



# The world's only plantable pencil.

THE PENCIL THAT WILL GROW  
INTO A PLANT AFTER USE





# A small pencil with a big idea

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. This is the idea behind the SproutWorld pencil.



USE



PLANT



GROW

Whatever the occasion, once people realize their SproutWorld pencil can grow into fragrant herbs, luscious flowers – or even fresh vegetables, it's sure to bring a smile and start a conversation.



..... NATURAL GRAPHITE

..... AVAILABLE IN GRAPHITE AND 8 DIFFERENT COLORS

..... CERTIFIED WOOD

..... 15 DIFFERENT NON-GMO SEEDS

..... CELLULOSE CAPSULE



GREEN  
PENCIL  
TRANSPARENCY  
TRUST



## The gift that gives back

For companies or organizations that have a passion for sustainability, a SproutWorld pencil is the ideal gift. Made from certified wood, it can be engraved with a logo and given away at conferences and events or used in visitor reception areas.

### Ideal promotional gifts for:

- Product launches
- Conferences
- Trade shows
- Campaigns
- Teambuilding sessions
- Seminars
- End of year gifts



Get your company logo and message engraved on the pencil – and choose what language you would like the seed name to be in. Make the SproutWorld pencil a natural part of your brand and business.

# Design steps

# 1. Pick your pencil

You can choose:

- Color print or engraving
- Standard or customized
- Graphite, color or multicolor

All SproutWorld pencils are made from sustainably harvested wood. As wood is a natural material, variations in the shade of the wood may occur.

## WOULD YOU LIKE YOUR PENCILS SHARPENED?

Please note that our pencils come unsharpened. We can pre-sharpen them for you for an upcharge.



If you want to order a sharpener with or without your logo, the minimum order is 100 pcs. For more information, please send your request to [sales@sproutworld.com](mailto:sales@sproutworld.com).



## SPROUTWORLD PENCIL – STANDARD

Seed name and SproutWorld logo only. We have different seeds to choose from. The seeds are located in the characteristic green capsule on top of every SproutWorld pencil.



## SPROUTWORLD PENCIL – CUSTOM

Customize the SproutWorld pencil by adding an engraving or a print of your logo, URL or slogan. Find our guidelines for customized pencils by downloading the template from our website.

*Color print is currently available in Europe but we're working on bringing it to the US market soon*



## CHOOSE YOUR LANGUAGE

You can get the plant name in your choice of language. Minimum of 100 pencils per seed type is required.



## 2. Pick your color

In addition to graphite, the SproutWorld pencil comes in color options too. Choose from 8 different color/seed combinations and get the pencils as standard or customized.

### CHOOSE YOUR COLOR

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



### MULTI-COLOR RAINBOW

The SproutWorld multi-color rainbow pencil has 3 colors in one: **yellow, blue and red.**

Ideal for restaurants, company and family events.



### 3. Pick your seed

Love the taste of basil? The colors of daisy?  
Or the scent of thyme?

On orders with over 10,000 pieces you have the option to select a custom seed. We are always happy to give suggestions and advice on which seeds to choose, so your message has a strong impact.

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

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







### Cherry tomato

These juicy baubles burst with sweetness and are so easy and satisfying to grow. Edible when mature.

Temperate climate, Subtropical climate



### Basil

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

Temperate climate, Tropical climate, Subtropical climate



### Melon

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

Tropical climate, Subtropical climate



### Chia

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

Temperate climate, Tropical climate, Subtropical climate



### Daisy

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

Temperate climate, Subtropical climate



### Sunflower

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

Temperate climate, Subtropical climate



### Spruce tree

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

Temperate climate, Polar climate



### Thyme

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

Temperate climate, Subtropical climate



### Cucumber

Perfect for pickling, this variety of cucumbers grow well in space, sun, and warmth.

Temperate climate, Subtropical climate



### Eternity flower

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

Temperate climate, Subtropical climate



### Sage

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

Temperate climate, Subtropical climate



### Forget-me-not

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

Temperate climate, Subtropical climate



### Coriander

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

Temperate climate, Tropical climate, Subtropical climate



### Carnation

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

Temperate climate, Subtropical climate



### Widflower

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

Temperate climate, Subtropical climate

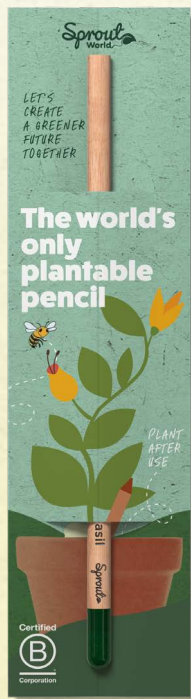
# 4. Pick your packaging

When you order pencils from SproutWorld, you can add packaging and presentation options to amplify your message. We offer a range of solutions suitable for events, promotions, and gifts.



# Single card & enclosed sleeve

Single cards and enclosed sleeves are our most popular packaging options for businesses. Versatile for all kinds of events, promotions and gifts. You can choose our standard design or make your own customized packaging.



## STANDARD

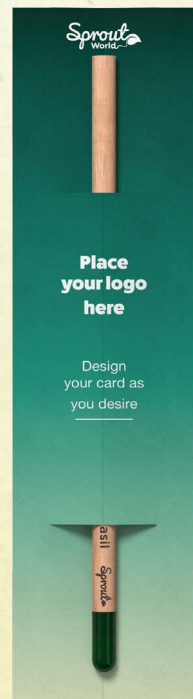
The single card comes with growing instructions for the SproutWorld pencil. Our standard single cards are printed with the SproutWorld designed logo and text on both sides.



