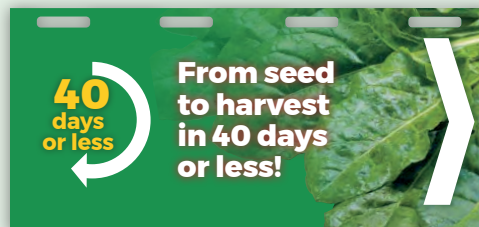


This stand has been designed specifically to tie in with the **Grow Salad this Summer** stand. Broken into timeframes, this is all about taking away any

concerns customers have about time to grow vegetables, and also explains simply about harvest times and when to sow - perfect for our new 'post-lockdown' customers!



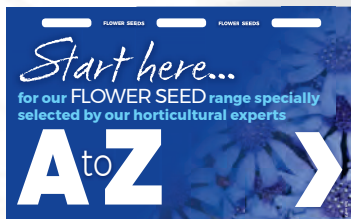
We have specifically created POS that not only stands out but is also easy to read showing the timescale to grow and a large menu card at the start that gives your customer hints and tips of possible add on sales and also ways to plant.



1.2m Stand Width - 1200mm
 Height - 2030mm (Inc POS),
 - 1830mm (Exc POS)
 Depth - 410mm (Max depth of feet, not stand)



Side wings compliment the stand perfectly by driving the customer to the category they need by simple use of colour.



The customers choice - Our A-Z format

Repeat custom is key for the success of your seed ranges, and repeat customers are always more likely to shop with your centre again and again. We always have this in mind when designing our ranges and that is why we have always kept to the A-Z format.

Our A-Z collections are designed with garden centres at the heart of their concept. We merchandise our stands to create space efficiency, whilst still delivering maximum impact for your customers during their shopping experience. We aim to provide creative, clear, simple and informative POS that makes finding everything easy and helps make choosing a Suttons product logical, fun and interesting.



Look out for our new varieties



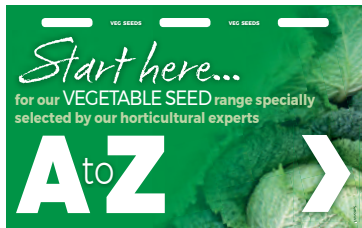
VEGETABLE STANDS

From the comprehensive 3.6m wide 4 stand option through to the 1.2m single vegetable stand perfect for the small space. We have stands to match any retailers footprint.

3 Stand Veg

A wide range in a small space - the 3 stand vegetable option holds what your customer wants as well as a taste of exciting new ranges. Providing interest for the starter gardener through to gardening experts!

4 Stand Veg Width - 4800mm (not shown). Width and depth are the same as the 3 Stand.



A large space has been given to one of our biggest sellers, our Fun to Grow range. Perfectly positioned for little ones to browse, the 3 Veg stand boasts all 9 varieties!



3 Stand Veg Width - 3600mm (pictured above)
Height - 2030mm (Inc POS), 1830mm (Exc POS)
Depth - 410mm (Max depth of feet, not stand)

Our core categories...



...easy to find within our A-Z

The category cards ease navigation through the extensive range on the larger stand options



