
Thompson & Morgan
Experts in the garden since 1855
SUTTONS
Est. 1806
BY APPOINTMENT TO
HER MAJESTY THE QUEEN
SEEDSMEN
SUTTONS CONSUMER
PRODUCTS LIMITED, DEVON
2024 Brochure
Where Partnerships Grow

CONTENTS

4-6	Why Choose Us
7	Marketing Support
8-9	Why Choose Our Brands
10	Core Range
11	Point of Sale
12	New Seed Varieties
13	New Hotspots
14	Veg Patch Saver
15	Totally Tomatoes
16-17	Mr Men & Little Miss
18	Gardening By Location
19-23	Popular Hotspots
24	AGM Vegetables
25	Microgreens
26-27	Gardening For Your Soul/Kew Ranges
28	Autumn Ranges
29	Scatter Gardens
30	House Plants
31	Organic/Green Manure
32-24	FSDU
35	Grow Kits/Grow Media
36-37	Chempak
38	Incredicoir/Incredifeed
39	Gift Lines/Wholesale
42-43	New Veg & Flower Seeds
44-45	New Variety Stands/ New Spinner Stands
46	Wildflowers
47	Back To Our Roots/ Pot To Plate
48-49	A-Z Vegetables
50	Pea & Bean Seeds
51	Salad For Summer
52	Mixed Bestsellers
53	Grow Veg
54-55	A-Z Flowers
56	Pollinators... & Predators!
57	Children's Fun To Grow
58	Houseplant Seeds
59	Point of Sale
60-63	Retail Plants





Let our success drive yours...

YOUR BUSINESS

Thompson & Morgan
Experts in the garden since 1855

SUTTONS
Est. 1806

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 165 years since Royal Patronage was awarded in 1858.









Where Partnerships Grow

...For a Flourishing Future

GROWING IN PARTNERSHIP



- ☑ Continued investment by Branded Garden Products

Thompson & Morgan and Suttons are recognised worldwide and both carry a reputation for innovation, quality and introducing new products to market, helping you to offer relevant solutions to your customers.

Our brands continue to receive significant investment in production capabilities, technology, people and new product development, enabling both brands to grow together and retain their positions as market leading seed brands.

A THRIVING FUTURE



- ☑ Working in partnership together and with you

Using our depth and breadth of sales and horticulture experience within the brand partnership, we offer a complete solution that aligns with your own business strategy.

Supported by our excellent head office support team and our Area Sales Management teams across the UK, putting customer service at the heart of what we do.

Forging long term business partnerships with you to accelerate your seed sales growth, as we continue to work closely with you year after year, ensures you have the right solutions to meet your customer buying trends, which ultimately results in greater profitability.







WHY CHOOSE US

Quality Guaranteed

100% HAPPY

We are dedicated to improving our impact on the environment. Since March 2021, our paper envelopes are now Carbon Balanced in association with global conservation charity World Land Trust.

FSC www.fsc.org MIX Paper from responsible sources FSC® C004517

Thompson & Morgan
Experts in the garden since 1855

SUTTONS Est. 1806

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

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

WE ARE

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

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

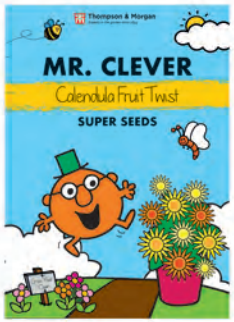
Premium quality and regularly tested through our own in-house laboratories

OUR SEEDS ARE

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

Backed with 100% satisfaction guarantee or your money back













Where Partnerships Grow

WHY CHOOSE US

BEFORE THE NEW SEASON WE WILL

- 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
- 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

DURING THE SEASON WE WILL

- Ensure replenishment orders are processed and delivered quickly and efficiently
- Offer seasonal support opportunities to generate additional sales
- Regularly review your sales performance and propose changes if required
- Provide regular visits through our Area Sales Manager and merchandising teams

ALL YEAR ROUND WE WILL

- Offer you full account management from display setups to ordering, returns and uplifts
- Maximise all opportunities with you through our range of sales drivers
- Work in partnership with you
- Offer an unrivalled service and commitment to you as a valued customer











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



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

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



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

Quality Guaranteed

















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/suttons.co.uk

@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
- 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.



