MAGAZINE

CHELSEA FLOWER SHOW EDITIE 2026

SNEEBOER · 25TH TIME AT CHELSEA FLOWER SHOW · 25th

Tools & tales

More than a century the best garden tools

Anniversary at the Chelsea Flower Show

A true family business



SNEEBOER

VOLUME 1 | 2026 #1

cover story



The well-known British presenter of a long-running BBC gardening show admires the charm of this traditional, handmade garden tool.

Originally designed as a tulip bulb planter and even used in Keukenhof, Sneeboer's Planting Trowel Old Dutch Style has since become a versatile garden tool. The hand-forged steel and the sturdy wooden handle offer precision and durability, making it perfect for planting everything from bulbs and flowers to herbs and small shrubs.

READ MORE ON PAGE 10

Colophon

Tools & Tales is the magazine of Sneeboer

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SNEEBOER



Foreword

The fifth lustrum

It feels like an honour that I, Sjoerd Sneeboer, may write the foreword for our very first magazine. I wonder what my great-grandfather Arie would think of Sneeboer publishing a magazine. He would probably have liked it very much, because he was a strong supporter of trying new things, as long as they were done with care and attention.

Sneeboer and Chelsea – a story of connection and growth

Tools & Tales is a magazine whose first edition could, of course, only be launched at the Chelsea Flower Show. And the fact that this launch coincides with our 25th presence at this wonderful garden show makes it even more festive.

What has begun as a collaboration with Link Stakes in 2001, where we were grateful to make use of a few square meters in their stand, has grown into an annual phenomenon where we celebrated our 100th anniversary in 2013! As the icing on the cake, in 2025 we won an award: Sneeboer Garden Scoop was named the most sustainable garden product of the year 2025 by the RHS. An achievement of great stature that we are all immensely proud of! The trophy has taken a prominent place in our display cabinet.

In the first edition of Tools & Tales, you can marvel at the long history of Sneeboer, discover which products are useful in this season, and of course we have devoted much attention to our fifth lustrum at the Chelsea Flower Show! I wish you much reading pleasure and hope to meet you at the next Chelsea Flower Show (or another fair).

Sjoerd Sneeboer

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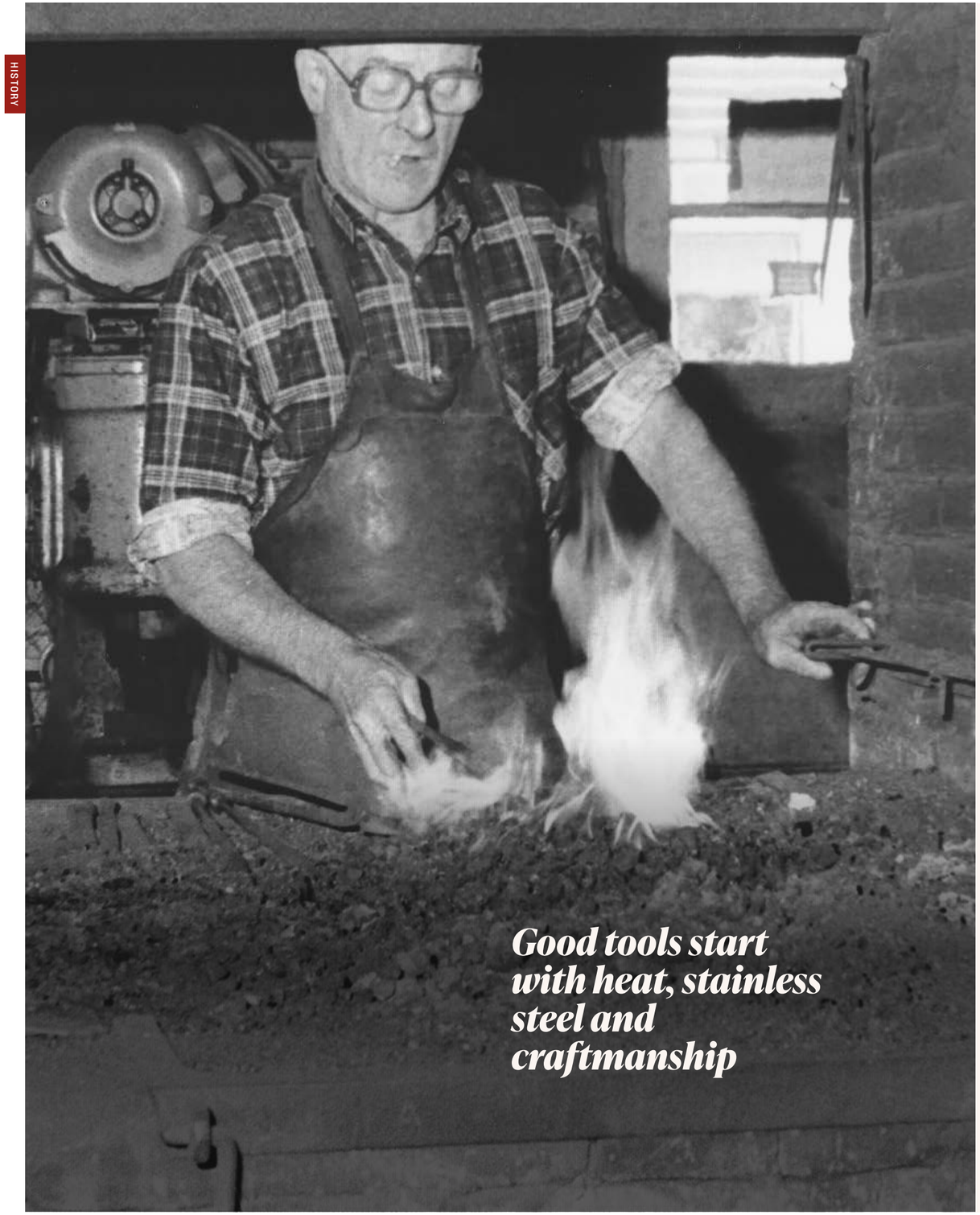