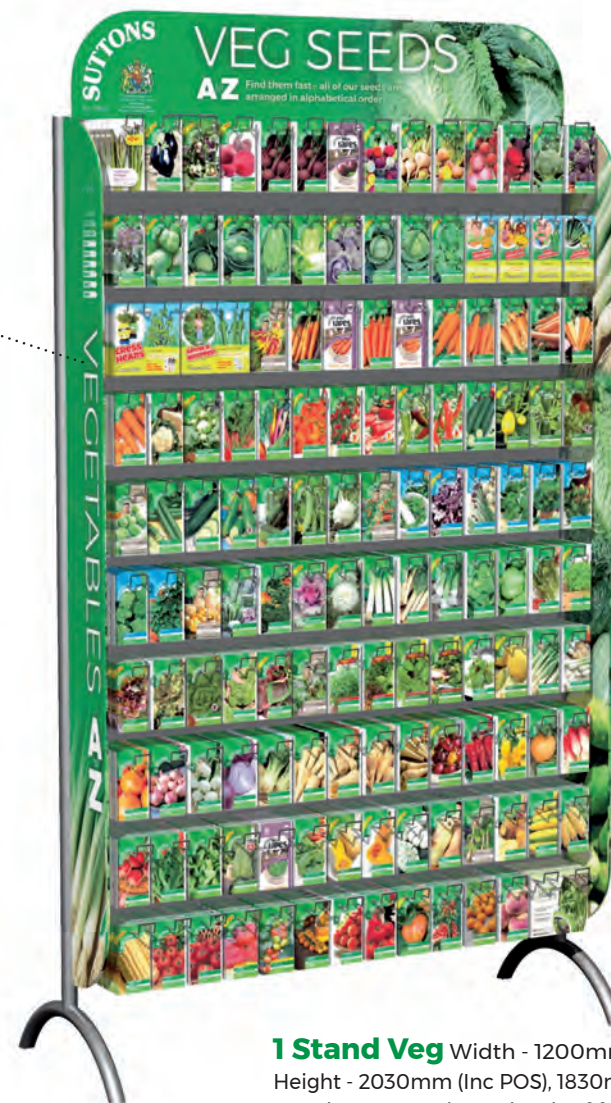
“ Sutton's layout is fantastic for customers. They have gone the extra mile to add A-Z colour cards which stand out to the customer which makes their search a lot quicker and easier. ” - Jade, Longacres Bagshot



Side wings complete the stand perfectly and driving the customer to the category they need.

1 Stand Veg

This 1.2m stand is perfect for the small area Garden centre, farm shop or retailers where space is tight. With just the right amount of best sellers, this stand really maximises space!



PEAS & BEANS

We are proud of our collection of peas and beans - bringing customers amazing choice and always ensuring new varieties each year. For most customers, no home-grown veg plot or allotment would be complete without peas and beans. We have spent a great deal of time making this collection perfect for every type of customer with a range of varieties for diversity across size, colour, growing locations, culinary uses and textures, to name a few.



Side wings compliment the stand perfectly by driving the customer to the category they need by simple use of colour.

Make the most of these best-selling products and maximise sales with a choice of a 1.2m stand (pictured) and a 680mm stand.

Width - 1200mm
Height - 2030mm (Inc POS),
- 1830mm (Exc POS)
Depth - 410mm
(Max depth of feet, not stand)

Grow one of the earliest food crops

Featuring some of our bestsellers...



Pea Blauwschokker
Highly ornamental and tasty too - as featured on Gardener's World!

Product code: 19 31 94



Runner Bean Scarlet Emperor
Tasty, medium length pods.

Product code: 19 88 31



Dwarf French Bean Mistik
Dwarf plants for window boxes & pots.

Product code: 19 70 20



Edamame Green Shell
Grow your own soya beans!

Product code: 19 98 12



Broad Bean The Sutton
High yields of tasty beans, for spring or autumn sowing.

Product code: 19 46 94



Snow Pea Green Beauty
Extra large, stringless pods.

Product code: 19 21 15

Created with the starter gardener in mind, this 1 stand option uses eye-catching POS in drastic contrast to our other collections and explains why growing salad can be easy, fun... and quick!

Width - 1200mm
Height - 2030mm (Inc POS),
- 1830mm (Exc POS)
Depth - 410mm (Max depth of feet, not stand)

We've specifically created POS that not only stands out but is also easy to read showing the timescale to grow and a large menu card at the start that gives your customer hints and tips of possible add on sales and also ways to plant.



Side wings compliment the stand perfectly by driving the customer to the category they need by simple use of colour.

GROW SALAD this Summer

From packet to plate in as little as 7 days!

