

2015

Flourish!

BRINGING NEW LIFE TO YOUR GARDEN CENTER

4/It's A Guy Thing!

Gardening gender gap? Not so much anymore!

14/Multi Faceted & Easy Does It

More multiliners and mixes to set sales sizzling

22/On Deck

Big ideas for small-space gardeners



Ball Seed®

The Power of Local

Want to maintain customer loyalty? Draw new shoppers to your store? Of course you do! Small businesses coast to coast are launching or taking advantage of **“Buy Local”** campaigns. Some are state-level like “California Grown”...others are hyper-local. Interestingly, there are also national efforts promoting local, like the “3/50” campaign that encourages consumers to spend \$50 at three local businesses each month. Closer to home is America In Bloom, the fantastic community beautification campaign that gets the entire town involved.

These efforts go beyond “feel good” with plenty of tangible benefits. It’s estimated that over 25% of independent businesses participated in a “Buy Local” campaign during the recent Great Recession. Retail experts feel that helped Indies weather the storm or even grow sales in tough economic times.

The tools are out there for you to bring this down to a tactical level. “Buy Local” goes way beyond just a window decal. Grower-retailers, be sure to proclaim that your plants are grown onsite. Long-term family businesses, you can shout about your longevity and post old community pics on your website and Facebook page. Does your state have a “locally produced” or “locally grown” campaign? Join it! Publicize your personal community involvement and that of your staff. Encourage area groups to meet at your store. Lastly, if your town does not have a campaign, NOW is the time for you to launch one!



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Promote Main St.



Remind ‘em that “Shopping Local” keeps their favorite stores open and contributes to the vitality of the local economy. A few tips for creating and promoting your town’s local retail campaign, courtesy of The National Trust for Historic Preservation and its National Main Street Center:

- Use newspapers, blogs, interviews, etc. to publicize your local businesses and initiatives.
- Make it a snap for shoppers to find you: put directories (with map) in area tourism bureaus, chambers of commerce, rest stops, local businesses.
- Create an online business directory...bonus points for making it interactive!
- Design a logo for ads, banners and window decals to spread the word. Feature fellow businesses in your newsletter or online...ask them to reciprocate in theirs.
- Have your economic restructuring committee work with the municipality, area banks and other organizations to develop incentives and assistance that support independent businesses and help them thrive.

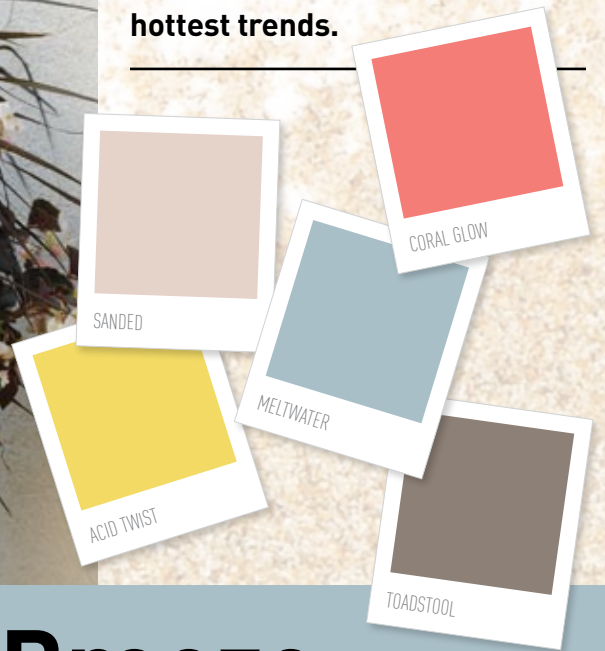
Thanks so much for another year of your interest in our products and your business.

A handwritten signature in black ink that reads 'Bill'.



Bring it Home

Home style moves outdoors to decorate the garden in color, texture and shape. *Flourish!* shares ideas for a trio of the hottest trends.



Coastal Breeze

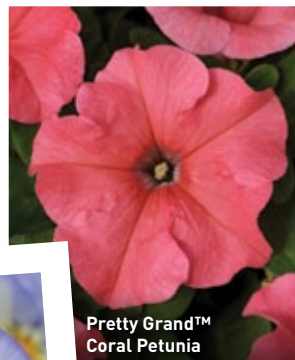
Gardens that evoke a summery seaside cottage *are a breeze* for your shoppers to create when the plants are awash with shades of cool blue... fresh white...sunny yellow...calming coral.

TIP: Add sand, shells, even a few playful beach toys as in-the-store accents to your displays.

BabyWing® White Begonia with Rubrum Pennisetum, Emerald Queen Fern, Sweet Caroline Bronze Ipomoea and Farfugium japonicum Aureo-maculata



Can-Can® Coral Reef Calibrachoa



Pretty Grand™ Coral Petunia



Cool Wave® Blueberry Swirl Spreading Pansy



Sirocco Anemanthele

Colors inspired by 2015 North American Color Forecast, Color Marketing Group



Bring it Home: Vintage Fresh

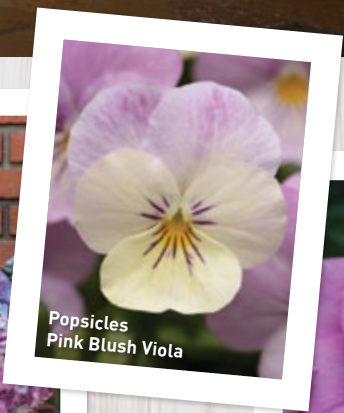
What's old is new again! Romantic and rustic hold a big place in the heart of your female shopper – she visits sites like Pinterest and Etsy again and again for inspiration.

TIP: Burnished metal, crackled ceramic, texture-rich burlap and worn wood are favorite touches.

Serenita® Pink and White Angelonia
with Silver Falls Dichondra



L.A. Dreamin'®
Hydrangea



Popsicles
Pink Blush Viola



Veranda®
Lavender Rose



Bright Luxurious Lavender



Cabaret® Yellow Calibrachoa,
Cha-Ching Cherry Petunia,
Presto™ Dark Fuchsia Geranium
and Sultana Coleus



Bring it Home: Exotic Territory

International flair derives from the deep, saturated tones in this palette...this gardener is ready to jet off to exotic locations around the globe! Think ornate mosaics, luxurious velvets and a wealth of patterns.

TIP: Color-block your pottery and outdoor décor area, and use pictures and props to finish the display.



Marquee™ Red
Carpet Coleus



Sorbet® Fire Viola



Dalaya Shiva Dahlia



IT'S A GUY THING!

