



# WALTERS SEED CO. LLC

## *Our Mission*

To Partner with Corporations and the Causes they Support in the Areas of:

- Non Profit Groups/Hunger Relief Agencies/Social Services
- Environmental Awareness Campaigns/Earth Day/City Beautification Programs
- Nutrition and Health Awareness
- Children's Education/Life Skills/Healthy Lifestyles





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## Intro

The seeds of customer loyalty are planted when you make a connection that is relevant, memorable and long-lasting. Promotional initiatives designed and executed by Walters Seed Company get people engaged, excited and invested in what you have shared with them.

An individual garden blooms a little brighter. A city's streetscape springs to life with brilliant colors. A hunger initiative makes a powerful impact.

People remember the organizations that put all this in motion. They get invested, take pride in the results and join with you in your commitment to something good.

These are relationships that grow, because they started with a connection that made a difference. Walters Seed Company. We help you plant the seeds of customer loyalty.

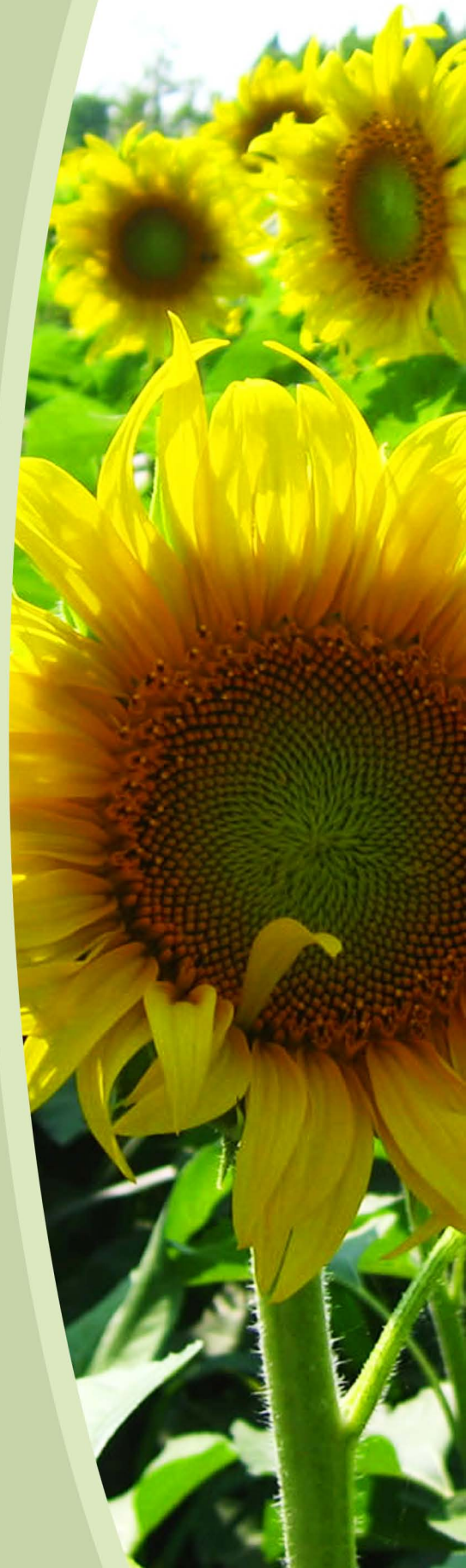
## About

Since its founding in 1958, functioning as a small, family-operated perennial plant farm in Holland, Michigan, Walters Seed Company has been recognized as a leader in the production of seed packets as gifts to accompany perennial purchases, or for use as promotional premiums.

Now under second-generation leadership, Walters Seed maintains the capacity to produce 600,000 seed packets and 20,000 planter kits per week on a single eight-hour shift.

Over time, the company has developed a recognized expertise in the development of promotional initiatives that focus on sustainability, health, nutrition, recycling, ecological stewardship and natural beauty. Walters Seed goes far beyond merely supplying seed packets for use as promotional items. It takes the lead in helping major, worldwide organizations to put their Earth-friendly principles into action.

Through efforts such as anti-hunger campaigns in cooperation with NGOs and corporate-sponsored educational programs for children, Walters Seed is proud of its positive impact on people worldwide.