Salad is a must-have on every gardener's list and there's nothing more satisfying than serving up a salad of home-grown goodness. Our collection of salad seeds, arranged by growing times, couldn't be more tempting to those who don't want to wait too long!



Microgreens Basil Dark Opal

We have added this as it is a scrumptious, vitamin-packed purple-leaved basil, ideal for growing as microgreens and ready to add to your sandwiches or salad within 7 days! What's more, it is easy to grow, even on a windowsill and an added bonus is it is packed full of vitamins and minerals!

Product code: 16 43 80



Leaf Salad Lettuce Mixed

A superb blend of Red, Cos, red-tinged Batavia and Oak-leaf lettuce varieties. Why buy salad leaves from the supermarket when you can grow them easily at home? And you can get up to 3 crops from the same sowing. Ideal for garden or containers and ready to eat in 2 - 3 weeks - very much a speedy salad!

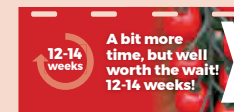
Product code: 16 67 80



Pak Choi Crunchy Colour Mix

The choice of stir fry fans everywhere because of its beautiful flavour, Pak Choi has red and green leaves with contrasting green and white undersides. The colour of the red deepens as the weather becomes cooler. And what is more, if you let the plant mature longer, you can continue to enjoy them as cooked vegetables.

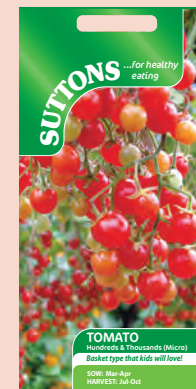
Product code: 17 43 30



Tomato Hundreds and Thousands

This vigorous, easy-to-grow heirloom variety is like no tomato your customers have ever seen before! Perfect for any experience of gardener, these can grow in baskets, window boxes or raised patio containers with the cascading plants producing literally thousands of sweet, juicy, bite-sized tomatoes in an inexhaustible supply throughout the summer!

Product code: 18 06 48



MIXED BESTSELLERS

The very best core categories - all in one stand!

1.2m & 680mm stands

We know that space is paramount and that it isn't always garden centres that want to sell seeds - and so we have the 1.2m and 680mm mixed stands available for these reasons. Although these take up less space, they still have a good level of our very best sellers!

Ask about our Outright sale opportunities



1.2m stand Width - 1200mm
Height - 2030mm (Inc POS), 1830mm (Exc POS)
Depth - 410mm (Max depth of feet, not stand)

And for those smaller retailers...

680mm stand

Width - 680mm
Height - 2030mm
(Inc POS)
Depth - 410mm
(Max depth of feet, not stand)



Comes with wings to highlight the range all in one area

Develop your own natural remedies!

Top botanist, TV presenter and best selling author, James Wong, has done so much to engage people of all ages to grow interesting and spectacular foods in their gardens, green-houses, windowsills and allotments. Our James Wong 680mm stand is a perfect differentiator - giving your customers something different to grow, unique to taste and is also very popular with younger audiences getting into gardening themselves.

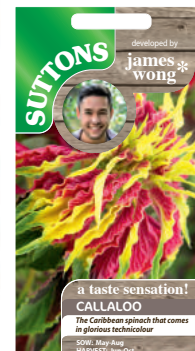


Width - 680mm
Height - 2030mm (Inc POS),
- 1830mm (Exc POS)
Depth - 410mm
(Max depth of feet, not stand)

Developed by james wong

We all know that having the bestselling varieties makes sense and with our top taste sensations (in association with James Wong) you can offer customers easy to grow show stoppers that are over and above the core A-Z range and bring them an added something special.

Cucamelon
Tastes like cucumber and citrus.
Product code:
16 60 90



Callaloo
Easy to grow,
tastes like spinach.



Inca Berries
Delicious and
ornamental, tastes
like gooseberries.

JAMES WONG'S GROW FOR FLAVOUR

Customers are always looking for something new, different and interesting. The Grow for Flavour range developed by James brings all of these elements together and also encourages customers to grow with amazing flavour in mind.

