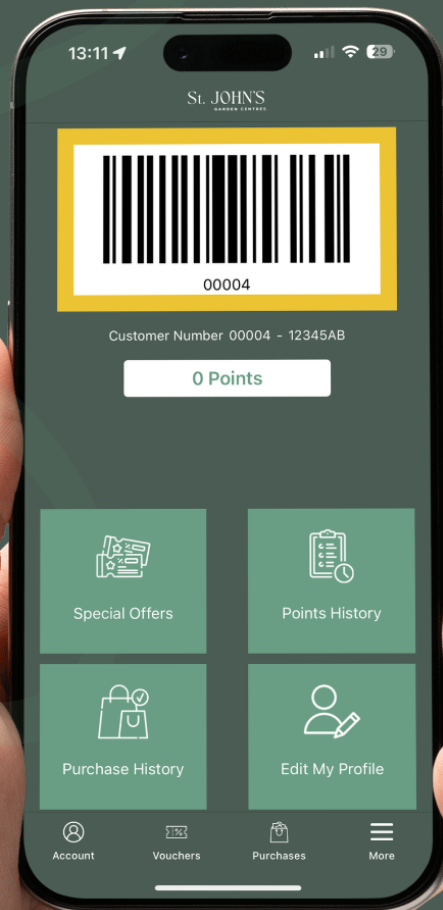


Introducing **Sow & Grow**



ANDROID APP ON

Google™ play



Available on the
App Store

St.
JOHN'S
GARDEN CENTRES



St. JOHN'S

S O W & G R O W

A more rewarding way to grow your garden.

“Welcome to Sow & Grow – our exciting new gardening club! 🌿”

We’ve designed Sow & Grow to make your visits to St. John’s even more rewarding. From exclusive offers and discounts to early access to events and birthday treats, everything is now easier to manage in one handy place – our brand-new app.

Here’s a quick guide to how it all works, so you can start enjoying the benefits straight away! 🌻”

How Sow & Grow works



How You Can Join:

- Existing reward card holders can register through the **Sow & Grow** app using their current loyalty card number – it's a quick and seamless transfer.
- New customers can join directly through the app - just download, register and start earning rewards!



What the App Offers:

The Sow & Grow app is the new home for all customer rewards and benefits, including:

- ✓ A digital loyalty card with a scannable barcode
- ✓ Points tracking
- ✓ Offers & discounts – all available in the app
- ✓ Birthday vouchers – just like before,
- ✓ Purchase history
- ✓ Exclusive perks – access to app-only in-store promotions, early event invites & more

