

2012 Burpee Home Gardens® Vegetables & Herbs POP Information

Burpee Home Gardens POP is FREE...you only pay for shipping!

- Tell shoppers they've found *the best brand in the fastest-growing category.*
- Banner, sign and benchcards include Burpee Garden Coach™ callout to inspire gardeners to sign up.
- For product merchandised on grower carts, use one or more vertical cart banners and cart card with pricing.
- For product merchandised on benches, use bench tape and a bench card with pricing.
- Order several styles of “off the shelf” POP from Ball Seed.
- You can also download variety-specific benchcards plus the Smart Tag benchcard at ballhort.com/burpeehomegardens
- Find a listing of recommended POP based on unit volume per retail location at ballhort.com/burpeehomegardens.



10 x 7-in. Cart/Benchcards



16 x 30-in. Vegetable Sign



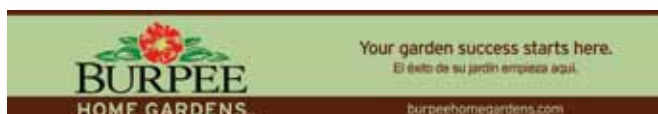
10 x 7-in. Smart Tag Benchcard
Download this card and others at ballhort.com/burpeehomegardens



19 x 52-in. Vegetable Vertical Cart Banner



60 x 36-in. Horizontal Store/Fence Banner



50-ft. Bench Tape



16 x 30-in. "To Go" Sign

2012 Burpee Home Gardens® Vegetables & Herbs Tag Information

Burpee Home Gardens tags are available only through Ball.

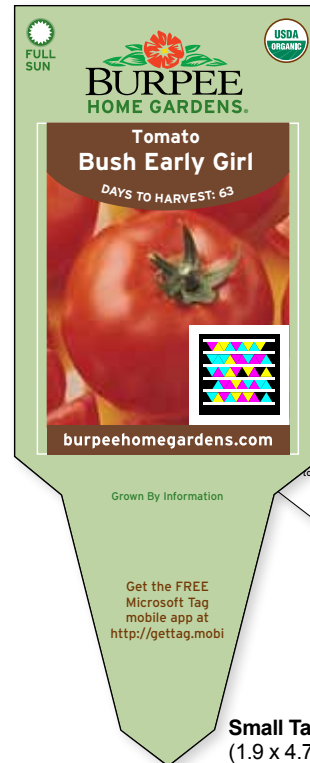
- Shoppers can “snap” the Microsoft Tag on every label and have variety-specific info and care tips delivered right to their smart phone.
- Available in two sizes for single varieties, plus “To Go” style.
- Small and large tags are also available with the USDA organic seal to support organic production.
- Tags are drop-shipped directly from the tag manufacturer on your specified timeline.
- Each saleable unit must include one Burpee Home Gardens tag.
- Find the up-to-date list of available tags and place your order at ballhort.com/burpeehomegardens.

Tag Cost

- Large:** \$57.30 per 1,000 delivered
Order in bundles of 50.
- Small:** \$48.15 per 1,000 delivered
Order in bundles of 50.
- To Go:** \$117.00 per 1,000 delivered
Order in bundles of 25.
- Royalty:** \$0.14 per tag



Large Tag
(2.75 x 6.2 in.)
For quart to gallon size pots



Small Tag
(1.9 x 4.75 in.)
For 4.5-in./12-cm or smaller pots and packs



“To Go” Tag
(3.25 x 7.2 in.)
For patio-ready pots larger than a gallon. Use with stem in planters, or remove perforated stem to hang on plant stake (plant stakes sold separately).