Clear, concise name format

Recognisable brand

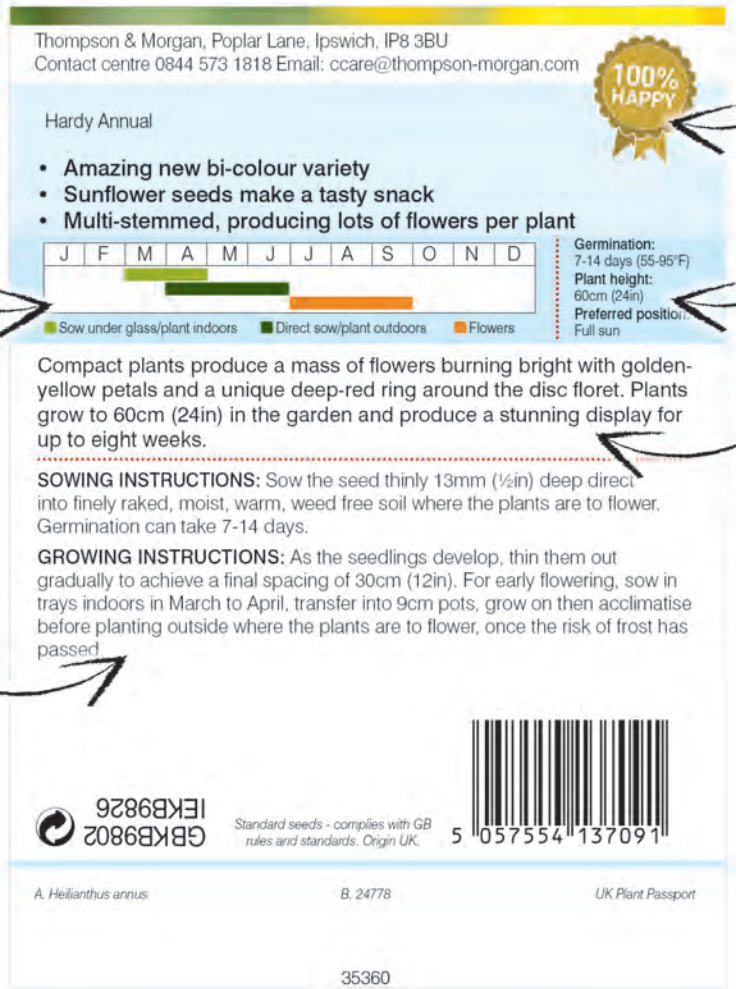
The best feature of our varieties

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



100% happy or your money back commitment to customers

Essential, at a glance growing information

Further information as to the appearance, height and longevity

Recognisable brand

Clear, close up imagery of the featured variety

Use of common names familiar to customers

Essential, at a glance growing information



Key selling point of the variety

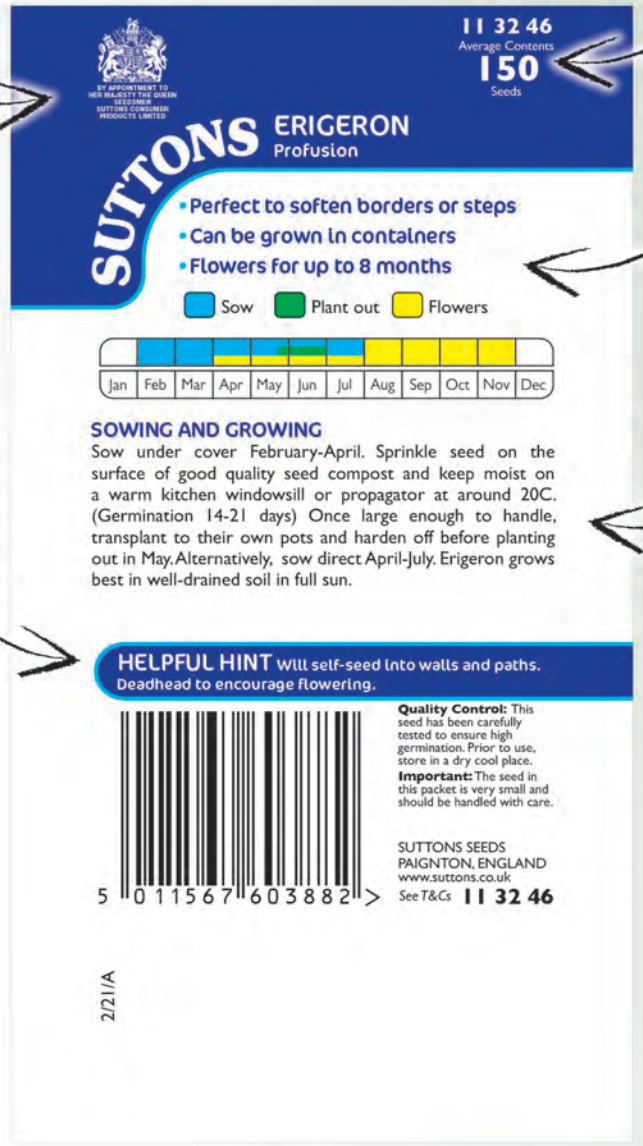
Every Suttons seed packet carries the Royal Warrant

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



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
- Other types of display stands are also available







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 reversable 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
- Visually striking POS helps customers to shop the stand and showcases some of our most popular or unique varieties





FREE! 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
- The size of a standard seed packet and hooks onto the display stand





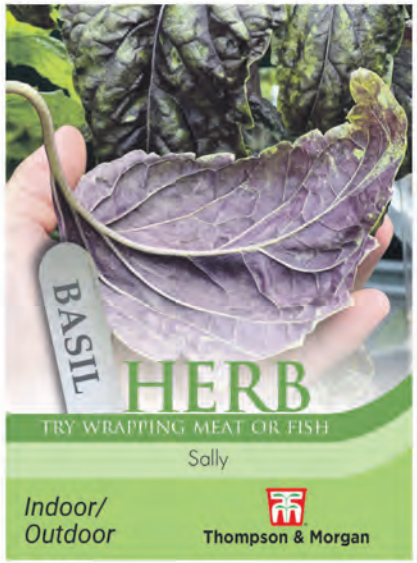


GROW YOUR OWN

- 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



Here are some of our brand new varieties for 2024



























NEW HOTSPOTS

As a result of our innovation over the last two years, we are now offering 30cm and 60cm NEW product stands to celebrate this. The stands will be refreshed next year to include products that have been released within the past 24 months. Providing customers with the largest choice of new varieties on one stand!

- ✓ 55 NEW Varieties for 2024
- ✓ Mixture of flowers and vegetables
- ✓ **RRP £1.99 to £3.99**





30cm stand



60cm stand

24UKNEW30

24UKNEW60



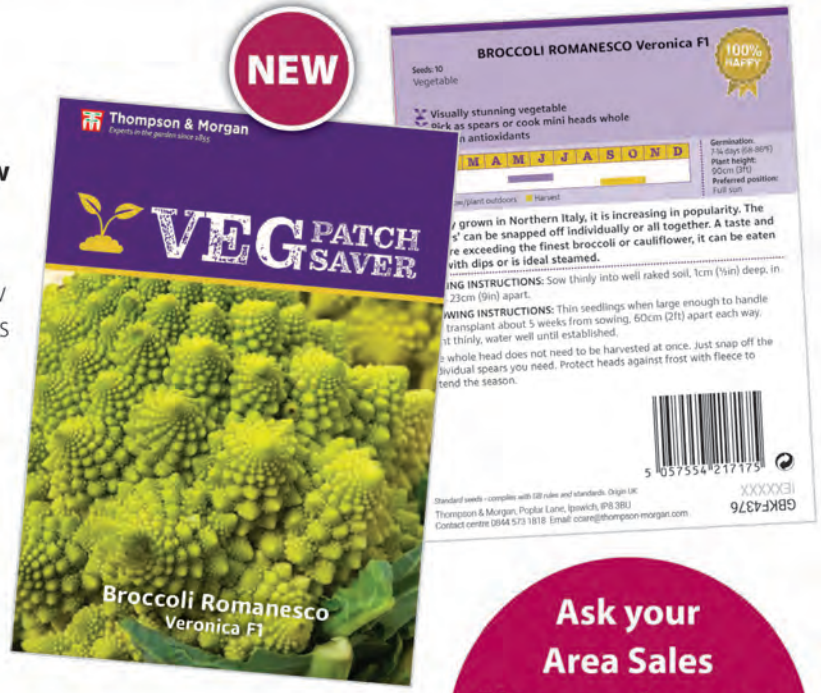
VEG PATCH SAVER

New For 2024

The Veggie Saver range is designed to let you grow your own vegetables for less.

This range consists of 33 carefully selected varieties. Packets are priced at £1.50, which helps customers grow for less, but also encourages non gardeners to pick up as impulse purchases.

