

2018

Flourish!

BRINGING NEW LIFE TO YOUR GARDEN CENTER



INSIDE:

MORE THAN MEETS THE EYE...
plants affect all five of our senses

BallSeed.



Gardens with Purpose

WITH MANY OPTIONS FOR TODAY'S CONSUMER to spend discretionary and home improvement dollars, our category must continue to show these folks (*all FOUR generations of them*) why our products add so much value to their lives. The beauty inherent in our products is often the initial trigger that attracts attention, but it's the function that closes the deal. In this edition of *Flourish!*, we spend some time exploring different stories we can all tell when promoting the plants and flowers we sell.

Sometimes function is very clear when it comes to the plant palettes attracting attention at retail. Color trends are widespread for a reason – they reflect current tastes. This holds true in gardens across North America as savvy consumers gravitate toward stylish colors they see every day. Take a look at some plants fitting these trends on **page 14**. Similarly, plants certainly evoke emotional and sensory reactions. Learn more about this unique way to capitalize on senses on **page 2**.

Sometimes function results in measurable gains to an environment – or in this case, OUR environment. Pollinator plants and gardens serve as habitats for many plants, animals and insects. We are excited to showcase some top pollinator plants on **page 8**. Plant habitats can also be created to reduce environmental impact by reducing water use and increasing water retention. We have more on this topic on **page 12**.

It's my goal that by the end of this edition of *Flourish!*, you will have a new sense of appreciation of the plants and products we're all blessed to offer, and that you'll be inspired to pass along some of this knowledge. Plants are much more than pretty, and this is just the message to attract and engage the next group of shoppers!

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Ball Seed promises to always be the easiest horticultural distributor for you to do business with, offering...

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- A live voice to answer your call.
- An open invitation to experience and enjoy The Gardens at Ball and onsite events.



2

STIMULATING THE SENSES

Show your customers how a carefully planned sensory garden can be used for therapy, relaxation and to create an overall sense of well-being.



8

PLEASING POLLINATORS

Attract and captivate shoppers of all ages with suggestions on how to welcome pollinators to the garden.



12

WATER WISE: BEST BETS FOR HOT & DRY

Garden centers are in the perfect position to demonstrate how adding water-wise plants to the garden can make a big impact.



14

COLORFUL EXPRESSIONS

Colorful plants can speak volumes about the thoughts and feelings consumers want to project to the world.



18

TRADITIONS: PLANTS TO CELEBRATE

Keep moving plants and inspire customers year-round by promoting varieties that complement traditional holidays.



20

INSIDEOUT OUTSIDEIN

Your displays can show shoppers how to use plants and flowers to create a natural oasis at home — both inside and out.

Cover Photos:

- NEW Paintbox Purple Mum
- NEW Lucky Star™ White Pentas
- NEW Midnight Snack F1 Cherry Tomato
- NEW Can-Can® Bumble Bee Pink Calibrachoa

Flourish! 2018

AMERICAN NATURALIST JOHN BURROUGHS SAID, "I GO TO NATURE TO BE SOOTHED AND HEALED, AND TO HAVE MY SENSES PUT IN ORDER." BUT WITH NATURE, THERE IS MUCH MORE THAN MEETS THE EYE — ESPECIALLY WITH SENSORY GARDENS. THEY OFFER A WAY TO ENGAGE ALL FIVE SENSES — SIGHT, HEARING, TASTE, SMELL AND TOUCH.



Stimulating THE SENSES

SHOW YOUR CUSTOMERS
HOW A CAREFULLY PLANNED
SENSORY GARDEN CAN BE USED
FOR THERAPY, RELAXATION
AND TO CREATE AN OVERALL
SENSE OF WELL-BEING.





NEW 4D™
Purple Improved
 and **NEW 4D™ Sunburst**
Osteospermum (left)
 offer remarkable,
 multi-dimensional
 blooms.

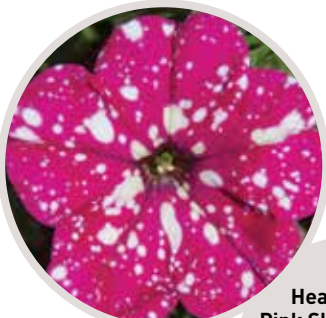
ONE THING IS CERTAIN... gardens have the most impact on our sight. Typically, garden flowers and plants are chosen for color, pattern, shape, and whether they grow tall or lay low. Some even offer various hues all in one plant. Look for these varieties to see how appearance influences interest in the garden.



