



SproutWorld plantable pencils Sustainable gifting inspiration for Spring 2024

Media toolkit for social media channels,
newsletters, printables, fairs, and mailings
with downloadable assets.



Dear valued reseller,

Happy New Year! Thank you for taking the time to give us your feedback on our Christmas marketing pack for resellers. We were thrilled by the positive response and were delighted to see how you've used the toolkit to support your marketing. Due to popular demand, we've made a SproutWorld Resellers Digital Marketing Pack for Spring 2024.

In it, you'll find inspiration for how to promote our plantable pencils for the coming season including creative suggestions for Earth Day, Pencil Day and Easter. We've also launched a new limited edition seed for Q1 – aubergine. We've included plenty of product images for you to choose from, along with suggested copy ideas. Click on the buttons to download assets you'd like to use. We hope you like it!

SproutWorld's plantable pencils offer a range of options for businesses – as greetings cards, standalone gifts and giveaways, or as part of a green gift basket. Companies can choose from graphite, 8 colors, variety of seeds including our new limited edition aubergine seed, pencil and card personalization.

Sustainability continues to be a hot topic, especially with the introduction of the European Sustainability Reporting Standards (ESRS) on 1 January 2024 as required by the EU Corporate Sustainability Reporting Directive. Consumers too are tired of unsubstantiated green claims and are looking for proof points and validation when making purchasing decisions.

SproutWorld has pledged to be a net-zero business by 2040 – and we are committed to being accountable to our climate goals through transparent, measurable, third-party verification that's in line with the latest science. So when you work with SproutWorld as a supplier, you can be assured that we report on sustainability to the highest standards.

We hope you find it helpful and easy to use. Please contact us at: sales@sproutworld.com if you have any questions. We value your feedback and would love to hear how you have used the marketing pack, and how we can make it even better. Thank you for your continuing support.

Camilla Vedel

CCO – Global Sales Director



Spring 2024

Overview of themes

As we start a new year, renewal is often top of mind and it's a good time to change our habits. In it, you'll find inspiration for how to promote our plantable pencils for the coming season including creative suggestions for Earth Day, Pencil Day and Easter. We've also launched a new limited edition seed for Q1 – aubergine.

Pencil Day, 30 March 2024

- Pencils that promote innovation, creativity and originality.
- Pencils as a more sustainable option than disposable stationery.
- Plantable pencils – innovative and sustainable + with a second life as plants.
- Use Pencil Day as an example of how to customize pencils with choice of color, a variety of seeds and design to promote any special event or occasion.

Easter 2024

- Plantable pencils make a wonderful green gifting option for Easter – by themselves or as part of a gift basket.
- Easter also symbolizes the arrival of spring and renewal, making plantable pencils a poignant gift that focuses on new life and growth.
- Aside from Easter, plantable pencils can be used for all kinds of gifts and giveaways.

Earth Day, 22 April 2024

- This year's theme is Planet vs Plastic, with a demand to reduce plastic production by 60% by 2040.
- Every day is Earth Day – use Earth Day to encourage people and businesses to do a plastic detox this year. That might be through everyday office stationery and supplies, more mindful gifting or more eco-conscious giveaways.
- Do more good. Plantable pencils not only reduce plastic waste, but also grow into plants.
- Plantable pencils are the ideal canvas to promote Earth Day initiatives and sustainability campaigns.

Aubergine

- We've released a new limited edition seed for Q1 2024 – aubergine.
- Aubergine is one of the seeds that you can choose for your plantable pencils.
- We're introducing more edible plants into our range to extend the usefulness of our pencils.
- Growing your own food is not only good for mental health but for the good of the planet.
- Use our edible seeds to promote health and wellness campaigns.
- Growing your own food can help to shrink your foodprint, supporting less packaging, transport and food waste.

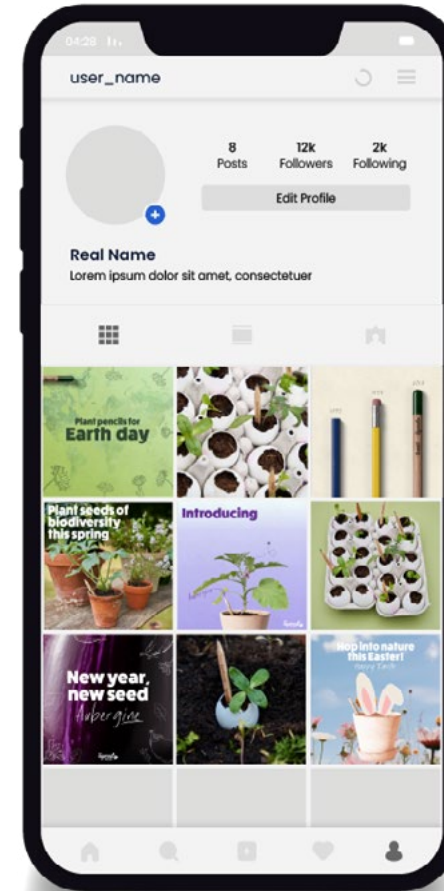
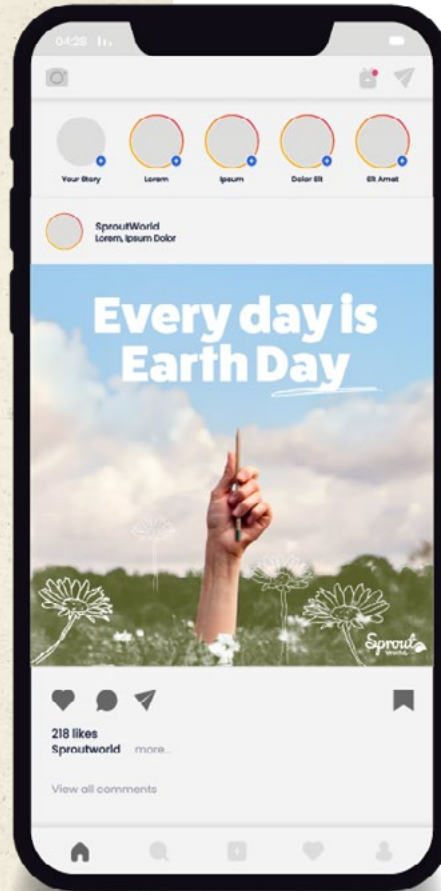
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SoMe pages

On the following pages, you'll find relevant content that you can share on your social media feeds relating to SproutWorld's plantable products. You'll find inspiration around spring, Earth Day (22 April), Pencil Day (30 March) and Easter. You will also find a few general ones about our plantable products. On each page, you'll see which products the content relates to, some suggested copy about our products to accompany your post, and some media assets that you can download. Just click on the button.



