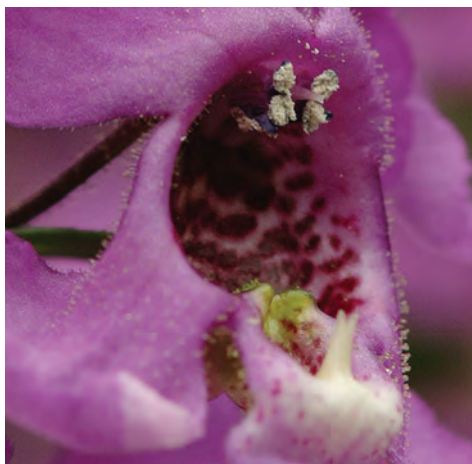
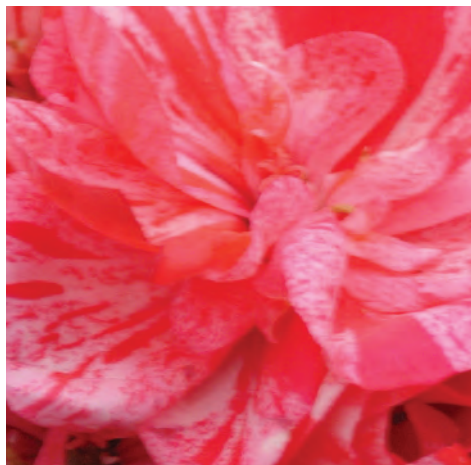
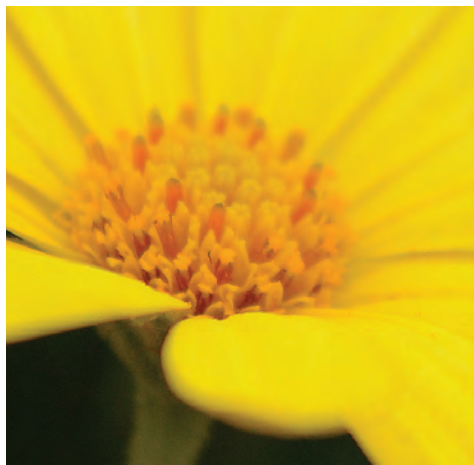
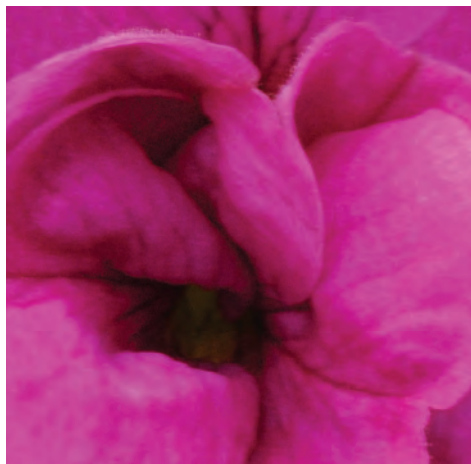


Flourish!™

BRINGING NEW LIFE TO YOUR GARDEN CENTER



Celebrate Your Difference!

Do you agree with any of the following statements about your garden center?

Our store is unique. We strive to select products that inspire our customers to take their gardens to the next level.

My customers know they will find the broadest selection of garden favorites and hot new plants at our store.

We are always on the lookout for creative ways to encourage shoppers to put more plants into their carts and wagons each time they visit.

Hopefully you're nodding "Yes," because it's these goals that inspired us to create *Flourish* – a collection of some of the best plants from Ball Horticultural Company, carefully organized to help your garden center maximize their potential. You'll find products for end cap programs, special promotions, early- and late-season series to extend sales, plants for water-wise landscapes, fun additions to your shade department, new ways to think about traditional varieties and much more.

From annuals and perennials to tropicals, mums and ornamentals, Ball has you covered. Our leading programs like Burpee Home Gardens®, Wave® petunias and Simply Beautiful® focus on building consumer awareness and ultimately, the home garden success that encourages loyalty and repeat business. Every year, we're excited to bring innovative products and programs to market while improving our existing lines. We welcome this opportunity to share many of them with you in a new, retail-friendly format.

At Ball, we understand your unique needs and have been supporting local businesses for more than 100 years – you are the core of the industry! Please feel free to give a call or send an e-mail with feedback about *Flourish* or to let us know what else we can do to support you and your efforts to create excitement in the world of flowers.

Sincerely,



Bill Calkins
Business Manager –
Independent Garden Centers
630 588-3249
bcalkins@ballhort.com

Flourish! contents



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Flourish Sourcebook . . . Inside back cover



ballhort.com/retailers

Bookmark it now for your own online "Solution Center"

We're dedicated to helping your garden center Flourish... Search for plants...info on thousands of varieties is just a click away.

Sign up for monthly Retail Report e-newsletter... check out our library of past issues, too!

Download benchcards for hundreds of classes...print and display ready-made benchcards in just moments.

Order branded POP...create attractive displays that draw shoppers in with our many options for upscale in-store merchandising.

Add your business to our handy online Store Locator... helps shoppers find your garden center.



Stunning Color

PERFECT FOR END CAPS AND SPECIAL PROMOTIONS

So much of your independent garden center business is about grabbing the consumer's attention and inspiring them to make impulse purchases. There's no better location in your store to do this than on end caps and within spotlight displays. These prime locations are not just for any plant and certainly not for the bread and butter items. Feature displays are the perfect place to position your most vibrant plants, replenishing as they sell.

When displayed in high-traffic areas, the most dramatic plants command a premium price. Be sure to consider the size of the plant and container. End cap displays are ideal for larger sizes and more unique color mixes. Rotate products on and off end caps to keep your look fresh from week to week.

TIP Go bigger than usual and charge for it!



Jumping Jack Viola



Can-Can®
Terracotta
Calibrachoa

CALIBRACHOA: Colorful blooms and tons of them.

Across North America, calibrachoa has one of the highest sell-through rates of any garden plant. It's all about the vibrant color and number of blooms. The new Can-Can series includes the most unique colors available, and 6-inch (and larger) pots create eye-catching displays. Don't forget to hang plenty of calibrachoa baskets overhead to maximize sales.



MiniFamous™
Double Pink
evol.
Calibrachoa



Diamonds
Blue
Delphinium



DELPHINIUM: Blue flowers draw customers.

It's no secret that gardeners love blue flowers and will pay a premium for them. Diamonds Blue delphinium is sure to attract attention on any spotlight display. The "spurless" flowers actually look up instead of down, drawing customers in and encouraging the sale. Diamonds Blue is definitely a premium item when sold with blooms in one-gallon and larger pots. For an extremely high-end look, put some into decorative pots for grab-and-go sales.