Oyster Leaf Plant
Often called
'the vegetarian's oyster'.
Product code:
18 77 35



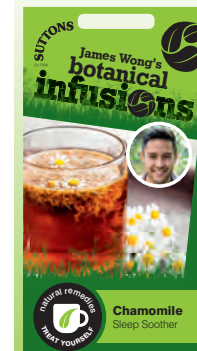
Basil Aromatic Mix
Varieties to pack
maximum flavour
punch.



Radicchio Mix
Refreshing crunch
and a grown up
hint of bitterness.

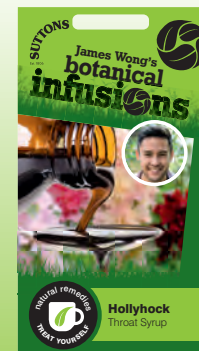
James Wong's botanical infusions

"It's amazing what benefits can be achieved from harnessing the natural power of plants. With a couple of seed packs and bit of guidance from our online recipes you will soon be tinkering away like a botanical Willy Wonka, developing your own homespun remedies for yourself or friends. Good Luck and have fun!"



Chamomile Sleep Soother
Harvest the bright white flowers for a relaxing chamomile tea, or to make a bath milk.

Product code:
18 77 36

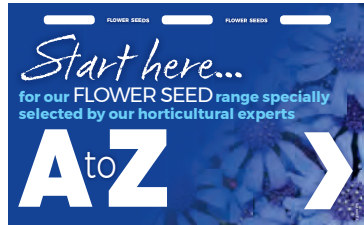


Lemon Balm Lemon Calmer
Used since the middle ages to reduce stress and anxiety and to improve sleep.

Product code:
18 77 39

FLOWER STANDS

Our range of flower seeds... impactful displays for all types of customer!



2 Stand Flower

A large collection of flower seeds that shows off both our best sellers and also our more unique ranges all in one place*.

3 great examples of our core categories... easy to find within our A-Z



Alyssum
Antirrhinum
Aster
And other favourites including
Achillea



Cornflower
Cosmos
Calendula
And other favourites including
Campanula



Sunflower
Sweet Pea
Sweet William
And other favourites including
Swan River Daisy



2 Stand Flower

Width - 2400mm (above)
Height - 2030mm (Inc POS), 1830mm (Exc POS)
Depth - 410mm (Max depth of feet, not stand)

FLOWERS
A to Z

Side wings complete the look and easily create a break between each collection.

“ The A-Z range is brilliant, simple for our customers to use, with great varieties that everyone wants ”