Earth day - SoMe

Single card - Earth Day

Product: SproutWorld single card with pencil

Suggested copy:

1. Celebrate the beauty of our planet on Earth Day 2024. These plantable pencil cards from SproutWorld are the ideal choice to promote your Earth Day initiatives and help protect our planet. Carbon neutral and customizable, order yours from us now.

2. Make a simple act of green for Earth Day 2024. Switch out plastics for a healthier planet. These plantable pencil cards from SproutWorld are the ideal choice to promote your Earth Day initiatives. Carbon neutral and customizable, order yours from us now.

Earth Day is 22nd of April 2024



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Aubergine - SoMe

Single card - Aubergine - New seed

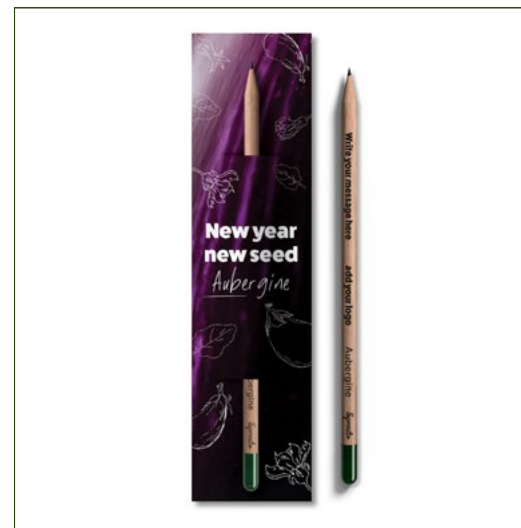
Product: SproutWorld single card with pencil

Suggested copy:

1. SproutWorld has unveiled a new seed to pop in your pencils – aubergine. Available for a limited period only so order now to avoid disappointment. Plant seeds from SproutWorld's second life pencils and grow your way to a healthier planet.
2. SproutWorld has added *aubergine* to their popular plantable pencil range. For a limited time only, you can try out the aubergine pencil or choose one of the other seeds they offer. Growing your own food is not only good for mental health but also good for the planet. It's a fresh way to promote spring health and wellness campaigns. Order now.
3. Did you know that SproutWorld's range of plantable pencil seeds include herbs, fruit and vegetables? They've just added a new limited edition *aubergine* pencil. It's the ideal choice of seed to promote the benefits of physical, mental and planet health. With plantable pencils, you can reduce waste, grow your own food and shrink your footprint.



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Spring planting - SoMe

Single card - Planting seeds for spring

Product: SproutWorld single card with pencil

Suggested copy:

1. SproutWorld's range of plantable pencil seeds include herbs, fruit and vegetables. Send a sustainable message, make a positive environmental impact, and get twice the value when you plant your pencil stubs. Grow your way to a healthier planet with SproutWorld pencils.

2. SproutWorld's range of plantable pencil seeds include herbs, fruit and vegetables. Now with the new limited edition *aubergine*. Make 2024 the year where we plant seeds of sustainability! With plantable pencils, you can reduce waste, grow your own food, shrink your footprint – and protect the planet.



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Easter - SoMe

Single card - Easter greetings

Product: SproutWorld single card with pencil

Suggested copy:

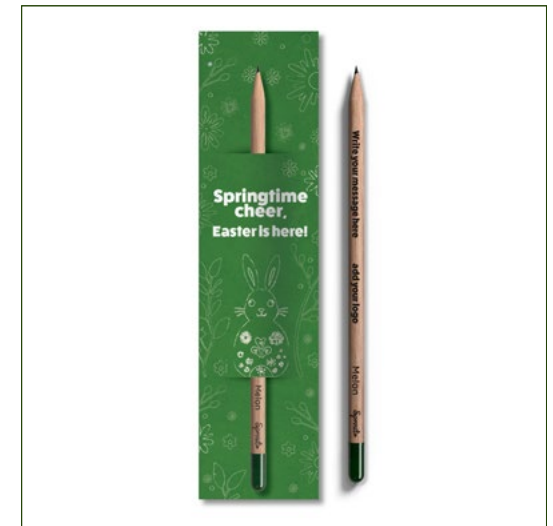
1. Bring some Easter cheer this year with SproutWorld plantable pencils! The perfect gift to symbolize growth, renewal and the arrival of spring, they will bring a smile to the face of all who receive them. Add them to an Easter gift basket for staff, customers and partners. Get in touch to design yours.
2. Celebrate the arrival of spring with a symbolic gift of growth and renewal this Easter. Personalize SproutWorld's plantable pencil cards with your own Easter design. Perfect for reinforcing relationships with employees, partners and customers. Coming in a range of colors and a variety of seeds, they're a thoughtful gift on their own or as part of an Easter gift basket.
3. Easter is the ideal time to show your appreciation to your staff, partners and customers. Give a thoughtful and sustainable gift to show you care. If you're looking for inspiration, these personalized plantable pencil thank you cards from SproutWorld are a great choice for any Easter gift basket. Get in touch to design yours.



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Pencil Day - SoMe

Single card - Pencil Day

Product: SproutWorld single card with pencil

Suggested copy:

1. Plant seeds of innovation this International Pencil Day! Celebrate by switching to SproutWorld's carbon neutral pencil with a big idea – it grows into a plant after use. Choose your color, seed and custom design. Good for you and good for the planet.
2. SproutWorld's plantable pencils plant a flag for biodiversity. If you've got something to celebrate, these customizable, carbon neutral pencils make an original gift to remember the occasion by, long after the event. Plant them after use and they'll grow into beautiful greenery. Choose from a variety of seeds and add your own custom design.
3. First came the graphite pencil. Then the pencil with an eraser. Now meet the world's only plantable pencil from SproutWorld. Celebrate Pencil Day or any special event with their innovative pencils that grow into plants after use. Choose from a variety of seeds and add your own custom design.

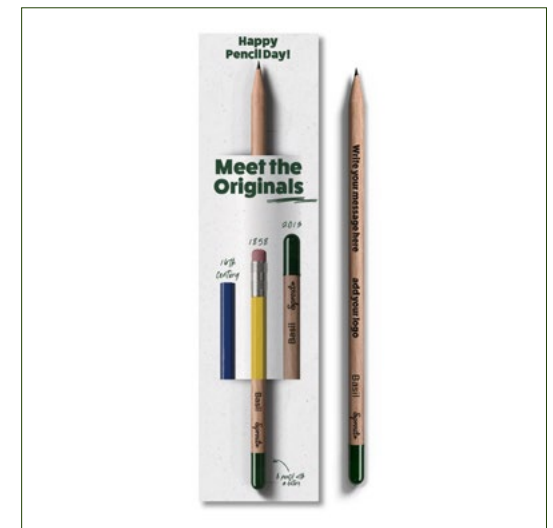
International Pencil Day is 30th of March 2024



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Earth Day - SoMe

It's Earth Day every day

Product: SproutWorld plantable pencils

Suggested copy:

1. Celebrate Earth Day by planting pencils. Bask in the beauty of our planet for Earth Day 2024. Plantable pencils from SproutWorld are the ideal choice to promote your Earth Day initiatives and help protect our planet. Carbon neutral and customizable, order yours now.
2. Make the switch. Make a simple act of green for Earth Day 2024. Switch out plastics for a healthier planet. These plantable pencil cards from SproutWorld are the ideal choice to promote your Earth Day and other sustainability initiatives. Carbon neutral and customizable, order yours now.
3. Plant pencils for Earth Day – The theme for Earth Day 2024 is Planet vs Plastic with a demand of a 60% reduction of plastic production by 2040. Kick off a plastic detox of your workplace by switching to SproutWorld plantable pencils. Eliminate plastic and grow plants from the pencil stubs once you're done. Order yours today.