- ✓ Grow your own for less. **All packets RRP £1.50**
- ✓ Chosen to include recognisable plant species but with a twist on the varieties you'll find in our standard range
- ✓ 33 different varieties
- ✓ Available as a 30cm stand.







Ask your Area Sales Manager for more details about all of our fantastic NEW ranges





Spring Onion 'White Lisbon' *ATVSKF4398*



Winter Squash 'Mashed & Baked Potato' *ATVSKF4399*



Carrot 'Bangor F1' *ATVSKF4382*

24UKVEGSAV









TOTALLY TOMATOES

New for 2024

NEW

Tomatoes are one of the world's most grown vegetables. It is often the first vegetable plant that people will attempt, or the only if you have limited space. For established gardeners, it is a must have.

This stand holds 33 different tomatoes of all shapes and sizes, for growing indoor and outdoor and a multitude of locations. We believe this will be the most comprehensive offering of tomato seed in Garden Centres.

- ✓ 33 different varieties
- ✓ 6 different colours
- ✓ Available as a 30cm stand
- ✓ RRP 99p-£4.99





Tomato 'Rainbow Blend' ATT01105



Tomato 'Buffalosteak' ATT17277









24UKTOM30

MR. MEN & LITTLE MISS

Encourage a new gardening generation

Our Mr. Men and Little Miss collection just got bigger! Our range features the iconic Mr. Men and Little Miss designs, which are instantly recognisable and loved across the globe. The range features varieties that kids love, that are easy to grow, and produce fast results.

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.

- ☑ 7 New Varieties for 2024
- ☑ 20 varieties of flowers, vegetables, peas and beans
- ☑ Seeds available as 30cm stand
- ☑ **RRP from £2.49 to £2.99**







Perfect for children's and gift areas





© 2018 THOIP

24UKMRMEN

TOOL KIT

Kids will love gardening with this tool kit designed for little hands. Throughout, bright colours are used. The hand tools are made with quality wooden handles. A sprayer for controlled watering, and a bag for carrying. Characters and logos from Mr Men are featured throughout.

Tool Kit Includes:

- 1 mini rake
- 1 mini spade
- 1 mini trowel
- 1 water sprayer
- 1 handy tool carry bag

RRP £19.99









SEED GROW KITS

Young gardeners will love these Mr. Men and Little Miss growing kits.

The kit contains five easy-to-grow flower varieties in bright packets each featuring one of the Mr. Men and Little Miss characters. All the seeds are large enough for kids to handle and will give quick results.
The kit includes everything your little gardener will need, plus colouring pencils and a drawing pad so they can record each stage of growth.

Each Pack Includes:

- 4 packets of seeds
- 4 starter pots, compost & labels
- 1 measuring tape
- 1 pack of 6 coloured pencils
- 1 drawing pad
- 1 set of stickers
- 4 Mr. Men Character badges - one for each character featured on the seed packets

RRP £14.99



GARDENING BY LOCATION

A little space can go a long way

The erratic nature of current supermarket supply, has encouraged many more people to grow their own vegetables again. Helping customers choose what to grow by the space they have, this stand will be a great addition for urban centres.

- ✓ 50 varieties
- ✓ Point of sale to support inspiration
- ✓ **RRP from £3.99**

WINDOWSILL - growing space required from as little as egg shells

POTS - 30cm, enough for either side of the front door.

BASKETS - maximise the space above the ground, keeping fruits away from little hands!

RAISED BEDS - For those with dedicated spaces

GARDEN & GREENHOUSE - Key crops for those with just a little more space







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!

- ✓ 13 varieties of flowers, vegetables and peas and beans
- ✓ Available as a 30cm stand
- ✓ **Prices from £1.99 to £2.49**









24UKSUPER









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**







24UKPEREN

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, fragrants, 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 £3.49**


Sweet Pea 'Heirloom Bicolour' ATT08298








Nigella 'Moody Blues' ATT04676





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 £4.49**






Cornflower 'Blue Diadem' ATT01396


Wild Flowers 'Honey Bee Mix' ATT09126



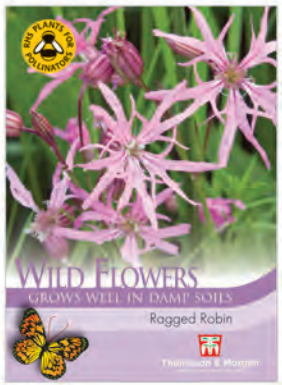
WILD FLOWER GARDEN

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 £2.99 to £5.99**







24UKWILD30

24UKWILD60

Have you seen our wide range of popular wildlife-friendly seed mixes on page 29?

99P TRIAL PRICE

Eye-catching entry level packets

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
- ✓ 41 flower and 8 vegetable varieties
- ✓ Features varieties not included in our core A-Z range
- ✓ Available as a 60cm stand











24UKTRIAL

COMPANION PLANTING

A natural helping hand

After launching last season, this range is already a customer favourite. 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
- ✓ **RRP from £2.69 to £4.49**





24UKCOMP



Culinary hotspot options

HERBS

- 45 herb varieties
- Quick, clear reference guide showing where to grow your herbs
- Available as a 60cm stand
- **Prices from £0.99 to £3.99**



Windowsill

NEW



Indoor/ Outdoor

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

PEPPERS

- 24 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 £4.49**





NEW



NEW





AWARD OF GARDEN MERIT 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.

- ✓ 35 proven high performers
- ✓ Best complementary vegetable range to our core A-Z
- ✓ Available as a 60cm stand
- ✓ **Prices from £1.99 to £4.49**

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

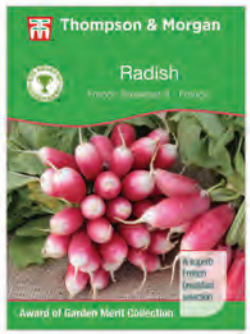
ACHIEVING AWARD OF GARDEN MERIT STATUS

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











Where Partnerships Grow

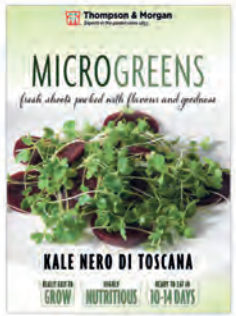
MICROGREENS SEED & GROW KITS

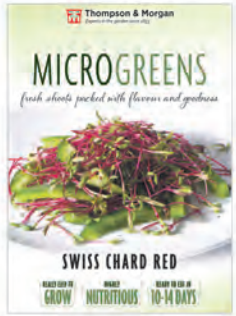
Ready to eat in 10-14 days

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 RRPs from £2.99 to £3.49**
- ✓ **Microgreen Grow Kit RRPs £9.99**











Find our range of flower, fruit and vegetable Grow Kits on page 35



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

GARDENING FOR YOUR SOUL

The 'well-being' range

Create a sensory garden for your soul. This stand brings together plants that will refresh your mind, with taste, sight, smell and sound.