Matt, Fonthill Nurseries

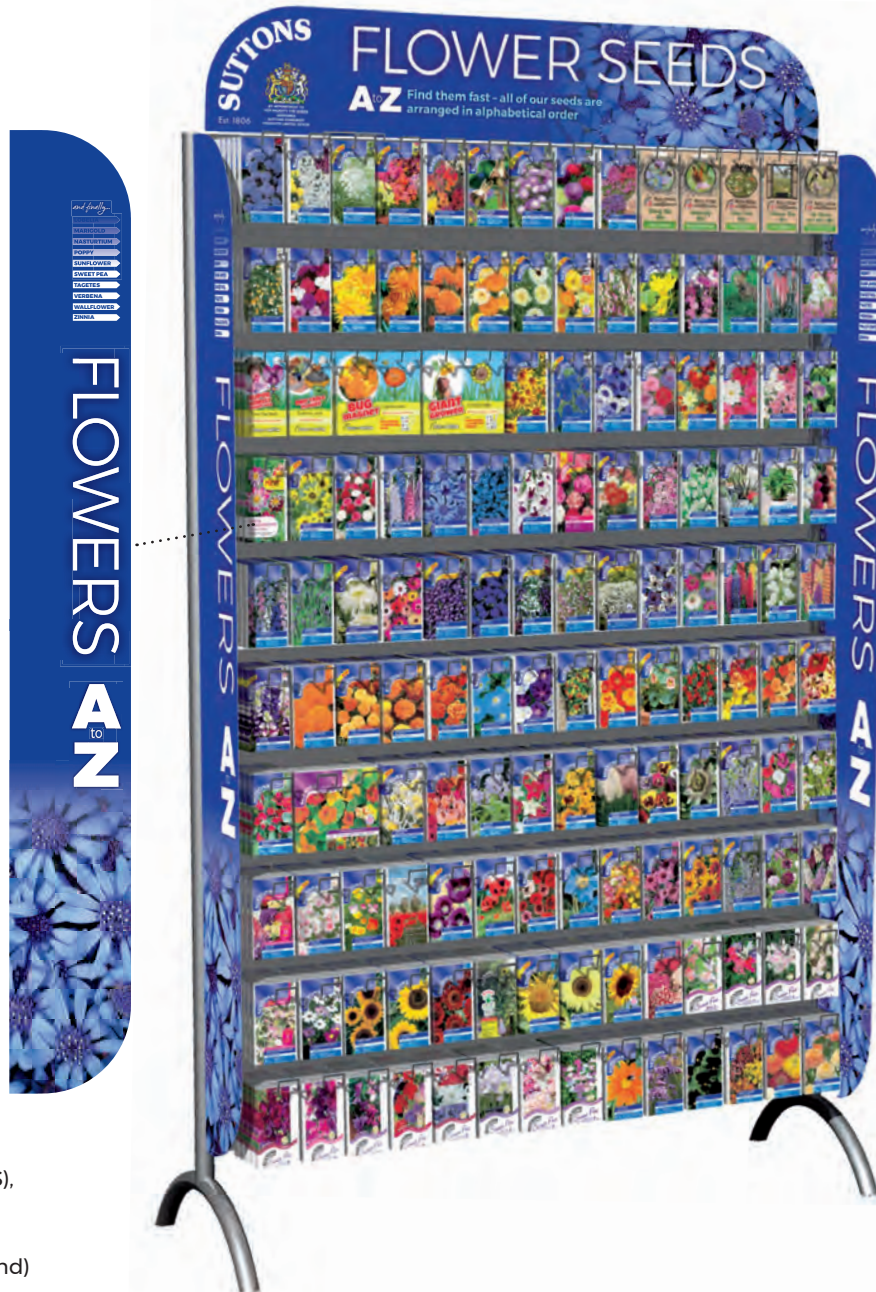
1 Stand Flower

This option is perfect for the small garden centre or shop. A selection of the very best sellers still shown in our A-Z format*.

Power wings complete the look and easily create a break between each collection

1 Stand Flower

Width - 1200mm
Height - 2030mm (Inc POS),
1830mm (Exc POS)
Depth - 410mm
(Max depth of feet, not stand)



If you've got the room...

3 Stand Flower

This option contains our largest collection of Flower seeds, with a variety for everybody. Be that the beautiful fragrance and colours of Alyssum, or the full collection of British Native Wildflowers, our full flower seed range will surprise and delight your customers, and their seed selection is easy with our A-Z format*.



3 Stand Flower

Width - 3600mm

* Included in all three of the stand options:

Native British Wildflowers, Children's Range: Fun to Grow, House Plants, Prairie Plants



Contact us: 01803 696400 / retail@suttons.co.uk

NATIVE BRITISH WILDFLOWERS

PART OF
YOUR A to Z
RANGE

B is for... British Native wildflowers... which take their inspiration from British heritage. After great feedback and excellent sales we continue to give this range great positioning on your stands. Our collections have been specially selected to offer a range of habitats and food for native UK wildlife, with each plant having their own unique method of attracting pollinators or distributing their seed. We have made this easy for you by tailoring each mix to suit any garden. Your customer only needs to choose the mix that matches their gardens needs and they are ready to enjoy the magic of wildflowers in every part of their garden.



Grow your own part of the British landscape with up to 32 varieties in every seed mix!