Earth Day is 22nd of April 2024



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Earth Day - SoMe

Earth Day - Plant pencils

Product: SproutWorld plantable pencils

Suggested copy:

1. Earth Day 2024 is the year of Planet vs Plastic. Reduce plastic in your workplace with a plastic detox. With SproutWorld plantable pencils, you'll not only switch out the plastic, but you'll replace it with the beauty of new growth from planting the pencils after use.

Earth Day is 22nd of April 2024



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Earth Day - SoMe

Earth Day - Sow seeds of progress

Product: SproutWorld plantable pencils

Suggested copy:

1. Earth Day 2024 is the year of Planet vs Plastic. Kick off a plastic detox of your workplace with SproutWorld's plantable pencils. Not only are they carbon neutral and customizable, but you can also grow plants from the pencil stubs. Each seed you plant is an act of progress for the planet.

Earth Day is 22nd of April 2024



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Aubergine - SoMe

Aubergine - New seed

Product: SproutWorld plantable pencils

Suggested copy:

1. SproutWorld has added a limited edition seed to their popular plantable pencil range. For a limited time only, you can try out the aubergine pencil or choose one of the other seeds they offer. It's a fresh way to promote spring health and wellness campaigns. Order now.



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Aubergine - SoMe

Introducing - Aubergine

Product: SproutWorld plantable pencils

Suggested copy:

1. Introducing... aubergine pencils

SproutWorld's range of plantable pencil seeds include herbs, fruit and vegetables. Now with the new limited edition *aubergine*. With plantable pencils, you can reduce waste, grow your own food, shrink your foodprint – and protect the planet.

2. Pencil parmigiana

SproutWorld has unveiled a new seed to pop in your pencils – aubergine. Delicious baked with cheese! Available for a limited period only so order now to avoid disappointment. Plant seeds from SproutWorld's second life pencils and grow your way to a healthier planet.



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Aubergine - SoMe

Aubergine - Grow vegetables from pencils

Product: SproutWorld plantable pencils

Suggested copy:

1. Shrink your foodprint with plantable pencils

SproutWorld's range of plantable pencil seeds include herbs, fruit and vegetables. Now with the new limited edition *aubergine*. Make 2024 the year where we plant seeds of biodiversity! With plantable pencils, you can reduce waste, grow your own food, shrink your foodprint – and protect the planet.



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Spring planting - SoMe

Plantable pencils

Product: SproutWorld plantable pencils

Suggested copy:

1. Plantable pencils with a variety of seed options

These plantable pencils from SproutWorld make a great sustainable gift option with broad appeal across demographics. Choose from a variety of seeds, 8 colors, and personalization options, for a fresh and unique gift that grows new life after use.



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Spring planting - SoMe

Plant seeds of biodiversity

Product: SproutWorld plantable pencils

Suggested copy:

1. Plant seeds of biodiversity this spring

SproutWorld's range of plantable pencil seeds include herbs, fruit and vegetables. Now with the new limited edition *aubergine*. With plantable pencils, you can reduce waste, grow your own food, shrink your footprint – and protect the planet. Make 2024 the year where we plant seeds of biodiversity!



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Easter - SoMe

Easter greeting - Hop into nature

Product: SproutWorld plantable pencils

Suggested copy:

1. Happy Easter

Bring some Easter cheer this year with SproutWorld plantable pencils! The perfect sustainable gift to symbolize growth, renewal and the arrival of spring, they will bring a smile to the face of all who receive them. Add them to an Easter gift basket or send with a card. Get in touch to design yours.



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Easter - SoMe

Gift basket - Easter

Product: SproutWorld plantable pencils & single cards

Suggested copy:

1. Celebrate the arrival of spring with a symbolic gift of growth and renewal this Easter. Personalize SproutWorld's plantable pencil cards with your own design. Coming in a range of colors and with a variety of seeds, they're a thoughtful gift on their own or as part of an Easter gift basket.

2. Easter is the ideal time to show your appreciation to your staff, partners and customers. Give a thoughtful and sustainable gift to show you care. If you're looking for inspiration, these personalized plantable pencils from SproutWorld are a great choice for any Easter gift basket. Get in touch to design yours.



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Easter - SoMe

Easter - Pink blossom

Product: SproutWorld plantable pencils

Suggested copy:

1. Send a simple yet symbolic gift this Easter with SproutWorld plantable pencils. These carbon neutral pencils grow into plants after use. The perfect sustainable gift to represent growth, renewal and the arrival of spring. With a choice of colors, seeds and custom design options.



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Easter - SoMe

Easter - Carousel post with eggs

Product: SproutWorld plantable pencils

Suggested copy:

1. SproutWorld's plantable pencils make for an adorable Easter gift. These carbon neutral pencils grow into plants after use. Ideal for sharing a message of growth, renewal, and sustainability. With a variety of seed options. Contact us to design yours.



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SoMe - Pencil day

Pencil day - Meet the originals

Product: SproutWorld plantable pencils

Suggested copy:

1. Happy Pencil Day

Celebrate innovation with SproutWorld plantable pencils this International Pencil Day! Meet the one, the only, original plantable pencil from SproutWorld. The pencil that will grow into a plant after use. Good for you and good for the planet.