NEW Dundee™ Series
Mandevilla's vivid, non-fading colors brighten up sunny spaces.



NEW Blushing Beauty
Osteospermum features multicolor magic.



NEW Headliner™
Pink Sky and Night Sky
Petunias are known for their vigor and eye-catching colors.



NEW MiniFamous®
Double Silver Blue
Calibrachoa's intense color is easy to spot.



NEW ColorBlitz™ Series
Petunias offer strong garden performance and a wide assortment of bold colors.



Like a sweet dream,
NEW Dreams™ Burgundy
Improved Petunia flowers faster and produces brighter blooms.



NEW Debonair Collection™
Lime Green Improved Petunia, a designer variety, shows off a deeper green bloom.



NEW Alpine White



NEW Majesty Red



NEW Hot Spot Bronze



Shoppers love the tropical look of **Summer Romance™ Mandevilla** and **Dipladenia**.

Garden mums bring glorious hues to every season. Brighten Spring, cool Summer heat, fall for Autumn shades, warm up the Winter. The colors are amazing!



NEW Paintbox Purple



NEW Pop Eye Orange

SEEING & Believing



NEW Bandwidth Miscanthus vibrates with the movement and sound of swaying foliage.



These names alone echo with curiosity — **NEW Canary Wings Begonia** (left), **Jurassic Series Rex Begonia** (below), and **NEW Polar Berry™ Blackberry** (right).



The name of **NEW Mountain Frost™ Collection Dianthus** evokes snow-covered hills on an early morning.

Fierce Coleosaurus Coleus makes a bold splash in the shade.



Hats off to **NEW Sombrero® Granada Gold** (left) and **Sangrita Echinacea** (right). Sounds like it's time for a fiesta!

SOUNDS LIKE a Winner



SOME PLANT NAMES, like

Jurassic™ and **Coleosaurus**, simply sound intriguing.

But, there are plants that can actually make sounds, too. Listen as ornamental grasses jostle in the breeze or swish as they sway. Some border plants seem to whisper as your foot brushes up against them. Lend an ear as these plants sing out loud and clear.

Jade Princess Ornamental Millet makes a pleasant, rustling sound, especially in the dry Fall months.



It's a Matter OF TASTE



THE PROOF WITH THESE PLANTS IS IN THE TASTE! Enhance the aroma and flavor of your favorite dishes with high-quality vegetables. These tasty varieties help to make an average cook seem like a French chef. The big benefit of veggies: the plants look as good as they taste!



NEW Gladiator Paste Tomato



NEW Dragon Roll Hot Pepper



NEW Gold Standard Sweet Pepper



NEW Little Bing F1 Cherry Tomato



NEW SimplySalad® Arugula



NEW Candy Cane Red F1 Sweet Pepper



NEW Tidy Rose F1 Beefsteak Tomato



NEW Mad Hatter F1 Specialty Pepper



NEW Little Sicily F1 Slicer Tomato



NEW Aji Rico F1 Specialty Pepper



NEW Easy Pick Gold II Zucchini



NEW Midnight Snack F1 Cherry Tomato



From sweet to hot, use these delicious vegetables in your kitchen.

What sets these varieties apart is their fresh, home-grown flavor.

NATURE'S SOURCE® PLANT FOOD supports strong roots and beautiful foliage. Sell the same plant food you use to your home garden and landscaper customers to keep plants vigorous and strong.



NEW Everleaf Genovese Basil offers an aromatic scent with a hint of anise, and a taste that is sweet, yet slightly peppery.

NEW Lavance Deep Purple Lavandula

NEW Sweet Dreams Lavender Lavandula

NEW LaVela Compact White Lavender

Clear Crystal Mix Alyssum displays fragrant, extra-large blooms in Spring and Autumn.

NEW Bandera Pink Lavandula

LIKE NO OTHER SENSE, smell can transport us to another place or bring back memories. A scented garden can also evoke a feeling of calm and tranquility. Fill gardens with fragrant plants like dianthus, gardenia, lavender, lilies, and even herbs like basil and rosemary.