Tool of the season

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Since 1913

A true family business

For more than a hundred years, Sneeboer has stood for craftmanship, quality and a passion for gardening. What has begun as a small forge in Grootebroek grew into an internationally recognised brand that inspires gardeners all over the world. In this section, we take you through the rich history of a family business that effortlessly combines tradition and innovation.

From forge to icon of craftmanship

Sneeboer began in 1913 as a small forge in Grootebroek, the Netherlands, with one goal: to make handmade garden tools that last for generations. The company soon became a household name among professional gardeners and enthusiasts alike, thanks to its combination of craftsmanship, quality and attention to detail. The story of Sneeboer is one of passion for gardening and respect for materials, with every tool being crafted by hand.



"Tools with an S are a guaranteed success." That's what Sneeboer marketing looked like around 1970.





Generations of knowledge and innovation
Over the years Sneeboer has remained a family business, with knowledge and tradition passed down through the generations. This has led to a deep understanding of materials, ergonomics and durability, resulting in tools that stand out for their precision and longevity.





Jaap and Wilma took over in 1986.

Hands that carry on the craft.

“Whatever you do, make sure it’s done right.”

– Arie Sneeboer

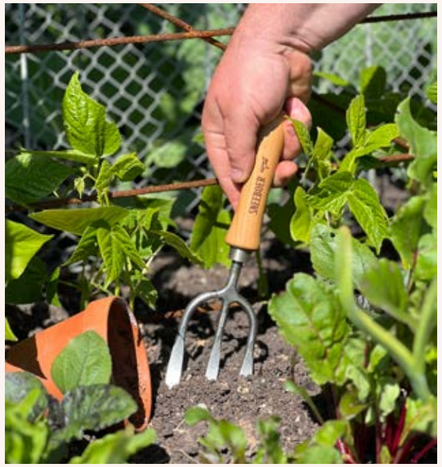
At the same time, Sneeboer has always embraced innovation: modern techniques such as advanced welding and improved finishing are combined with traditional handcrafting methods. In this way, the craft remains current and relevant, while the core of craftsmanship is preserved: a perfect balance between tradition and progress.

Founder Arie Sneeboer and his wife.





"There's a real sense of pride behind every spade and fork made by Sneeboer"



Rob Smith

Writer, presenter and vegetable grower

'There's something special about using a tool that feels just right in your hands, and that's exactly why I use Sneeboer tools in the garden. The craftsmanship is second to none, each one beautifully balanced and built to last. I always look forward to visiting their stand at the Chelsea Flower Show, not just to say hello, but to see what clever new tools they've been working on.