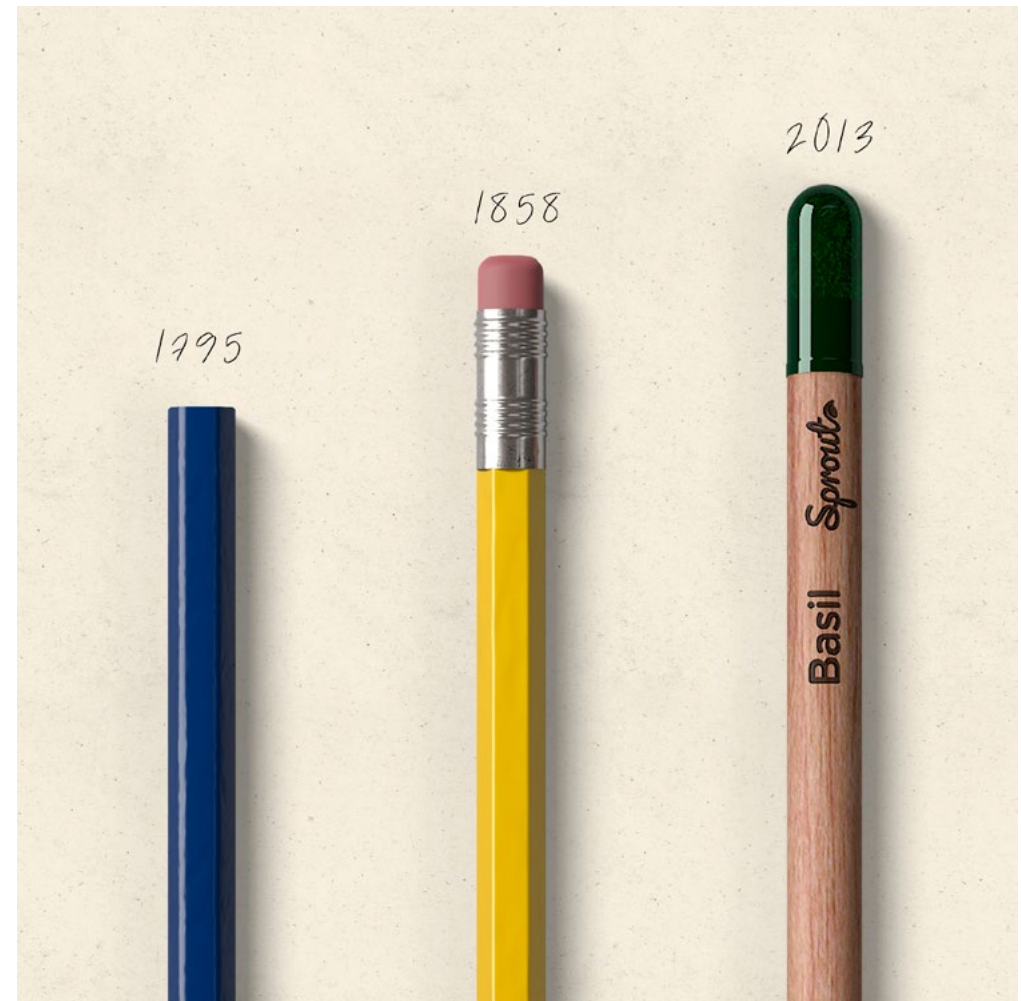
2. Celebrate Pencil Day by planting a pencil.

Plant a flag for innovation this International Pencil Day! Celebrate by switching to SproutWorld's carbon neutral pencil with a big idea – it grows into a plant after use. Choose your color, seed and custom design. Good for you and good for the planet.

3. Wave the flag for progress on Pencil Day.

SproutWorld's plantable pencils plant a flag for innovation. If you've got something to celebrate, these customizable, carbon neutral pencils make an original gift to remember the occasion by, long after the event. Plant them after use and they'll bloom into beautiful greenery. Choose from a variety of seeds and add your own custom design.

International Pencil Day is 30th of March 2024



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SoMe - Pencils vs Plastic

Pencils vs Plastic

Product: SproutWorld plantable pencils

Suggested copy:

1. Switch out plastic for a healthier planet. Kick off a plastic detox of your workplace by switching to SproutWorld plantable pencils. Instead, grow plants from the pencil stubs and replace plastic waste with the beauty of new green growth. Order your pencils now.



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SoMe - *New* Hanger tag

Product: SproutWorld hanger tag and mini pencil

Suggested copy:

We've added a new presentation option for our plantable pencils, opening up even more possibilities for customers to share their messages. These eye-catching hanger tags are ideal for use in the hospitality sector and for corporate gifting.

Customized hanger tags come with mini SproutWorld pencils. They're a super way to present bottled gifts, be it wine or olive oil. They can also be hung over conference water bottles in hospitality settings or hung on door handles in hotel rooms. The front of the hanger tag is a blank canvas for creative designs for a uniquely engaging way to showcase products and brands.

For more information on our hanger tags, contact our sales team at: sales@sproutworld.com



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Newsletter pages

On the following pages, you'll find some inspirational content that you can use for mailings and newsletters related to SproutWorld's plantable products. You'll find inspiration for green gifting for spring as well as more general gifting inspiration. On each page, you'll see which products the content relates to, some suggested copy and some media assets that you can download. Just click on the button.



Newsletter - Earth Day

Make every day Earth Day

Product: SproutWorld plantable pencils

Suggested copy:

1. The theme for Earth Day 2024 is Planet vs Plastic with a demand of a 60% reduction of plastic production by 2040. Kick off a plastic detox of your workplace by switching to SproutWorld plantable pencils. Eliminate plastic and grow plants from the pencil stubs once you're done. Order yours today.

Earth Day is 22nd of April 2024



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Newsletter - Earth day

Earth Day - Protect our planet

Product: SproutWorld plantable pencils

Suggested copy:

1. Earth Day 2024 is the year of Planet vs Plastic. Reduce plastic in your workplace with a plastic detox. With SproutWorld plantable pencils, you'll not only switch out the plastic, but you'll replace it with the beauty of new growth from planting the pencils after use.

Earth Day is 22nd of April 2024



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Newsletter - Aubergine

New seed - Aubergine

Product: SproutWorld plantable pencils

Suggested copy:

1. Don't miss the chance to order SproutWorld's limited edition aubergine pencils. The ideal choice of seed to promote the benefits of growing and eating more vegetables. Plant seeds from our second life pencils and enjoy fresher and more nutritious food. Nurture nature and nature will nurture you.



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Newsletter - Spring

Planting for spring

Product: SproutWorld plantable pencils

Suggested copy:

1. Plant seeds of biodiversity this spring

SproutWorld's range of plantable pencil seeds include herbs, fruit and vegetables. Now with the new limited edition *aubergine*. With plantable pencils, you can reduce waste, grow your own food, shrink your footprint – and protect the planet. Make 2024 the year where we plant seeds of biodiversity!



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Newsletter - Easter

Happy Easter

Product: SproutWorld plantable pencils

Suggested copy:

1. Celebrate the arrival of spring with a symbolic gift of growth and renewal this Easter. Perfect as a gift for employees, partners and customers. Coming in a range of colors and a variety of seeds, you can customize SproutWorld's plantable pencil cards with your own design for Easter or in fact, any occasion.



