



2017

NEW VARIETY
SUPPLEMENT

GARDEN MUMS

BaïMums



WELCOME TO BALL MUMS

Meet **Ed Higgins** of Wadsworth, OH, your Ball "mum guy" for 10 years! Ed has introduced new garden mums to the industry since 1985 and evaluates every Ball Garden Mum in our North American trials. To contact Ed, email ehiggins@ballhort.com or call 330 256-3628.

SUPPORT YOU CAN COUNT ON

You can always count on the Ball team to bring you the best garden mums for all your applications. Our dedicated team combines extensive experience and innovative thinking to make sure you always have the highest-quality products, the most efficient tools and the dynamic solutions to build your business.

Exciting selections like NEW Copper Coin Bronze come from top breeders and go through extensive trialing, so you can feel confident that each variety you choose will provide you and your customers with the quality and performance you expect.

You'll find easy ordering and helpful business management tools on Ball WebTrack®, our online ordering system. Plus there's the new WebTrack To Go™ mobile app to provide ordering on the go for the ultimate ordering and order tracking convenience.

Our supplier relations team provides accurate inventory, timely order confirmations and shipment tracking information for global sourcing of the products you order. You have instant access to the variety, crop scheduling and culture information you need to ensure your Ball Mums will perform as well in the field or greenhouse as they do on the retail bench and in home gardens.

Contact your Ball Seed Sales Rep today for help choosing the right varieties or to find out more about our cultural expertise. We'd love to hear about your success with Ball Mums, so drop us a line anytime.



PRESSURE-SENSITIVE BRANDED LABELS



We now offer pressure-sensitive labels for all of our Ball Mums varieties. These colorful, branded, self-stick tags can be applied to the outside of Ball Mums pots to capture more shopper attention at retail. The 2" x 2" labels are weatherproof, so they'll hold up and look great all season long. There is a minimum order of 500 tags per variety, and orders must be placed by early April for May printing runs. Contact **Multi Packaging Solutions** at 224 856-5370 for pricing and order details.



Find our full selection online in the 2016 Ball Mums Catalog at ballseed.com.

KEY TO SYMBOLS

-  European (ball-shaped) habit
-  Performs well in Spring flowerings
-  Performs well in black cloth flowerings
-  Heat-tolerant variety (FL/TX)

NEW BRIDAL WHITE

WHITEST WHITE FOR SPRING AND FALL

PUREST,
BRIGHTEST
WHITE

EU



NEW Bridal White (PPAF)

TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
EARLY	9/15	6 WEEKS	EUROPEAN	MEDIUM/TALL

One of the purest and brightest white garden mums ever! Prolific, very uniform and covered with blooms. Larger decorative flowers than any white garden mum in its flowering window. Robust, spherical habit with dark green foliage and strong, flexible stems. Performed well in trials for Spring flowering, Summer black cloth flowering and natural season flowering. No pinking of flower color in trials. Likely to become the variety of choice for early garden mums.

	4"	6"	8"	10"	12"	½ BUSHEL	H.B.
NATURAL SEASON		•	•	•	•	•	•
BLACK CLOTH	•	•	•	•	•	•	•
SPRING	•	•					



NEW COPPER COIN BRONZE

BLAZES THROUGH FALL SALES

ORANGE
AND BRONZE
STUNNER



NEW Copper Coin Bronze (PPAF)

TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
LATE	10/2	7 WEEKS	EUROPEAN	MEDIUM/SHORT

Rich orange flowers with bronze/chocolate center petals stand out at the peak of Fall! Incredibly high flower count and impeccable uniformity. A very showy plant with the potential for high consumer appeal. Relatively large, decorative flowers approach 2 in. in diameter. Dark green foliage and strong, flexible stems. Performed well in both Summer black cloth flowering trials and outdoor natural season trials across North America. Good color retention and overall keeping quality in trials. Excellent tolerance to rain and storms outdoors.