In 13 of 16 L & G categories, men now outspend women. (In Flower Gardening, it's a tie, and women do still spend more in Container Gardening and Water Gardening.) The gender gap is narrowing dramatically when it comes to participation, too!
(2014 National Gardening Survey)

A 30-year-old guy strolls through your front door...are you ready to reel him in? He and his buddies have become **a critical portion of your customer base** and you might not even have noticed. Maybe it's a weekend outing with his wife and kids...a quick stop for a succulent dish garden for his mom's birthday...but chances are he's in your store! Stats show he buys fruit trees and edibles, spends \$100 more than your average customer and **likes a "hardware store" experience.**

If your store is set up to appeal to your predominantly female customer base, it's time to find a couple of these guys and walk your garden center with them from front door to back wall. Look at every display and **choose at least one-third to tweak to be more youthful and masculine.** Ask these guys what would make a few key departments – edibles, perennials – more appealing. Finally, **take a field trip to Bass Pro Shop, Cabela's and local hardware stores** for a gold mine of ideas!



Patio Snacker Cucumber



Gryphon Begonia

Mr. Mixology

Fresh-from-the-garden herbs and small fruit like strawberries make the best smoothies, tasty cocktails and natural energy drinks. Inspire him to plant with one vignette geared to an evening on the patio, another to health and fitness. *A few more ingredient ideas: Sweet Leaf Stevia, Berries Galore Pink Strawberry, Gold Standard Cucumber, Superstar Melon.*

TIP: Merchandise with decorative pots, potting soil and fertilizer, then watch that register rrrring!



Cupido Strawberry



Pineapple Variegated Mint



Coleosaurus Coleus



Jurassic Green
Streak Rex Begonia

Weird 'n Wild

The odder it is, the more appealing to guys! Encourage them to pot up specimen plants in cool, decorative containers.

TIP: Endcaps filled with succulents, cacti, Lava Rose Coleus and Magilla Perilla will stop him in his tracks!

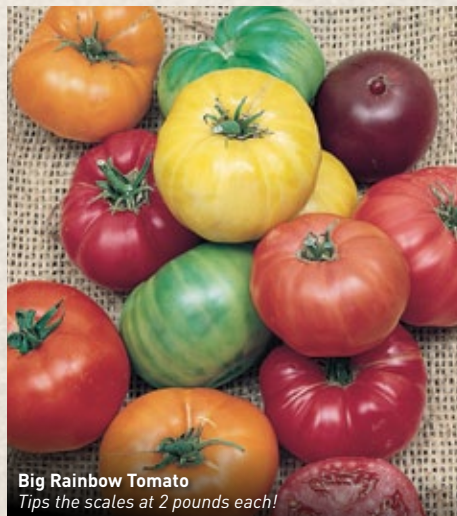
Weight Lifter

Nothing sparks fun like a little competition! Plan a Summer "Ginormous Tomato" and Fall "Heftiest Pumpkin" weekend weigh-in contest. Market to guys via Facebook or with flyers at local sports bars, barbers or antique malls. The prize: a gift card to draw him back to the store. *A couple more biggies: Dill's Atlantic Giant Pumpkin (400 to 500 pounds apiece!) and Pineapple Tomato (another 2-pounder)...at the other end of the spectrum, Jack-Be-Little Pumpkin weighs in at 1 pound soaking wet.*

TIP: Encourage father-son teams, one pro + one rookie, neighborhood rivalry, etc.



Big Max Pumpkin
Weighs in at 100+ pounds!



Big Rainbow Tomato
Tips the scales at 2 pounds each!



Marquee™ Blonde Bombshell Coleus



Marquee™
Box Office
Bronze Coleus

We know flowers.

The best-known brand in gardening gives you a handpicked, high-energy lineup of 215 fresh and focused flowers, many Exclusively Burpee!

Newcomers like coolest-color Popsicles violas and plant-them-anywhere Marquee™ coleus plus many tried-and-true seed and vegetative varieties appeal to all types of gardeners.



Popsicles Honey Berry Viola



VEGETATIVE VARIETIES

Alternanthera

Red Threads

Summer Snap (Angelonia)

Archangel™

Bacopa

Abunda™

Begonia

Sparks Will Fly

Bidens

NEW Sunbeam

Sun Drop

Calibrachoa

Isabells*

Coleus

Henna

Honey Crisp

Indian Summer

Lava Rose

NEW Marquee™*

Redhead

Vino

Wasabi

Cuphea

Firecracker

Euphorbia

Breathless®

Gaura

Belleza

Geranium

Fantasia®

Impatiens

Patchwork™

Double Impatiens

Fiesta™

New Guinea Impatiens

Celebrette

Sweet Potato Vine

(Ipomoea)

Blackie

Marguerite

Iresine

Blazin' Rose

Lamium

Jade Frost

Lantana

Lucky™

Lobelia

Hot Springs™

Lysimachia

Goldilocks

Multi-Species

NEW Burpee Combo

Spring Daisy

(Osteospermum)

White Lightning*

Voltage™ Yellow

Petunia

Black Magic

Flash Mob

Phantom

Pinstripe

Suncatcher™

Plectranthus

Variegated

Portulaca

NEW RioGrande™

Salvia

Mystic Spires Blue

Verbena

Aztec®

NEW EnduraScape™

SEED VARIETIES

Alyssum

Clear Crystal®

Summer Snap (Angelonia)

Serena®

Begonia

Dragon Wing®

Gryphon

Whopper

Yang

Yin

Coleus

Chocolate Covered Cherry

Dianthus

Bouquet™

Floral Lace

Dichondra

Silver Falls

Impatiens

Enlighten*

Enlighten Flutter*

African Marigold

Taishan®

French Marigold

Durango®

Petunia

Paparazzi®*

Rudbeckia

Tiger Eye

Salvia

Vista

Snapdragon

Snapshot™

Verbena

Quartz XP

Vinca

Garden*

Viola

Popsicles*

Zinnia

Bridesmaid*

Champagne Toast*

White Wedding*

UpTown*

*A Burpee Home Gardens® Exclusive.



Indigo Rose, Starburst F1 and Ruby F1

50% more tomatoes. 100% satisfaction.

Bumper Crop™ Grafted Tomatoes give gardeners more of what they want in homegrown varieties: higher yields, better disease resistance and – of course – more flavor!



Indigo
Kumquat F1

BUMPER CROP
Bigger harvests of homegrown favorites!