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Newsletter - Pencil day

Evolution of pencils

Product: SproutWorld plantable pencils

Suggested copy:

1. Happy Pencil Day.

Celebrate innovation with SproutWorld plantable pencils this International Pencil Day! Meet the one, the only, original plantable pencil from SproutWorld. The pencil that will grow into a plant after use. Good for you and good for the planet.

2. Every day is a Happy Pencil Day with SproutWorld.

First came the graphite pencil. Then the pencil with an eraser. Now meet the world's only plantable pencil from SproutWorld. Celebrate Pencil Day or any special event with their innovative pencils that grow into plants after use. Choose from a variety of seeds and add your own custom design.

International Pencil Day is 30th of March 2024



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General - Newsletter

Spread your green stories

Product: SproutWorld plantable pencils & single cards

Suggested copy:

Go plant a SproutWorld pencil today,
They're kind to the Earth and will brighten your day.
Innovation creates a sustainable path,
With second life products that make you laugh.

They tell the story of a brand's goodwill,
Of caring for our planet, a special thrill.
Live your values, it feels so right,
Sustainable giving, a guiding light.

In conference rooms where businesses meet,
Conscious gifting takes its seat.
Use these pencils, young futures to recruit,
With every stroke, a seed takes root.

In the act of giving, we can sow,
A world of green where dreams can grow.
SproutWorld pencils are long-lasting and fun,
Just add your care, water and sun.



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General - Newsletter

Use, plant, grow video

Product: SproutWorld plantable pencils

Suggested copy:

1. SproutWorld has created a sustainably designed pencil that can be planted. The patented plastic-free, zero waste pencil has a seed capsule at the tip. First USE the pencil. Then PLANT the stub. Finally, watch them GROW into beautiful plants that also do good for the planet.

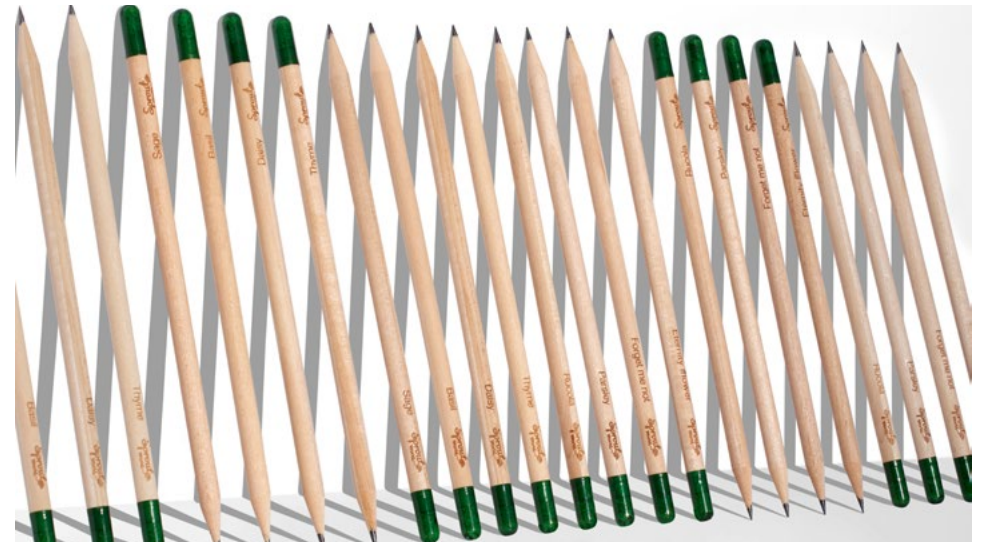
2. Give a gift that gives back

If you're looking for greeting cards and gifts with a difference, these plantable pencil cards from SproutWorld offer a novel alternative to standard corporate gifts. The SproutWorld plantable pencil is uniquely designed to have a second life as a plant. With many personalization options, it's a great choice for a sustainable corporate gift. You can use it to raise awareness of green initiatives, promote new projects, or talk about growth and development. It's guaranteed to make a lasting impression. Available in a range of colors and seeds. Order yours today.

Video Showing how to use SproutWorld Pencils



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General - Newsletter

Overview of seeds

Product: SproutWorld plantable pencils

Suggested copy:

Chia: Its gorgeous flowers attract pollinators, and its seeds are tasty and nutritious.

Basil: Tasty, versatile herb that's easy to grow and livens up any Mediterranean dish.

Cherry tomato: These juicy baubles burst with sweetness and are so easy and satisfying to grow.

Cucumber: Perfect for pickling, This variety of cucumbers grow well in space, sun, and warmth.

Eternity flower: Colorful, daisy-like flowers that can be dried, then admired year-round

Sunflower: Big, bold, statement flowers that spread smiles of joy wherever they grow.

Spruce: A popular symbol of the circular economy in action, with a captivating pine scent.

Thyme: Hardy herb for indoors and outdoors, that goes well with meat and vegetables.

Carnation: Always popular, these lovely frilly blooms are easy to care for and grow year-round.

Melon: Sweet and aromatic, these bee-friendly fruits thrive in warm, sunny spots.

Forget me not: Easy to grow and rich with symbolism, these tiny blue blooms are not easily forgotten.

Daisy: Delicate, pretty, bee-friendly flowers that thrive in pots, window boxes and gardens.

Coriander: Also known as cilantro, this aromatic herb can be used in Western and Asian dishes.

Sage: An insect-friendly, sun-loving, perennial herb that adds a flavor hit to so many dishes.

Aubergine: Also known as eggplant, aubergines soak up flavor and are popular in cuisines around the world.

Wildflower: Bee-friendly and bright, beautiful wildflowers help support local biodiversity.