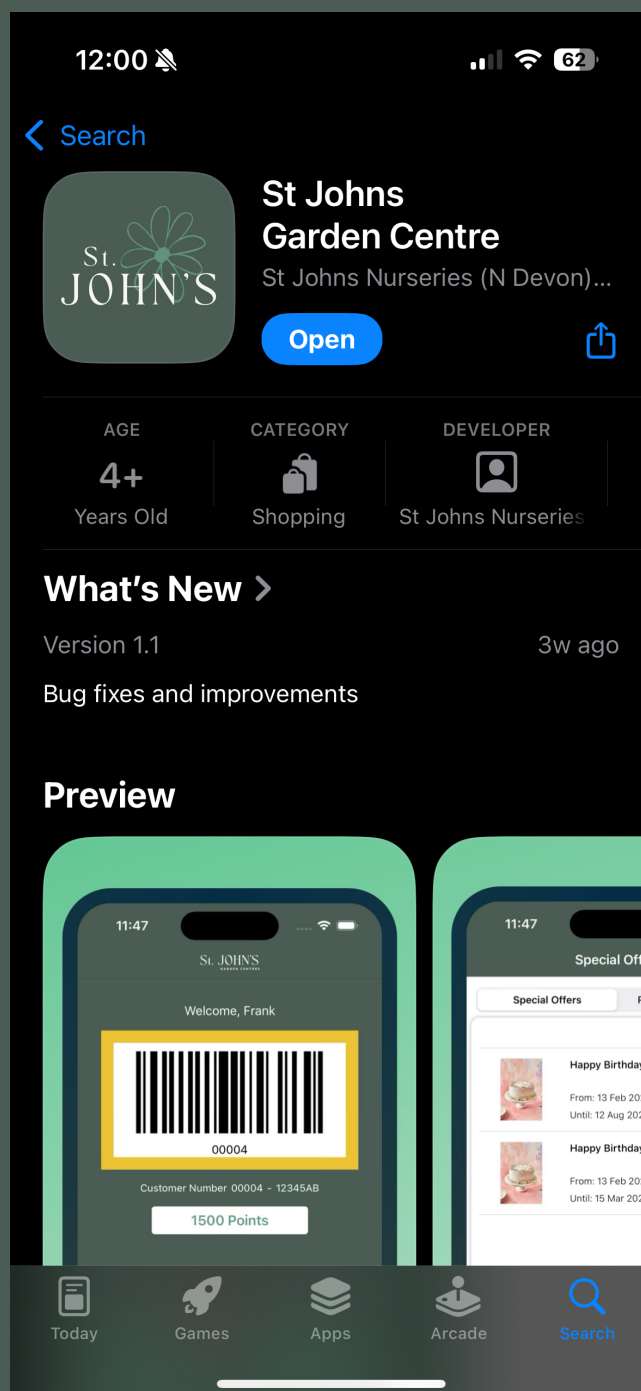
Why have we made this change

Why We've Made the Change:

- To enhance your experience and offer more personalised rewards
- To create more of a community feel
- To offer a more rewarding experience
- To reduce paper use and make the programme more sustainable
- To modernise our system, keeping pace with customer expectations and digital convenience

 The goal? To make **Sow & Grow** a rewarding experience for our customers. The app is intuitive and easy to navigate — and we'll be here to support you every step of the way.

To get started, search 'St Johns Garden Centre' on the app store



1

Welcome to the St. John's Sow & Grow gardening club!

Continue

St. JOHN'S
GARDEN CENTRES

4

If it is your first time using the app, you will need to register for your Sow & Grow account. If you are an existing reward card customer, you'll need your reward card number.

LOGIN

REGISTER

St. JOHN'S
GARDEN CENTRES

2

Our new program and app will allow you easy access to your rewards, from your birthday vouchers to exclusive in-store offers just for you.

Continue

St. JOHN'S
GARDEN CENTRES

5

If it is your first time using the app, you will need to register for your Sow & Grow account. If you are an existing reward card customer, you'll need your reward card number.

"St Johns" Would Like to Send You Notifications

Notifications may include alerts, sounds and icon badges. These can be configured in Settings.

Don't Allow Allow

REGISTER

St. JOHN'S
GARDEN CENTRES

3

Plus, as a thank you for your loyalty, we're offering 10% off your first purchase when you've signed up to Sow & Grow.

Continue

St. JOHN'S
GARDEN CENTRES

6

Your account number or email address

Your password



LOGIN

SET OR RESET YOUR PASSWORD

FORGOT YOUR CUSTOMER NUMBER

Don't Have an Account?
REGISTER

St. JOHN'S
GARDEN CENTRES

Signing up

As an existing customer

Already a Loyalty Card Holder? Here's how to get started with **Sow & Grow**: 🌱

Getting set up on our new **Sow & Grow** app is quick and easy! Just follow these steps:

- ✅ Download the Sow & Grow app from the Apple App Store or Google Play
 - ✅ Tap through the welcome screens and click 'Login', then select 'Set or Reset Your Password'
 - ✅ Enter your existing loyalty card number and follow the steps – you'll only need to do this once!
 - ✅ All your points, birthday perks and purchase history will carry over automatically
- 🎉 Plus, enjoy 10% off your first purchase once you've registered!

Need help? Just ask a member of the team – we're happy to guide you through it! 💚

16:15



Your account number or email add...

Your password



LOGIN

SET OR RESET YOUR PASSWORD

FORGOT YOUR CUSTOMER NUMBER

Don't Have an Account?