Mesa™
Yellow
Gaillardia



Designer
Peppermint
Twist Zonal
Geranium



Sherbet
Bon Bon
Begonia



Luna
Pink
Swirl
Hibiscus



Showcase®
Extreme
Rose Zonal
Geranium



Voltage™
Yellow
Osteospermum



AngelMist®
Purple
Stripe
Angelonia



Serena®
Angelonia

**ANGELONIA:
WOW color
beats the heat.**

It's amazing that angelonia's unique, dainty blooms are some of the toughest around. Angelonia thrives in even the hottest weather, creating a mass of color in garden beds and patio containers. Serena and AngelMist angelonia are two of your top picks for summer promotions.



Sell confidence

Ball®

Independent Garden Centers... Simply Beautiful is the program especially for you. Trust Simply Beautiful to deliver the plants that keep your customers coming back.

Simply
Beautiful®

simplybeautifulgardens.com

Simply
Beautiful

Long-lasting color for

Simply
Beautiful®

Ball Horticultural Company
800 879-BALL
simplybeautifulgardens.com

Why Simply Beautiful? Because it's exclusive to independent garden centers!

Set yourself apart from that store with the big parking lot down the street when you put Simply Beautiful® plants into your displays. This "IGC-only" national plant brand combines an extensive lineup of "best in class" annuals with upscale packaging and lots of consumer support. The Simply Beautiful program includes hundreds of varieties – both vegetative and premium seed items – selected by the experts at Ball for their long-lasting color and proven performance in any space, from patio pots to garden beds. The bottom line: Simply Beautiful builds consumer satisfaction...and a happy customer is one that will come back to your store.



For the grower:

- Hundreds of vegetative and premium seed varieties for all regions
- Multiple container sizes: 4.25", 4.5", 6", 7.5" (custom sizes available)

For the retailer:

- Flexible to reflect your unique needs
- Follow-up marketing encourages repeat business
- Online support center at ballhort.com/retailers: postcard templates, radio ad scripts, web banners, print ad designs and more
- Ask your grower for your FREE basic POP kit: 16 x 30" poster, 11 x 7" benchcard, 50' bench tape. Co-branded POP is also available – ask your Ball Seed sales rep for details.

For the consumer:

- Long-lasting color. Simple to choose. Simple to use.
- Lots of variety info and gardening tips at simplybeautifulgardens.com

Simply Beautiful comes dressed to sell in eye-catching, info-filled pots. This identifiable branded packaging complements your IGC and cuts through the clutter to differentiate your plants from the competition.

Simply Beautiful®



Fireworks Gamphrena

Plant this amazing variety in your display beds to show off its hot pink flowers tipped with bright yellow and customers are sure to ask where to find it in your store. Vigorous and drought-tolerant, 6-inch and larger pots really encourage retail flower power.



Million Kisses® Elegance begonia



Fizzy Lemonberry pansy



Black Velvet petunia

Weird

Independent garden centers need something for everyone. You are unique, your store is unique and your customers are unique. With Ball varieties, your product mix will reflect this fact. Promoting a selection of unique and interesting plants will not only result in sales, it clearly demonstrates your innovation to customers. Break convention with recent breakthroughs in core products and grab attention with fresh new looks – and watch them sell for premium prices.



Blazin' Rose & Blazin' Lime ivy



Soleil petunia



Bonfire Choc Red begonia



Maracas Brazilian Firework



Silver Fox Chrysocephalum



Solito Zinnia



Debonair™ Dusty Rose petunia

Not only will your customers love the weird and wild, so will your staff. Nothing helps sell products than the energy created when associates have something cool to show off to customers. Highlight these items with "Staff Pick" signs and be sure to point them out to your best customers.

Wild



Sophistica® petunia

Debonair and Sophistica petunias: **Never-seen-before colors.** With dusty rose tones and lime bicolors (not to mention an intense, vibrant blue) these grandiflora and multiflora selections are perfect for style-conscious garden decorators. Excellent garden performance makes these hot new intros a sure bet for your premium annual department.



Versa™ Rose to Lime coleus



Versa™ Burgundy to Green coleus



Phantom petunia



Kong® Mosaic coleus



Fiesta™ Sparkler
Orange double
impatiens

BIG SELLERS

THE BEST OF THE BEST IN CORE CLASSES.

Standing out from the pack is easier when your bread and butter products are known to perform and your customers' loyalty is built on success in the garden. Ball's progressive breeders improve key varieties every year, ensuring your garden center stays on the cutting edge.

Choose a wide range of colors and mixes to promote your store's standout plant selection and offer them in a variety of container sizes and configurations - nothing is a commodity when it comes to impulse. When it comes to big color garden performance and retail sell-through, we've got you covered.

FIESTA DOUBLE IMPATIENS: SHOW-STOPPING BLOOMS.

Gardeners around the world flock to these elegant, roselike blooms for the shade. Nearly 20 solids and bicolors in the series means there's something for everyone, so be sure to display these premium annuals in your high-traffic areas. Don't hesitate to offer a variety of sizes - gallons and larger deco pots create high perceived value.



Double Zahara™
Cherry &
Fire zinnia



Zahara® Mix
zinnia



Miss Sunshine
helianthus

**ZAHARA ZINNIAS:
BIGGER BLOOMS, BRIGHTER COLORS.**
Customers will take notice of Zahara's 20% bigger flowers that shout "Buy me!" from the retail bench. When they plant it, they'll appreciate its disease-tolerance and low-care personality. A deep scarlet and highlighter yellow join 2010 All-America Selections award-winning Starlight Rose to lead the six-color series straight to your register.



Landmark®
Sunrise Rose
lantana



Dragon Wing®
Pink begonia



Sun Spun®
Yellow
petunia



Titan™
Dark Red
vinca



Taishan® Gold
African marigold

MATRIX PANSIES: CONSISTENTLY BEAUTIFUL.
Bred with the retailer in mind, Matrix has better branching and less stretch so you see stunning results for you and your customers. With 20 colors and more than a dozen designer mixes, you have a real opportunity to wow your customers on the shoulders of the peak season.



Clear Crystal®
White alyssum



Matrix® pansy



Mediterranean
Rose XP trailing
vinca

Staying Dry

The best plants for low-water areas.

Whether the driving factor is environmental responsibility, adherence to municipal regulations or simply a lack of time, there's an emerging customer base seeking drought-tolerant varieties for their home gardens. In response, the breeding and development teams at Ball are working tirelessly to bring new products to market and also trialing existing varieties to determine their true water needs.

Check out this selection of "water wise" products – trialed and tested to ensure the best performance in not-the-best environments. As always, the way to sell these items is by touting their low-water needs and fitting them to individual customer needs.

Soleil Petunia: Thrives on one glass of water a week.

Although technically a petunia, this breakthrough plant is tough enough to promote alongside your succulents for water-conscious customers. Soleil truly loves to be dry and rewards less-attentive gardeners with a show of small pink blooms when stressed.

Titan Vinca: Performance for all landscapes.

Winning North American field trial awards from north to south and east to west, Titan has proven itself a warrior in the landscape. When the temps go up, it just keeps producing the largest vinca flowers on the market.

TIP Group your selection of low-water-needs plants to encourage multiple-unit sales. Take a close look at your entire product mix and identify as many as possible.