BOLD COLLECTION
NEW Indigo™ Fireball F1
NEW Indigo Kumquat F1
Indigo Rose
Indigo Ruby F1
Indigo Starburst F1*
Indigo Sun F1*

HEIRLOOM COLLECTION
Black Krim
Black Pear*
Brandywine Pink
Brandywine Red
Cherokee Purple
Red Pear*
San Marzano

BIG COLLECTION
Big Rainbow Heirloom
Big Zac Heirloom
Delicious Heirloom*
Ispolin Heirloom*
Mortgage Lifter Heirloom
Mrs. Maxwell's Big Italian Heirloom*

EARLY COLLECTION
42 Days F1*
Fireworks Heirloom*
Fourth of July F1*

What's New!

You'll find the complete Burpee Home Gardens vegetable and herb listing at burpeehomegardensbrand.com

NEW HERBS FOR 2015

- Basil Emerald Frills*
- Basil Pesto Perpetuo
- Basil Ruby Frills*
- Lemon Balm
- Mint Apple
- Mint Chocolate
- Mint Pineapple Variegated
- Oregano Hopley's Purple
- Oregano Hot & Spicy
- Oregano Variegated
- Rosemary Arp
- Rosemary Spice Island
- Sage Berggarten
- Sage Icterina
- Sage Tricolor
- Tarragon French
- Thyme English
- Thyme Hi-Ho Silver
- Thyme Lemon
- Thyme Orange Scented

NEW VEGETABLES FOR 2015

- Pickling Cucumber Fresh Pickles*
- Eggplant Patio Baby
- Sweet Pepper Tangerine Dream*
- Tomato Heirloom Marriage™ Big Brandy F1
- Tomato Heirloom Marriage Genuwine F1
- Tomato Heirloom Marriage Jersey Boy F1*
- Tomato Heirloom Marriage Perfect Flame F1
- Tomato Indigo Fireball F1
- Tomato Indigo Kumquat F1
- Tomato SuperSauce*
- Tomato Sweetheart of the Patio*
- Tomato Terenzo

*A Burpee Home Gardens® Exclusive.

Burpee Home Gardens is supported by engaging, inspiring communications... easily accessible consumer info...and the most complete selling package for growers and retailers. Find FREE merchandising tools and lots of great ideas at BurpeeRetailIdeaCenter.com.

In Good Taste!

A showcase of five awesome new veggie breakthroughs that hit the bull's-eye for specific shoppers and lifestyles.

FOR Families

Producing up to 40 bright red, lip-smackingly sweet cherry tomatoes on each truss, Rapunzel will impress moms, dads and kids alike. It's standout plants like these that grow life-long gardeners!



Rapunzel
Cherry Tomato



BOOST Gold Standard Cucumber
A Burpee Home Gardens® Exclusive

FOR Health

These 6 to 8-in. (15 to 20-cm) slicing cukes can produce five times the amount of beta-carotene* of other garden cucumbers! Gold Standard capitalizes on its light green skin and salmon-toned flesh to deliver a BOOST of nutrition fresh from the garden.

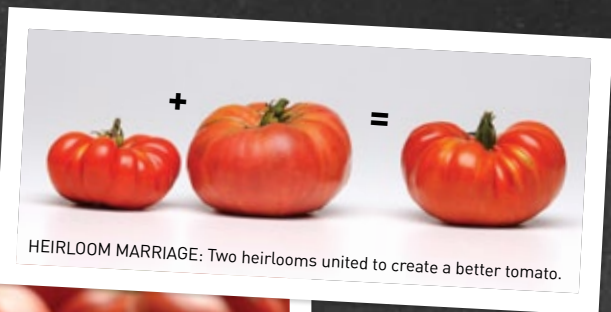
*Based on cucumbers grown under our trial conditions, harvested when ready to eat and peeled. Actual harvest results may vary.

FOR Foodies

This super-trendy tomato has yellow globe fruit with purple "shoulders" around the crown – that's the healthy indigo anthocyanin pigmentation. And it's a top performer in taste tests, too, thanks to its pleasantly tart, slightly acidic flavor.



Indigo™ Fireball F1 Tomato



HEIRLOOM MARRIAGE: Two heirlooms united to create a better tomato.



Heirloom Marriage™
Genuwine F1 Tomato

FOR HEIRLOOM LOVERS

This 10.5 to 11.5-oz. (300 to 350-g) slicer is a cross of two of our favorite heirlooms, Costoluto Genovese x Brandywine. The innovative natural cross helps indeterminate Genuwine produce ripe fruit 2 to 3 weeks earlier than Brandywine...*that's a lot of Summer parties and backyard BBQs!*

FOR URBAN FARMERS

HandPicked Vegetable Collection

This first-of-its-kind collection from PanAmerican Seed boasts a bounty of "fresh is best" vegetables and herbs. These novel, high-quality varieties are especially interesting if you supply fresh markets, urban farms and gardens. What sets HandPicked varieties apart are the fresh, home-grown flavor...exceptional fruit quality...earlier and longer harvests...loads of produce. Plus, many have compact habits to fit smaller growing spaces.



Cute Stuff Gold F1
Sweet Mini-Bell Pepper

The HandPicked Collection

F1 SLICING CUCUMBER
Patio Snacker

F1 EGGPLANT
NEW Patio Baby

HOT PEPPER
Cajun Belle
Sweet Heat F1
La Bomba F1 Jalapeño

F1 SWEET MINI-BELL PEPPER
Cute Stuff Gold
Cute Stuff Red

SIMPLYSALAD® MULTI-SPECIES
MULTI-SEED PELLETS
Alfresco Mixture
City Garden Mixture
NEW Endless Summer Mixture
Global Gourmet Mixture
NEW Wonder Wok Mixture

BUTTERNUT SQUASH
NEW Honeynut

F1 ZUCCHINI SQUASH
Easy Pick Gold
Easy Pick Green

CHERRY TOMATO
Micro-Tom
NEW Orange Zinger F1
Topsy Tom F1
Tumbler F1

COMPACT SLICER TOMATO
Homeslice F1

HEIRLOOM MARRIAGE™ COLLECTION TOMATO
NEW Big Brandy F1
NEW Genuwine F1
NEW Perfect Flame F1