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General - Newsletter

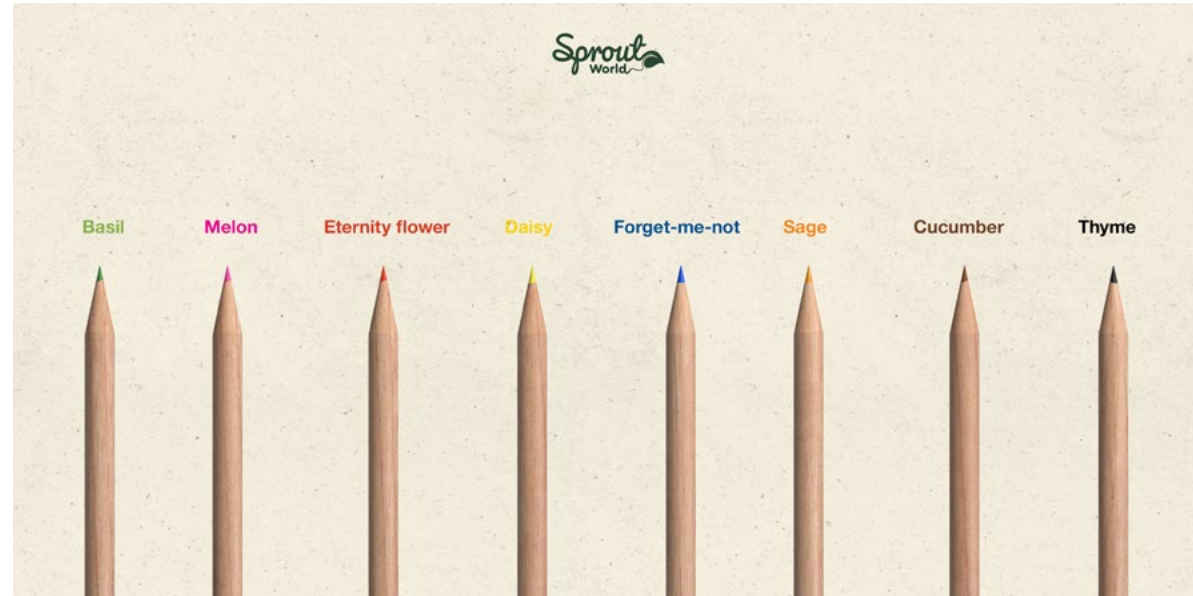
Color pencils

Product: SproutWorld plantable color pencils

Suggested copy:

Add some color to your corporate gifting. These plantable color pencils from SproutWorld make a great sustainable gift option.

With broad appeal, festive novelty factor, a choice of colors, plants, and personalization options, green gifting never felt so good.



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A4 printables/handouts

On the following pages, you'll find some inspirational content that you can print and use at fairs, hand out at events or email to your customers.

On each page you will find content that gives you more information about SproutWorld products. The media assets can be downloaded. Just click on the button.



How to use the A4 printables

Print the A4 printables and place them next to pencil displays at fairs or in showrooms, to give customers more insight about SproutWorlds plantable pencils.

They can also be used to hand out to customers at fairs and events, or be used in emails. The A4 printables can be found both as JPEG's and PDF's in the imagebank, where you also can access more general material for your social media channels.

[Click to access imagebank](#)



Here's an example of how to use them at fairs or in a showroom



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The world's only plantable pencil



[Click to download asset](#)

Raise your hand for biodiversity

Earth Day 2024



[Click to download asset](#)

Plant after use and make it sprout



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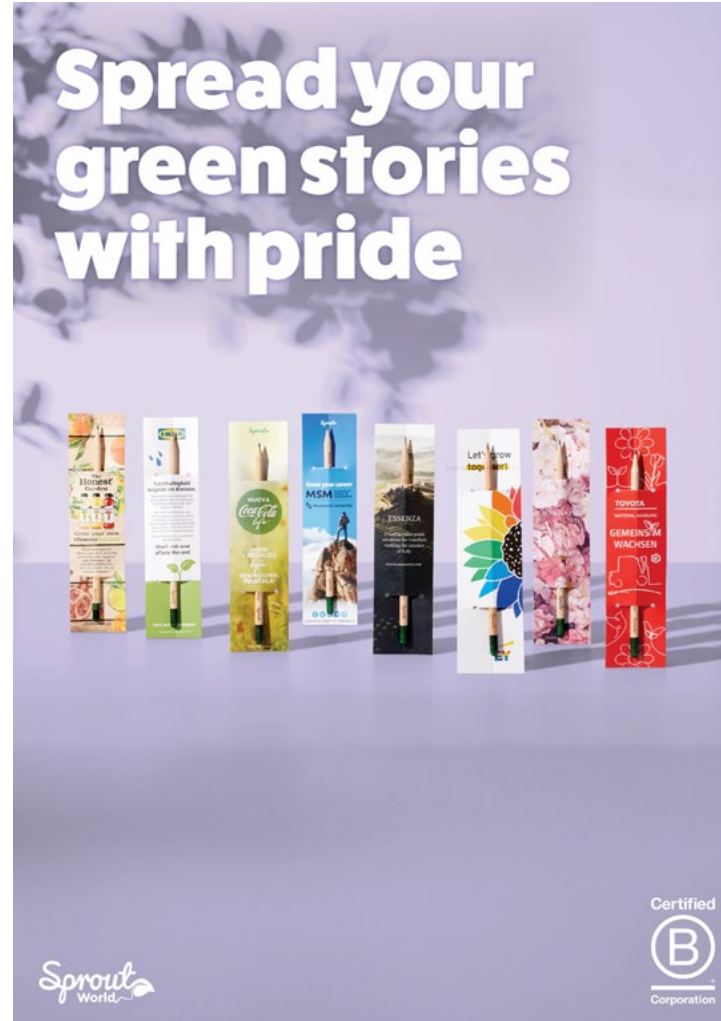
Variety of seeds



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Onepager

On the following page, you'll find some inspirational content that you can print and use at fairs, hand out at events or email to your customers.

On the page you will find three variations of a onepager, which gives information about SproutWorld pencils and it's customization possibilities. The media assets can be downloaded. Just click on the button.



A used pencil can write your brand story

The SproutWorld plantable pencil is uniquely designed to have a second life as a plant. The ideal choice for a sustainable corporate gift. With its personalization options, you can use it to raise awareness of green initiatives and new projects, or talk about growth and development. It's a thoughtful – and thought-provoking – giveaway that's a great conversation starter at events and meetings. Guaranteed to make a lasting impression.



Try a variety of seeds including the new limited AUBERGINE



What is a plantable pencil?

SproutWorld's patented plastic-free, zero waste pencil has a seed capsule attached that is designed to be planted at the end of the pencil's life. SproutWorld pencils have the chance to grow into something beautiful that also does good for the planet. Available in graphite, color, with a variety of seed options. Get in touch for personalization options.



Make it personal



Visit our website at www.sproutworld.com | SproutWorld™ & Sprout™ pencils are patented in countries and regions incl. Europe, Asia, USA and Canada.

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Give a gift that gives back

Use our pencils to tell your stories

The SproutWorld plantable pencil is uniquely designed to have a second life as a plant. With many personalization options, it's the ideal choice for a sustainable corporate gift. You can use the pencils to help you raise awareness of your green initiatives, development projects, to reflect your values, and your care for the planet. SproutWorld's plantable pencils give maximum brand impact and minimal environmental footprint.

Try a variety of seeds including the new limited AUBERGINE

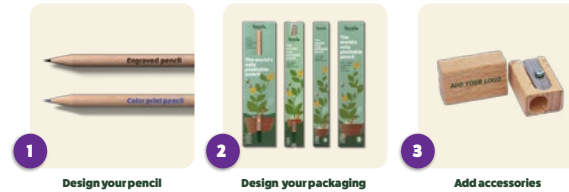


What is a plantable pencil?