	4"	6"	8"	10"	12"	½ BUSHEL	H.B.
NATURAL SEASON	•	•	•	•	•		•
BLACK CLOTH	•	•	•				•
SPRING							



NEW JAZZBERRY PINK

BURSTING WITH BRIGHT BLOOMS

PINKEST
OF THE
PINKS



NEW Jazzberry Pink (PPAF)

TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
LATE	10/8	7 WEEKS	EUROPEAN	MEDIUM/SHORT

One of the most prolific garden mums ever bred for North American sales! Amazing bud count! One of the liveliest pinks of any pink variety in the North American market. Striking color draws interest from a distance and stays strong even in the heat of Texas. Extremely prolific and exceptionally uniform, with medium to medium-small blooms. Medium to dark green foliage and strong, flexible stems. Perfect sphere habit and complete flower coverage; it's almost impossible to see any foliage underneath. Especially well-suited to natural season flowering. Tends to be short in black cloth flowering, and additional long days would be required. Good tolerance for rain and light frost outdoors.

	4"	6"	8"	10"	12"	½ BUSHEL	H.B.
NATURAL SEASON	•	•	•	•			•
BLACK CLOTH							
SPRING							



NEW POP EYE PINK

A SHOWY STANDOUT AT RETAIL FOR FALL

EYE-POPPING
TRICOLOR
DISPLAY



NEW Pop Eye Pink (PPAF)

TIMING	FLOWER DATE	BLACK CLOTH RESPONSE	HABIT	VIGOR
LATE	10/6	8 WEEKS	FULL MOUNDED	MEDIUM

Unique and eye-catching color pattern comes to life! Tricolor display has a magenta-purple ring of color surrounding a bright green disc, with a lively pink hue to the distal ends of the petals. Decorative duplex flowers are large for a garden mum, creating a showy display at retail. Prolific and uniform, with dark green foliage and strong, flexible stems. Outstanding mounded habit for Fall containers! Performed well in both Summer black cloth flowering trials and outdoor natural season trials across North America. Striking flower color even in the heat of Texas. Very good tolerance to rain and light frost outdoors.

	4"	6"	8"	10"	12"	½ BUSHEL	H.B.
NATURAL SEASON	•	•	•	•	•		•
BLACK CLOTH	•	•	•				
SPRING	•	•					



SURE-FIRE LANDSCAPES



Ball Mums add long-lasting color in Fall landscapes, keeping landscapers and their customers happy all season long.



Nothing kicks up the drama in Fall landscapes like mums. Professional landscapers love Ball Mums for their perfectly mounded habits, over-the-top flower counts and vibrant, saturated colors that last all season long. From traditional one-color mass-plantings to eye-catching patterned beds, Ball Mums are THE landscape solution.

BEST FOR LANDSCAPES:

Adonis Purple
Atomic Orange
Avalon Pink
Avalon Purple
Blazing Orange
Emberglow Orange
Eternal Red
Fleming Cranberry Red

Fleming Neon Pink
Fleming Pink
Gold Rush Yellow
Grandeur Yellow
Grapeberry Purple
Honeyblush Yellow
Katelli Bronze
Katelli Yellow
Orange Zest
Purple Majesty

Radiant Red
Red Hots
Red Ryder
Starburst White
Sundance Yellow
Sunny Day
Sunset Orange
Yellow Tang

BALL FOR FALL



Intenz Dark Purple Celosia



Intenz Lipstick Celosia



NEW Twisted Orange Celosia

Everybody wants a warm, colorful conclusion before Winter takes over the outdoors. Give customers a sweet swansong with cool-season selections from Ball. With plenty of annuals, grasses and perennials available to grow alongside your mums, you'll kick Fall sales into high gear. Check out these neat treats that offer instant Fall décor.