BASIL
Purple Ruffles
Sweet Dani Lemon Basil

DILL
Fernleaf

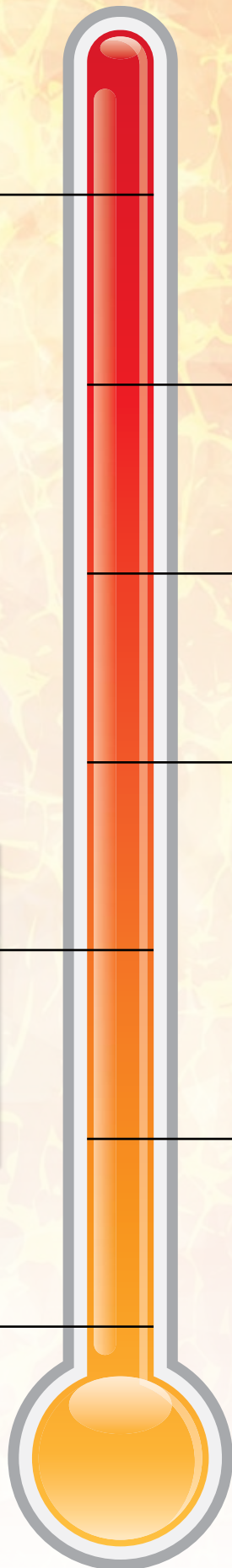
SIMPLYHERBS™ SINGLE-SPECIES
MULTI-SEED PELLETS
Basil
NEW 'Try Basil'
Dill
NEW Oregano
NEW Curled Parsley
Large-Leaf Italian Flat Leaf Parsley
NEW Rosemary
Sage
Thyme

Find all the details at
panamseed.com/HandPicked.

The HEAT Is On!

Hot peppers are all the rage, especially with younger gardeners. Stock your benches with plenty of choices. Keep prices reasonable so shoppers can take home several types. The more info you provide about each, the better. And be sure to proclaim the unique benefits of each with fun signage.

TIP: Create a “How Hot is Hot?” heat scale of the peppers you sell, ranking from hottest taste (5 flames) to mildly hot (1 flame). Educate them that pepper pungency is about 10 times greater after drying, and that hot peppers grown under stress and/or high humidity will be hotter than those grown under moderate conditions.



Bhut Jolokia Red Chili Pepper
The hottest pepper you can grow!



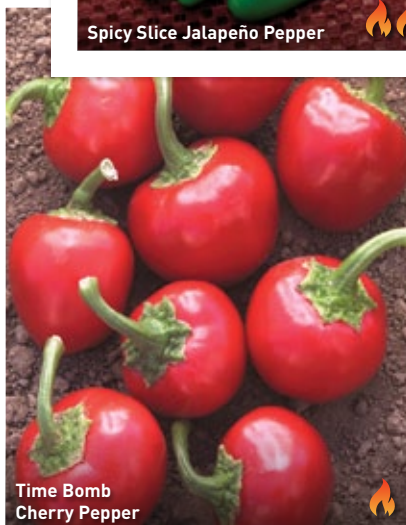
Gong Bao Ethnic Hot Pepper



Giant Ristra Chili Pepper



Spicy Slice Jalapeño Pepper



Time Bomb Cherry Pepper



Mosquetero Poblano/Ancho Pepper



BAN + AID



Drought restrictions and watering bans are here to stay. Homeowners across North America are on the lookout for water-wise products for their gardens and their houses. Show them the remedy by clearly shining the spotlight on drought-tolerant products and “better options” in all of your marketing touchpoints. Be the “go-to” place for plants that will thrive through a local watering ban and products to keep them alive between waterings.



EnduraScape™
Hot Pink Verbena



PowWow™ Wild
Berry Echinacea



Serenita® Pink
Angelonia



Bounce™ Violet Interspecific Impatiens
Bounces back after wilt!



Lucky™ Flame
Lantana

TIP: Post “Water-Wise Collections” on your Pinterest page. Create drought-tolerant vignettes and endcaps in each department.

Giving You 110% for 110 Years

What Ball Seed brings to your business is Stability. Since 1905, we've been by your side with everything you need to grow, sell and succeed – in your garden center, in your greenhouse, at industry events and even at our own headquarters in West Chicago, Illinois. Your success truly is the passion of every Ball Seed team member and that's a claim we don't make lightly. *Thanks for your support of our products and programs, and for your business.*



800 879-BALL
Fax: 800 234-0370
ballseed.com



Use **Ball WebTrack**® to order online 24/7 at **ballseed.com**



Your small business partner

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Fax: 888 686-7300
ColorLinkOrders@ballhort.com



Round-the-Clock Support

Best-in-the-business Ball Seed and Ball ColorLink experts will help to keep your business blooming.

The Freshest Products

Start with the best seed and plugs, cuttings and liners... your crops will show it! Check out our "What To Order When" guide on the inside back cover.



World-Class Genetics

We breed and source innovative varieties like new Coastal Callas to drive up your sales, delight your shoppers and generate demand.



Delivery Solutions

We treat every order as top priority so you run efficiently and effectively.



WITH YOU
EVERY STEP
OF THE WAY

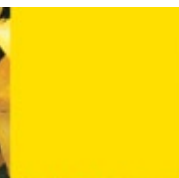


“Asked-for” Branded Programs

Popular Wave® and Burpee Home Gardens® programs combine superior genetics with innovative merchandising.



WORK
FASTER
& EASIER



Ball WebTrack®

Discover faster and easier ways to run your business 24/7...for free!
ballseed.com/webtrack



The Gardens at Ball

Visit, learn and explore our 10-acre display gardens – it's YOUR proving ground!



MULTI FACETED

Multiliner combos have exploded in the past five years...in both choices and in sales! You can count on today's mixes to excel from production to retail to garden. These combos are assembled from tested recipes or "kits" of either unrooted cuttings, or rooted cuttings brought in as preassembled, ready-to-plant liners.

Proven A+ performance: Breeders and rooting stations trial these combos to discover what works best. Growers help ID successful mixes and definitely speak up about what doesn't make sense in production. Retail sales data and reorders track what's moving.



Fresh twists: Multiliniers bring new energy to your standard basket or patio pot lineup – and add big appeal for your core shoppers. *(Don't think of these as replacements for your premium combos and high-end planters – they don't include many "thriller" components yet.)*

Guesswork is gone: Bringing in tested combos avoids any confusion or added labor needed to create your own basket or patio pot mixes. The result is well-balanced blends that perform very well on your shoppers' decks and patios.

Bejeweled

BEYOND THE BENCH

Ball FloraPlant's MixMasters deliver outstanding home garden performance, thanks to the rigorous trialing and selection process. Two regional trials narrowed the selection to the top 25, which were then carefully monitored by growers across the U.S. The end result: 12 new and improved MixMasters for 2015! Pictured are six of our MixMasters.