The Sweet SMELL OF SUCCESS

Enjoy the strong, yet calming scent from **NEW Lavance Deep Purple** and **NEW Sweet Dreams Lavender Lavandula**, as well as **NEW LaVela™ Compact White Lavender**.

Add **NEW Bandera Pink Lavandula** to garden edges, where you can enjoy a beautiful scent just by brushing by it.



NEW First Flame™ Mixture Celosia offers silky smooth plumes.



NEW Twisted™ Yellow Celosia's plumes have a unique, twisted, curly shape with a velvety feel.

NEW Copper Prince F1 Ornamental Millet shows off bottlebrush-like spikes that are soft and fuzzy.



FROM DELICATE TO COARSE and spiky to furry, foliage adds another dimension to the “feel” of a garden. Flowers also make different impressions when feathery, delicate petals mix with bristly blooms. Textures give hands something to feel and examine.



ColorGrass Pony Tails Stipa produces fine, needlelike foliage with silky green flowers.



NEW Neo Red Celosia produces larger, thicker combs with feathery clusters and ridges.



These fun display concepts grab shoppers' attention and inspire better sales.

Get in TOUCH WITH nature



**INSPIRE SHOPPERS
TO CREATE A BACKYARD
OASIS FOR BUGS, BEES
AND BIRDS.**



Pleasing Pollinators

Attracting pollinators creates a win-win situation for you, your customers and the environment. Home gardeners will appreciate the colorful plants they're growing to entice pollinators, and those plants will thrive and create a beautiful garden from early Spring through Fall, resulting in satisfied customers.



**FUN STORE DISPLAY
IDEAS**



Extra large
Salvia flowers
welcome
pollinators.



Bidens

Colorful orange and yellow flowers attract pollinators and invite gardeners to look closer.

Lavender

NEW Sweet Dreams Series Lavendula
Strong, well-branched plants with deep blue or lavender flowers offer a superior fragrance that is irresistible to bees and butterflies.



Pink



Dark Red



Violet



White



Lavender

NEW Lucky Star™ Series Pentas

A hands-down winner for continuous, long-lasting color and blooms that encourage cross fertilization.



NEW Kirigami Ornamental Oregano

Produces large purple-green bracts, rose flowers and clear, light green foliage. This eye-catching, non-culinary oregano offers instant appeal to bees.



See what the buzz is all about.

ATTRACT AND CAPTIVATE SHOPPERS OF ALL AGES WITH SUGGESTIONS ON HOW TO WELCOME POLLINATORS TO THE GARDEN.



Use focused displays of annuals such as bidens, pentas

and lantana, and perennials like scabiosa and buddleia, along with signs promoting these as bee-attractors that are beautiful and beneficial for the natural world.

NEW Pure White



Flutter™ Series Scabiosa

Large, long-lasting flowers are beautiful in containers and the landscape, providing a constant attraction for bees and birds.

Silky Mix



Silky Series Asclepias

Brightens gardens, landscapes and patio planters, and makes an amazing cut flower. These exotic-looking flowers feature intense colors and strong stems.



Ruby Glow



Plum Gold



Foxlight™ Series Digitalis

Makes a great focal point in gardens and containers with bold colors and Summer-long blooming.



W A T E R
W I S E

CAPITALIZE ON CONSUMER CONCERN ABOUT CONSERVING WATER WITH INFORMATIVE DISPLAYS AND FUN, FAMILY-ORIENTED PROMOTIONS SHOWCASING PLANTS THAT PERFORM BEST IN HOT, DRY CONDITIONS.

BEST BETS for HOT & DRY



NEW BANDWIDTH MISCANTHUS is a tough but beautiful ornamental grass that requires only light watering and will return year after year.



Sirocco Stipa
THE COLORGRASS® COLLECTION from Kieft Seed™ offers drought-tolerant ornamental grasses that add texture and color.

As young people learn about drought and water conservation in school, and adults face community water-use restrictions and rising water bills, more consumers are looking for ways to save water.



HAPPY HOUR™ SERIES PORTULACA is great for hot, dry, full-sun conditions and offers large, semi-double blooms in vivid colors.




Happy Hour Mixture

NEW LANDMARK™ RED LANTANA is a colorful addition to Summer gardens, with a high tolerance for heat, humidity and drought.



