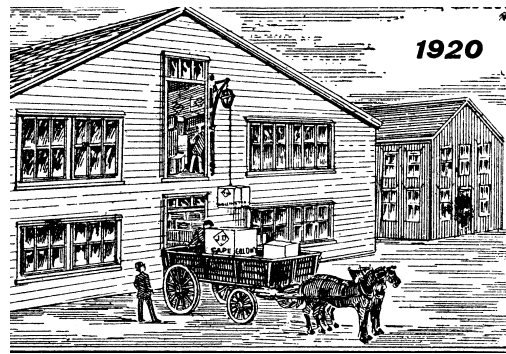




IN THE TRADE SINCE 1888

Ernest William King founded E.W. King & Co. in 1888. His family first started growing seeds in Essex in 1793.

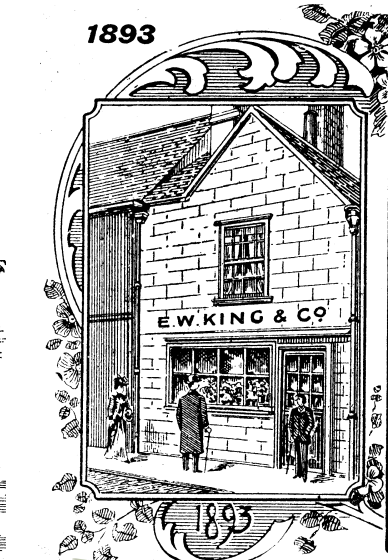
Initially with just 3 acres of land, such was the expansion of his business that by 1918 he was farming 1,500 acres.



Crops included 'pedigree' mangels, runner beans, peas, swede, flowers included candytuft (over 20cwt in 1918) and nasturtium (3-4 tons in 1921).

He said "One of the secrets of the progressiveness of the firm is in the purity of their stocks. Every possible care as regards roguing is most rigorously attended to by the firm's own experts". He always insisted on "the best modern machinery for cleaning and dressing the seed".

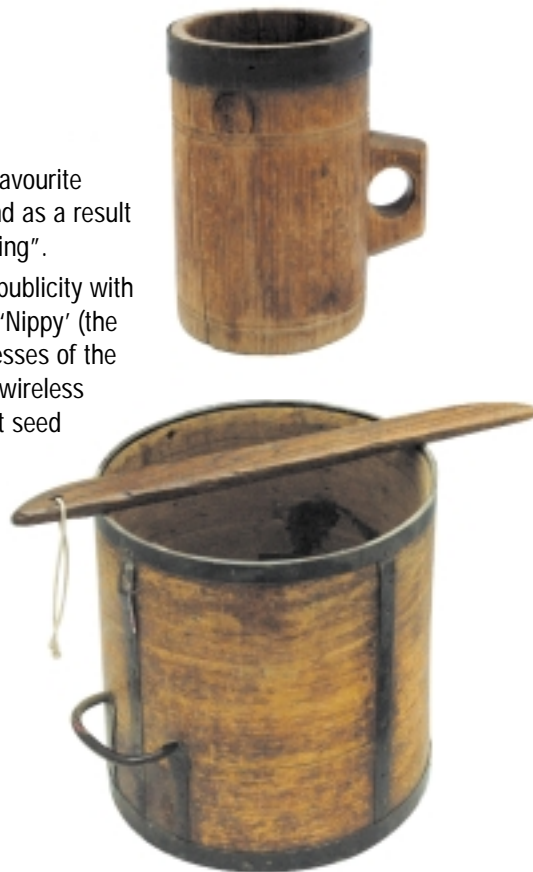
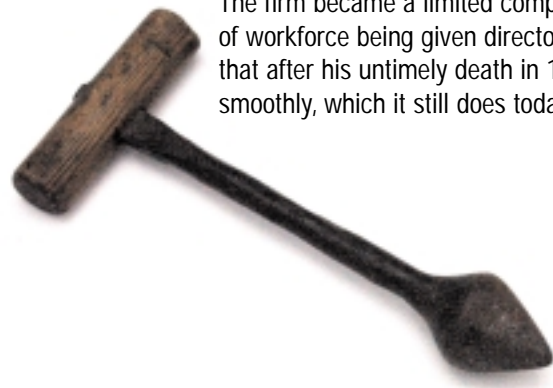
The catalogues always showed the development of the company and, even from as early as 1896, included glowing testimonials from all over the world on the purity of his seed.