Sundance



Santa Fe Sunset

Recipes galore: From the ever-popular mixes of three calibrachoa colors to more unique blends of multiple species, there are dozens of recipes to consider.



Sunday Best



Pink Outside
The Box




Fruit Cocktail

easy DOES IT

In every *Flourish!* issue, you meet fresh mixed combo designs to copy, tweak and improve to create your own designer pots. Readers tell us these pages are some of their favorites and they return again and again for inspiration. Here are some 2014 California Spring Trials standouts – a big round of applause to the talented Ball team for their creations!

TIP: The sky's the limit for putting it all together. Mix up annuals, perennials, grasses, tropicals and succulents. A little creativity opens the door wide for you to stand out with unique and inspiring combos. Get lots of ideas and tips at ballseed.com/containerolutions.



Cannova™ Bronze Leaf Scarlet Canna, MiniFamous® Compact Deep Yellow Calibrachoa, Lucky™ Sunrise Rose Lantana & Mystic Spires Blue Salvia

All Seed!



Kabloom™ Yellow Calibrachoa, Kabloom White Calibrachoa, Easy Wave® Berry Velour Spreading Petunia & Phoenix Green Carex
The 1st seed calibrachoa make awesome additions to every sun-loving combo!



Fantasia® Scarlet Geranium,
Glitz Euphorbia &
Blue Arrows Juncus

All Seed!



Easy Wave® Berry Velour Spreading Petunia,
Vanilla Marigold & Phoenix Green Carex
This upscale combo is Made With Wave!

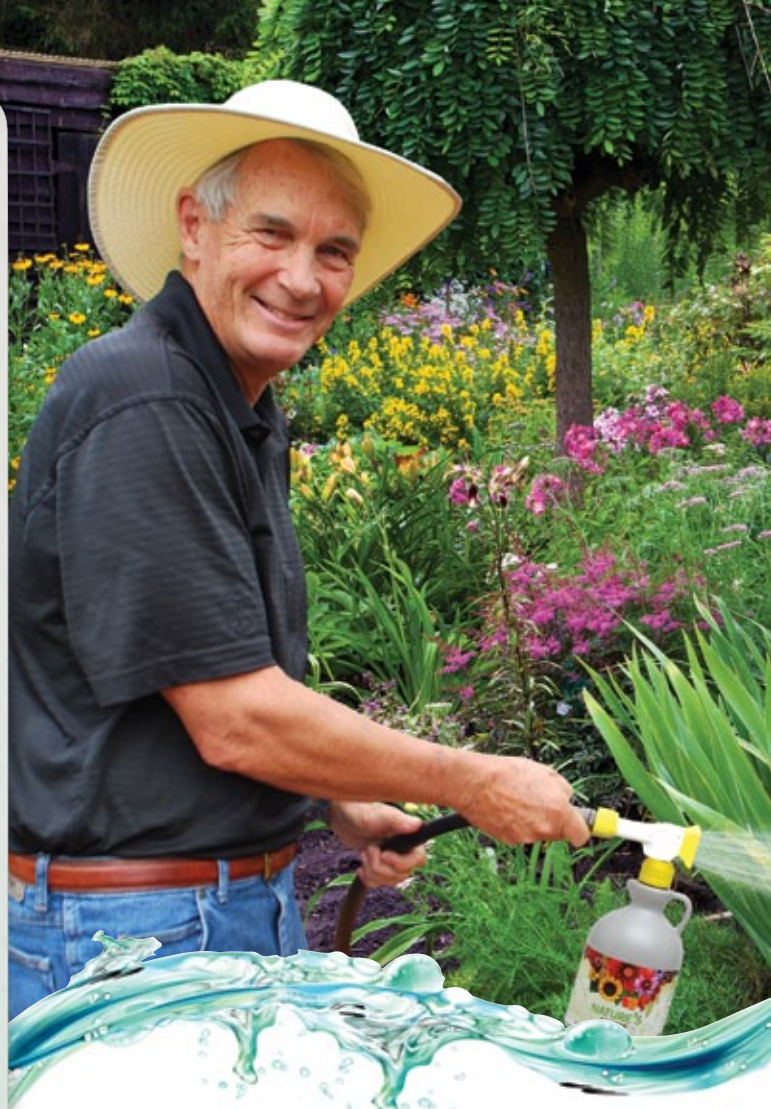


Can-Can® Peach Calibrachoa, Dynamo™ Scarlet Zonal
Geranium, Honey Crisp Coleus & Breathless™ White Euphorbia

All Seed!



Serena® Purple Angelonia, Taishan® Orange
Marigold & Purple Flash Ornamental Pepper



“I use Nature’s Source in my gardens...plant food that really works!”

Dr. Allan Armitage
Professor Emeritus, Horticulture

Nature’s Source Plant Food 10-4-3 Retail Formulation is perfect for the time-challenged gardener looking for a more sustainable plant food.

- One formulation grows great plants...indoors and out.
- Contains oilseed extract, a renewable source of plant nutrition.
- Convenient to mix and use.
- Available in 4 garden jugs: 16 oz. (473 mL), 32 oz. (946 mL), 32 oz. (946 mL) with easy hose-end sprayer, 64 oz. (1.9 mL).

Learn more about Nature’s Source, find a distributor and get the FREE RETAIL DISPLAY offer at **888 839-8722** or NaturesSourcePlantFood.com.

NATURE’S
SOURCE®

Trade Secrets

Your pro landscaper clients demand a lot – and you can deliver the biggest bang for their buck when you stock up on these long-lived varieties that fill in fast, look better and last longer.

Sun Worshipers



EnduraScape™
White Blush Verbena

Won't cycle out of flower in 100°F-plus heat...takes cold, too.
Perfect for hot and dry landscape beds in full sun.



Titan™ Lilac Vinca



Lyrical™ Blues Salvia

The bedrock of Spring perennial color, this nemorosa loves the heat and keeps its color longer.



Whopper Rose
Green Leaf Begonia

Monster plant covers 3 sq. ft. and survives through blazing heat. Workhorse in shade, too.



Easy Wave® Neon Rose
Spreading Petunia

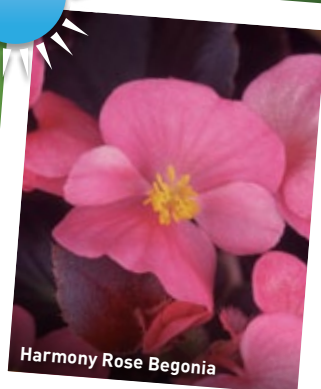
They'll get easy spreading color every time!
Flip the page now for more Wave winning ways.