SproutWorld's patented plastic-free, zero waste pencil has a seed capsule attached that is designed to be planted at the end of the pencil's life. SproutWorld pencils have the chance to grow into something beautiful that also does good for the planet. Available in graphite, color, with a variety of seed options. Get in touch for personalization options.



Make it personal



Visit our website at www.sproutworld.com | SproutWorld™ & Sprout™ pencils are patented in countries and regions incl. Europe, Asia, USA and Canada.

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One seed, one choice, one action

Plastic is polluting the planet. Globally, an estimated 9 billion plastic pens are disposed of each year (UN). Switching your office supplies and merchandise from plastic to SproutWorld pencils instead, has a tangible climate impact in reducing carbon emissions, minimizing plastic waste, and giving something back to the planet. Join the fight against plastic by taking one action... Make the switch.



Globally, an estimated 9 billion plastic pens are disposed of each year (UN). If we switched to using SproutWorld pencils instead, this would equate to a reduction of 270,000 tons of CO2 each year. In more relatable terms, that's the equivalent of CO2 produced by 1.17 million flights between Copenhagen and Milan.

That's a significant number. So take a simple act of green and make the switch from plastic. Together we can create tangible change.

Nurture nature and nature will nurture you.

Purchase with peace of mind

With the introduction of the European Sustainability Reporting Standards (ESRS) on 1 January 2024, businesses will need to be much more transparent and accountable when measuring their emissions and fulfilling their sustainability pledges.

When you work with SproutWorld as a supplier, you can be assured that we report on sustainability to the highest standards, so you can have total peace of mind when you purchase from us.

How can SproutWorld pencils help?

SproutWorld's patented plastic-free, carbon neutral pencils have a seed capsule attached. Once you've used up your pencil, it's designed to be planted so that it can produce new green growth that's not only beautiful or tasty, but that also does good for the planet. With a variety of seeds including flowers, herbs, fruit and vegetables – plus a new limited edition aubergine seed.

Less Impact reports and more Impact Action.

<p>B CORP member</p> <p>Purpose-driven The Best for the World Company SproutWorld is committed to doing business where Profit and Purpose are equally important</p>	<p>SproutWorld goals towards 2040</p> <p>Purpose- and profit driven:</p> <ul style="list-style-type: none"> 2022 Working with Climate Accounting 2023 Launch Integrated Reporting 2023 Science-based Targets (SBTi) member 2024 Brand Carbon Neutral with Carbon Climate 2024 Minimum waste packaging 2025 20% CO2eq reduction 2030 100% CO2eq reduction 2040 Achieve SBTi net-zero 	<p>SproutWorld Blockchain</p> <p>The foundation for transparency & traceability of our sustainability efforts throughout our product supply chain. At SproutWorld, transparency & traceability are paramount, and it is important for us to demonstrate our credibility.</p> <p>https://sproutworld.com/traceability</p>
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For more information go to www.sproutworld.com | Sprout™ pencils are patented in countries and regions incl. Europe, Asia, USA and Canada.

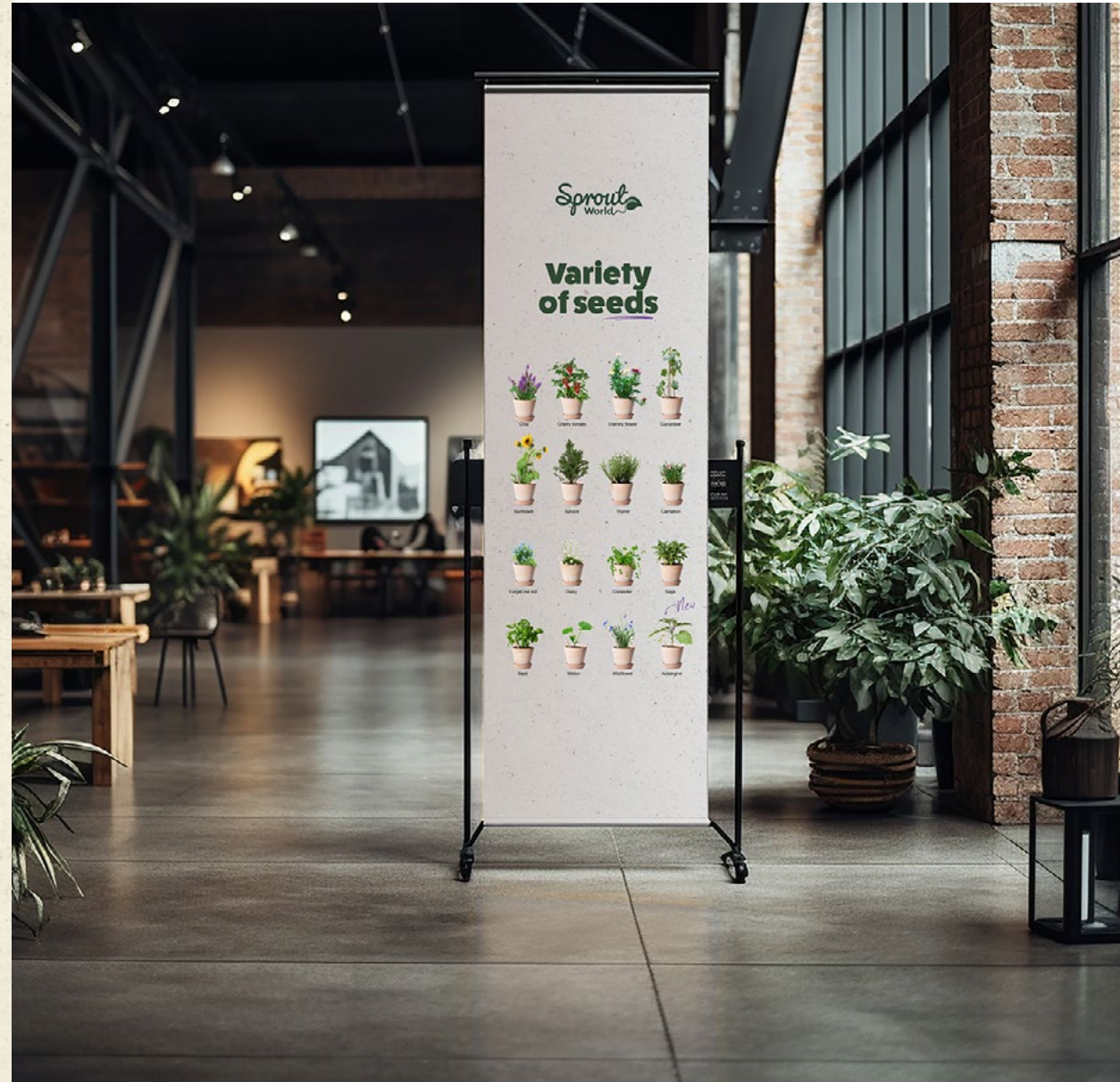
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Display kit for fairs

We have included some striking SproutWorld display materials to help you showcase our sustainable plantable pencils at trade fairs and events. Choose from roll ups, A3 posters, and SproutWorld sample flyers.