In 1905 he devoted much of the catalogue to his favourite flower, the sweet pea (with over 100 varieties), and as a result became known in the trade as "The Sweet Pea King".

Clever naming of his sweet peas ensured much publicity with names such as 'Jack Hobbs' (the cricketer) and 'Nippy' (the affectionate name of Lyons Corner House waitresses of the day). Even better the naming of '2LO' (the new wireless station) ensured that the company was the first seed merchant to be broadcast by the BBC.

The firm became a limited company in 1920 with some of workforce being given directorships, which ensured that after his untimely death in 1930, business continued smoothly, which it still does today... 123 years on.



2012...

Still here 123 years later. Why? Because the company policy has never changed. We still offer the finest quality seeds at real "value for money" backed up by good old-fashioned service.

As seed quality is the most important factor as far as we are all concerned, we have a well equipped laboratory under the management of Mr Peter Barralett, our qualified technician, who tests all our seed for germination, vigour and purity.

As we are still a totally independent privately-owned company, and not influenced by outside forces, we are in a unique position to be able to select and offer the very best, and widest, possible range available worldwide to our many customers.

Unlike other seed companies, we still farm 325 acres and we either grow seed stocks on our own land, or in many cases, raise our own seed stock where selection and roguing is carried out to ensure that uniformity and trueness to type. The resulting mother seed is then supplied to specially selected, independent growers, throughout the world, to produce a seed stock exclusively to Kings.

In addition, when it comes to Kings' seeds, you always get what it says on the tin. By that, I mean that if you ask for a specific variety, it will always be the genuine stock, and not a look-alike, cheaper, alternative stock. All our seed stocks are carefully selected and cared for by Peter Miller our Trials Seed Purchasing Manager who has been with us for 49 years.

To succeed in this extremely competitive world, your main ingredient to make your business grow, starts with a good, reliable seed supplier. Therefore, there is no need to look any further. We feel sure that once you use our quality seed, you will never look back, as our catalogue is a one-stop shop, as far as you are concerned, backed up by quality, advice and service.

To all our many regular customers, we would just like to thank you for your continued support and we would like to remind ALL existing, and new, customers, that if you are unable to find varieties not listed in our catalogue, we will, depending on quantity, obtain these for you at no extra cost, as long as you are happy to wait a few extra days for delivery - all part of our excellent service.

Finally, we look forward to receiving your orders in due course, and please feel free to contact our experienced staff, to discuss any requirements or queries you may have.



Les Day
Les Day Managing Director

EASY ORDERING

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Just quote your credit card

BY FAX
01376 571189 (24 hrs)
Just quote your credit card

ON OUR WEBSITE
www.kingsseedsdirect.com

BY E-MAIL
sales@kingsseeds.com

BY POST
To: E.W. King & Co. Ltd.,
Monks Farm, Coggeshall Road,
Kelvedon, Colchester, Essex CO5 9PG
Please make cheques to
E.W. King & Co. Ltd

Pay by cash/credit
card/switch or cheque
Credit accounts are welcome -
details on request

Orders over £40 carriage paid to
mainland UK. (Highlands,
Scotland and other destinations
please phone for a quotation)
Minimum orders £7.50
LARGER QUANTITIES -
QUOTATIONS ON REQUEST

SEED DRESSING & GRADING
We can offer a service for
Dressing and Grading seed.
Please call for details. Minimum
quantities per variety:
1kg of small seed
10kg pea & beans

Opening Hours
8.30 - 12.30 1.30 - 5.00
Monday to Friday

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