Made for Shade



Divine™ New Guinea Impatiens

Lots of brilliant color all season with high resistance to Impatiens Downy Mildew.



Harmony Rose Begonia



Lime Delight Coleus



Carnival Rose Granita Heuchera

Heat-loving villosa covers shade beds with incredible colors and leafy lushness.



Big Bounce™ White Interspecific Impatiens

Replace your I. walleriana: Downy Mildew resistant, thrive in sun and shade, bounce back after wilt!



Home building is back and the landscape trade is in full swing!

Jeff Gibson, Ball's Landscape Business Manager, shares Top Tips for you to partner with landscapers to create a win-win plan.

- Set up a **dedicated drive-through sales yard/area** just for the pros. Open early, dedicate one team member to the area and you'll wrap it up by 8 a.m. *Be sure to offer coffee!*
- **Block larger quantities** of the big sellers and make it easy to take the whole lot. *Restock ASAP.*
- **Display gallon pots of NEW varieties** at the front of the landscaper area. *Include signs explaining how each will excel in your area.*
- Tell them in Spring that you'll have great **later-season availability**. Then when it's past prime planting season, offer larger, 4 to 5-in. annual and perennial basics for value-added enhancement sales.
- Go Green and lighten their load! Put out bins to **take back flats, packs, pots**. Offer a "spiff" for tidy returns, along the lines of \$5 off next purchase or buy 2, get 1 free.

BALLLANDSCAPE.COM:

It's where to go for TONS of great information!

Fresh Twists

The *most recognized plant brand* grows bigger and better every year! This latest trio of creative new innovations lets you leverage the power of the Wave® name...excites your customers...and helps you sell more plants!

Made with Wave®

Rev up your "everyday combos" by including Wave and Cool Wave varieties, which grow compatibly with many sun-loving plants to make premium Made With Wave combos. They're easier to grow, even easier to sell!

Gardeners love Wave!
We get hundreds of notes like this every year...

Very Durable Wave

"...so pleased to see how durable the flowers were this last 'dry' season. They kept blooming when others had given up!"

Mary from Oklahoma



Shock Wave® Red and Coral Crush Petunias with Emerald Falls Dichondra and Pony Tails Stipa



Free POP (bench cards and posters) when you order through Ball. Just pay freight. Call 800 879-BALL or order through WebTrack!



Easy Wave® White Petunia with Geranium, Lobelia and Euphorbia



Easy Wave® Blue Petunia with Bidens



Cool Wave® White Pansy with Blue Dart Juncus and Snapshot™ Mix Snapdragon



Cool Wave® White Pansy with Wind Dancer Eragrostis, Poetry™ Blue and Lavender Pink Nemesias

Cool Wave® Pansies

Hot off the press! New Cool Wave Sunshine 'N Wine was named by a *Southern Living* reader and will get a lot of promotion this year and next. It joins the fantastic lineup of eight Cool Wave colors and three mixes that offer fresh solutions for Spring and Fall gardens. Remember, Cool Wave is definitely not your mother's pansy – these trailing varieties have redefined the entire class!



Cool Wave®
Sunshine 'N Wine



Pleasantly Surprised

"I was a bit skeptical of the extra cost and claims of the beauty and ease of care, but these are great. They are everything that I heard and more. I will keep getting them as they are easy to care for and look beautiful."

Brian from Cheektowaga, New York

Free Spring and Fall POP

(bench cards and posters) when you order through Ball. Just pay freight.

Call 800 879-BALL or order through WebTrack!

Petunias in Idaho

"Who would have thought that petunias would be flowering in Idaho in November! My Wave petunias are cascading over my front porch rail and blooming like crazy! They are beautiful!"

Paige from Caldwell, Idaho

Easy Wave® Velour Petunias

One of the standouts from all of the 2014 California Spring Trials was the introduction of three amazingly rich, velvety-textured Easy Wave Velours that grab attention at retail. *(These photos don't do the Velours justice – you've got to grow them to see just how stunning they are!)*



Left to right:
Easy Wave® Burgundy Velour,
Red Velour and Berry Velour

On Deck

Anyone with a container, some soil, sunlight and a plant can be a gardener...if you show them the way!

In the ground, pots, baskets, window boxes, rightside up, upside down, and of course, planted in old car tires (*do people still do that??*)... planting options are endless, even in the tiniest areas. A **small-space garden program** or department will appeal to both younger shoppers who have yet to buy a house and your core Baby Boomer customer downsizing to a condo or townhouse.

Customers of every experience will turn to you for **the right plants and support products** to create a successful small garden:

- Group your best small-space plants in **one central location**.
- Display them with the pots, soil, trellises, water-holding polymers, pest control products and decorative accents needed for a super-productive garden space.
- **Provide tons of in-store and online info** to demystify pruning, pinching, tying back, watering, applying pesticides and anything else your patio gardeners need to know.

Count on it: A great gardening experience will bring them back, again and again!

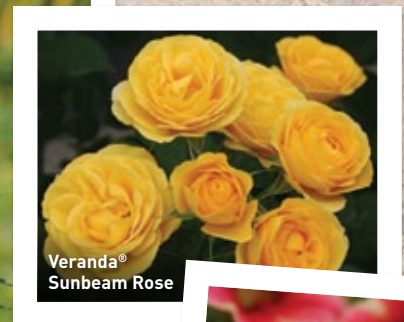
A few more "small but mighty" choices: Jack-Be-Little Pumpkin, Kong Jr.™ Coleus, Little Lucky™ Lantana, Mini Revolution™ Gerbera, Patio Snacker Cucumber and Sun Spun Petunia.



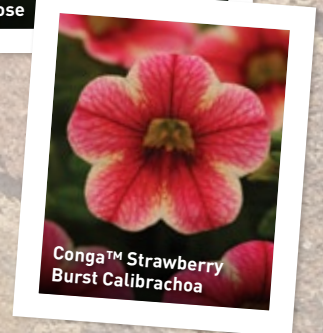
Patio Baby Eggplant



Topsy Tom Tomato



Veranda®
Sunbeam Rose



Conga™ Strawberry
Burst Calibrachoa

Going Up!

Include vining plants like Thunbergia and Mandevilla in your "small-space" displays. Showing off lots of vivid blooms, they're not only fun to look at...they're also super-efficient in tight areas thanks to their vertical growth.