NEW DAISY FALLS™ SERIES OSTEOSPERMUM is drought tolerant and excellent for erosion control in landscapes.



Daisy Falls Pink

**MESA™ SERIES
GAILLARDIA**
stands up to hot,
dry conditions,
providing non-
fading color all
season long.



Mesa Peach



Mesa Red

**NEW DAY® SERIES
GAZANIA** performs
beautifully
through the heat
in containers and
baskets, and as a
garden edging or
groundcover.



New Day Rose Stripe



New Day Red Stripe



COLORGRASS
Wind Dancer Eragrostis



COLORGRASS
Sirocco Anemanthele



COLORGRASS
Starhead Juncus

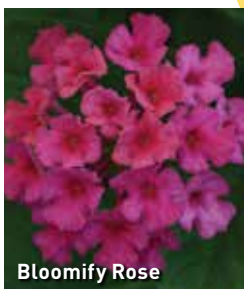


COLORGRASS
Red Rooster Carex



Garden centers are in the perfect position to demonstrate how adding water-wise plants like these to the garden can make a big impact.

**NEW BLOOMIFY™
SERIES LANTANA**
is completely
sterile, so it offers
bright color and
flower power
even in the heat of
Summer.



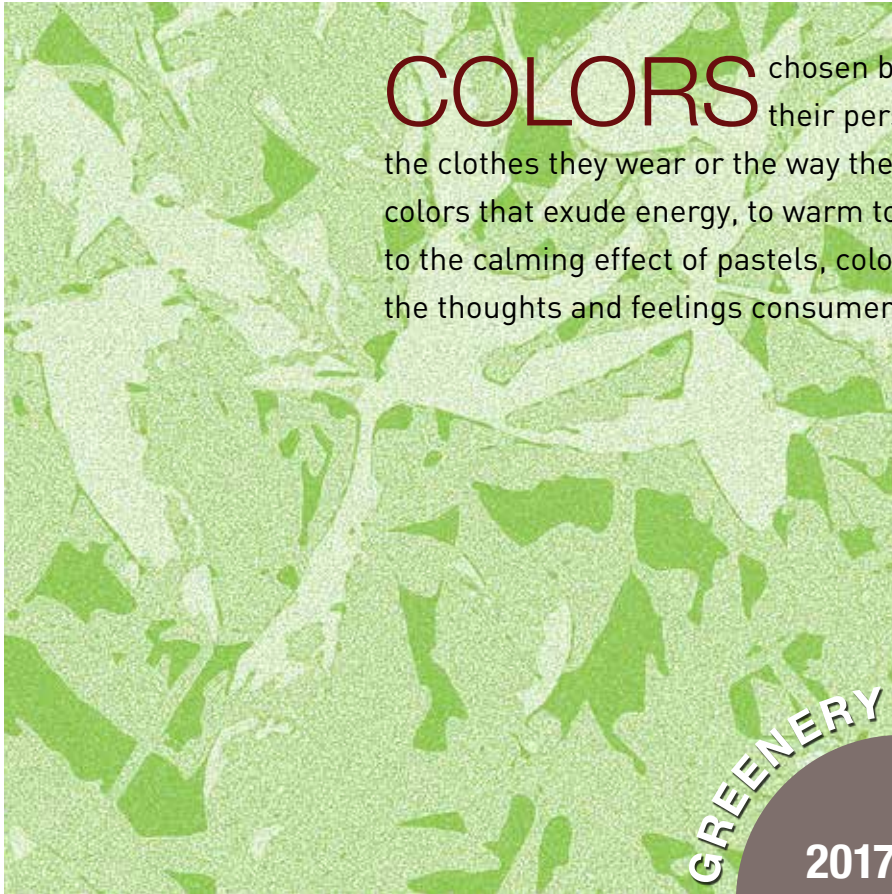
Bloomify Rose

**BLUE STEEL
PEROVSKIA** can
take the heat
and drought, and
always looks
fresh. This hardy
plant has aromatic,
silvery foliage with
clouds of small
blue flowers.