- ✓ Bring your senses to life
- ✓ A range of specially selected 10 herbs, 30 flowers, 10 wildflowers & grass seed
- ✓ Available as a 60cm stand
- ✓ **RRP from £1.99 to £5.99**

Studies have showing that gardening has a big impact on our physical and mental health. *"The mental health benefits of gardening are broad and diverse. Studies have shown significant reductions in depression and anxiety, improved social functioning and wider effects, including opportunities for vocational development."*

(Kings Fund Report 2016)



Coreopsis Incredible! 'Sea Shells Mixed' ATTKC9402



Herb 'Lemon Balm' ATT00866



24UKSOUL

ROYAL BOTANIC GARDENS KEW

Three stunning ranges

Continuing to be popular since its introduction - we are proud to still be working in partnership with Kew Botanical Gardens to bring bursts of beauty and colour to your garden, home and kitchen table.

- ✓ 3 great ranges to stock
- ✓ Beautifully packaged and suitable for adding to gift areas
- ✓ Available as a 33cm stand
- ✓ **RRP £3.99**

POLLINATORS Helping pollinating insects to thrive is hugely important. These varieties are chosen to give them all the support they need.







24UKKEWPOL

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



Poppy Danish Flag ATKFKC9706

FLOWERHOUSE Bring the beauty inside with this outstanding range of seeds handpicked for enjoying in the garden or in the home. This selection includes show-stopping flowers and fancy floral fillers.











24UKKEWF

ROYAL BOTANIC GARDENS · KEW ·

VEGETABLE A mixture of staples, colourful and unusual vegetables, selected to bring the spice of life – "variety!" – from the garden to the kitchen table.













Cauliflower DePurple F1 ATKVKC9748



24UKKEWV

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!













SCATTER GARDENS

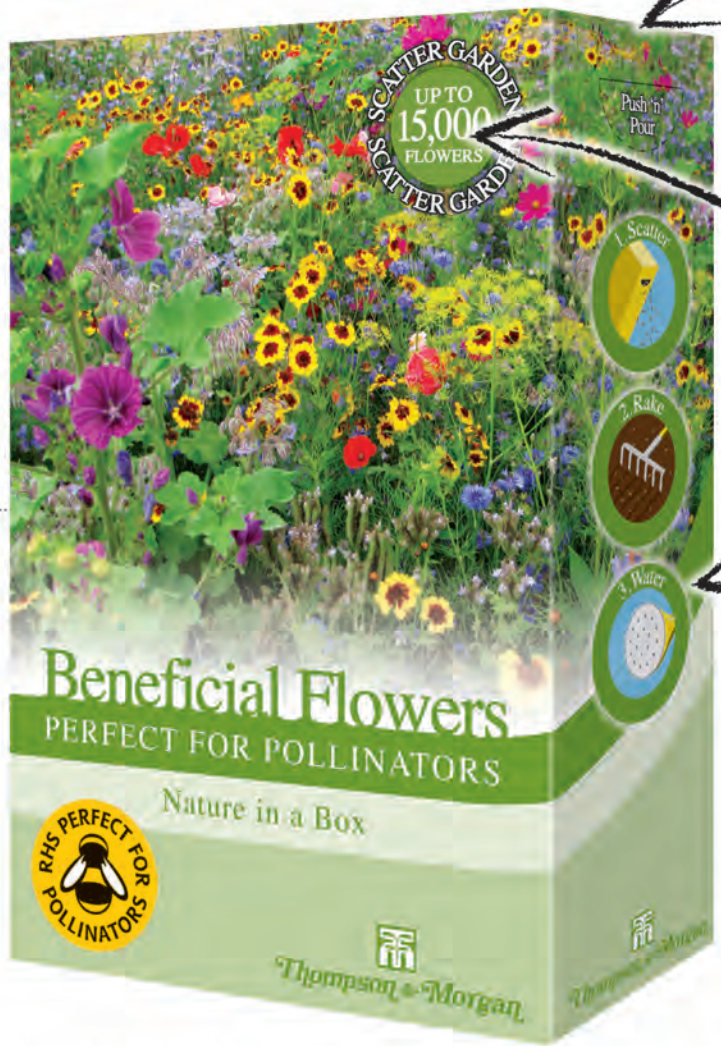
Nature in a box

A consistently popular range for six years.
Just scatter the seed and watch it grow!

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

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



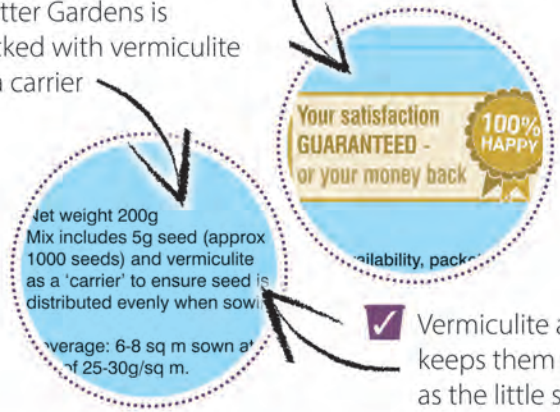


- ✓ Filled to the top with premium Thompson & Morgan seeds delivering outstanding results
- ✓ Attractive, eye catching packaging, designed with clarity and ease of use for the consumer
- ✓ Established, market leading products with year on year repeat customer purchases
- ✓ A choice of 8 unique varieties to suit every garden type
- ✓ High margin for retailers

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



- ✓ Unlike similar products containing generic spreading agents, Scatter Gardens is packed with vermiculite as a carrier
- ✓ Backed with Thompson & Morgan's quality guarantee



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





HOUSE PLANTS

Create a plant paradise

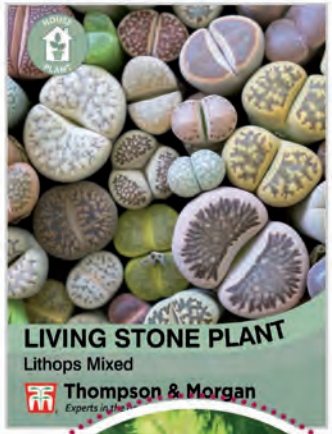
House plants are one of the fastest growing areas in horticulture, experiencing triple digit growth over the last few years and with no indication of that growth slowing down.

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.