Distance from harvest to table?
About 40 feet.

Garden success starts with Burpee Home Gardens® plants.

Take home time-tested vegetables and herbs, ready to grow in your garden. Seven generations have grown with Burpee, the first name in gardening...now it's your turn. Find a store and get easy planting advice, ideas and inspiration at burpeehomegardens.com.




BURPEE
HOME GARDENS®

GARDEN-READY PLANTS

Burpee Home Gardens® Inspiring success and growing new customers

Capitalizing on the most-recognized name in gardening, the new Burpee Home Gardens program brings more than 150 excellent vegetable and herb varieties to market as finished plants - the first time for high-demand items such as Sweet Seedless and Fourth of July tomatoes, Hot Lemon and Zavory peppers, Sweet Burpless cucumbers and many more.

Burpee Home Gardens is all about making gardeners successful. Isn't that YOUR goal, too? Your garden center has the ability to take this program to the next level by putting your own unique spin on it.

You have the opportunity to really enhance the program by doing what your store does best: getting creative with in-store events and promotions.

Try:

- Tomato tastings
- Classes on cooking with fresh produce
- Partnering beginners with veggie gardening veterans
- Promotions that cross-sell fertilizers and garden tools

Make Burpee Home Gardens YOUR program!



Meet your Burpee Garden Coach™

Burpee Garden Coach is the handy mobile tool that puts a world of interactive plant and gardening info at gardeners' fingertips. Once they sign up, gardeners get regular text messages from their Burpee Garden Coach. Messages are personalized for their area, and include easy-to-follow gardening advice and ideas, troubleshooting tips and timely reminders to encourage garden success.

- Retail Locator sends shoppers directly to stores offering Burpee Home Gardens
- "My Garden" online journal lets every gardener register their plants and add garden notes all season long
- When it's time to harvest, tasty online recipes are just a click away



Tip: For best results - dress it up!

Of the hundreds of garden centers carrying the Burpee Home Gardens program, stores reporting highest sell-through and most positive retail impact used the FREE point-of-purchase materials to create a branded destination in the store. This is a sharp-looking program and creating maximum impact on the bench is easy with all of the components available to participating retailers.

Become a Burpee Home Gardens fan on Facebook! Follow us on Twitter! Check out our website and blog - www.burpeehomegardens.com.

*Messaging and data rates may apply.

SHADY PLAYERS



**FIESTA™
SUNRISE RED
DOUBLE IMPATIENS**



**DAZZLER®
RED IMPATIENS**

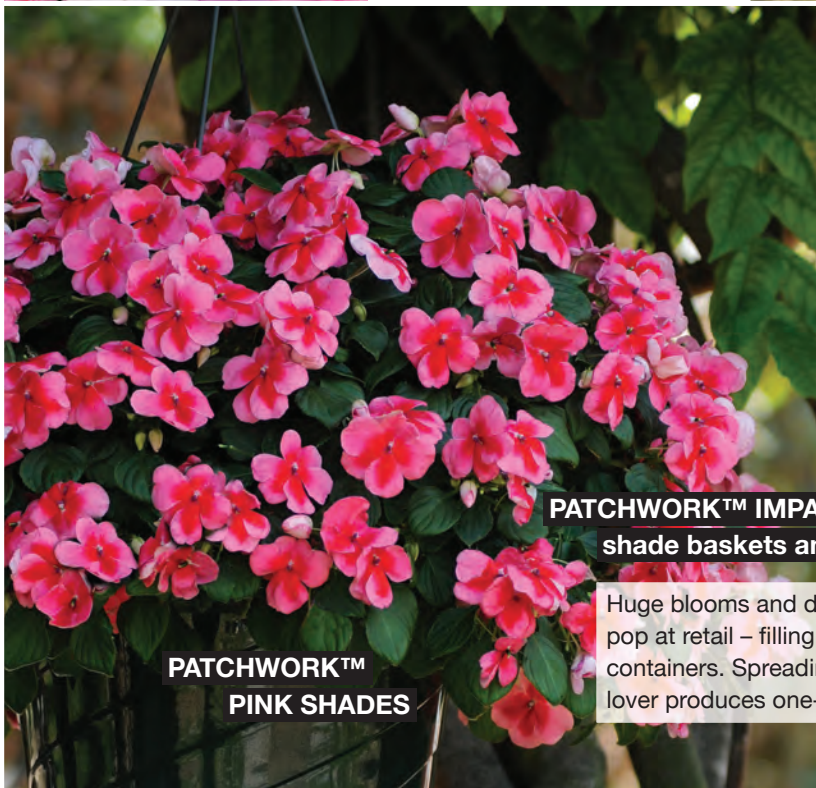


**IMPREZA™
WATERCOLOR MIX
IMPATIENS**

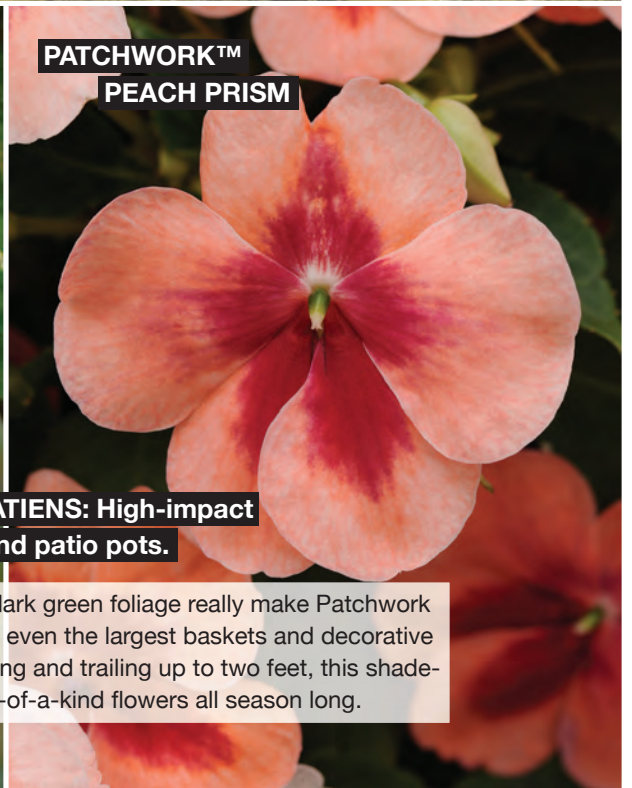
DARKER GARDENS NEED PLANTS, TOO.

It seems like every home gardener lives in a cave these days – they are visiting your store desperately seeking shade-loving plants. The catch is that they want big color for these shady spaces and are looking to branch out from the traditional palette of appropriate products.

With this in mind, Ball's breeding team is working tirelessly to bring you a world-class lineup of top-performing impatiens, from tried-and-true varieties to some of the most unique shade lovers you've ever seen.