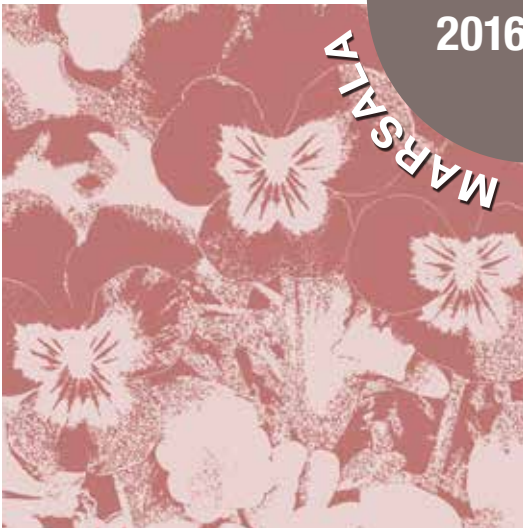


**NEW LANDMARK™
SUNRISE ROSE
IMPROVED
LANTANA** stands
up to the heat
with vibrant
color, better
flower power
and improved
branching.





COLORS chosen by shoppers for their gardens reflect their personality and style just as much as the clothes they wear or the way they decorate their home. From bright colors that exude energy, to warm tones that convey earthiness, to the calming effect of pastels, colorful plants can speak volumes about the thoughts and feelings consumers want to project to the world.



2017
2016
2015

GREENERY

ROSE QUARTZ & SERENITY

MARSA

Shoppers can find the perfect shade to present their personality in these plants reflecting hot color trends from recent Pantone Color of the Year winners.

Colorful Expressions





Everleaf Genovese Basil



NEW FlameThrower™ Salsa Verde Coleus



NEW SolarPower™ Lime Improved Ipomoea

COLOR OF THE YEAR
2017

GREENERY

A fresh yellow-green that evokes Spring and renewal, this color encourages exploration and invigoration. This neutral tone also works to accentuate bolder colors in the garden, creating a pleasing background.



SimplyHerbs™ Sage



NEW SolarTower™ Lime Ipomoea

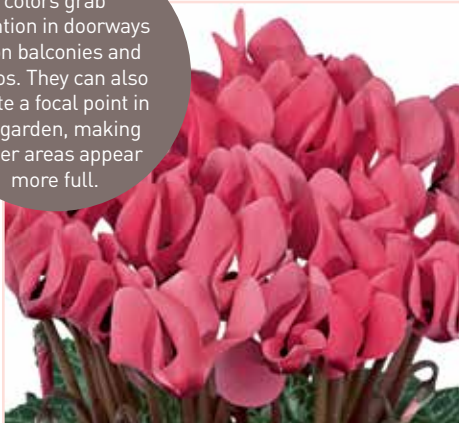


NEW Dragon Roll Hot Pepper



Canary Wings Begonia

Warm colors grab attention in doorways or on balconies and patios. They can also create a focal point in the garden, making larger areas appear more full.



NEW Dreamscape™ Salmon Eye Cyclamen



NEW Ice Cream Salmon Celosia



NEW Gardenetta™ Passion Fruit Dahlia



Easy Wave® Coral Reef Petunia



ROSE QUARTZ & SERENITY

Together, Rose Quartz and Serenity provide a balance between a warmer rose tone and the cooler tranquility of pale blue. Rose Quartz conveys compassion and a sense of composure, while Serenity is weightless and airy, like the expanse of the sky.



Diamonds Blue Delphinium



NEW Revolution™ Salmon Shades with Light Eye Gerbera

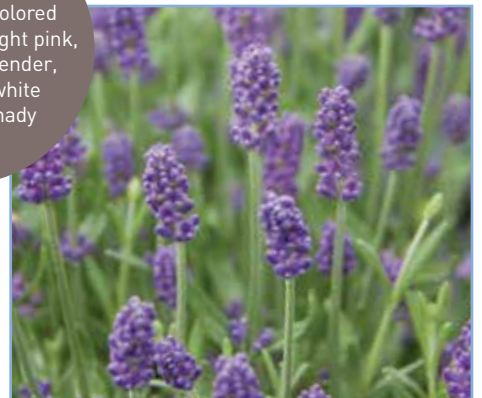
Shaded areas can appear brighter by using light-colored plants. Suggest light pink, light yellow, lavender, pale blue or white flowers for shady gardens.