There's a real sense of pride behind every spade and fork they make; these aren't throwaway tools, they're made with care, by people who understand gardening. My Sneeboer tools have seen years of tough soil in the Kitchen Garden and still look as good as the day I bought them. They're the sort of tools you can pass down to the next generation, just like my granddad did to me.

Proper quality never goes out of style, and Sneeboer are keeping that tradition alive."

Rob Smith
Author (@robsallotment)

The Great Dixter Perennial Spade has been made to fit Fergus Garret's wishes.



Tips & *Tricks*

Good tools make gardening far more enjoyable. Choose durable materials, maintain your tools regularly and pay attention to the ergonomics of your equipment. This way, you not only work more effectively, but gardening also remains enjoyable and relaxing.

"Once you've held a Sneeboer, you'll never want anything else"

– Arie Sneeboer



Fun fact

To celebrate our 100th anniversary in 2013, a unique titanium hand tool set was developed: a transplanting trowel, the weeding fork and the hand hoe with walnut handles and an engraved Sneeboer logo. Light, strong, hand-forged and delivered in a wooden gift box with leather sheath and certificate.

SHORT NEWS



Three new Fronius welding machines at Sneeboer, everything revolves around craftsmanship: good tools are made with good tools. With the recent investment in three new Fronius welding machines, we strengthen our craftsmen and combine traditional handwork with modern technology.

Did you know that Sneeboer is not only our company name, but also the surname of 75% of our employees?

Since October 2023 we have been heating with a Himmelwerk induction generator; the old fire has officially been extinguished.