REGISTER

St. JOHN'S
GARDEN CENTRES

Existing customer screens

16:15



Back

Forgot Password

Please enter your customer number

You'll receive an email with a link to reset
your password

RESET PASSWORD

St. JOHN'S
GARDEN CENTRES

Signing up

As a new customer

🌿 New to St. John's Rewards? Welcome to **Sow & Grow!** 🌿

Joining our new **Sow & Grow** gardening rewards club is easy – and you'll get 10% off your first purchase when you sign up! Here's how to get started:

- ✅ Download the Sow & Grow app from the Apple App Store or Google Play
 - ✅ Tap through the welcome screens and click 'Register'
 - ✅ Fill in your details and click 'Create Account'
 - ✅ Your digital loyalty card will appear instantly in the app – no need for a physical card!
- 🎉 Once you're registered, you'll automatically receive 10% off your first purchase

It's the simplest way to enjoy exclusive perks, discounts, and more – all from your phone! ❤️
Need a hand? Just ask our team in-store – we're here to help. 🌱

16:14



Register

Complete your in-app registration today and unlock instant access to the St. John's Sow & Grow gardening club! As a member, you'll enjoy exclusive discounts, vouchers, and members-only perks at your fingertips! P.s. Enter your birthday details to

Personal Information

Title: *

First name: *

Last name: *

Phone number:

Email address: *

Date of birth:

Address

Postcode: *

Address Line1: *

Address Line2:

Address Line3:

City:

County:

Country: *

Select Home Centre *

New Customer Screens

Create a password

Password: *



Confirm password: *



Contact options

Let us know how we may contact you:

I would like to receive newsletters from you.



You may contact me by email for personal offers.



You may contact me by phone for personal offers.



CREATE ACCOUNT

By creating an account, you agree to our [T&Cs](#)

Welcome to Sow & Grow, Shannon



Customer Number

0 Points



Special Offers



Points History



Purchase History



Events



Edit My Profile



Change My
Password

Your latest purchases:

00011006621301 £84.96
Jan 05, 2025 11:10 AM

00011009638885 £30.97
Dec 01, 2024 12:31 PM

00011006610609 £42.60
Nov 15, 2024 07:16 PM

See More

Special Offers

Special Offers

Reward Card Discount

You currently don't have any
special vouchers.



Account



Vouchers



Purchases



More

Hello Shannon

My Account



My Vouchers



Purchase History



Points History



My Profile



Advice



Contact & Opening Hours



Change password



How 'Sow & Grow' works



Logout



Account



Vouchers



Purchases



More

In app
screens

Purchase History

£84.96
0 points Jan 5, 2025 11:10 AM

£30.97
0 points Dec 1, 2024 12:31 PM

£42.60
0 points Nov 15, 2024 7:16 PM



Account



Vouchers



Purchases



More

FAQs

Q: What is Sow & Grow?

A: Sow & Grow is our new gardening rewards programme and replaces the previous St. John's loyalty card scheme. It offers customers exclusive perks, digital rewards, and a more personalised experience through the Sow & Grow app.

Q: How do can I join?

A: You can download the free Sow & Grow app from the App Store (Apple) or Google Play (Android). You can either register as a new member or link your /existing loyalty card number to transfer their details.

Q: What happens to my old loyalty card?

A: Once you sign up to Sow & Grow, your plastic loyalty card will still work as usual, but will also be available through the app.

Q: What if I don't have a smartphone or don't want to use the app?

A: No problem! If you don't use a smartphone you can request to stay on our postal loyalty system. You will be able to sign up to remain on our paper mailing list at the tills.

FAQs

Q: What are the new benefits of Sow & Grow?

A: Alongside existing perks like birthday vouchers and points collection, members will now get access to:

- App-only in-store offers
- Priority event and workshop invites
- A digital record of past purchases and rewards
- Real-time points tracking and personalised rewards

Q: Can I still collect and redeem points?

A: Yes! You will continue to collect and redeem points just as before. The only difference is that it's now managed through the app.

Q: Can I sign up in-store?

A: We encourage customers to sign up through the app themselves. However, if they need help or don't have a phone with them, staff can guide them through the process.

Q: Will birthday vouchers still be available?

A: Yes! Birthday vouchers are still part of the Sow & Grow gardening club. You will receive a 20% off café/restaurant voucher as a birthday treat through the app.

Need help?

Pop in-store and a member of our team will be happy to assist you in getting the **Sow & Grow** gardening club set up!

