

Burpee Home Gardens®: Everything you need to succeed

We'll give you all the tools you need to grow your business using the Burpee Home Gardens brand!



Why choose Burpee Home Gardens

- The power of our brand: Burpee has provided home gardeners with seeds for success for more than 130 years. Today, Burpee is the most widely recognized and accepted brand in the garden center.
- Free marketing tools and POP.
- Ongoing personal support from our team.
- Burpee Home Gardens Unrooted Cutting Guarantee on NEW Flash Mob petunias, Blue A Fuse petunia and NEW White Lightning osteospermum: If your URC order doesn't arrive in the ship week you specified, we guarantee replacement of the same or similar flower variety in the next available ship week at no charge.
- Royalty Rebate Program: Should your Burpee plants not sell at retail, we offer a rebate for the royalty. Rebates are only eligible for products that were bought and grown but did not sell at retail. Ask for our Burpee Home Gardens Rebate Redemption Form for more information.

How to get into the program

- Contact your Ball Seed or ColorLink sales rep to get a copy of our certified grower agreement.
- Read, sign and return the agreement to become a Burpee Home Gardens grower.
- Get pricing and ordering information from your rep.
- Start ordering your Burpee inputs, pots and tags.
- *Already in the program? Growers who actively participate each year are automatically renewed!*

Exclusive varieties and programs

- Unique vegetable, herb and flower varieties exclusively from Burpee Home Gardens set you apart from the competition.
- BOOST Antioxidant Collection, the largest collection of high-nutrition vegetables, meets consumers' craving for higher nutrition - and boosts your sales!
- Bumper Crop Grafted Tomatoes promise 50% more tomatoes - a big-appeal way for you to capitalize on the homegrown veggie trend!
- Hanging Basket Program creates instant take-home decoration options for impulse shoppers.
- *Find a full list of current varieties online, or ask your Ball Seed or Ball ColorLink sales rep.*

Ordering seed, plugs, liners and prefinished

- Order seeds and plants through your Ball Seed or Ball ColorLink sales rep or online through WebTrack®.
- Seed varieties come in a range of package sizes, which are ordered and shipped from Ball.
- Our current plug, liner and prefinished suppliers offer these products and product forms:
 - **Ball Tagawa Growers:** Vegetables, herbs and flowers in Liner 102, Liner 105 and Plug 288.
 - **Bob's Market and Greenhouses, Inc.:** Vegetables and herbs in Plug 144 and Plug 288.
 - **Dickman Farms Greenhouses & Garden Center:** Vegetables, herbs and flowers in Liner 50, Liner 102 and Plug 288.
 - **George Sant & Sons Greenhouses:** Vegetables, herbs and flowers in Liner 50, Liner 102 and Plug 288.
 - **Peace Tree Farm:** Vegetables and herbs in Liner 102, Liner 100 and 4.5 Prefinished.
 - **Plug Connection:** Bumper Crop Grafted Tomato Program in Liner 102 and Split Liner 102.
 - **Tagawa Greenhouses:** Vegetables, herbs and flowers in Liner 102, Liner 104, Plug 288 and 4.5 Prefinished.
 - **Van de Wetering Greenhouses:** Vegetables, herbs and flowers in Liner 50, Liner 102 and Plug 288.
 - **Van Vugt Greenhouses:** Vegetable program only in Plug 288.
 - **Van Wingerden Greenhouses, Inc.:** Vegetables, herbs and flowers in Liner 50, Liner 102 and Plug 288.
- Unrooted material is available from Ball FloraPlant's Guatemala, Israel and Las Limas production sites.
- *Get order forms and pricing from your Ball Seed or Ball ColorLink sales rep.*



Ordering tags and handles

- Standard tags and handles come in bundles of 50, To Go and hang tags in bundles of 25.
- Order tags and handles through your Ball Seed or Ball ColorLink sales rep or online through WebTrack®.
- All tags are printed with a smartphone QR code for quick access to variety information.
- *Standard tags, To Go tags, hang tags and handles must be ordered separately through Ball and shipped from MasterTag.*
- Tags automatically ship only with prefinished plant material and Bumper Crop Grafted Tomatoes.
- Tagging requirements:
 - All materials grown as part of the Burpee Home Gardens program require a Burpee-branded pot and tag. Exclusive varieties may not be grown outside of the program.
 - One standard tag per salable unit.
 - One tag per variety in a grower choice combination planter (i.e. three varieties in a planter require three tags).
 - One hang tag per hanging basket.
- Unused tags for varieties that have not been dropped from the program can be used for the following year.
- *Get tag dimensions, custom orders, order forms and pricing information from your Ball Seed or Ball ColorLink sales rep.*

Ordering POP

- POP is free! You just pay for the shipping.
- Order POP through your Ball Seed or Ball ColorLink sales rep or online through WebTrack®.
- Recommendation for carts: Use vertical cart banner and cart/bench card.
- Recommendation for benches: Use vertical banners or sign and cart/bench and bench tape.
- Downloadable variety-specific bench cards and Smart Tag bench cards are available online.
- *Download current POP order forms online or ask your Ball Seed or Ball ColorLink sales rep.*

Ordering pots and trays

- Order pots, packs and trays directly from your pot supplier.
- A selection of pots and trays is available to order from Ball. Contact your Ball Seed or Ball ColorLink sales rep or online through WebTrack®.
- Use white trays for black 804 packs (vegetables only) or black 306 packs (flowers and vegetables).
- Branded handles must be used for 306 packs, ordered from Ball and shipped from MasterTag.
- Use either Burpee Home Gardens-branded or Ball-approved sustainable pots.
- Use white or black trays or Ball-approved sustainable trays for Burpee Home Gardens plastic pots.
- Preferred suppliers include Summit, Landmark, East Jordan and Poppelmann.
- *Download supplier order forms and pot and tray information online or contact your Ball Seed or Ball ColorLink sales rep.*

Marketing tools and programs

- Free downloadable POP and retail inspirations are available at our Retail Idea Center: ballhort.com/burpeeretailideacenter.
- Populating your website? We're happy to share our photos and content - just ask!
- Ongoing PR events and programs like our 2013 Grow Anywhere Tour continue to inspire gardeners everywhere and help drive sales.
- Social media sites like Facebook, Twitter, Pinterest and YouTube expand our brand reach to consumers.
- We also continue to develop and update digital tools for consumers, like our Garden Coach and Garden Designer mobile apps.



Contact your Ball Seed or Ball ColorLink sales rep for ordering and pricing information.

Visit ballhort.com/burpeehomegardens today to download our certification agreement, guidelines and order forms.

BallSeed®

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BallColorLink®

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