NEW Cheers™ Sun-Kissed Amethyst Erysimum



NEW AngelMist® Spreading Bluebird Angelonia



NEW Sweet Dreams Blue Lavandula



Sorbet® Ruby Gold Viola



Sombrero® Baja Burgundy Echinacea

Dark colors appear cool in even the most intense heat. They can also make compact areas look larger and more spacious.



Pineapple Surprise Premium Sun Coleus

COLOR OF THE YEAR 2015

MARSALA



Summer Romance™ Vining Merlot Dipladenia



Carnival Rose Granita Heuchera

Rich, warm, velvety Marsala provides an elegant, earthy expression when used on its own, but it can be a strong accent color when used with other varieties. Its plush characteristics are enhanced on textured surfaces like coleus and heuchera.



NEW Cool Wave® Raspberry Pansy

FUN STORE DISPLAY !IDEAS



T R A D I T I O N S

Spring
Easter
Mother's Day
Memorial Day



NEW Moonlight™
Pink 18 Zonal Geranium



NEW Royal™
Lavender Ivy Geranium



NEW Bonanza Bolero Improved
French Marigold

Early-flowering plants in lovely pastel shades are perfect for those special Spring occasions.

Plants to

NEW Fantasia® White Improved
Zonal Geranium



Summer
Showers,
Graduations,
Father's Day
4th of July
Barbecues

Fourth of July Slicer Tomato



NEW Marcada™ Series
Interspecific Geranium



Focus on flowering plants and fresh vegetables during the hot days of Summer when backyard parties and barbecues are frequent social occasions.

Autumn-hued flowers and fresh vegetables for tailgate parties and cook-outs will draw more customers to garden centers when Fall arrives.



**NEW Precision™
Pink Flamingo Ivy Geranium**



**Heirloom Marriage™
Big Brandy Tomato**



**Hot Pak™ Series
Heat-Tolerant Extra-Dwarf
Crested French Marigold**

Fall Halloween
Thanksgiving
Football season
Back-to-School

Keep moving plants and inspire customers year-round by promoting varieties that complement traditional holidays. Suggest flowers and vegetables that will tie-in with special occasions for all seasons of the year. Plants can trigger memories and strengthen connections between people.

Celebrate

Radiant Red Garden Mum



**Christmas Beauty™
Series Poinsettia**



**Christmas Wish
Poinsettia**

Feature brilliant red blooms for the Winter holidays and bring a sense of warmth to celebrations with family and friends.

**FUN STORE DISPLAY
IDEAS**



Winter Christmas
New Year's Day
Valentine's Day

NEW Trixi®
Daisy Falls



insideOUT

You can help your customers create a stronger connection with nature by encouraging them to decorate with plants and flowers both inside and outside their home. They can dramatically change an environment by adding color, texture, interest and comfort.

Many plants considered to be “indoor” varieties, like tropical cannas, can be combined with tried-and-true items like calibrachoa in containers to create an exciting outdoor display to light up doorways and backyard patios.

Container gardening can be used to define spaces as well as add visual and architectural interest. Containers also can be easily moved to create a variety of different landscapes. Mixed containers offer unique color and plant combos that can serve as a focal point to a deck or anchor a patio seating area.



