

LADY
SNEEBOER

“I can’t do without... my long handled spade”

Matthew Wilson
RHS Head of Gardens
Creative Development

sneeboer®

hand forged stainless steel tools

Hand forged stainless steel tools are as irresistible to a gardener as good knives are to a chef. So it is no wonder that all gardeners that love to work with well designed tools appreciate the sound craftsmanship of Sneeboer. It is because they know that they are guaranteed gardening tools which are ergonomically superior and most importantly that they will last.

The secret's in the **traditional hand-forged** process that gives Sneeboer tools their extra strength and it is something that Sneeboer have been doing in the West-Friesland district of Holland through generations for nearly 100 years. Each blade, made from the **finest stainless steel**, is first cut into its required shape, heated until red hot in a coal fire, then beaten by a mechanical sledgehammer before being cooled and worked by hand, employing the same techniques used all those years ago. The hydraulic press gives the steel its shape after which it is then sharpened and polished by the hands of

real blacksmiths who have perfected their skill all their lives. All the tools are then fitted with solid **quality wooden handles** making them difficult for gardeners to put down once they have been picked up!

Old Favourites and New Designs at 39 Pavilion Way

Finding the right tool for the job is important to a gardener, everyone has different soil and varies in height and strength. So the range of trowels, hoes, cultivators, stone scratchers, weed gougers, asparagus knives, rakes, spades and forks featured at 39 Pavilion Way this year at Chelsea gives everyone enough choice to find the **balance** and **comfort** that suits them best. There's even the **Lady Sneeboer range** too, specially created with the perfect height and weight to suit most female gardeners.

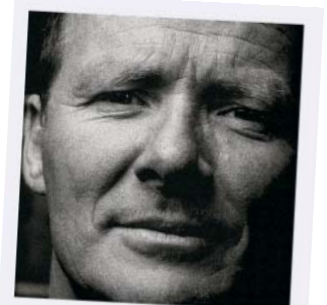
No show would be complete without **exclusively showcasing** the very latest designs either. Inspired by feedback from customers, this year they include the long handled weeding finger and rulemaker as well as the short handled daisy weeder

and fork/mattock, each reflecting the Sneeboer quality and tradition.

Special Treats for RHS Chelsea 2009

Visitors to the stand are in for a few treats this year. The discovery of Sneeboer Tools often leaves gardeners wanting more than one so we're making it easy to start their very own collection by **offering £5 OFF** the purchase of any 3 tools on display. By doing so, they are then the proud member of the **Sneeboer Collector's Club**, entitling them to 10% OFF every subsequent tool purchase in the future.

And if you are interested in learning more about the unique Sneeboer family tool-making business and their range of tools, then pop by at 39 Pavilion Way for a **friendly chat with Jaap Sneeboer** who is greeting visitors to the stand all week.



Jaap Sneeboer at Chelsea

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