**PATCHWORK™
PINK SHADES**



**PATCHWORK™
PEACH PRISM**

PATCHWORK™ IMPATIENS: High-impact shade baskets and patio pots.

Huge blooms and dark green foliage really make Patchwork pop at retail – filling even the largest baskets and decorative containers. Spreading and trailing up to two feet, this shade-lover produces one-of-a-kind flowers all season long.

SHADY PLAYERS

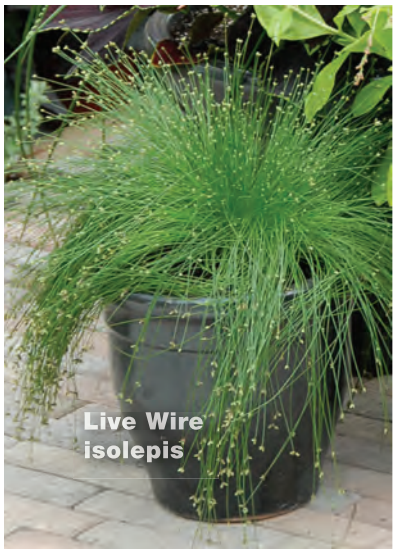
FUSION™ IMPATIENS: *THE* tropical
look for shade gardens.

This groundbreaking series brings the first yellow impatiens flowers to your garden center. With fun, tropical-looking flowers, the Fusion series combines non-stop blooming with heat and humidity tolerance, making them ideal for large, premium pots at retail.

FUSION™ GLOW

FUSION™ PEACH FROST

TIP Create a shade garden destination in your store – more than just a “Shade” sign. Include everything you sell that performs well in the shade – annuals, perennials, and ornamental trees and shrubs.



Live Wire
isolepis

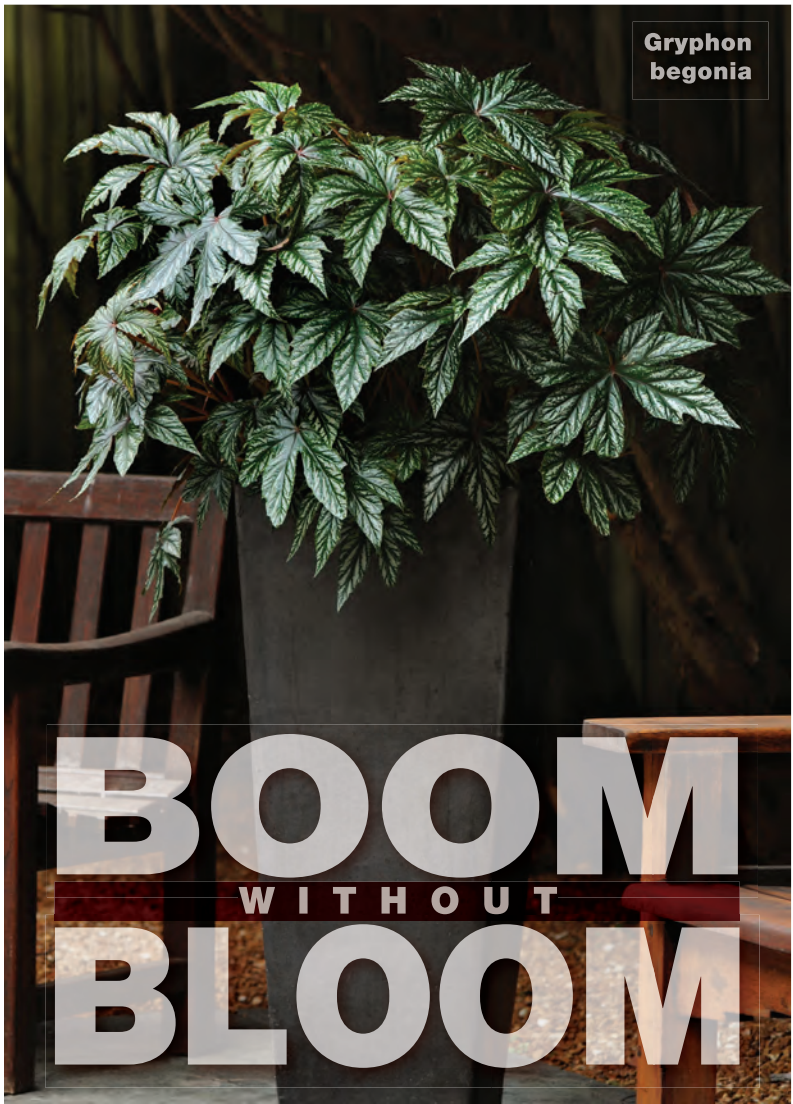


Electric
Lime® coleus



Limón
talinum

Verde
talinum



Gryphon
begonia

BOOM WITHOUT BLOOM



Twisted
Dart
juncus

**BIG COLOR
DOESN'T ALWAYS
MEAN BIG
FLOWERS.**

Some of the most attractive colors and textures for home gardens are found on plants that don't flower. Others may flower but their true decorative appeal is in their foliage. Try grouping plants with interesting forms and textures to capitalize on a decorator trend that's not slowing down.

Whether your garden center customers are looking for unique foliage components for sunny and shady areas or landscapes and mixed containers, their options are expanding each year.

The award-winning Fantastic Foliage® lineup from PanAmerican Seed also gives you upscale options in texture, shape and color. Check it out on page 21.



**Breathless®
Blush &
White
euphorbia**



**Purple Baron
ornamental millet**



**Blue
Chalk
senecio**



**Twisted
Arrows
juncus**



**Henna
coleus**



**Redhead
coleus**

TIP Display beds and premade designer combos will help inspire your customers to get creative with unique foliage varieties.