- ✓ 11 varieties of house plant seeds
- ✓ Ranging from Asparagus to Weeping Fig, a wide variety 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 £2.49 to £3.49**











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

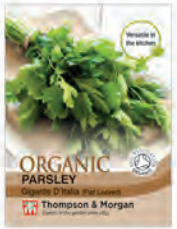


24UKHOUSE

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 £2.49 to £3.49**

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

SOIL ASSOCIATION ORGANIC
Certified Organic
by the Soil Association

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



24UKORG30

NATURAL SOIL AND PLANT BOOSTERS

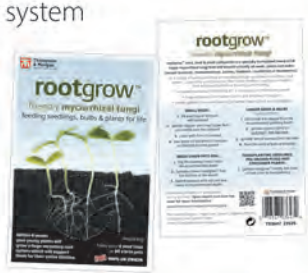
Preparing the garden to give seeds and young plants the best start in life.

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 from £2.99 to £3.49**

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

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

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



24UKRGGM



SEED TINS

A perfect product to go with your seed range; the Thompson & Morgan seed tin.

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!

T&M SEED TIN

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

FREE STANDING DISPLAY UNIT (FSDU)

Complement your seed displays with one of our 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 point of sale (POS) that is 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

PERFECT FOR DISPLAYING

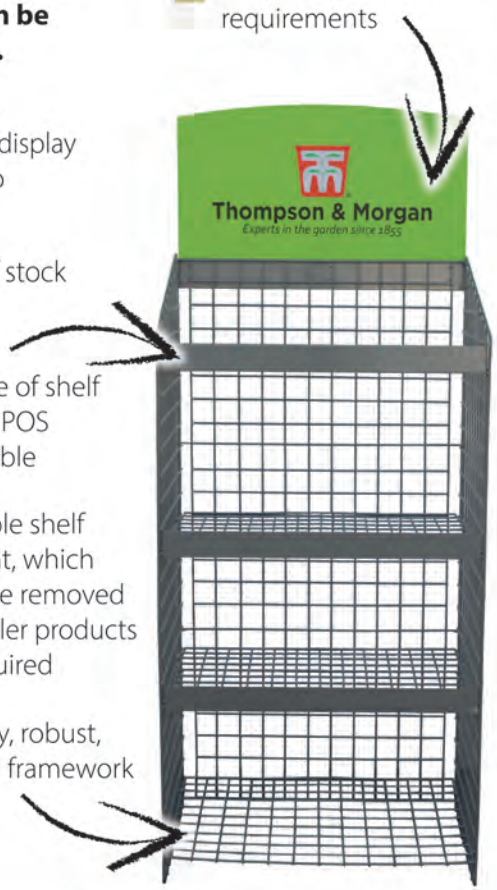
- Scatter Gardens
- Grow Kits
- Microgreens Grow Kits
- Seed Tins
- Chempak
- Gardener's Gift Hampers
- Herb Trio Grow Kits
- Rapid Green

✓ Headers to cover all requirements

✓ Range of shelf edge POS available

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

✓ Sturdy, robust, metal framework



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

Have it your way - any time of the year...

For ultimate versatility and year round usefulness, see our example below - showing what you can display on your FSDU and when peak sales could be achieved.

Using our wealth of experience, sales data and customer habits we can help you make the best decisions to maximise your turnover.





PRODUCT RANGE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
NEW Mr Men Grow Kits			■	■	■					■	■	■
Chempak				■	■	■	■	■	■			
Gardeners Gift Hamper	■	■	■	■	■	■	■	■	■	■	■	■
Grow Kits			■	■	■					■	■	■
Grow Media	■	■	■	■	■			■	■	■		
Herb Seed Tin Trio			■	■	■					■	■	■
Incredicoir	■	■	■	■	■			■	■	■		
Incredifeed			■	■	■	■	■	■	■			
Microgreens			■	■	■					■	■	■
Rapid Green		■	■	■			■	■	■	■		
Scatter Gardens	■	■	■	■				■	■	■	■	■
Seed Tins	■	■	■	■	■	■	■	■	■	■	■	■

All our products can be bought in smaller outer quantities* for complete control of your range.

With header options and shelf POS to support sales.



Ask your Area Sales Manager for more details about our FSDU

** Orders must meet MOQ requirements*



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



Ask your Area Sales Manager for more details about our FSDU

GROW KITS

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



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
- ✓ 2 brand new Mr Men & Little Miss grow kits - see page 17 for details



GROW KITS

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

Why not display on our FSDU with our Microgreen grow kits on page 25



VARIETIES AVAILABLE:

Flowers: Blooming Bouquet, Bonsai Acer, Perfect for Pollinators, Stunning Succulents, Stunning Sunflower, Super Scented Sweet Pea and Mr Men Little Miss Flowers.

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

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
- ✓ Holds nutrients and retains water to help feed the plant

GROW MEDIA

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

*Except Vermiculite which is £4.99







CHEMPAK *Plant Feed range*

The Chempak range has been trusted by the professional & everyday gardener for years. All feeds are fully soluble which means they start to work instantly.

All Chempak Soluble Plant Foods contain seven essential trace elements, far more than ordinary soluble fertiliser. These trace elements are all absolutely necessary for healthy plant growth.

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

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

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



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



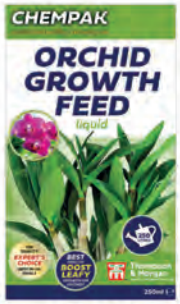
MAGNESIUM FERTILISER
For healthy green foliage



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

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.





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

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 RRPs 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



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)



GIFT LINES

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

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
VEGETABLE SEEDS
Herbs
Flowers
Vegetables
NEW
This Season
SUPER SEEDS
ENCOURAGE THE GARDENERS OF THE FUTURE
MR. STRONG
LITTLE MISS CHATTERBOX
MR. TICKLE
LITTLE MISS GIGGLES
LITTLE MISS PRINCESS
MR. SNEEZE
MR. TALL
MR. BUMP
MR. FUNNY
MR. HAPPY


SUTTONS
Est. 1806
BY APPOINTMENT TO
HER MAJESTY THE QUEEN
SEEDSMEN
SUTTONS CONSUMER
PRODUCTS LIMITED, DEVON
FLOWERS A-Z
PEA & BEAN SEEDS
GROW SALAD this Summer
Ready to eat from 7 days → 14 weeks
GROW VEG this Year
Grow the good life with the nations favourite veg varieties
From seed to harvest in 40 days or less!
Ready for the dinner table in 40-80 days!
An investment in time, but worth the wait
For crops throughout the season
Peas and Beans
tapes

NEW for 2024 VEGETABLE AND FLOWER SEEDS



Beetroot
Golden Eye

Easy to grow for tasty leaves & roots. Uniform, round roots with a sweet flavour.