On the following pages, you'll find materials that will draw people to your stand and help you to simply explain how our plantable pencils work. Giving you something new to talk about.

The A3 poster designs are ready for you to print. If you'd like our roll ups or sample flyers, contact our Sales Team directly.



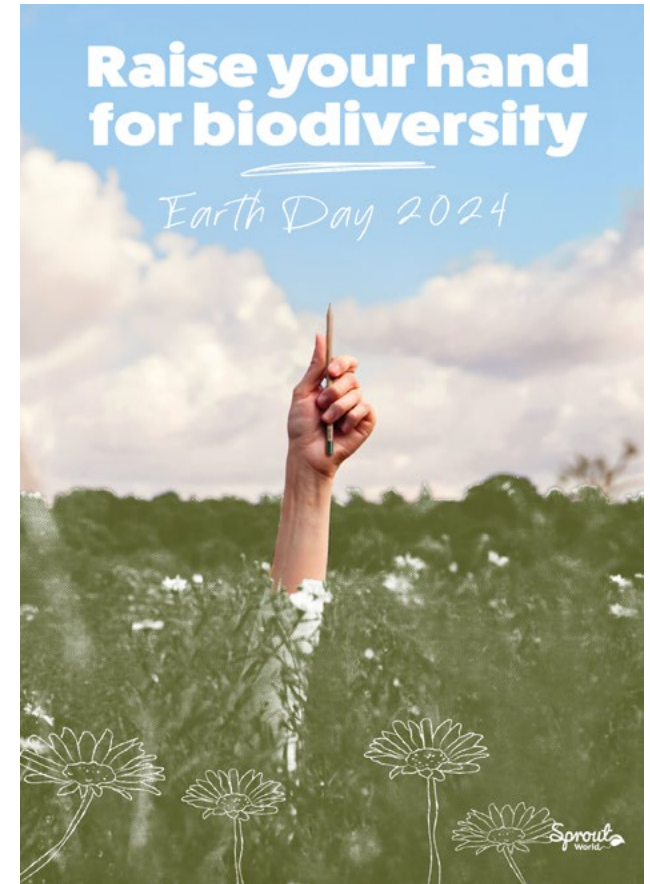
A3 Poster



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Roll up



Contact for more information



Contact for more information



Contact for more information



Contact for more information

Sample Flyer

Contact sales for more information:
sales@sproutworld.com



**CUSTOMIZE THE ONLY
PLANTABLE PENCIL
IN THE WORLD**




BY PLANTING A SPROUTWORLD PENCIL INSTEAD OF JUST THROWING IT OUT, YOU CAN MAKE SUSTAINABILITY VISIBLE TO OTHERS AND INSPIRE THEM TO MAKE SMALL CHANGES IN THEIR DAILY LIVES.




FROM SMALL THINGS
BIG THINGS GROW

Contact for more information







A SproutWorld pencil is the ideal solution for any industry that has a passion for sustainability and wants to communicate an important message.

Get your company logo and message engraved or printed on the pencil (in any language you like).



Ideal promotional gift for:

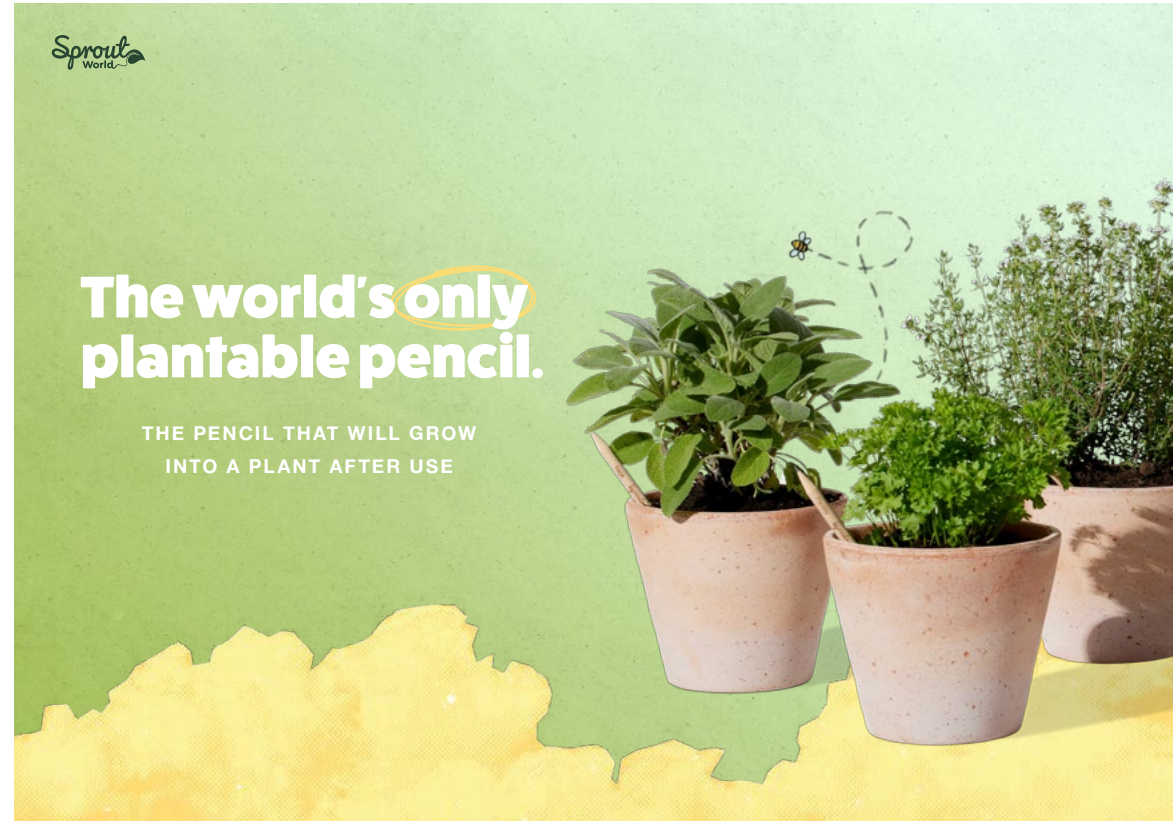
- Product launches
- Conferences
- Trade shows
- Campaigns
- Team building sessions
- Seminars
- Recruitment projects
- Etc.



USE PLANT GROW

Catalogue

For more inspiration and information, take a look at the latest SproutWorld catalogue, featuring all our products, custom elements, and packaging options. Talk to our team at: sales@sproutworld.com to add more of our products to your sales offerings.



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