A SMALL PENCIL WITH A BIG IDEA

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

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

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

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

Ideal promotional gifts for:

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

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

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

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

CHOOSE YOUR LANGUAGE
It is possible to get the plant name engraved in your own language. Minimum of 100 pencils pr. plant name is required.
The Sprout Pencil comes in colors too. Choose from 8 different color/seed combination and get the pencils as standard or custom made.

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

At orders above 25,000 pcs you have the possibility to select your own seeds. We are always happy to give suggestions and advice on which seeds to choose, so your message get the best impact.

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

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

<table>
<thead>
<tr>
<th>Seed</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FORGET ME NOT</strong></td>
<td>Symbol of love and friendship. Blue, edible flowers</td>
</tr>
<tr>
<td><strong>DAISY</strong></td>
<td>Symbol of purity, joyful flowers, drought resistant. Edible flowers</td>
</tr>
<tr>
<td><strong>CARNATION</strong></td>
<td>Symbol of love, beautiful flowers in various colors. Edible petal.</td>
</tr>
<tr>
<td><strong>CARNATION</strong></td>
<td>Symbol of love, beautiful flowers in various colors. Edible petal.</td>
</tr>
<tr>
<td><strong>SUNFLOWER</strong></td>
<td>Easy to grow, very tall, symbol of power. Edible seeds</td>
</tr>
<tr>
<td><strong>BASIL</strong></td>
<td>Easy to grow. Wonderful herb with great taste. Edible leaves</td>
</tr>
<tr>
<td><strong>THYME</strong></td>
<td>Easy to grow herb. Edible leaves and flowers for both sweet and savory dishes. Bee friendly</td>
</tr>
<tr>
<td><strong>SAGE</strong></td>
<td>Easy to grow aromatic herb. Great flavor enhancer. Bee friendly</td>
</tr>
<tr>
<td><strong>CORIANDER</strong></td>
<td>Easy to grow herb with characteristic taste. Edible leaves</td>
</tr>
<tr>
<td><strong>CHERRY TOMATO</strong></td>
<td>Easy to grow vegetable. Thrives in a warm and sunny location. Edible when mature</td>
</tr>
<tr>
<td><strong>CHIA</strong></td>
<td>Bee friendly, purple flowers. The fresh or dried leaves can be made into a healthy tea</td>
</tr>
</tbody>
</table>

*Sunflower and Cherry Tomato only available in EU and USA*
PACKAGING
The world’s only sustainable pencil that you can plant after use and grow into herbs, vegetables or flowers.

1. Write with your pencil
2. Plant it - Add sunlight & water
3. Watch it sprout

All Sprout pencils are 100% sustainable, non-toxic & non-gmo. Follow instructions on: sproutworld.com.

Store at room temp. for max one year before planting the pencils.

EN71 approved: Keep away from children 0-3 y/o.

SINGLE CARD

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

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

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

The entire front page is at your disposal and at the back you will find our infographics showing how to plant the pencil.
Choose between a 3 pack, 5 pack or 8 pack for your pencils. We can also customize your packaging.

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

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

**WOULD YOU LIKE YOUR PENCILS SHARPENED?**
Please note that our pencils come unsharpened. We can deliver sharpened with an upcharge.
SPROUT CASES
“It was a fun gadget and the reactions were very positive”

“We have purchased pencils with herbs for supporting the launch of our sustainability report. It was a fun gadget that came together with a card with our sustainability highlights of last year. It was distributed to all our co-workers in IKEA Belgium. The reactions were very positive. And we know that the pencils work, because we have planted some of them in our office.”

Iris de Herdt
Sustainability Department
IKEA, Belgium
“We have handed out Sprout pencils, both to our employees and to participants at a sustainability conference.

The Sprout pencil is perfectly in line with our values; it supports recycling, renewal and it has a positive impact on the planet.

Everyone has been pleasantly surprised with the pencils. They look like normal pencils, but they can do so much more. I personally use them in my plant pots at home.

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

Frank C. Okoisor
President
Toyota Denmark A/S
“We chose the Sprout pencil because it was totally aligned with the philosophy of Coca-Cola Life: Naturalness.”

Valentina Gandini
National Account Manager, Coca-Cola, Italy
“The entire hotel is loving this great idea.”

Andrew Dear
Room Operations Manager
Marriott

WHO  Marriott, Grand Cayman
WHAT  Engraved Sprout pencils
HOW  Green giveaway to guests
WHY  The Sprout pencil is original and sends a green message
Carabinieri, Environmental Protection Unit, Italy

Sprout pencils with logo

We use your pencil as a gift in schools, during conferences on environmental issues or on conventions.

The pencil is ideal because environmental protection is one of our main tasks. It is an amusing and nice gift.

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

Lt. Col. Pierantonio Breda
2nd Branch Chief
Events and promotional activities
Italian Carabinieri
General Headquarters
We used Sprout’s products for the 2016 edition of Green Week, the biggest annual occasion to debate and discuss European environment policy. The theme was “Investing for a greener future.”

Lorelejs Pansini
Administration and Finance
European Parliament

“We used Sprout’s products for the 2016 edition of Green Week, the biggest annual occasion to debate and discuss European environment policy. The theme was “Investing for a greener future.”

“Sprout’s products helped focus on our theme “Investing for a greener future”
"I am looking for innovative products that has a different take on everyday needs. Pencils are a staple product for us and I wanted to find one that was beyond the basic. Sprout was perfect because it’s something new and best of all, fits with the horticulture program of the High Line. The reaction from our clientele has been overwhelmingly positive. Everyone loves it and most people buy multiples for themselves and as gifts."

Daniel Thiem
Director of Retail Operations
Friends of the High Line, NY
We have used the pencils as giveaways at expos and conferences. School classes that visit The Sustainable City on a field trip receive a pencil as a souvenir. It’s a great item. It has a great feel to it and delivers a powerful message in a small space. The Sustainable City is about embracing sustainability everywhere and every day. A Sprout pencil will keep this top of mind every day as you use it and the symbolic act of planting something after use is amazing.

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

Michael Solvsten
Operations Director, The Sustainable City
“People liked the idea and the pencils very much.”

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

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

Julia Bas
Porsche