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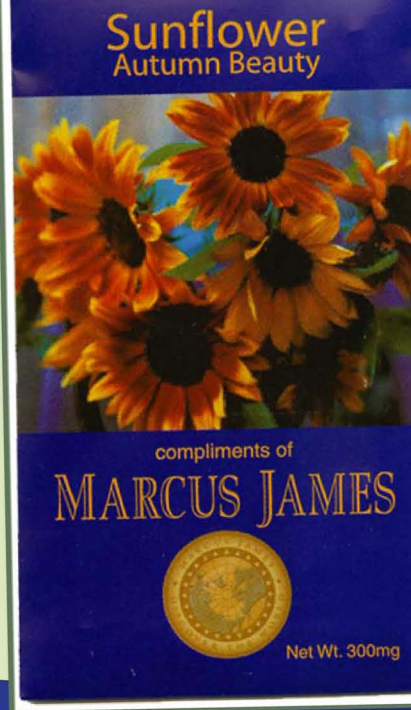
## In Action

Successful initiatives led by Walters Seed have included:

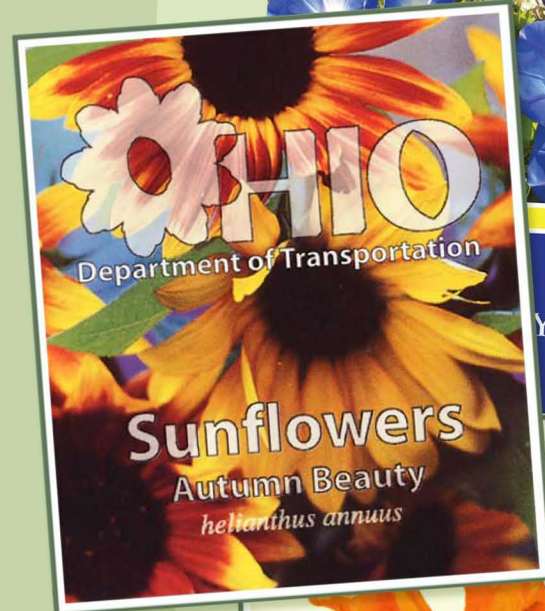
- **World Concern:** Carrot seed packet as centerpiece of donor appeal mailing.
- **Dole:** Marigold seed packet as on-pack promotion for re-use of single-serving fruit container.
- **Bayer:** California poppy seed packet used in "Nothing Nurtures & Protects Them Like Bayer" promotion.
- **Capital Health Plan:** Tomato seed packet as key to "Add Some Color To Your Life" promotion.
- **White Swan:** Shasta daisy seed packet, with printed store coupon, for "Respect for the Environment" campaign.
- **Home Biz Detection Services:** Winter thyme herb packet for "It's Inspection Thyme!" promotion.
- **Newark Transit:** Butterfly garden mix seeds for "Seeds for a Beautiful Newark" initiative.

## Learn More About How We Can Help You

Reach out and make a connection in a unique and memorable way.  
Call Walters Seed Company at (866) 304-7333 and let us devise a strategy that can plant the seed for long-lasting customer relationships.



Come Join Us Easter Morning!



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## NAICS CODES

561910	Packaging and Labeling Services
322299	All Other Converted Paper Product Manufacturing
424930	Flower, Nursery Stock, and Florists' Supplies Merchant Wholesalers
111219	Other Vegetable Farming
111422	Floriculture Production
115112	Soil Preparation, Planting, and Cultivating
444220	Nursery, Garden Center, and Farm Supply Stores
453220	Gift, Novelty, and Souvenir Stores
322232	Seed packets made from purchased paper
424910	Seeds – merchant wholesalers

## SICS CODES

2679	Converted Paper Products, not elsewhere classified
0161	Vegetables and Melons
3993	Signs and Advertising Specialties
5159	Farm-Product Raw Materials, not elsewhere classified
5193	Flowers and Florists Supplies

## SPECIFIC PRODUCTS AND SERVICES DESCRIPTION

Garden Seed Packaging: Vegetable, Flower, Herb, and Tree Seeds packed in paper or hermetically-sealed foil envelopes.

### CONTACT US:

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