Classic Collection

A colourful alternative to lawns and borders. Collection contains five individual packets of wildflower seed which gives a lovely selection of colour. Varieties included: Marigold Corn, Daisy Ox-eye, Pansy Wild, Scabious Field, Poppy Field.

Product code: 14 00 12



Patio Pots Mix

- Exclusive mix for pots and containers
- Urban garden, courtyard & balcony
- Over 20 species

Product code: 14 00 14

Window Box Mix

- Bring the meadow to your windowsill!
- Specially developed for Suttons
- Contains shorter species
- Over 20 species

Product code: 14 00 14



 *Mixes to grow your choice of wildflower garden...*



Woodland Garden

Includes familiar favourites, such as Bluebell and Ramsons.

Product code: 14 00 02

Fragrant Flowers

Helps to create an aromatic garden, or area within a garden.

Product code: 14 00 09

Country Hedgerow

Species included thrive in dry soils.

Product code: 14 00 06

In the Shade

Useful in 'difficult' corners of the garden.

Product code: 14 00 03



Pretty Perennials Mix

A pollen and nectar rich mix year after year



Fragrant Flowers Mix

Over 30 species featuring fragrant flowers and foliage

Bird Feeding

Designed to attract seed-eating garden birds.

Product code: 14 00 07

Perfect by Ponds

Foliage becomes a haven for amphibians, birds and some small mammals.

Product code: 14 00 08

Pretty Perennials


Excellent general purpose mixture.

Product code: 14 00 10

Cornfield Annuals

The colourful annuals create a fast-establishing display in one season.

Product code: 14 00 05

 *Mixes to attract bees, butterflies and birds...*



Butterfly

Suited to planting in domestic flower beds, containers & pots.

Product code: 14 00 01

Honeybee

Can be sown around bee hives to increase suitable bee forage.

Product code: 14 00 00

Colourful Annuals

Thrives in dry soils

Suited to semi-shaded areas

Product code: 14 00 04

The Birds and Bees

Provides nectar and pollen-rich flowering in season.

Product code: 14 00 11



POLLINATORS... & PREDATORS!

Look after your pollinators & predators, and let nature do the work for you!

Did you know?

Companion planting can transform your garden, and adds a wide variety of colours, smells and edibles to your growing spaces. By encouraging pollinators and predators with these key plants you can gain a tiny gardening team to do your pest control and your pollination for you - all with the added benefit of providing habitats and food sources for natural wildlife, and with some of the varieties a little bit extra for you to enjoy at meal times!

“The predator and pollinator collection is the way forward for planting out your garden. I totally love the idea! Encouraging the predators in to help control the pests naturally and feeding the pollinators when their lovely sugary fluid is secreted and being made into honey from visiting honeybees. If everyone planted just one packet, what a difference we could make!”

- Julie, The Eden Project



Width - 680mm
Height - 2030mm (Inc POS)
- 1830mm (Exc POS)
Depth - 410mm (Depth of feet, not stand)

After not just amazing feedback but also brilliant sales, our GIMA Award Finalist stand 'Pollinators & Predators' continues for 2021

Pollinators



Runner Bean Scarlet Emperor

Attracts long tongued bumble bees.

Product code: 14 20 14

Wild Foxglove

Each flower has spots marking its large 'landing pad' ...perfect for bumble bees.

Product code: 14 20 23



Sunflower Waooh!

The centre contains many tiny flowers, each with its own source of nectar and pollen.

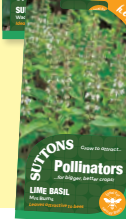
Product code: 14 20 10



Lime Basil Mrs Burns

Enjoy the leaves, but leave some stems to flower to attract hordes of bees!

Product code: 14 20 05



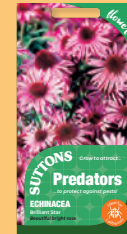
Predators



Echinacea Brilliant Star

These striking flowers are not only beautiful to gardeners and flower arrangers but attract beneficial ladybirds too!