Product code: 151252
Price: £2.99



Chilli Pepper
Jazz F1

Striking plants with attractive, medium-hot fruits. Ideal for growing in small containers.

Product code: 156031
Price: £3.99



Sweet Pepper
Pillar Sweet Trio F1

Delicious, sweet, mini peppers. Compact plants produce BIG crops.

Product code: 156037
Price: £3.49



Cucumber
Party Time F1

Crunchy, snack size, fruits. Easy to grow in an unheated greenhouse or polytunnel.

Product code: 162020
Price: £3.99



Lettuce
Sulfita

Downy Mildew resistant. Can be harvested a leaf at a time or as whole heads.

Product code: 171700
Price: £2.99



Melon
Ginger F1

Tiger striped skin and orange flesh. Compact and prolific. Resistant to downy and powdery mildew.

Product code: 171560
Price: £3.99



Parsnip
Sabre F1

High quality, long, white, roots. Resistant to canker. British-bred variety.

Product code: 175050
Price: £2.49



Tomato
Big Mama F1

An incredibly meaty cooking variety. Grows up to 8cm long and 4cm across.

Product code: 181326
Price: £3.99



Tomato
Heartbreakers Vita F1

Pot perfect, 50cm tall plants. Masses of tender, sweet fruits.

Product code: 181329
Price: £3.49



Tomato
Lemonita F1

Bring a splash of sunshine to your plate! Produces 3-5 small beefsteak fruits per truss.

Product code: 181330
Price: £2.49



Tomato
Merrygold F1

First blight resistant orange tomato. High yielding for over 3 months.

Product code: 181331
Price: £3.99



Tomato
Rainbow Drops F1

A new hanging basket tomato trio. Delicious, sweet red, orange and yellow fruits.

Product code: 181328
Price: £3.49



Tomato
Crokini F1

Produces around 300 sweet, cherry sized fruits per plant. Late blight resistant.

Product code: 181327
Price: £3.99



Tomato
Supersteak F1

A super-sized tomato, with smooth skin and meaty texture. Perfect for grilling or BBQ season.

Product code: 181332
Price: £3.49

NEW for 2024



Pumpkin
Gold Speck F1

Perfectly petite pumpkins, just 7.5cm (3") across. Easy to grow bush type with excellent disease resistance.

Product code: 175650
Price: £3.99



Radish
Royal Purple

Beautiful, plump, elegant round roots. Mild, sweet taste. Harvest in as little as 33 days.

Product code: 176180
Price: £2.49



Squash
Futsu Black Early

An old Japanese heirloom variety, cultivated for hundreds of years. Stores for months on end.

Product code: 178895
Price: £2.99



Spring Onion
Marksman

British bred, quality salad onions, with upright, straight dark green foliage. Excellent downy mildew resistance.

Product code: 172496
Price: £2.49



Oyster Leaf Plant

Salty, edible leaves, sometimes known as 'Sea Bluebells'. Can be found growing wild on the coast of Scotland.

Product code: 178051
Price: £3.99



Popcorn
Fiesta

An Indian corn with long cobs. Produces colourful kernels, makes great 'Popcorn'.

Product code: 180156
Price: £2.99



Agastache
Arizona Sunset

Flowers continuously without the need for deadheading. Suitable for dry and sunny locations

Product code: 100530
Price: £3.49



Antirrhinum
Mango Twist

Bright colour contrast will brighten up any border or cut flower vase. Fleuroselect winner.

Product code: 101840
Price: £2.99



Cosmos
Apricotta

Attractive to bees & butterflies, the long stems are perfect for bouquets.

Product code: 111300
Price: £2.99



Digitalis (Foxglove)
Dottie Mix F1

Perfect for containers. The quintessential cottage garden look even in the smallest of spaces.

Product code: 113870
Price: £3.99



Mexican Sunflower
Fiesta del Sol

Heat and drought tolerant. Loved by pollinators.

Product code: 130200
Price: £3.99



Nasturtium
Tip Top Pink Blush

Easy to grow must have. Edible flowers & leaves are great for salads and pesto.

Product code: 123820
Price: £2.99



Oriental Poppy
Mother of Pearl

A lovely mix of pale tones, flecking and picotees.

Product code: 128680
Price: £1.99



Rudbeckia
Viviani

Huge blooms with excellent weather tolerance. Flowers until the first frosts.

Product code: 130260
Price: £2.49

NEW VARIETY STANDS

Nothing but the newest varieties. all on one stand...



60 brand new varieties on one stand

Suttons seeds have added over 100 new varieties to their listings since 2021.

With 60 New Varieties this year, alone. This stand will give customers the chance to see all these in one central stand. Showcasing the best of new genetics available to them!













680mm stand

- 31 flower varieties and 49 vegetables
- **RRP £1.99 - £3.99**

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

24SUTNEW



...and a 'best of' selection for smaller spaces. in a choice of two spinner stands

This rotary/spinner stand offers the best of the following ranges

- ✔ Gourmet Veg
- ✔ Best Seller Veg
- ✔ Best Seller Flower
- ✔ Sunflower/Sweet Pea Mix
- ✔ Fun to Grow Kids range
- ✔ British Native Wildflowers









6 sided stand



24SUTROT6

4 sided stand



24SUTROT4



B is for...

British Native Wildflowers which take their inspiration from British heritage

Not only are these products part of your A-Z range, but we have continued to dedicate an entire stand to this hugely popular range.

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.

Grow your own part of the British landscape with multiple varieties in every seed mix!



This stand contains eye-catching and informative POS that we have specifically designed to highlight where each variety lies on the stand and the benefits of wildflowers. We have completed the stand with our Wildlife garden range to allow a selection of individual varieties, in case the mixed packets don't appeal to everyone.







BACK TO OUR ROOTS

Tried and tested for generations. Standing the test of time

41 veg varieties, celebrating our heritage

This range celebrates over 200 years of Suttons Seeds, and the best of British gardening. Bringing together varieties that have stood the test of time some dating back as far as 1700's. Suttons have proudly held a Royal Warrant since 1858.

Join us on a journey from the past to the present and grow Vegetables that are just as popular today as they were in the 1800's. Each display board highlights key dates in the Suttons story and roughly indicates when each variety was introduced.



BIRD'S EYE VIEW OF THE ROYAL SEED ESTABLISHMENT



Available on a **680mm stand**

24SUTBTOR

POT TO PLATE

Growing your own vegetables is becoming more and more popular among all age groups

This range is designed to offer some of the best and unique vegetables that you won't find in your local supermarket.

