



“Sprout’s pencils are icebreakers and illustrate both good design and sustainability”

Plant a pencil

A pencil that can supply fresh herbs or crispy veg for dinner? This may sound like a peculiar idea, but it is true nonetheless. When the pencil has done its duty as a writing instrument, it is ready to be planted. The eraser is replaced with a special seed capsule containing pesticide-free seeds, while the pencil itself is made from sustainable cedar wood with a point of clay and graphite. Within a couple of weeks after planting, the pencil will begin to sprout. You can observe the pencil’s sprouting process on the shelves around you.

Plante um lápis

Um lápis que possa fornecer temperos de ervas frescas e verduras crocantes para o jantar? Pode soar como uma ideia engraçada, mas é verdade. Quando o lápis tiver cumprido o seu dever como uma ferramenta de escrita, estará pronto para ser plantado. A borracha é substituída por uma cápsula especial contendo sementes não tratadas, e o lápis é feito de cedro sustentável com um pino de argila e grafite. Dentro de algumas semanas após o plantio nascem os brotos. Você pode ver como o lápis se transforma em brotos nas prateleiras aqui ao seu redor.



WHO VisitDenmark
 WHAT Engraved Sprout pencils and cards
 HOW Green giveaway to guests and journalists
 WHY The Sprout pencil are both icebreakers, good design and sustainable



“VisitDenmark has used Sprout’s products on a press conference for the launch of the Danish pavilion in Rio 2016.

We chose to include Sprout in our press kit because their products are icebreakers and illustrate both good design and sustainability – important parts of the stories we wish to tell.

Sprout is selected to represent Denmark on the pavilion because their pencils and cards are a perfect fit for our themes; innovate together, recycle together and eat together.”

Trine Nielsen

*Int. Project Manager
 VisitDenmark*