FEATURED

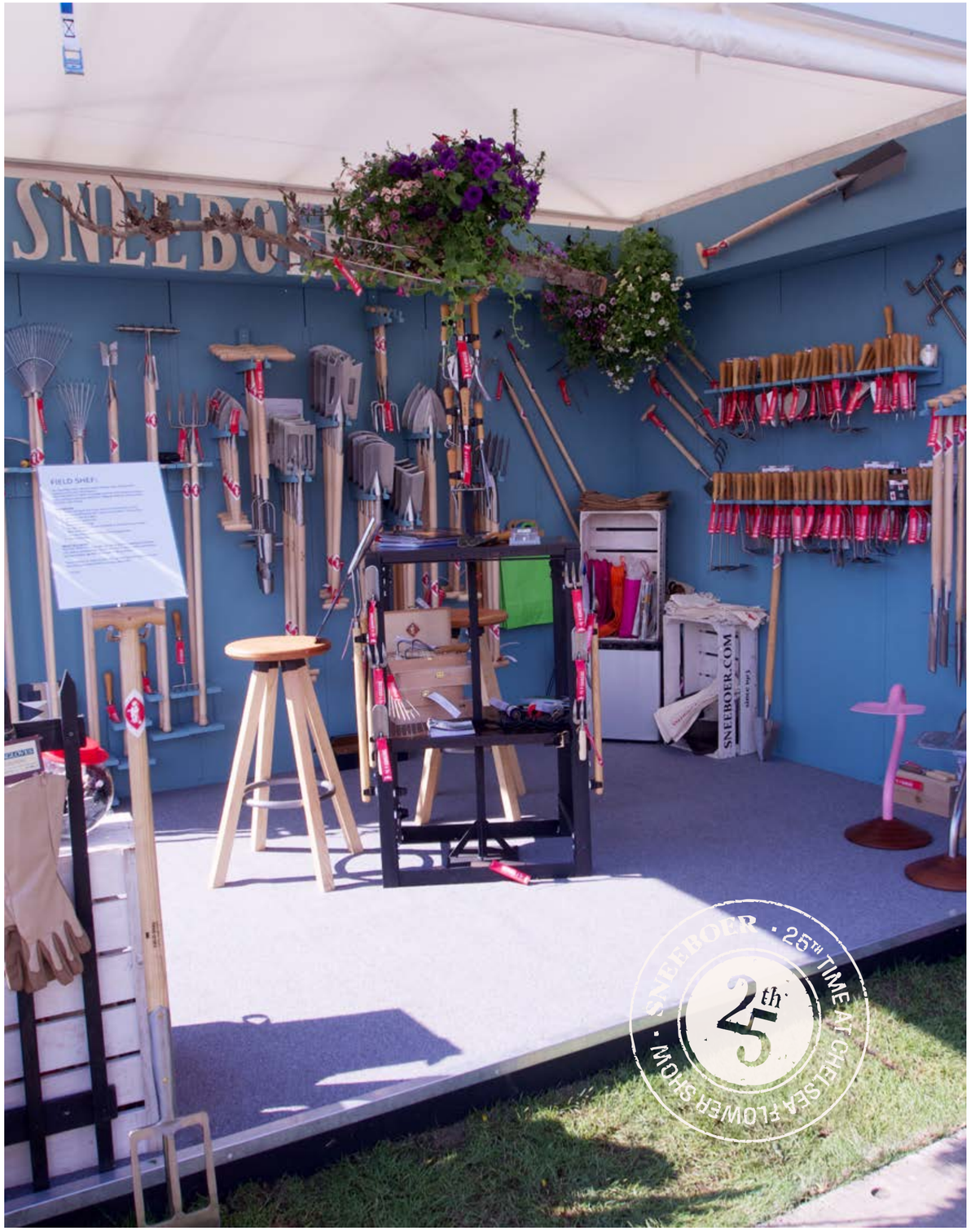




Tools of the season

Spring does not ask for haste, bur for attention. For hands in the soil and time for what is growing. This is the moment when summer bloomers such as dahlias and gladioli find their place, when the cold nights are over and the ground invites. Our Transplanting Trowel matches that rhythm: a restrained, carefully shaped tool for moving young plants and making considered choices. Not a quick solution, but a steady hand for those who see gardening as a craft and the garden as a place to unwind.

Every tool is sharpened by hand, and there's nothing more enjoyable than working with a sharp tool in the garden.



25 years of craftsmanship and sustainability at *the Chelsea Flower Show*

An anniversary of tradition and innovation

The RHS Chelsea Flower Show is the annual highlight of the gardening season. It is more than a garden show. It is a celebration of everything gardening and nature have to offer, and a meeting place for garden designers, growers and garden lovers form all over the world. All year round, we prepare for this unique event, where we can share our passion for gardening, our craftsmanship and our commitment to sustainability with a global audience.

This year marks a special moment: 25 years of presence at the RHS Chelsea Flower Show. In 2001, we attended this iconic event for the first time as a part of another stand. In 2013, we celebrated our 100th anniversary with a fully orange stand that offered visitors a truly special experience. Since then, the Chelsea Flower Show has been more than just an exhibition for us: it is an important opportunity to share our vision of gardening, present new innovations and demonstrate our commitment to sustainability.

Each year, the show attracts not only thousands of enthusiasts, but also celebrities and members of the royal family, underlining the special status of the event. For many years, Queen Elizabeth was a beloved ambassador of the Royal Horticultural Society, her love for gardening and nature always clearly visible during her visits. Since her passing, King Charles III has taken on the role of Patron of the RHS and is now an inspiring representative of the tradition of promoting nature conservation and gardening. It has always been an honour for us to be part of an event so closely connected to the royal family and their support for the preservation of nature.

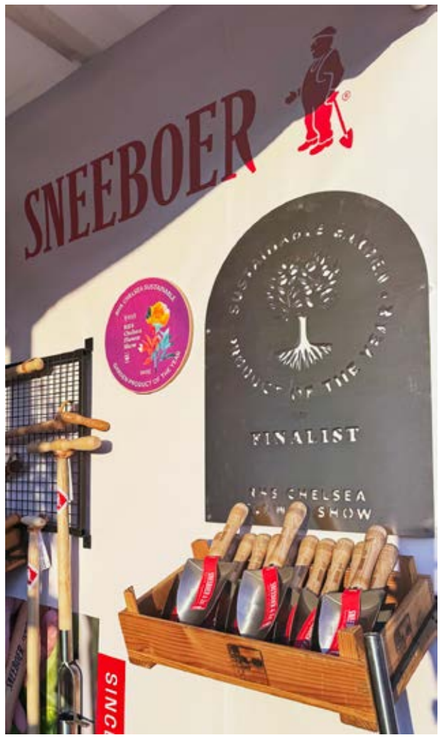
25 years at the Chelsea Flower, what a show it has been! And we wouldn't have missed it for the world.