- Gardening is a natural stress reliever
- This stand promotes customers to get active, get outdoors and grow their own
- Added cost saving benefit and satisfaction of eating fresh, home grown produce
- Split into 10 categories on the stand





Available on a **680mm stand**

24SUTPTP

VEGETABLE STANDS

From the comprehensive 4.8m wide 4 stand option through to the 1.2m single vegetable stand perfect for a smaller 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!







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!



24SUTVG3

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*



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

24SUTVG2



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

Also available: 4 Stand Veg (not pictured)
Width - 4800mm. Height and depth are the same as the 3 Stand.

24SUTVG4

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!



The ideal choice where space is tight

24SUTVG1

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

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.

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





IMPROVED more varieties added

Side wings compliment the stand perfectly

1.2m stand (above)

Width - 1200mm

Height - 2030mm (Inc POS) - 1830mm (Exc POS)

Depth - 410mm (Max depth of feet, not stand)

680mm stand - same height and depth as 1.2m

24SUTPB1.2

680mm stand (not pictured)

24SUTPB680

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.

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

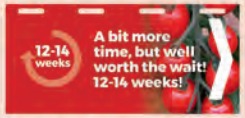




Pak Choi Crunchy Colour Mix

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 Summerlast

Summerlast is an F1 tomato ideal for growing anywhere. If you have a smaller outside space or a compact area like a patio or balcony, you can still grow delicious tomatoes that look as good as they taste. Highly disease resistant and produces sweet, juicy fruits.

Product code: 18 24 95

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



Comes with wings to highlight the range all in one area



Perfect for retailers with smaller spaces

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

24SUTMIX1.2

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

24SUTMIX680

Our **Grow Salad this Summer** collection is still widely popular in stores. *"A Beginner gardener stand without saying the word Beginner!"* (see page 51).

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.











IMPROVED more varieties added



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

1.2m Stand

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

24SUTGVTY

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 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)

24SUTFL2



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***

A selection of our best sellers on one stand

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)

24SUTFL1

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
Height & depth as 1 stand

24SUTFL3

*** Included in all three of the stand options:**
Native British Wildflowers, Children's Range: Fun to Grow, House Plants, Prairie Plants









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)

24SUTPP680

Pollinators



Ideal for Bumblebees

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





Ideal for Honey Bees

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



Ideal for Ladybirds

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





Ideal for Hoverflies

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





Ideal for Lacewings

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

Where Partnerships Grow

C is for... CHILDREN'S RANGE

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!



24SUTFTG

HOUSEPLANT SEEDS

PART OF YOUR A to Z RANGE

H is for... HOUSE PLANTS

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

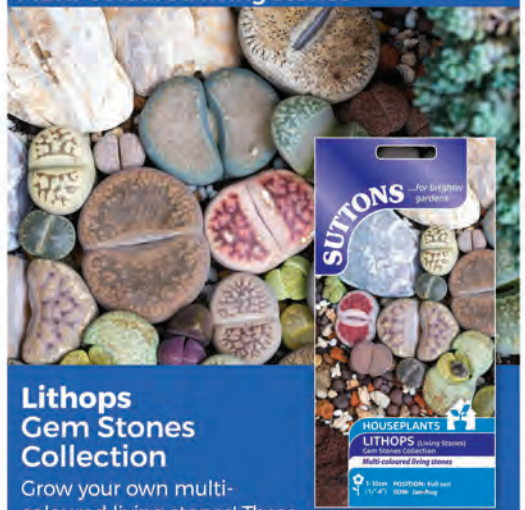


Coleus Blaze Collection

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: 14 20 53

Our eye-catching POS is clear, simple, informative and will draw customer attention

Header Boards

Suttons Header Boards have been created to stand out and grab the attention of customers.





Informative POS

We have specifically designed POS that highlight new varieties, provide customers with timescales for growing, showcases additional product information which then makes it easy to select from our full Suttons Retail Range.



Alphabetical POS

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



Our core categories...

...easy to find within our A-Z

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

Wings

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



UK GROWN

2024 Spring range. Available to order from August

Raised 100% Peat Free

100% PEAT FREE COMPOST

The use of peat in horticulture continues to be a major issue 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 over several years to create and grow our ranges in 100% peat free compost.

We are proud to be in our 5th year of 100% Peat free growing. Add to this that all 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.

Recyclable Pots

KERBSIDE RECYCLABLE rPET

From Spring 2023, our 10.5cm pots have been upgraded to curb side recyclable packaging for 2023, lowering our, and your carbon footprint.

Grafted Plants

75% MORE FRUIT · FLAVOUR · QUALITY · CROPS LONGER · TURBO GRAFTED PLANTS

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. Comes in pre-configured trolleys and are perfect for either starter gardeners or your more seasoned customers. Available from August.

The grafting process

The most **flavoursome** varieties + The most **vigorous** rootstock = Much **higher yielding** plants of the tastiest varieties



Our plants are hand grafted using super strong root stock.

The many benefits of grafted plants:

- Up to 75% more fruit
- Earlier cropping
- Extended cropping
- Larger and more vigorous plants
- Excellent soil-borne pest and disease resistance
- Greater tolerance to nutritional disorders



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.

GRAFTED VEGETABLE PLANTS RANGE

10.5cm Pots, 17 Varieties, 300 Per Trolley



"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

Pots shown for illustration only





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

CHILLI COLLECTION

10.5cm Pots, 10 Varieties, 360 Per Trolley





- Our Chilli collection has been a firm favourite for many years, set up and ready to sell directly on the Trolley!
- The first three shelves are hot, the next two shelves are medium and the final shelf, mild.
- Side POS shows the heat (Scoville) of each variety that makes it so easy for your customer to select to suit their tastes!









Pots shown for illustration only

GOURMET VEGETABLES

(non grafted) 10.5cm Pots, 13 Varieties, 300 Per Trolley

Recipe ideas included on every label

- With more gardeners wanting to grow their own vegetables over the last couple of years, why not offer the opportunity to grow something familiar, yet different?
- From hanging basket peppers, to yellow watermelons. Help your customers grow something different with Suttons Gourmet Veg plants.



Pots shown for illustration only

BLIGHT BUSTING GRAFTED TOMATOES

10.5cm Pots, 12 Varieties, 300 Per Trolley

- Suttons Blight Busting Tomatoes all have resistance towards early and/or late blight.
- We have seen increasing numbers of gardeners asking specifically for Blight Resistant tomatoes they can grow outside, therefore we now offer a NEW selection in a multitude of shapes, colours and flavours; there's something for everyone!



