

Hardy Labels and Metal Structures:

Bespoke labels that last.



Plant labels are small but incredibly useful to the keen gardener. They mark where the plant was planted and tell you what plant is there, even when it has died down for winter. They provide information for visitors.

David and Alison wanted labels that marked the varieties of their fruit trees permanently but struggled to find affordable labels that didn't fall apart after a few years outside in the wind, rain and sunshine. Both are scientists by training and thought it should be possible to improve on the labels available. After some research they decided on aluminium labels anodised black and then laser etched with all the required information.

They then wondered if there were other people who wanted the same thing and launched the Hardy Labels.com web site, planning to spend spring and summer 2020 taking the labels to different gardens and plant events in the South East.....it should have been such fun ! the weather was so lovely that year - during lockdown. With all events cancelled they continued with remote marketing 'bespoke labels that last' online. Once they had learnt a bit about metal suppliers and materials, they turned their design ideas to garden structures and are offering possibly the tallest and hardest steel obelisk available in the UK at 3m high - on display on the stand with a climbing rose twining through it. Remote marketing on-line worked, but at Chelsea 2023 they were impressed by the emphasis on sustainability and as one of their fundamental priorities had been to produce a low waste, long lived, recyclable label not made of plastic, they decided to look into the possibility of bringing the labels to Chelsea and a wider audience who would be able to see the labels before purchase or ordering. The RHS accepted their first ever application for a big show and here they are.

Alison says, "It is daunting but exiting at the same time, we will be at the bottom of the Sweetingham steps across the path from another small company from Sussex who have been before so that's quite reassuring", David has made most of the elements of the stand and he says, " it has been hard work, but it is brilliant to see a rough idea brought to life in 3D stood in the garden for the first time".

There are special gift packs of ready-made herb labels for the show. A small range of ready-made labels selected from the Hardy Labels web site will also be available at the stand as well as blanks for shorter term labels e.g. in a cutting garden or vegetable patch.

Hardy Labels sell to individual gardeners, charities, institutions, parish councils, community orchards and commercial horticulturalists. Here are some views from customers:

"My father has used your products in the past and recommended I do likewise."

"Thank you, Alison - the labels are perfect"

"I love my previous labels, and they look good in my orchard." A customer on re-ordering .

More comments are viewable on Trust Pilot (5 star rating with over 180 reviews) - see website for a link to our Trust pilot page.

www.hardylabels.com

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