NEW Trixi
Batting Eyes



NEW Trixi
Royal Castle



NEW MixMasters™
Spring Showers



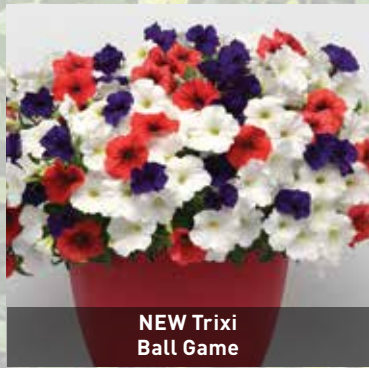
NEW MixMasters
Rosé Everyday



NEW MixMasters
Tropicali



NEW MixMasters
Paradise Sunrise



**NEW Trixi
Ball Game**



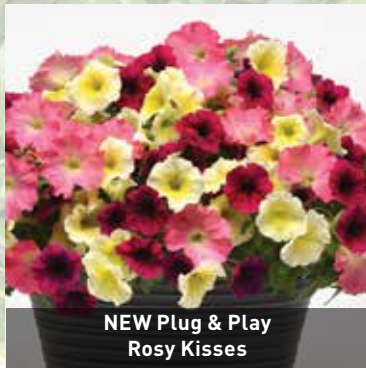
**NEW Trixi
Caribbean Cocktail 18**



**NEW Plug & Play™
Royal Passion**



**NEW Plug & Play
Fire N Nice**



**NEW Plug & Play
Rosy Kisses**



**NEW Plug & Play
Italian Bistro**



**Tropical cannas make
a thrilling addition
to outdoor containers.**



NEW Royal Dane White Exacum



NEW Joker Ornamental Pepper



NEW Princess Deep Blue Exacum

outsideIN

A lot of plants and flowers that traditionally have been relegated to the “outdoors” are now being marketed as indoor “potted plants.” Ornamental peppers and exacum in smaller decorative pots can enhance the color, beauty, scent, character and mood of interior spaces.

A whole range of large and colorful flowers, like celosia and sunflowers, are finding a new home on tabletops and in window boxes in attractive cut flower arrangements.

Inside or out, plants offer many options for decorating, and at the same time, can help consumers reconnect with nature.



NEW Samba XL Orange Ornamental Pepper

NEW Harlequin
Ornamental Pepper



Miss Sunshine Sunflower



Twisted Orange Celosia



NEW Autumn Gold Helianthus



Intenz™ Dark Purple Celosia

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- View products, photos and culture sheets
- Access live inventory and place orders
- Check order status and track shipments
- Create, view and update claims

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App Store

Flourish!

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

SOURCEBOOK

2/**STIMULATING THE SENSES**

4D Osteospermum (Selecta One)

3/**STIMULATING THE SENSES**

4D Osteospermum (Selecta One)
Blushing Beauty Osteospermum (Ball FloraPlant)
ColorBlitz Petunia (Ball FloraPlant)
Debonair Collection Petunia (PanAmerican Seed)
Dreams Petunia (PanAmerican Seed)
Dundee Mandevilla (Selecta One)
Garden Mums (Ball Mums)
Headliner Petunia (Selecta One)
MiniFamous Double Calibrachoa (Selecta One)
Summer Romance Mandevilla and Dipladenia (Ball Ingenuity)

4/**STIMULATING THE SENSES**

Bandwidth Miscanthus (Darwin Perennials)
Canary Wings Begonia (Ball Ingenuity)
Coeleosaurus Coleus (Ball FloraPlant)
Jade Princess Ornamental Millet (PanAmerican Seed)
Jurassic Rex Begonia (Ball Ingenuity)
Mountain Frost Collection Dianthus (Darwin Perennials)
Polar Berry Blackberry (Ball Ingenuity)
Sombrero Echinacea (Darwin Perennials)

5/**STIMULATING THE SENSES**

Aji Rico Pepper (PanAmerican Seed)
Candy Cane Red Pepper (PanAmerican Seed)
Dragon Roll Pepper (Burpee)
Easy Pick Gold II Zucchini (PanAmerican Seed)
Gladiator Tomato (Burpee)
Gold Standard Pepper (Burpee)
Little Bing Tomato (PanAmerican Seed)
Little Sicily Tomato (PanAmerican Seed)
Mad Hatter Pepper (PanAmerican Seed)
Midnight Snack Tomato (Burpee)
Nature's Source Plant Food (Nature's Source)
SimplySalad Collection (PanAmerican Seed)
Tidy Rose Tomato (PanAmerican Seed)

6/**STIMULATING THE SENSES**

Bandera Lavandula (PanAmerican Seed)
Clear Crystal Alyssum (PanAmerican Seed)
Everleaf Genovese Basil (PanAmerican Seed)
Lavance Deep Purple Lavandula (PanAmerican Seed)
LaVela Lavender (Selecta One)
Sweet Dreams Lavandula (Selecta One)

7/**STIMULATING THE SENSES**

ColorGrass Collection (PanAmerican Seed)
Copper Prince Ornamental Millet (PanAmerican Seed)
First Flame Celosia (PanAmerican Seed)
Neo Celosia (PanAmerican Seed)
Twisted Celosia (Ball Ingenuity)