Pots shown for illustration only

6 PACK

(non grafted) 15 Customer Favourites, 192 Packs

- Customer favourite varieties in convenient 6 plant trays
- Ideal for customers to fill those gaps in their planting plans
- RRP competitive with other providers but 100% PEAT FREE!
- Can be planted out straight away
- Great for beginner gardeners and small spaces
- RPET recyclable packaging



Pots shown for illustration only







No matter what format you choose, we deliver ready to sell!

- Labels with full instructions for customers

Chilli Galaxy Red F1

The perfect chilli for a windowsill

Chilli Pepper 'Galaxy Red' is extremely versatile be heat and fruity flavour. The flesh of each chilli is t a pleasant heat. Plants are the perfect size (30cm) smaller pot, plus they are very productive. Height:

Heat level: MILD (2,500 SHU)

Keep plants frost free until mid/late May and then being placed in their final positions when the risk in your area. Best grown in a greenhouse in conta diameter, grow bags or in the greenhouse border first fruit has set, feed every two weeks with liquid will give a secondary crop 6 weeks after the first.

Harvest: July-October

- Large POS
- Maximum sales impact
- QR codes for more information



LAWN SEED



OUTRIGHT SALE PRODUCT

625g easy-to-use pouch

Shake seeds directly from re-sealable pouch

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

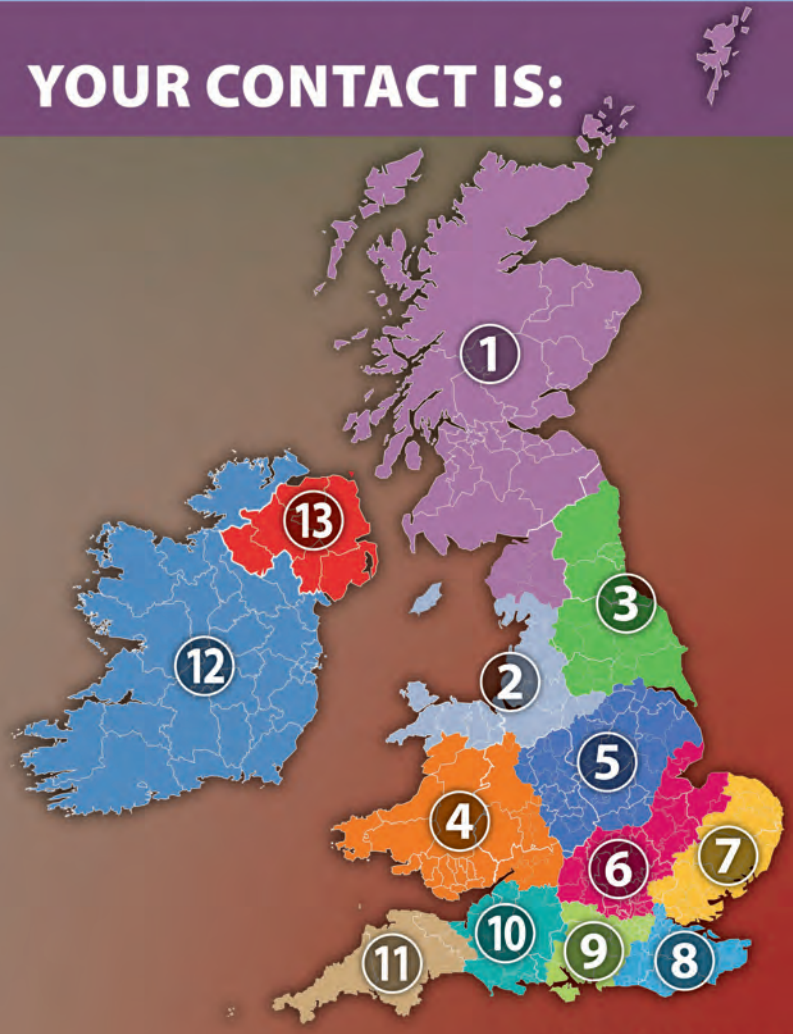
Bulk Lawn Seed

Large bags both Rye and non-Rye mixtures

21 08 81 Rye 20kg

21 09 03 Non-Rye 20kg

YOUR CONTACT IS:



AREA SALES MANAGERS:

1 RICHARD GREEN
Scotland, Borders
07920 475504
rgreen@thompson-morgan.com

2 KAREN WARBURTON
North West, North Wales
07920 752059
kwarburton@thompson-morgan.com

3 ROBERT GREENER
North, North East
07920 475502
rgreener@thompson-morgan.com

4 ALAN CLEMENT SENIOR A.S.M. NORTH
West, South & Mid Wales
07825 807863
aclement@thompson-morgan.com

5 JOANNA TWEED
Central (North)
07966 263112
jtweed@thompson-morgan.com

6 DUNCAN DAWES
Central (South)
07811 039715
ddawes@thompson-morgan.com

7 DEBORAH STANLEY
East
07841 215184
dstanley@thompson-morgan.com

8 SCOTT ROBERTSON SENIOR A.S.M. SOUTH
South East
07920 475693
srobertson@thompson-morgan.com

9 MIKE SMART
South, Channel Islands
07771 821308
msmart@thompson-morgan.com

10 WILL HAWKESBY
West
07796 172402
whawkesby@thompson-morgan.com

11 SCOTT ROBERTSON
South West
07980 795712
south-west@thompson-morgan.com

12 NANCY AMBROSE
Ireland
01803 696320
irelandsales@thompson-morgan.com

13 NEIL GRIFFITHS
Northern Ireland
07808 915901
neil@griffithsagencies.com

Thompson & Morgan

Experts in the garden since 1855

HEAD OFFICE:
Thompson & Morgan,
Poplar Lane, Ipswich,
Suffolk, IP8 3BU United Kingdom
Website: www.thompson-morgan.com

HEAD OF B2B SALES:
SARAH DODSWORTH
Mobile: +44 (0) 7896 793868
Email: sdodsworth@thompson-morgan.com

SUTTONS

Est. 1806

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

HEAD OFFICE:
Suttons Consumer Products Ltd.,
Woodview Road, Paignton,
Devon, TQ4 7NG United Kingdom
Website: www.suttons.co.uk

RETAIL OFFICE:
Website: www.suttonsretail.co.uk
Telephone Line 1: +44 (0) 1803 696400
Telephone Line 2: +44 (0) 1473 695330
Email: retail@thompson-morgan.com

ACCOUNTS QUERIES:
Email: arfinance@thompson-morgan.com

Where Partnerships Grow