Sustainable Product of the Year-award

Over the years, we have proudly taken part in the Sustainable Product of the Year competition, which originally began as the RHS Green Gardening Award. We have been nominated several times for this award, with our Garden Scoop winning the coveted title for innovative and environmentally friendly products in 2025. In 2013, it was our Royal Dutch Hoe 12,5 cm that drew attention. In 2018, The Field Shef was nominated, followed by the Pottery/Container knife in 2020, the Maintenance Kit in 2021, and in 2024 our Handspade received a nomination. One year later, in 2025, our Garden Scoop was finally awarded the prize for sustainable product.

This victory in 2025 was particularly meaningful to us. This product had a long journey: in 2024, we brought the prototype of this scoop to Chelsea and gave visitors the opportunity to hold it in their hands and share their opinions. What we heard there became an important learning moment for us: many people felt the trowel was too small. This gave us the opportunity to reconsider the design.

The entire process was a wonderful example of how collaboration with our customers and users helps us to innovate. Later that year, at a trade fair in the Netherlands, we brought two redesigned prototypes, adjusted based on feedback from our Chelsea visitors. The responses were enthusiastic, and one of the prototypes ultimately became the favourite. It became the final Garden Scoop that won the Sustainable Product of the Year award in 2025.



The Garden Scoop, with a handle made from repurposed wood, is the winner of the Sustainable Garden Product of the Year Award 2025!





Queen Elizabeth II was a frequent visitor to the Chelsea Flower Show, a role that has now been taken over by King Charles III.



A celebration of connection with nature and creativity

Our experience with this product perfectly illustrates why we hold the Chelsea Flower Show in such high regard. It is not only a place to showcase our products, but also a place to learn, adapt and improve. It is an opportunity not only to listen to what our customers say, but also to work together to create tools that truly make a difference in the garden.

In addition to the recognition of our products, the show is always a celebration of our connection with nature and the creativity that gardens can offer. As a company dedicated to making handmade garden tools that are not only efficient but also sustainable, we have always believed that the right tools make a difference. Not only for the gardener, but also for the earth itself.

Our 25th anniversary at the RHS Chelsea Flower Show is not only a moment to look back, but also a moment to look ahead to what is yet to come. It is an honour to be part of this prestigious event, which continues to focus on the future of gardening, sustainability and innovation. We look forward to sharing our passion and expertise for many years to come, and to continuing to develop new products that contribute to a greener, more sustainable world.

Sneeboer at the Chelsea Flower Show; a formidable combination



Special gratitude to Piet Oudolf

With deep appreciation, we thank Piet Oudolf, whose visionary eye has brought our collaboration to life once again. His ability to let gardens breath – in alle their wildness, rhythm and quiet beauty – has shaped this new tool. On our special website page about the collaboration, an original design drawing by Piet Oudolf can be seen, revealing his unique approach to space and planting. It is a privilege to build something with him that not only enriches a garden but also touches the heart of every gardener.

25 years at Chelsea through the eyes of Jaap Sneeboer



Twenty-five years of Chelsea brought not only highlights but also adventures we will never forget. Form long days from eight to eight to vans that were just a little too full, it was all part of the experience. The energy of impeccably dressed English visitors made everything worthwhile. Pure fuel, coffee was hardly necessary.

Of course, there were challenges. Were the tools on time? Was the van packed logically? Always a surprise. And for many years, the Garden Product of the Year award seemed unattainable. Submitted, nominated, but winning? That appeared no longer allowed for the Dutch in England since Michiel de Ruyter in 1667.



Fortunately, there were highlights in abundance. The bright orange stand in 2013, one hundred years of Sneeboer and Chelsea. Prime time on BBC Gardeners' World, Joe Swift and Alan Titchmarsh with the Royal Dutch Hoe. The title of Best Dressed Man of Chelsea in 2016. And in 2025, at last, that long-awaited moment: immense pride, the fourth generation wins Garden Product of the Year. At last.

Among all the stories, there were also moments of reflection, such as the farewell to Bradley Bruns of Bradley's Tannery, where English and Dutch humour came together for many years in the Rose & Crown. Memories that remain, just like friendships that were formed.

Twenty-five years of chaos, class and Chelsea. Full of craftsmanship, encounters and growth. And one thing we know for certain: it has all been more than worth it. With pride we look back- and with pleasure we look ahead to everything that is yet to come.

Jaap Sneeboer


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