8-9/**PLEASING POLLINATORS**

Bee Alive Bidens (Ball FloraPlant)
Lucky Star Pentas (PanAmerican Seed)
Rose Marvel Salvia (Darwin Perennials)
Sweet Dreams Lavender (Selecta One)

10-11/**PLEASING POLLINATORS**

Flutter Scabiosa (Darwin Perennials)
Foxflight Digitalis (Darwin Perennials)
Kirigami Ornamental Oregano (PanAmerican Seed)
Silky Asclepias (PanAmerican Seed)

12-13/**WATER WISE: BEST BETS FOR HOT & DRY**

Bandwidth Miscanthus (Darwin Perennials)
Bloomify Lantana (Ball FloraPlant)
Blue Steel Perovskia (PanAmerican Seed)
ColorGrass Collection (PanAmerican Seed)
Daisy Falls Osteospermum (Selecta One)
Happy Hour Portulaca (PanAmerican Seed)
Landmark Lantana (Ball FloraPlant)
Mesa Gaillardia (PanAmerican Seed)
New Day Gazania (PanAmerican Seed)

14-15/**COLORFUL EXPRESSIONS**

Canary Wings Begonia (Ball Ingenuity)
Dragon Roll Hot Pepper (Burpee)
Everleaf Genovese Basil (PanAmerican Seed)
FlameThrower Salsa Verde Coleus (Ball FloraPlant)
SimplyHerbs Collection (PanAmerican Seed)
SolarPower Ipomoea (Ball FloraPlant)
SolarTower Ipomoea (Ball FloraPlant)

16-17/**COLORFUL EXPRESSIONS**

AngelMist Spreading Angelonia (Ball FloraPlant)
Carnival Heuchera (Darwin Perennials)
Cool Wave Pansy (PanAmerican Seed)
Diamonds Blue Delphinium (PanAmerican Seed)
Dreamscape Cyclamen (Ball Ingenuity)
Easy Wave Petunia (PanAmerican Seed)
Cheers Erysimum (Darwin Perennials)
Gardenetta Dahlia (Ball FloraPlant)
Ice Cream Celosia (PanAmerican Seed)
Pineapple Surprise Premium Sun Coleus (PanAmerican Seed)
Revolution Gerbera (PanAmerican Seed)
Sombrero Echinacea (Darwin Perennials)
Sorbet Viola (PanAmerican Seed)
Summer Romance Dipladenia (Ball Ingenuity)
Sweet Dreams Lavandula (Selecta One)

18-19/**TRADITIONS**

Bonanza French Marigold (PanAmerican Seed)
Christmas Beauty Poinsettia (Selecta One)
Christmas Wish Poinsettia (Selecta One)
Fantasia Zonal Geranium (Ball FloraPlant)
Fourth of July Tomato (Burpee)
Heirloom Marriage Big Brandy Tomato (PanAmerican Seed)
Hot Pak French Marigold (PanAmerican Seed)
Marcada Interspecific Geranium (Selecta One)
Moonlight Zonal Geranium (Selecta One)
Precision Ivy Geranium (Ball FloraPlant)
Garden Mum (Ball Mums)
Royal Ivy Geranium (Selecta One)

20-21/**INSIDEOUT**

MixMasters Combos (Ball FloraPlant)
Plug & Play Combos (PanAmerican Seed)
Trixi Combos (Selecta One)

22-23/**OUTSIDEIN**

Autumn Gold Helianthus (Darwin Perennial)
Harlequin Ornamental Pepper (PanAmerican Seed)
Intenz Celosia (Ball Ingenuity)
Joker Ornamental Pepper (PanAmerican Seed)
Miss Sunshine Sunflower (PanAmerican Seed)
Princess Exacum (PanAmerican Seed)
Royal Dane Exacum (PanAmerican Seed)
Samba XL Orange Ornamental Pepper (PanAmerican Seed)
Twisted Celosia (Ball Ingenuity)

24/**WEBTRACK TO GO**

Ball Seed's WebTrack To Go mobile app lets you place orders on up-to-the-minute inventory, so you can truly manage your business on-the-go!

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.



Learn more about the benefits of plants and find downloadable benchcards with fresh, new messages at AmericanInBloom.org.

VEGETATIVE PRODUCTS

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BallIngenuity.

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DarwinPerennials.

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