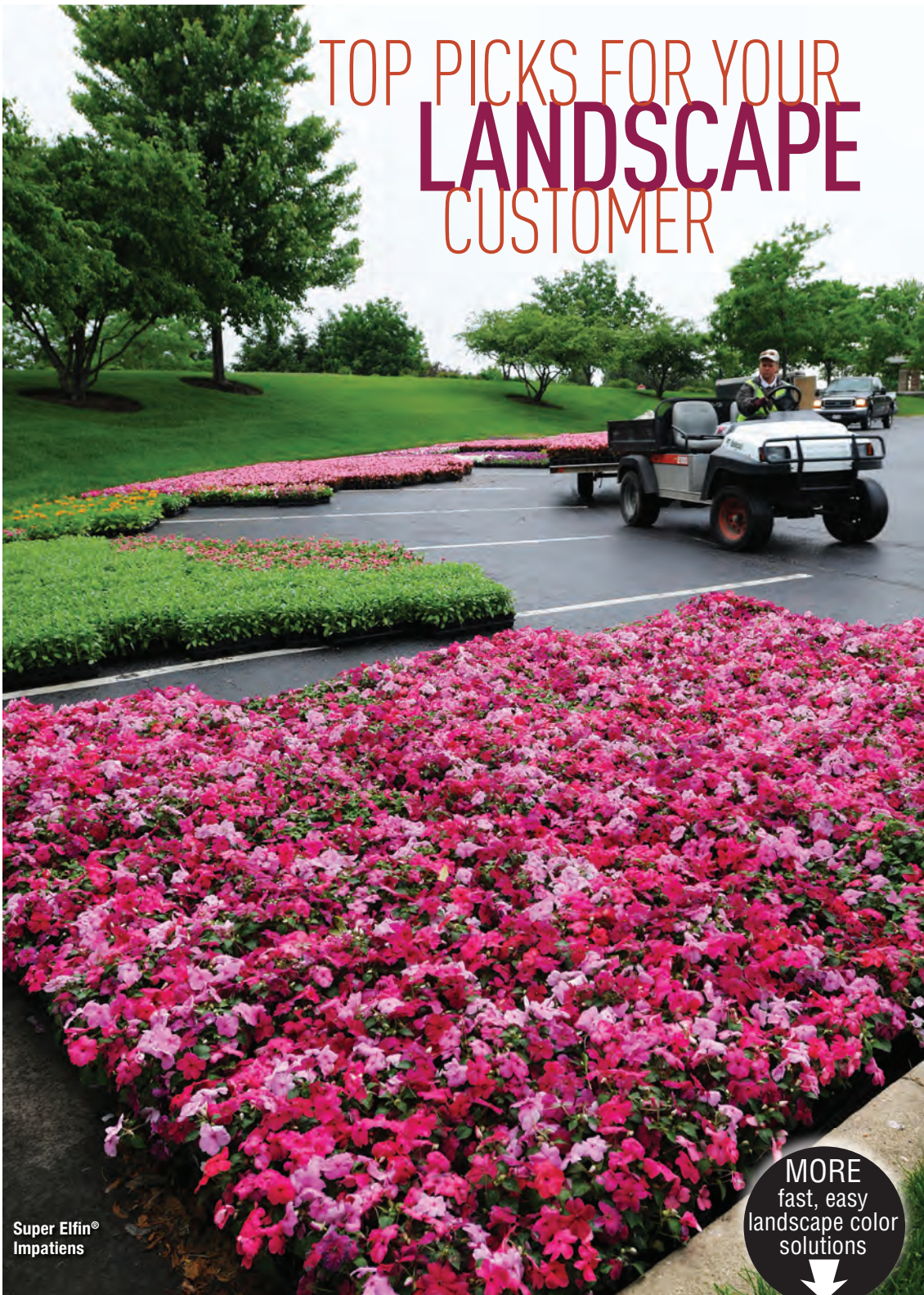
✿ COLEUS: AWESOME VARIETIES FOR SHADE AND SUN.

Some of the most unique color palettes can be found in current coleus breeding and it's the newest varieties that attract the most attention at retail. Stay on the leading edge with our newest introductions – Henna, Redhead and Electric Lime.

✿✿ PURPLE BARON ORNAMENTAL MILLET: REPLACE THE SPIKE!

Growing up to 3 feet tall, Purple Baron adds pizzazz to any sun-loving mixed combination. Its dark purple leaves and thick plumes will appeal to gardeners in search of something different than the norm.

TOP PICKS FOR YOUR LANDSCAPE CUSTOMER



Super Elfin®
Impatiens



Lucky™
Lantana

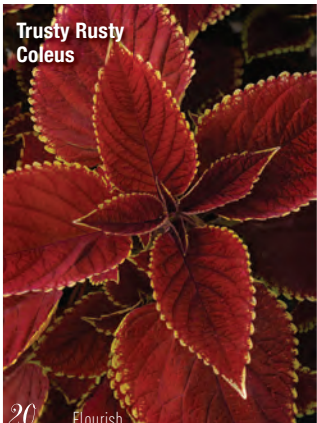


Purple Knight
Alternanthera



Fanfare®
Spreading Impatiens

MORE
fast, easy
landscape color
solutions

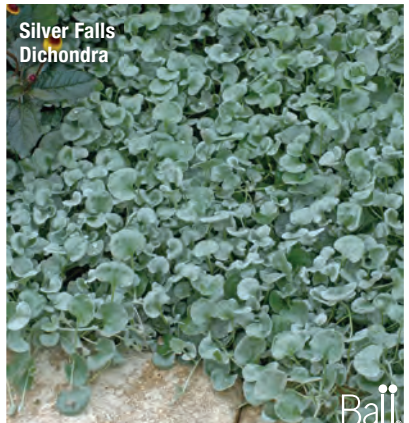


Trusty Rusty
Coleus



Aztec®
Verbena

- Serena® Angelonia
- Dragon Wing® Begonia
- Gryphon Begonia
- Bonfire Choc Red Begonia
- Electric Lime® Coleus
- Henna Coleus
- Kong® Coleus
- Twisted Arrows Juncus
- Dazzler® Impatiens
- Landmark™ Lantana
- Matrix® Pansy
- Wave® Petunia family
- Sorbet® Viola
- Titan™ Vinca
- Double Zahara™ Zinnia



Silver Falls
Dichondra

Fantastic Opportunities



Premium products with profit potential.



a

Black Pearl



Purple Flash



Calico



b



c

This award-winning lineup of premium seed items offers your customers upscale options in texture, shape and color. These are truly differentiated items – sure to inspire gardeners of all skill levels. Position these items just as you would any other premium annual:

- various container sizes
- high-dollar mixed combinations
- specimen plants in patio pots and hanging baskets

a BLACK PEARL ORNAMENTAL PEPPER adds tons of visual interest to containers and garden beds, with the added benefit of really cool little glossy black peppers. It's an All-America Selections winner so you know it is going to perform for your customers.

b LIMÓN TALINUM Lime green plants are trendy and talinum Limón not only brings bright color to any garden space, it's extremely tough, thriving in heat and drought. Perfect for containers, baskets and in-ground settings, Limón also serves double duty as a fun fresh or dried garden cut flower.

c SPILANTHES PEEK-A-BOO With olive-shaped, golden yellow flowers that look a lot like little eyeballs, Peek-A-Boo is one of the most interesting plants you can feature in your store. Great for all applications (including sunny windows indoors), spilanthes is becoming a gourmet edible, as well. Some adventurous chefs are using the flowers as garnishes because when eaten, they create a numbing sensation that feels like electricity in your mouth. Give it a try!

The Fantastic Foliage Line-up

LOW-GROWING

- Maracas Brazilian Fireworks
- Emerald Falls & Silver Falls Dichondra
- Silver Mist Helichrysum
- Purple Lady Iresine
- Emerald Lace Plectranthus

MID-HEIGHT

- Royal Tapestry Alternanthera
- Gryphon Begonia
- Chocolate Mint & Chocolate Splash Coleus
- Black Pearl, Calico & Purple Flash Ornamental Pepper
- Silver Crest Plectranthus
- Peek-A-Boo Spilanthes

TALL

- Purple Knight Alternanthera
- Dark Chocolate & Kong Coleus
- Jester & Purple Majesty Ornamental Millet
- Silver Shield Plectranthus
- Limón & Verde Talinum

POWWOW™
WILD BERRY
echinacea: Flower
power for every
garden.