## CUSTOMIZED

A popular choice for exhibitions and trade fair giveaways, event goodie bags, and campaign merchandise.

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



## STANDARD

The enclosed sleeve comes with growing instructions for the SproutWorld pencil.

Our standard enclosed sleeves are printed with the SproutWorld designed logo and text on both sides.



## CUSTOMIZED

A widely favored option for exhibitions and trade fair giveaways, event goodie bags, and campaign merchandise

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

# Notebook

SproutWorld's notebook with plantable pencil is a popular and handy giveaway at conferences, exhibitions and events. Practical, portable, and personalizable, they are bound to make a lasting impression. Choose our standard option or create your own custom design notebook. Minimum order: 500.



## STANDARD

The standard notebook is printed with the SproutWorld logo and text on both sides and comes with growing instructions for the plantable pencil. A sharpened SproutWorld pencil is inserted in the notebook cover.

## CUSTOMIZED

A popular choice of giveaway for conferences, seminars and exhibitions, event goodie bags, and campaign merchandise. The entire notebook cover is yours to design as you wish. On the back, you will find infographics showing how to plant the pencil, with a small space for a logo or more text. You can also choose to customize the pencil with your logo and design.

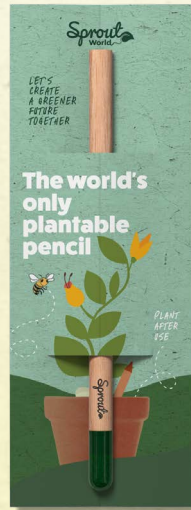
# Mini pencil with mini single card or hanger tag

With our new mini pencils, we can offer a more compact solution. Present them in mini single cards or hanger tags to add to bottles or door handles. With the mini single cards, you can choose our standard design or make your own customized packaging. The hanger tag is only available as a customized option.



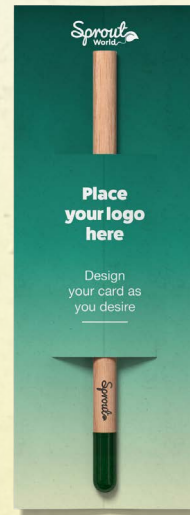
## MINI PENCIL

We have introduced a mini pencil – a smaller version of our pencil – that gives you even more packaging and gifting options. The mini pencils fit snugly in our mini single cards or hanger tags.



## STANDARD

The mini single card comes with growing instructions for the SproutWorld pencil. Our standard single cards are printed with the SproutWorld designed logo and text on both sides.



## CUSTOMIZED

Customized mini single cards offer a handy and elegant solution for exhibition and trade fair giveaways, event goodie bags, and campaign merchandise.

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



## CUSTOMIZED

Customized hanger tags are a super way to present bottled gifts, be it wine or olive oil. They can also be used on door handles in hospitality settings.

Use the front of the hanger tag to add greetings and on the back, you'll find our infographics showing how to plant the pencil.



# 3 & 5 pack boxes

If you want to gift more than one pencil, our box packs of 3 and 5 pencils are a great solution. They can be added to a gift basket or goodie bag. Choose between 3-pack or 5-pack. Boxes come in standard design or can be customized.



## STANDARD

The 3 and 5 packs are printed with the SproutWorld logo, graphics, and text on all sides and growing instructions on the back.

## CUSTOMIZED

Our 3- and 5- pack pencil box sets make for sustainable customer and employee gifts.

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

# How the pencil connects companies

# Travel and hospitality

Sustainable tourism is here to stay. Business and leisure travelers alike are factoring in ethical and environmental considerations when booking trips and hotel accommodation. Details matter. Increasingly, guests expect to see sustainable amenities and an eco-conscious approach to travel management.

## Use as a sustainable alternative to plastic pens in:

- Hotel room amenities
- Receptions, lobbies and public areas
- Meeting, conference, and event (MICE) packs







## Tourism

Tourist attractions are looking to offer more environmentally friendly, long-lasting and purposeful souvenirs to remind visitors of their experiences. The SproutWorld pencil ticks all the boxes, and as it grows into a plant, will evoke happy memories of time well spent.

### How the pencil is used:

- Branded souvenirs in gift shops
- Giveaways at special events
- Stationery for seminars and other functions
- Gifts that support charitable fundraising

# Energy

The energy sector is in a period of transformation and disruption, with new sustainable solutions emerging all the time. Energy companies wanting to share stories about new initiatives, products, services and policies to diverse audiences find the SproutWorld pencil a great tool for reinforcing their communications.

## Use the pencils as gifts and giveaways to:

- Add visibility for projects and campaigns
- Support employee engagement
- Build recruitment and customer connections





## Organizations and businesses

SproutWorld pencils are a popular choice for all types of businesses and organizations, large and small, to show what circularity and sustainable change is about. The pencil is a reminder that change is possible. It represents hope and the importance of everyday activism, because if a pencil can be given new life as a plant, imagine what else is possible.

### Incorporate sustainable elements into:

- Gifts to celebrate special milestones
- Educational tools focusing on green themes
- Giveaways at events and seminars
- Charity and fundraising gifts

# Pharmaceuticals

The pharma industry is working hard to address the sustainability challenges and environmental impacts in their supply chains. In a world of complexity, our pencils are a simple symbol of sustainable change, that leave a strong and memorable impression. Often used to represent positive action and clean growth, the SproutWorld pencil can help tell your story.

## Use our plantable pencils as:

- Giveaways in retail campaigns
- A business card at meetings and presentations
- Part of seminar and event packs
- Brand promotion at exhibitions and trade shows

