

Checkers swops Little Shop for eco-friendly seedling kits

In a follow-up to the Checkers Mini Shop collectables craze launched in 2016, the retailer has announced its newest campaign consisting of environmentally-friendly Little Garden seedling kits.



With Little Garden, the retailer hopes to encourage children and adults to get outside and spend some quality time together as they tend to their seedlings, and learn to grow their own fresh herbs, veggies and flowers.

Customers will be rewarded with one Little Garden seedling kit for every R150 spent in a Checkers or Checkers Hyper store. There are 24 different seedlings to collect including eight veggies, eight flowers and eight herbs. Each seedling kit includes a small biodegradable pot, a soil pod, seed paper and a pop-out name tag.

All the materials used in the Little Garden seedling kits are compostable or recyclable: the biodegradable pots are made of wood pulp and peat; the seeds are all natural and the soil pods are made of coconut husk.

Customers also have the opportunity to buy a limited edition collectors' case to keep all their seedlings in one place until they sprout. Additional Little Garden merchandise available for sale includes mini garden tools and gardening gloves.

Checkers Little Garden is available exclusively at all Checkers and Checkers Hyper stores. Purchases at MediRite Pharmacies, Checkers LiquorShop and Money Market counters are not eligible for Little Garden seedling kits.

For more, visit: <https://www.bizcommunity.com>