- Echinacea is a “top five” perennial and PowWow brings an abundance of flowers, drought tolerance and exceptional tidiness to the table.
- Gardeners will especially flock to 2010 All-America Selections winner Wild Berry for its terrific, non-fading color show.

Perennial Beauty

- This three-color series has the largest leaves and largest blooms on the market. With a show of cream-colored flowers from April to May and foliage as big as 8 inches, try planting them in display beds to show customers their amazing attributes.

- Intense blue blooms highlight this compact new introduction, ideal for perennial borders, as well as mass plantings. Excellent for early-spring sales, this first-year-flowering perennial can also be finished quickly for spring and summer sales. Talk about a perennial with many retail uses!

Invigorating the garden’s foundation. Perennials are the building blocks of any home garden, providing lasting definition around specific sites and structures. Consumers view perennials as easy-to-maintain, long-lasting and fun to share with friends and neighbors. Research also shows gardeners look to local garden centers and specialty nurseries for the best selection of perennials, giving you the upper hand and challenging you to stay current with your product selection.

Gardeners are used to purchasing perennials green (not in bloom) by looking at the tag photo, but you have the opportunity to sell more if you can display them in color.

TIP An effective way to inspire shoppers is by installing plenty of perennials in your display gardens. Be sure to label each plant so your customers can easily find them in your perennial department.



DASANTE BLUE delphinium



CLEMENTINE SALMON ROSE aquilegia



CHRISTY veronica



BIG TOP GOLD heuchera: Impressive garden display.



LUNA WHITE hibiscus



DOUBLE TROUBLE DOUBLE CUTIE daylily



BLUE NOTE scabiosa: Creating blue borders.



JIM CROCKETT boltonia



SUNFIRE coreopsis

Differentiate and Win

One of the most exciting new ventures we've launched in the past few years is Ball Ornamentals, a group within Ball dedicated to working with some of the most innovative breeders around the world to bring unique products and forms to the market.

If one of your garden center's key points of difference is the diversity and uniqueness of the product you offer, here are some hot new intros to add to your assortment.

Expression Hydrangea:

Double flowers stand at attention.

A reblooming hydrangea, this variety has double pink-to-blue mophead flowers that stay upright during blooming – a significant improvement over others on the market. With deadheading, Expression will rebloom in the summer and fall.

Flutterby Petite Butterfly Bush:

The FIRST series of groundcover buddleia.

If you want a unique series that's sure to attract attention, look no further than Flutterby Petite. Available in blue, white or pink, this low-water-needs series is remarkable in small garden spaces.

Sunshine Daydream Abelia:

Limitless uses for garden designers.

With its neat growth habit and orange/red/bronze foliage under white-to-pink flowers, Sunshine Daydream will attract attention from gardeners of all skill levels. And it attracts butterflies and works well in container gardens, patio pots and as a foundation plant.



Bombshell hydrangea

The freshest assortment of low-maintenance woody ornamentals.



Cousin Itt acacia



Flutterby Petite™ Blue Heaven buddleia



Sunshine Daydream abelia



Jade Pillar
boxwood



Sunshine
ligustrum



Lacey Blue
perovskia



Star of Toscane
trachelospermum



Double Delights™
Expression
hydrangea



Fireball Red™
photinia

TIP It takes time to build stock on woody ornamentals. Make sure to order the newest varieties and be the store in your area to build the market.

Wave[®] Ultimate Garden CenterSM



Your DIY guide with POP, “Certified Wave Expert” program, innovative display and event tips, and more. Get ideas to sell more Wave all season!

Bookmark it! wave-rave.com/ultimategardencenter





Pretty (& Profitable!) in Pink

**Boost your Wave sales
by increasing your palette.**

In recent surveys of Wave fan club members, more than 50% responded that they would like to find more colors at their local garden center. In addition, they wish there was better availability of the different Wave types, especially Tidal Wave. The same consumers also agreed that they identify Wave at retail by its recognizable pink packaging.

Sell the full range of the MOST profitable petunia in the marketplace. The complete collection lets you put Wave in the store earlier and keep it there longer into the season. Start with SHOCK WAVE early, move into WAVE and EASY WAVE mid-season, then finish strong with TIDAL WAVE. No other petunia lets you spread your program over so many months!

Wave petunias come with a complete program for your total success: unmatched uniformity on the retail bench, highest profit per sq. ft. of any spreading petunia, flexible and unique packaging options, and direct-to-consumer communications.

Create your ULTIMATE Wave Garden Center

Visit wave-rave.com and click on “retailers” to access your DIY guide to selling even more of the most popular flowering annual ever!

Whether you’re a “one-man” grow-and-sell business or a retailer with multiple outlets, the Wave Ultimate Garden Center online manual has sales-building solutions you can put to use today and into the future.

- The story behind Wave’s winning ways
- Complete lineup of Wave POP with a fresh new look
- Lots of ideas for creating your own Wave displays
- Easy instructions for printing your own POP in minutes
- Vendor info for ordering in-stock or print-on-demand benchcards, banners and more

Be sure to check out this info and idea-filled online resource regularly for updates!

Happy Birthday, Wave!

Known by its pretty pink pot, colorful blooms and garden performance across the globe, Wave celebrates 15 years in 2010! From original Wave Purple to its current extended family of 5 series, the Wave brand consistently brings new colors, patterns and planting options to gardeners – all while maintaining the easy-care performance Wave has come to represent.

Wave recently debuted several new colors and patterns: Easy Wave Burgundy Star is the first star pattern in the series; Easy Wave Plum Vein is the series’ first vein pattern; and Shock Wave Denim changes throughout the season like your favorite pair of blue jeans. Whatever the color or use, Wave petunias remain a winner with gardeners ... and the future looks colorful for years to come!

COLOR EARLY...

COLOR LATE



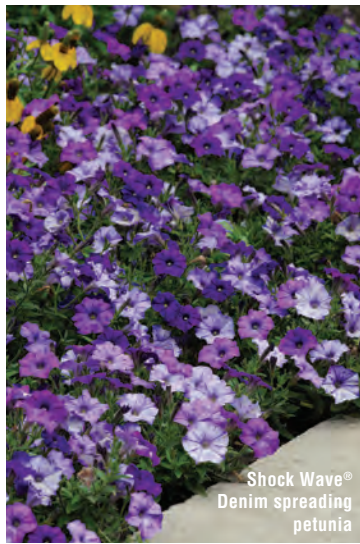
Sorbet® Yellow Blotch & Blue Blotch XP viola



Mona Lavender Plectranthus:
The ultimate garden mum companion. With fuzzy, dark foliage and orchidlike mini purple blooms, Mona Lavender is perfect for large pots and baskets promoted on end caps in the Fall. The upright habit also makes this plant a fun component in Fall combinations.