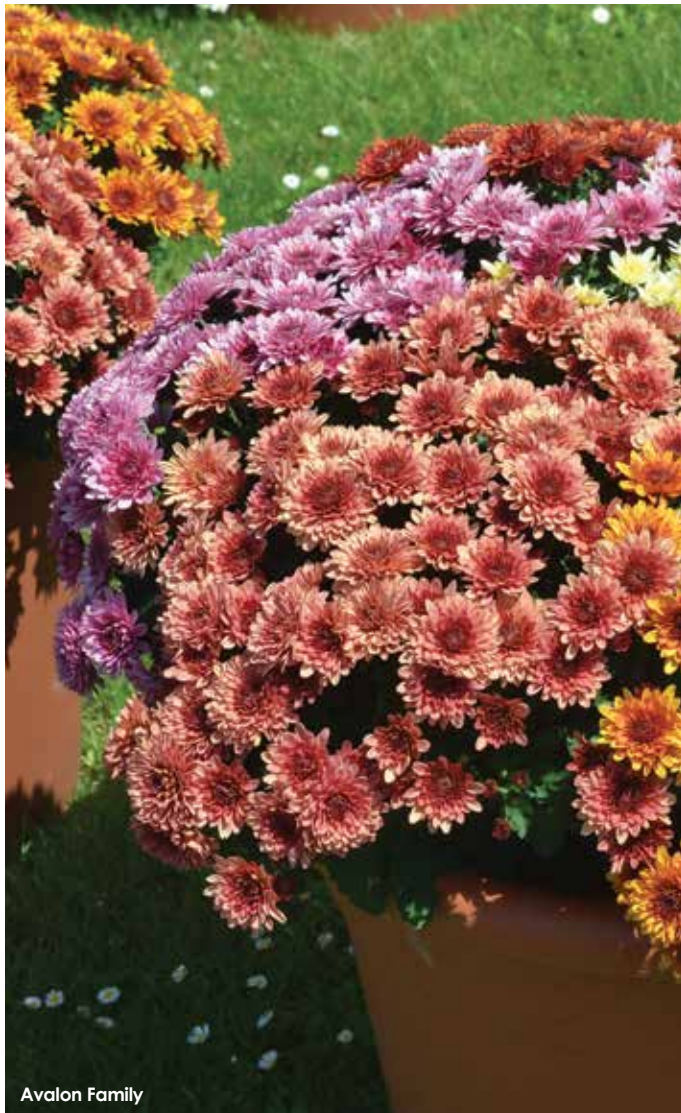
INTENZ™ SERIES CELOSIA

A hot item for Fall sales! Two colors – Dark Purple and Lipstick – join Intenz Classic to light up the 2017 season finale.

TWISTED™ SERIES CELOSIA

A fantastic new option in the world of vegetative celosia! NEW Twisted Orange is a vivid *crisata* bloom that's easy to grow and fast to finish. The perfect partner to bold-colored mums in late-season gardens.

CREATIVE COMBOS



Avalon Family



Paradiso Yellow, Bronze & Pink



Flamingo Cranberry Red, Pineapple Pink & Pink

When it comes to magnificent mum mixes, we say, "Have a ball!" Garden mum combos are cool, colorful and a breeze to create. The key to a successful combo is to keep your selections in the same family, ensuring consistent habit, timing, flower form and scheduling. The Paradiso and Skyfall series join our popular Avalon, Flamingo and Stellar families to offer a colossal choice of options to complement or contrast...it's all up to you!

2017 DROPS AND SUBSTITUTIONS

DROPPED VARIETY	SUGGESTED SUBSTITUTIONS FOR BLACK CLOTH CROPS	SUGGESTED SUBS FOR NATURAL SEASON CROPS
Mammoth Bronze Daisy		
Mammoth Coral Daisy		
Mammoth Lavender Daisy		
Mammoth Red Daisy		
Mammoth Yellow Quill		
Blooming Beauty White	Celestial White	
Blooming Beauty Yellow	Florina Yellow, Gold Riot Yellow	
Orange Crush	Blazing Orange, Autumn Glow Bronze, Sunset Orange	Atomic Orange, Autumn Glow Bronze, Sunset Orange
Outrageous Orange	Blazing Orange, Avalon Orange, Autumn Glow Bronze	Autumn Glow Bronze, Sunset Orange, Pumpkin Pie