Focus™ Red Ice Ivy Geranium



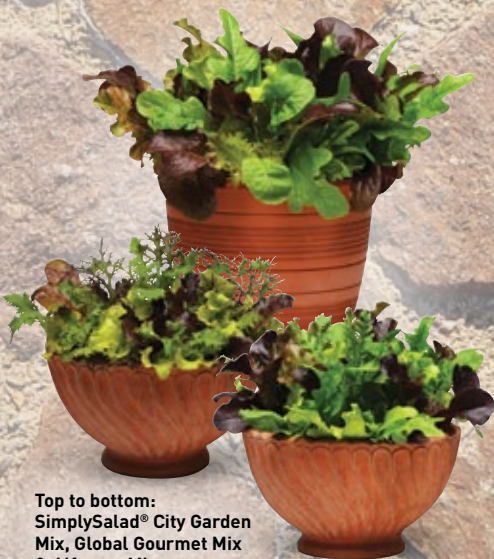
Summer Romance™ Double Pink Mandevilla



Sweetheart of the Patio Tomato



Sunny Arizona Glow Thunbergia



Top to bottom:
SimplySalad® City Garden Mix, Global Gourmet Mix & Alfresco Mix

Ellen's Elite Eight



Tips and trade secrets for milking the most from your garden center business.

by Ellen C. Wells, Editor-at-Large for *Green Profit Magazine*

1. Cash in on your cash wrap.

Customers usually walk in with an idea of what plants they're going to buy. Most times, though, they rarely plan to purchase that extra pair of gloves, replace that broken trowel or pick up a gift plant for Aunt Martha. The cash wrap is the perfect place to not only **remind them of the extras they need**, but also to tack on a few extra dollars with each register ring.

2. Ask for the additional.

While cash wrap impulse items are a great idea, recent studies reveal that cash wrap sales are down. Blame it on the ever-present smartphone in hand. Make sure register clerks ask each customer if they need an extra trowel for those bedding plants or lime for those hydrangeas. In fact, any staff interacting with customers should **suggest an appropriate add-on**.

3. Work the vendors.

You do vendors a big favor by selling their stuff. Ask them to do you a favor by educating staff and customers on the products. **Request a rep** to come in for an early Spring staff meeting. Or invite the company to **do a "show and tell"** during your next open house or special event. They'll do it!

4. Move it.

One of the simplest solutions to a common staffing problem I've seen in my years of visiting garden centers is to **put casters on bench legs**. Moving benches around your retail shop goes a long way in changing the look of your store during a busy sales weekend. Truth is, empty or sparse benches make you look sad and unattractive. Movable benches can be wheeled away or into another position by a single staff member. They save labor and help make your place look way better.

5. Signage, your silent salesperson.

I can't emphasize it enough: Signage sells plants when a real, live person isn't around. And if it doesn't sell the plant, signage at least gets the conversation started. Plant signage, for example, should **give clear, concise information on color, timing, size, etc.** It can also help suggest or sell add-ons such as fertilizers, soils and trellises.

6. Get out.

Your garden center needs you. It also needs you to get out and explore what else is going on in the world of horticulture. Join an **organized garden center tour** or go on your own. Visit both your regional and national **trade shows**. Consumer-oriented flower shows are a great way to gauge if what you're growing and selling are what get customers excited. Also, just get out and about in your own town to **see what your competition is up to**.

7. Read about it.

You can't get to every show and tour. That's when you turn to the folks at the industry's trade publications. We go everywhere when you can't – and even get to peek behind the curtains on occasion. **Sign up for everything the trade pubs offer:** newsletters, monthly magazines, YouTube channels and all those social media outlets. You'll learn a ton. (My favorites? Well, that would be my *buZZ!* newsletter, *Green Profit* magazine and all those awesome Ball Publishing publications.)

8. Expand your thinking.

There's so much outside the industry that is good and relevant to the garden retail business. Find it! Learn from it! **Subscribe to all the SmartBriefs** covering small business, retail and social media for all sorts of industries. It might not say "garden center" anywhere in it, but there's always something you can glean for your own business. My best advice is to always be thinking, "That's pretty cool. How can I apply it to better my business?"

Did you enjoy this article? **Subscribe to Ellen's weekly e-newsletter *buZZ!* for more great ideas: www.ballpublishing.com**



Flourish!

SOURCEBOOK

Ball Horticultural Company offers an extensive lineup of vegetative (cutting) and seed products from our own breeding teams and from outside sources. Pre-order Ball varieties early from your preferred growers for best availability.

FLOURISH! FRONT COVER

Cannova Canna (Ball Ingenuity)
Blue Eyed Beauty Osteospermum (Ball FloraPlant)
Blue Marvel Salvia (Darwin Perennials)

1/BRING IT HOME: COASTAL BREEZE

BabyWing Begonia (PanAmerican Seed)
Can-Can Calibrachoa (Ball FloraPlant)
Cool Wave Pansy (PanAmerican Seed)
Emerald Queen Fern (Ball Seed)
Farfugium japonicum Aureo-maculata (Ball Seed)
Pretty Grand Petunia (Ball Ingenuity)
Rubrum Pennisetum (Ball Seed)
Sirocco Anemantele (PanAmerican Seed)
Sweet Caroline Bronze Ipomoea (Ball Seed)

2/BRING IT HOME: VINTAGE FRESH

Bright Luxurious Lavender (Darwin Perennials)
L.A. Dreamin' Hydrangea (Ball Ornamentals)
Popsicles Viola (Burpee Home Gardens)
Serenita Angelonia (PanAmerican Seed)
Silver Falls Dichondra (PanAmerican Seed)
Veranda Rose (Ball Ingenuity)

3/BRING IT HOME: EXOTIC TERRITORY

Cabaret Calibrachoa (Ball FloraPlant)
Cha-Ching Cherry Petunia (Ball FloraPlant)
Marquee Coleus (Burpee Home Gardens)
Presto Zonal Geranium (Ball FloraPlant)
Sorbet Viola (PanAmerican Seed)
Sultana Coleus (Ball FloraPlant)
Dalaya Dahlia (Ball FloraPlant)

4-5/IT'S A GUY THING

Big Max Pumpkin (Ball Seed)
Big Rainbow Tomato (Ball Seed)
Coleosaurus Coleus (Ball FloraPlant)
Cupido Strawberry (Ball Seed)
Gryphon Begonia (PanAmerican Seed)
Jurassic Rex Begonia (Ball Ingenuity)
Patio Snacker Cucumber (PanAmerican Seed)
Pineapple Variegated Mint (Burpee Home Gardens)

6-7/BURPEE HOME GARDENS

The Burpee Home Gardens program offers an outstanding array of flowers, vegetables and herbs. Ask your grower, Ball Seed sales rep or Ball ColorLink customer service rep for a complete variety listing or visit BurpeeHomeGardensBrand.com.

