

2018 / 2019

wave®



WAVEBOOK

1995

Wave® Purple starts the revolution...

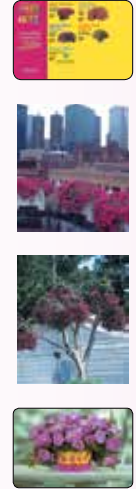
When this All-America Selections Winner was unveiled, it was soon apparent that the world of petunias would never be the same. The overwhelming reaction from gardeners, landscapers and professional growers everywhere: WOW...give us more Wave!

In just 4 years, **Wave** becomes the #1 selling petunia and one of the "Top 10" bedding plants in North America. In quick succession, the world meets **Tidal Wave**®, **Easy Wave**® and **Shock Wave**®.

But why stop at petunias? The biggest intro to the Wave brand since its 1995 launch, **Cool Wave**® pansy delivers such spectacular performance that it's the first-ever "non-petunia" that deserves to wear the Wave name!



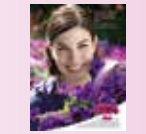
Brand new gardener-friendly wave-rave.com hits the ground running.



Wave-Pink Packaging soon outsells black 6 to 1.



Consumers tuned in to HGTV see the 1st Wave TV ad.



Greenhouse Grower's Medal of Excellence for Marketing goes to the wave-rave.com marketing campaign.

Refreshed wave-rave.com delivers quick info to 10,000+ interested visitors each month.



The Wave Ultimate Garden Center puts a complete online marketing & merchandising package at retailers' fingertips.



Cool Wave redefines the entire pansy class & creates huge growing & selling opportunities for Spring & Fall.

All-new Wave Fan Club brings gardeners together online to share stories, get free stuff & learn lots more.



2011 Cool Wave Pansies



2014 Tidal Wave Red Velour



Velvety Easy Wave Velours are on everyone's lips! What a way to rev up the world's best-known petunia!



WOW...a Yellow joins Easy Wave & Shock Wave!





Unrivaled Genetics

Wave was born from an unlikely source: a breeder for a Japanese beer company fine-tuned a wild petunia...sent it to All-America Selections trials...and this vigorous trailing petunia from seed won with flying colors. Recognizing its amazing potential, PanAmerican Seed partnered with Kirin to produce and distribute this newcomer across North America.

What set Wave Purple Classic apart was its **stunning spreadability**: up to 4 ft. in beds, well beyond the 15 in. of standard petunias. Its **care-free color**: splashy magenta blooms the full length of every branch. Its **spectacular outdoor performance**: it thrived through extreme Summer heat and wet conditions that stopped other petunias in their tracks. The result: great success for every gardener.

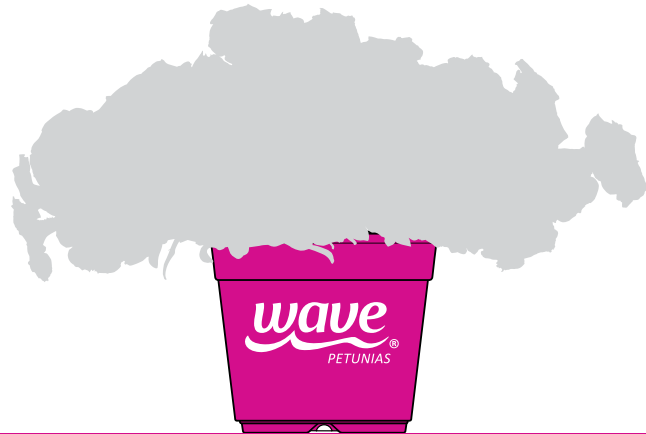


WAVE®

Dressed to Sell

Consumers quickly embraced Wave petunias for their easy-care success. Distinctive trademarked **Pink Packaging** made it easy to find authentic Wave varieties in-store.

Retailers built a consistent brand presence and benefitted from Pink outselling traditional black pots 6 to 1! Today, the Wave Brand offers a powerful, multi-faceted package of value-oriented containers, tags and point-of-purchase materials, all targeted at building grower and retailer success.



They Know, Buy and Trust Wave

Wave petunias quickly changed the landscape of gardening across the U.S. and Canada, and all around the globe. While we continue to bring out new colors, new series, new programs, new promos...from day one, the focus on **easy spreading color** has remained strong and true. Because that's what keeps 'em satisfied and coming back for more.



COOL WAVE®

Multi-Season Opportunities

Game-changing **Cool Wave spreading pansies** perform so well from bench to garden that they are the first “non-petunia” product that **deserves to carry the Wave name**. This awesome series redefined the pansy class, and opened the door to growing and selling the Wave Brand in Spring, Summer and Fall.



MORE WAVE SALES

3 Seasons of Wave

The most powerful plant brand in the world delivers gardening, selling, installing and growing success, from early Spring through Fall. **Everyone wins with Wave.**

Early-Season Sales

Grab early-bird gardeners with your first Wave of the year: Cool Wave pansies. **The Best Pansy Ever** wakes up Spring gardens and baskets with easy spreading color.