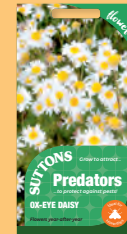
Product code: 14 20 31



Ox-Eye Daisy

One of the sights of summer, hoverflies show their mastery of the air when dancing above ox-eye daisies.

Product code: 14 20 36



Cosmos Sensation Tall

Cosmos will also attract ladybirds and other beneficial insects.

Product code: 14 20 42



For the starter gardener:
Give these a go
ONLY 99p!

Borage

One of the very best plants for attracting pollinators.

Product code: 14 20 43



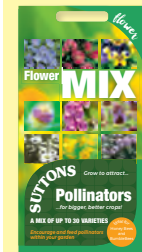
Flowering Carrot

A flower magnet for the widest range of beneficial 'pest-predator' insects

Product code: 14 20 44



Or try our FLOWER MIXES



Pollinators Mix

Product code: 14 20 45



Predators Mix

Product code: 14 20 46

Contact us: 01803 696400 / retail@suttons.co.uk

H
is for...



The joys of being able to cultivate and grow your own doesn't need to be confined to our gardens and the growth of houseplants over the last year have prompted us to help you with this, and introduce the Houseplant range - direct from seed! Some of the varieties we have chosen are a unique spin on the normal houseplant, allowing the grower to grow something a little different...

The ultimate 'easy care' houseplant



Urban Cactus Collection

The ultimate 'easy care' houseplant that creates a modern 'chic' look with a collection of differently shaped cacti. Perfect for a sunny windowsill where many plants would not grow.



Product code:
14 20 47

Grow your own coffee plant



Barista

Luscious, green leaves which look amazing in a shady spot in your home. Plus attractive clusters of sweetly scented white flowers, followed by glorious red berries which are in fact coffee beans!



Product code:
14 20 48

Beautiful lacy green stems



Asparagus Fern

A perfect perennial house plant with beautiful 'feathery' leaves, which is easy to care for and ideal to grow in a shady spot on a shelf or in the bathroom.



Product code:
14 20 50

Unusual bat shaped flowers



Bat Flower

This fascinating and unusual plant has bat-shaped flowers with long, attractive 'whiskers'. As they like high humidity, they are great for a warm bathroom.



Product code:
14 20 51

Brightly coloured houseplant



Coleus Blaze Collection

One of the most brightly coloured houseplants you can grow, with an astonishing and beautiful array of colours. Popular for year-round colour.



Product code:
14 20 52

Multi-coloured living stones



Lithops Gem Stones Collection

Grow your own multi-coloured living stones! These fascinating plants may also produce 'daisy-like' flowers.



Product code:
14 20 49

Exotic annual bedding plant



Mexican Cigar Plant

Produces masses of tubular, scarlet flowers with a black and white tip (resembling a burning cigar), they are drought resistant and great for a windowsill.



Product code:
11 13 64

COME AND GROW WITH US, GREAT FOR LEARNING AND EASY TOO!

FUN TO GROW



Educational & rewarding, growing the next generation of gardeners!

Gardening is a part of the National Curriculum framework, allowing children to understand plants and basic biology from Key Stage 1 onwards. Our children's range has been designed to be easy to grow, quick to germinate and allow our little ones to grow confidence in the world of horticulture!

Our packaging design has been specifically created to be easy for children to relate to, with very simple and fun tasks that they can do with their growing project. And to help them along, our larger packs also contain stickers, tape measures and magnifying glasses that make Fun to Grow a great pocket money treat!



FLOWERS



VEGETABLES



FREE stickers, magnifying glass and measuring tape inside packets of seeds

contents may vary



Customers can sign up with their email address at suttons.co.uk/kids to access downloadable interactive games and activities!

Learning how to grow seeds is hugely rewarding for children and is also a perfect way to get them in to new or different foods. Customers find this range a great way to engage young people in an easy and fun format. It's fun to grow you know!