8-9/IN GOOD TASTE!

BOOST Gold Standard Cucumber (Burpee Home Gardens)
Cute Stuff Gold Pepper (PanAmerican Seed)
Heirloom Marriage Tomato (PanAmerican Seed)
Indigo Tomato (Burpee Home Gardens/Ball Seed)
Rapunzel Tomato (Ball Seed)

10/THE HEAT IS ON!

All six of the hot peppers featured are available through Ball Seed.

11/BAN+AID

Bounce Interspecific Impatiens (Selecta)
EnduraScape Verbena (Ball FloraPlant)
Lucky Lantana (Ball FloraPlant)
PowWow Echinacea (Kieft Seed)
Serenita Angelonia (PanAmerican Seed)

12-13/GIVING YOU 110% FOR 110 YEARS

Coastal Callas (Ball Ingenuity)
Wave Spreading Petunia (PanAmerican Seed)

14-15/MULTI FACETED

All six of the MixMasters combos featured are part of the Ball FloraPlant program.

16-17/EASY DOES IT

Blue Arrows Juncus (PanAmerican Seed)
Breathless Euphorbia (Ball FloraPlant)
Can-Can Calibrachoa (Ball FloraPlant)
Cannova Canna (Ball Ingenuity)
Dynamo Zonal Geranium (Ball FloraPlant)
Easy Wave Velour Spreading Petunia (PanAmerican Seed)
Fantasia Geranium (Ball FloraPlant)
Glitz Euphorbia (PanAmerican Seed)
Honey Crisp Coleus (Ball FloraPlant)
Kabloom Calibrachoa (PanAmerican Seed)
Lucky Lantana (PanAmerican Seed)
MiniFamous Calibrachoa (Selecta)
Mystic Spires Blue Salvia (Ball FloraPlant)
Phoenix Green Carex (PanAmerican Seed)
Purple Flash Ornamental Pepper (PanAmerican Seed)
Serenita Angelonia (PanAmerican Seed)
Taishan Marigold (PanAmerican Seed)
Vanilla Marigold (PanAmerican Seed)

18-19/TRADE SECRETS

Big Bounce Interspecific Impatiens (Selecta)
Carnival Heuchera (Darwin Perennials)
Divine New Guinea Impatiens (PanAmerican Seed)
Easy Wave Spreading Petunia (PanAmerican Seed)
EnduraScape Verbena (Ball FloraPlant)
Lime Delight Coleus (PanAmerican Seed)
Lyrical Salvia (Darwin Perennials)
Harmony Begonia (Ball Ingenuity)
Titan Vinca (PanAmerican Seed)
Whopper Begonia (Ball Ingenuity)

20-21/FRESH TWISTS

Wave Petunias, Cool Wave Pansies and the Made with Wave combo ideas are part of the PanAmerican Seed program.

22-23/ON DECK

Conga Calibrachoa (Ball FloraPlant)
Focus Ivy Geranium (Ball FloraPlant)
Patio Baby Eggplant (PanAmerican Seed)
SimplySalad (PanAmerican Seed)
Sweetheart of the Patio Tomato (Burpee Home Gardens)
Topsy Tom Tomato (PanAmerican Seed)
Veranda Rose (Ball Ingenuity)

23/GOING UP!

Sunny Thunbergia (Ball FloraPlant)
Summer Romance Mandevilla (Ball Ingenuity)

What To Order When

Order your Ball varieties early and by name for the best availability.

*Growers: Contact your Ball Seed sales rep or Ball ColorLink rep.
Retailers: Call your preferred supplier.*

JANUARY

Order: **Poinsettias**
Form: Unrooted cuttings, Liners
Plant/Sow: July – September
Finish/Sell: Christmas

FEBRUARY

Order: **Perennials**
Form: Liners, Plugs
Plant/Sow: July – September
Finish/Sell: Spring

MARCH

Order: **Fall Pansies**
Form: Plugs
Plant/Sow: August – September
Finish/Sell: Fall

Order: **Perennials**
Form: Seed
Plant/Sow: July – August
Finish/Sell: Spring – Fall

APRIL/MAY

Order: **Perennials**
Form: Bareroot
Plant/Sow: September – November
Finish/Sell: Spring

JULY/AUGUST

Order: **Fall Bulbs**
Form: Bulbs
Plant/Sow: September
Finish/Sell: September – October (packaged/bulk)

Order: **Spring Annuals**
Form: Unrooted cuttings, Liners
Plant/Sow: February – March
Finish/Sell: Spring

Order: **Perennials**
(first-year-flowering)
Form: Seed
Plant/Sow: December – February
Finish/Sell: Spring – Summer

AUGUST/SEPTEMBER

Order: **Spring Annuals & Vegetables**
Form: Seed, Plugs
Plant/Sow: December – April
Finish/Sell: Spring

Order: **Perennials**
Form: Bareroot
Plant/Sow: February – April
Finish/Sell: Spring

Order: **Perennials**
Form: Liners, Plugs
Plant/Sow: July – September
Finish/Sell: Spring

OCTOBER/NOVEMBER

Order: **Garden Mums**
Form: Unrooted & rooted cuttings
Plant/Sow: May – July
Finish/Sell: Fall

Order: **Spring Bulbs**
Form: Bulbs
Plant/Sow: March – May
Finish/Sell: April – June (packaged/bulk)

Order: **Tropicals**
Form: Liners
Plant/Sow: January – March
Finish/Sell: Spring

Order: **Tropicals**
Form: 4 in. (10 cm)
Plant/Sow: March – May
Finish/Sell: Spring

DECEMBER

It's the perfect time to review your orders for Spring crops and make additions/changes.

VEGETATIVE PRODUCTS:

BallFloraPlant.

BallIngenuity.

selecta

DarwinPerennials.

BallOrnamentals.

SEED PRODUCTS:

PanAmericanSeed.

KieftSeed.

BallIngenuity.

CONSUMER BRANDS:

wave

NATURE'S SOURCE

BURPEE HOME GARDENS



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FLOURISHIGCS

Flourish!

is in PRINT,
ONLINE and
up-to-the-minute!



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