Jester Ornamental Millet



Shock Wave® Denim spreading petunia



Easy Wave® Opposites Attract Mix spreading petunia



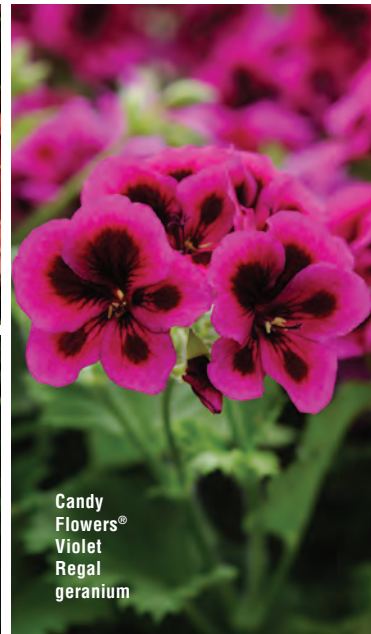
Romeo™ Bright Pink basket diascia

PROFIT ON THE SHOULDERS OF THE SEASON.

Although the majority of your sales are made in a pretty short period of time, customers come into your store every day it's open and they come to buy. Spring fever seems to hit earlier and earlier every year, and home gardeners continue to search out new plants to brighten up fall and winter landscapes.

The selection of plants at most garden centers tends to be pretty narrow at off-season times, but it doesn't have to be. Imagine how excited your customers (and staff) could get if you brought them a reinvigorated early spring or fall product palette. Here are just a few of Ball's best products that can freshen up your store - early and late season.

TIP Advertise these products and encourage customers to make ANOTHER trip to your store each year.



Voltage™ Yellow Osteospermum: THE cure for Spring fever.

It's a bright yellow, daisy-shaped flower that can be sold when the weather is still cool - it'll stop your customers in their tracks. Voltage Yellow is the first osteo in bloom and the last out of bloom.

MR. MUM'S "TOP 10"



With more than 30 years experience working with garden mums, Ball's mum expert ED HIGGINS knows what he's talking about. Here are his top mum picks for independent garden centers.



Five Alarm Red is one of the first mums to flower in the fall and displays bold red blooms, large flowers and a desirable mounded habit. Your customers will love its vivid flowers that last longer than any of the other early red varieties.



Sunset Orange features vivid two-tone flower color (dark red-orange in the center and orange outer petal color) growing into a perfect ball-shaped plant. A very prolific bloomer, this variety shows great color across North America.



Ed considers *Sundance Yellow* perhaps the best plant habit in our line-up. Its prolific, uniform, ball-shaped plants carry hundreds of super-bright flowers that last longer than most other varieties.



A novel and eye-catching look at retail, *Perfectly Pink* is a mid-season variety with large flowers and a mounded habit. Its unique two-tone coral-pink flower color almost begs you to display this variety on an end cap in your highest traffic area.



Sparkle White is one of the freshest white mum flowers ever! As white as freshly fallen snow, it looks great across North America. Sell this variety in 8-inch and smaller containers.



Candlelight White



*Venus
Purple*



*Goldmine
Yellow*



*Flamingo
Pink*



*Bedazzled
Bronze*

Spotlight on Gerbera

The ULTIMATE impulse item.

When kids learn to draw flowers, the model plant is often a gerber daisy. When other industries represent our products visually, they use daisy-shaped blooms. Don't dismiss the power of the gerbera image – in fact, capitalize on it because rookies and veterans alike gravitate toward what's familiar.

The **Revolution F1** gerbera collection includes four series that fill all retail needs from "Micro" to "Mega". Sell gerbera as a combo component, back-to-school gift for teachers, patio cut flower and more.

TIP: If you want customers to give potted plants as gifts, upgrade the green or black plastic pot with a decorative sleeve and add a gift tag.



create a *patio* oasis

INSPIRE YOUR CUSTOMERS TO CREATE A LITTLE TROPICAL PARADISE IN THEIR OWN BACKYARDS.

Whether “staycationing”, enjoying “outdoor rooms” or “cocooning” – today’s homeowners are spending a lot of time in their outdoor spaces. Why not make them as beautiful as possible with big, bold plants and flowers? Show your customers how to use large tropical specimens in colorful pots surrounding sitting areas, as living arrangements on outdoor tables or as centerpieces in mixed containers.

TIP Try decorating your outdoor furniture area with some of these hot picks. You will no doubt sell more of both.

COLOCASIA MAUI MAGIC

- Growing up to four feet tall with shiny burgundy foliage that emerges green, Maui Magic
- creates drama in large mixed combinations and by itself in patio pots. Sell in gallons and larger pots
- to quench your customers’ desire for instant gratification.

NOR'EAST MINIATURE ROSES

True miniature roses are popular due to their hardiness, versatility and long life. These long-lasting beauties grow up to 30 inches and are available in a wide array of colors for any garden decorator.



MAGIC CAROUSEL ROSE



TROPICAL BRONZE SCARLET CANNA



LITTLE PRINCE MUSA



MAUI MAGIC COLOCASIA



COAL MINER COLOCASIA



ALSTROEMERIA PRINCESS LILIES

Flourish SOURCEBOOK

Ball Horticultural Company is dedicated to Coloring the World with our wide array of trialed and tested annuals, perennials, grasses, tropicals and shrubs. We offer an extensive lineup of vegetative (cutting) and seed products from both our own breeding team and from outside sources. Be sure to pre-order Ball varieties early from your preferred grower to get the best availability.

STUNNING COLOR Pages 2 – 5

AngelMist Angelonia (Ball FloraPlant)
Serena Angelonia (PanAmerican Seed)
Sherbet Bon Bon Begonia (Ball)
Can-Can Calibrachoa (Ball FloraPlant)
MiniFamous Double Calibrachoa (Selecta)
Diamonds Blue Delphinium (PanAmerican Seed)
Mesa Yellow Gaillardia (PanAmerican Seed)
Designer Geranium (Ball FloraPlant)
Showcase Geranium (Ball FloraPlant)
Luna Hibiscus (PanAmerican Seed)
Voltage Yellow Osteospermum (Ball FloraPlant)
Jumping Jack Viola (Ball FloraPlant)

SIMPLY BEAUTIFUL Pages 6 – 7
Includes hundreds of vegetative and premium seed varieties. Ask your grower or Ball Seed sales rep for a complete listing. (Ball)

WEIRD & WILD Pages 8 – 9

Bonfire Begonia (Selecta)
Million Kisses Begonia (Ball)
Maracas Brazilian Fireworks (PanAmerican Seed)
Silver Fox Chrysocephalum (Ball FloraPlant)
Kong Coleus (PanAmerican Seed)
Versa Coleus (PanAmerican Seed)
Fireworks Gomphrena (PanAmerican Seed)
Blazin' Rose & Blazin' Lime Iresine (Ball FloraPlant)
Fizzy Pansy (PanAmerican Seed)
Black Velvet, Phantom & Pinstripe Petunias (Ball FloraPlant)
Debonair Petunia (PanAmerican Seed)
Soleil Petunia (Selecta)
Sophistica Petunia (PanAmerican Seed)
Solcito Zinnia (PanAmerican Seed)

Sign up at
ballhort.com/retailers
for your
info-filled monthly
e-mail Retail Report.