Contact us: 01803 696400 / retail@suttons.co.uk

RETAIL PLANTS

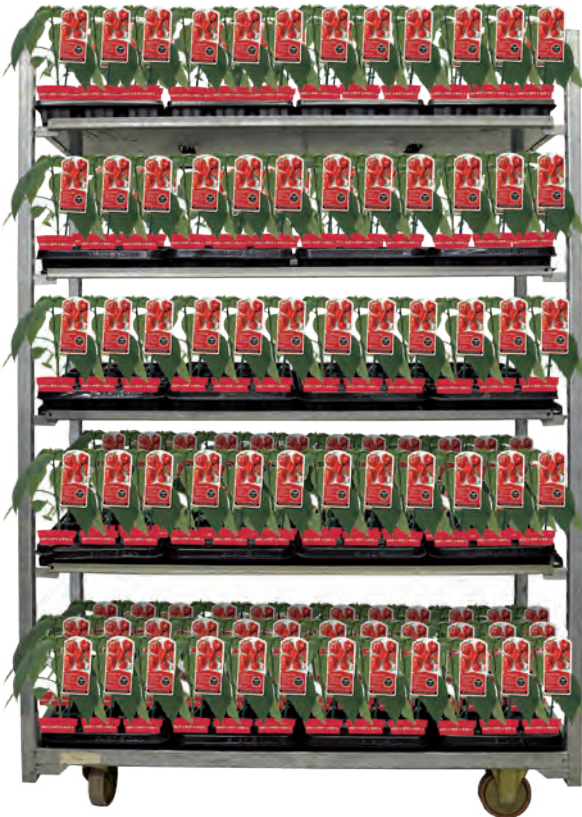
2022 Spring range. Available to order from October 2021

As pioneers of Grafted plants in the UK we know what we are talking about. Innovation, points of difference and high quality, combined with eye-catching POS, the Grafted and Chilli ranges come in pre-configured trolleys and are perfect for either starter gardeners or your more seasoned customers. We release the Grafted range for sale in October.

Grafted range

300 plants in a pre-configured trolley!

Trolley ends are also supplied to allow you to be able to sell directly off the trolley. Perfect for those busy bank holiday weekends where space is vital!



360 Chilli plants

in a pre-configured trolley!



Why choose Rapid Green?

- Unique in the market place
- Quick reacting - results in 7-10 days under normal circumstances
- Covers up to 1m² for small gardens and patches
- Premium quality produces a lush green lawn
- Competitive price point
- Good value for the consumer
- Good margins for the retailer
- 15 units per outer

Also available Bulk Lawn Seed

Large bags both Rye and non-Rye mixtures

Rye 20kg
Product code:
21 08 81

Non-Rye 20kg
Product code:
21 09 03



Grafted & Chilli Retail Plants

The use of peat in horticulture continues to be a major issue for all garden centres due to the detrimental effects the use of peat has on the environment. With this in mind, we have worked tirelessly with our nursery and leading compost producers to create and grow our ranges in 100% peat free compost.

Add to this that all of our retail plants are grown from seed in our UK nursery and you can understand Suttons' commitment to our environment, as well as our wish to supply you with the highest quality product, clear POS and supporting information.



“ Suttons Grafted plants are fantastic! My customers start asking for them well before they come in to store, and are happy to pay that little bit extra for the more established plant as they see such great results! ”

- Richard, Applegarth Nurseries



Suttons is the only supplier of grafted plants who both propagate and grow their products here in the UK on a high hygiene site, authorised to issue DEFRA Plant Passports and accredited to GlobalGAP standards. The hobby plants we supply are grown to the same high hygiene standards that are required by the commercial growers, so you will receive the best plants available every time.

Coming Soon!

Tomatoes



Cucumbers



Peppers



Other Veg



Chillies



Chillies



Contact us: 01803 696400 / retail@suttons.co.uk



Thompson & Morgan
Experts in the garden since 1855

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Est. 1806



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Where Partnerships Grow