2017 Ball Garden Mum Usage

Variety	Spring Flowering	Black Cloth Crop	Large Pots and Bushel Baskets	Hanging Baskets	Southern Heat Tolerance
YELLOW & GREEN					
Avalon Sunny Yellow		•	•	•	•
Avalon Yellow		•	•	•	•
Blooming Beauty Yellow		•		•	•
Buttercup Yellow			•	•	
Dandelion Wine Yellow		•	•		
Eureka Yellow		•			•
Florina Yellow		•		•	•
Gold Ball Yellow		•		•	•
Gold Cup Yellow				•	•
Gold Riot Yellow	•	•	•	•	•
Gold Rush Yellow		•	•	•	•
Goldcrest Yellow		•	•	•	•
Goldmine Yellow		•	•	•	•
Grandeur Yellow		•	•	•	•
Honeyblush Yellow			•	•	•
Katelli Yellow	•	•		•	•
Key Lime		•		•	•
Moonglow Yellow		•	•	•	•
Paradiso Yellow	•	•		•	
Skyfall Yellow				•	
Stellar Yellow		•	•	•	•
Sundance Yellow	•	•	•	•	•
Sunny Day	•	•	•	•	•
Sunrise Yellow		•	•	•	•
Yellow Tang	•	•	•	•	•
Yellowstone	•	•	•	•	•

ORANGE & BRONZE					
Atomic Orange			•	•	•
Autumn Glow Bronze		•	•	•	•
Avalon Orange		•	•	•	•
Blazing Orange		•	•	•	•
NEW Copper Coin Bronze		•	•	•	•
Echo Bronze		•	•		•
Emberglow Orange			•	•	•
Fireglow Bronze			•	•	•
Harvest Bronze	•	•		•	
Homer Orange					
Katelli Bronze	•	•		•	•
Orange Zest			•	•	•
Paradiso Bronze	•	•		•	
Perfectly Orange		•		•	•
Petit Orange	•	•	•	•	•
Pumpkin Pie Orange	•	•	•		•
Roadrunner Bronze			•	•	•
Sunset Orange	•	•	•	•	•
Twilight Bronze		•		•	

Variety	Spring Flowering	Black Cloth Crop	Large Pots and Bushel Baskets	Hanging Baskets	Southern Heat Tolerance
PINK & PURPLE					
Adonis Purple		•	•		•
Amphion Purple		•	•	•	•
Avalon Pink		•	•	•	•
Avalon Purple		•	•	•	•
Avalon Salmon		•	•	•	•
Blooming Beauty Purple		•		•	•
Brilliance Pink				•	
Flamingo Neon Pink				•	•
Flamingo Pineapple Pink			•	•	
Flamingo Pink			•	•	•
Grapeberry Purple	•	•	•	•	•
NEW Jazzberry Pink			•	•	•
Paradiso Pink	•	•		•	
Perfectly Pink		•		•	•
Pink Frenzy		•	•		•
Pizzazz Purple		•		•	•
Plumberry Purple		•	•	•	•
NEW Pop Eye Pink	•	•	•	•	•
Purple Majesty	•	•	•	•	•
Skyfall Pink				•	
Skyfall Purple				•	
Stellar Pink		•	•	•	•
Stellar Purple		•	•	•	•
Venus Purple	•	•	•	•	•

RED					
Avalon Red		•	•	•	
Blooming Beauty Red	•	•			•
Crimson Red Blush					•
Eternal Red		•		•	•
Fame Red		•			
Five Alarm Red		•	•	•	•
Flamingo Cranberry Red			•	•	
Radiant Red		•	•		•
Red Hots	•	•	•	•	•
Red Rover	•	•	•	•	•
Red Ryder		•	•	•	•
Skyfall Red				•	
Stellar Red		•		•	•

WHITE					
Aspen White		•		•	•
Avalon Crème White		•		•	•
Avalon White		•	•	•	•
NEW Bridal White	•	•	•	•	
Butter N' Cream		•	•	•	•
Celestial White		•		•	
Dove White	•	•		•	•
Moonglow White		•	•	•	•
Paradiso White	•	•		•	
Pearly White		•	•	•	•
Skyfall White				•	
Sparkle White	•	•		•	•
Starburst White	•	•	•	•	•

On the cover:
NEW Copper Coin Bronze

**QUALITY &
INNOVATION**

BALL MUMS

Maximize profits and customer satisfaction with the best selection of garden mums available anywhere. We're raising the bar for garden mum genetics and service, to help you achieve the highest growing and selling success!

BallSeed®

Order at ballseed.com/webtrack.

Talk to us.
Ball Seed: 800 879-BALL
Ball ColorLink®: 800 686-7380

Visit ballseed.com for current Terms & Conditions of Sale.

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