BIG SELLERS Pages 10 – 12

Clear Crystal Alyssum (PanAmerican Seed)
Dragon Wing Begonia (PanAmerican Seed)
Miss Sunshine Helianthus (PanAmerican Seed)
Fiesta Double Impatiens (Ball FloraPlant)
Landmark Lantana (Ball FloraPlant)
Taishan African Marigold (PanAmerican Seed)
Matrix Pansy (PanAmerican Seed)
Sun Spun Petunia (Ball FloraPlant)
Mediterranean Trailing Vinca (PanAmerican Seed)
Titan Vinca (PanAmerican Seed)
Zahara Zinnia (PanAmerican Seed)
Double Zahara Zinnia (PanAmerican Seed)

STAYING DRY Page 13

Serena Angelonia (PanAmerican Seed)
PowWow Echinacea (PanAmerican Seed)
Breathless Euphorbia (Ball FloraPlant)
Colorcade Ivy Geranium (Ball FloraPlant)
Landmark Lantana (Ball FloraPlant)
Voltage Yellow Osteospermum (Ball FloraPlant)
Soleil Petunia (Selecta)
Mystic Spires Blue Salvia (Ball FloraPlant)
Mediterranean Trailing Vinca (PanAmerican Seed)
Titan Vinca (PanAmerican Seed)
Zahara Zinnia (PanAmerican Seed)

BURPEE HOME GARDENS

Pages 14 – 15
The Burpee Home Gardens program offers 146 best-selling vegetable and herb varieties picked for garden and kitchen success. Ask your grower or Ball Seed sales rep for a complete listing. (Ball)

SHADY PLAYERS Pages 16 - 17

Dazzler Impatiens (PanAmerican Seed)
Impreza Impatiens (PanAmerican Seed)
Patchwork Impatiens (Ball FloraPlant)
Fusion Exotic Impatiens (Ball FloraPlant)
Fiesta Double Impatiens (Ball FloraPlant)

BOOM WITHOUT BLOOM

Pages 18 - 19
Gryphon Begonia (PanAmerican Seed)
Electric Lime Coleus (Ball FloraPlant)
Henna Coleus (Ball FloraPlant)
Redhead coleus (Ball FloraPlant)
Breathless Euphorbia (Ball FloraPlant)
Live Wire Isolepis (PanAmerican Seed)
Twisted Arrows Juncus (PanAmerican Seed)
Twisted Dart Juncus (PanAmerican Seed)
Purple Baron Ornamental Millet (PanAmerican Seed)
Blue Chalk Senecio (Ball FloraPlant)
Limón & Verde Talinum (PanAmerican Seed)

TOP PICKS FOR YOUR LANDSCAPE CUSTOMER

Page 20
Purple Knight Alternanthera (PanAmerican Seed)
Trusty Rusty Coleus (Ball FloraPlant)
Silver Falls Dichondra (PanAmerican Seed)
Fanfare Spreading Impatiens (Ball FloraPlant)
Super Elfin Impatiens (PanAmerican Seed)
Lucky Lantana (Ball FloraPlant)
Aztec Verbena (Ball FloraPlant)

FANTASTIC OPPORTUNITIES

Page 21
Black Pearl, Calico & Purple Flash Ornamental Peppers (PanAmerican Seed)
Limón Talinum (PanAmerican Seed)
Peek-A-Boo Spilanthes (PanAmerican Seed)

PERENNIAL BEAUTY

Pages 22 – 23
Clementine Aquilegia (Kieft-Pro-Seeds)
Jim Crockett Boltonia (Ball FloraPlant)
Sunfire Coreopsis (PanAmerican Seed)
Double Trouble Daylily (Darwin Perennials)
Dasante Blue Delphinium (PanAmerican Seed)
PowWow Echinacea (PanAmerican Seed)
Big Top Heuchera (Darwin Perennials)
Luna Hibiscus (PanAmerican Seed)
Blue Note Scabiosa (Kieft-Pro-Seeds)
Christy Veronica (Ball FloraPlant)

DIFFERENTIATE AND WIN

Pages 24 – 25
All of these products are sourced and supplied through Ball Ornamentals.
Sunshine Daydream Abelia
Cousin Itt Acacia
Jade Pillar Boxwood
Flutterby Petite Blue Heaven
Buddleia
Bombshell Hydrangea
Double Delights Expression Hydrangea
Sunshine Ligustrum
Lacey Blue Perovskia
Fireball Red Photinia
Star of Toscano Trachelospermum

WAVE SPREADING PETUNIAS

Page 27
The Wave family offers the most-asked-for plant brand in North America.
Double Wave (Ball FloraPlant)
Easy Wave (PanAmerican Seed)
Shock Wave (PanAmerican Seed)
Tidal Wave (PanAmerican Seed)
Wave (PanAmerican Seed)

COLOR EARLY...COLOR LATE

Pages 28 – 29
Juliet Diascia (Ball FloraPlant)
Romeo Basket Diascia (Ball FloraPlant)
Candy Flowers Regal Geranium (Ball)
Jester Ornamental Millet (PanAmerican Seed)
Serengeti Nemesia (Selecta)
Plentifall Trailing Pansy (PanAmerican Seed)
Voltage Yellow Osteospermum (Ball FloraPlant)
Zion Osteospermum (Selecta)
Matrix Pansy (PanAmerican Seed)
Easy Wave Spreading Petunia (PanAmerican Seed)
Shock Wave Spreading Petunia (PanAmerican Seed)
Mona Lavender Plectranthus (Ball FloraPlant)
Sorbet XP Viola (PanAmerican Seed)

MR. MUM'S "TOP 10"

Pages 30 – 31
All of these products are sourced and supplied through Ball.

SPOTLIGHT ON GERBERA

Page 31
The Revolution family offers four series from "Mini" to "Mega". (Kieft-Pro-Seeds)

CREATE A PATIO OASIS Page 32

All of these products are sourced and supplied through Ball.
Princess Lilies Alstroemeria
Tropical Bronze Scarlet Canna
Coal Miner Colocasia
Maui Magic Colocasia
Little Prince Musa
Nor'East Rose

Vegetative products:

Ball FloraPlant.

Ball.

selecta

DarwinPerennials.

BallOrnamentals.

Seed products:

PanAmericanSeed.



Kieft-Pro-Seeds

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List your business today & drive up store traffic all season!

Add your garden center to our handy Store Locator at **ballhort.com/retailers**. This easy-to-use tool lets plant-hungry shoppers enter their zip or postal code and find a local garden center.

Contact your Ball Seed sales rep or preferred supplier and order your Ball varieties early for best availability.

Ball Horticultural Company
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ballseed.com

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