Mid-Season Performance

Head full speed into Summer with first-up **Shock Wave**. Move into all-season sales with **Easy Wave** and **Wave**. Then finish strong with season-extending **Tidal Wave**. Be sure to include color-filled, proven-to-perform combos from the Wave Plug & Play™ or Wave Fuseables® programs to really pump up sales.



Late-Season Options

Cool Wave pansies are also right at home with the pumpkins and **Fall décor**, and are perfect for easy DIY projects. A bonus for cold-climate gardeners: Fall plantings of Cool Wave **overwinter in the North.**





WAVE WORKS

Meet Your Wave Consumer

While everyone wins with Wave, these dynamic petunias and pansies are especially appealing to two primarily female audiences - the Colorful Gardener (age 45 to 55) and the Millennial Gardener (age 25 to 35). Each of these target consumers feels her home is an extension of her own personality and wants people to notice her yard and say "Wow!" She puts effort into how she presents herself and her surroundings, but she doesn't want to constantly tend her garden. The Wave Brand and its integrated marketing campaign celebrate these creative and bold gardeners!



WOW 'EM WITH WAVE™

A young boy with short, light brown hair, wearing a white t-shirt and blue shorts, is smiling and hugging a large, brown and white dog. The dog is looking to the left with its tongue out. They are outdoors in a grassy area with a large, two-story house in the background. The text "WAVE WHERE THEY PLAY" is overlaid on the left side of the image.

WAVE WHERE THEY PLAY

Cool Wave® pansies wear fun Spring colors

Spring dawns and so does the craving for fresh garden color. Cool Wave pansies are the perfect way to grab those early bird gardeners. A festive centerpiece fashioned with Cool Wave pansies adds easy color to every party. Just imagine what the colors of the season will do to wake up their Spring gardens, mixed combos and patio planters.



wow 'em with wave™



COOL WAVE SPRING PANSY AT A GLANCE

PROPAGATION

Germination Temp	Plug Crop Weeks			Notes
65-70°F (18-21°C)		128-cell	288-cell	Transplant actively growing, non-rootbound plugs.
		5 weeks	4 weeks	

FINISHING

Day Temp	Night Temp	Finish Weeks from Transplant			Notes
62-70°F (17-21°C)	55-60°F (13-16°C)	quart	6-in. (15-cm) pot (1-3 ppp)	10-in. (25-cm) basket (3-4 ppp)	Regular scouting for powdery mildew and preventative measures are recommended.
		6-7 weeks (Spring)	6-7 weeks (Spring)	9-10 weeks (Spring)	

See GrowerFacts for full details, light, PGR and fertilizer requirements at panamseed.com/WaveBook

Expand your selling opportunities with *The Best Pansy Ever*. The fastest-growing, longest-lasting, truly trailing pansy, Cool Wave crushes competing varieties in trailing and filling containers. Plus, they beat other pansies hands down for vigor and overwintering. It's their unstoppable performance from bench to retail to garden that earned Cool Wave pansies the right to wear the Wave name.

Cool Wave creates tons of flower power

Cool Wave delivers twice the spread...double the color for all their early-season needs.

Recommended Cool Wave packaging:

4 & 6-in. (10 & 15-cm) pots
Premium quarts & gallons
Hanging baskets of your choice





Cool Wave colors are perfectly pretty for Easter, Mother's Day and all Spring!

One trip to the garden center for lush hanging baskets or pots for in-ground planting is enough to convince anyone that Cool Wave is the cool-season gardener's dream. Effortless never looked so good!

Height: 6 to 8 in. (15 to 20 cm)

Spread: 2 to 2.5 ft. (60 to 75 cm)

Flower size: 2 to 2.5 in. (5 to 6 cm)

USDA Hardiness Zone: to zone 5

Enjoy multi-season selling!
Check out Cool Wave for Fall starting on page 44.



Berries 'N Cream Mixture



Mixture



Pastel Mixture



Blue Skies



Blueberry Swirl



Morpho



Golden Yellow



Raspberry



Frost



Purple



Sunshine 'N Wine



Violet Wing



White



Lemon Surprise



Lemon Improved



Fire

Available May 1, 2018

Available May 1, 2018

wow 'em with wave™

A vibrant outdoor party scene. In the foreground, a group of young women are seated at a table, smiling and talking. One woman with blonde hair is laughing, while another with dark hair is seen from the back. A woman with curly hair and sunglasses is holding a glass. In the background, two men are standing near a grill; one is holding a beer. The scene is decorated with colorful string lights in shades of purple, pink, yellow, and blue. The background is filled with green foliage and purple flowers.

WAVE WHERE THEY CELEBRATE

Shock Wave® petunias kick off Summer

The quest for color goes full throttle as temperatures start to rise and Shock Wave is the perfect choice. The earliest series in the Wave petunia family overflows with tons of color, with equally outstanding performance in small spaces, baskets, containers and mixed combos. Gardeners can count on the same strong fill and season-long color for which the Wave family is known.



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SHOCK WAVE PETUNIA AT A GLANCE

PROPAGATION

Germination Temp	Plug Crop Weeks		Notes
72-75°F (22-24°C)	128-cell	288-cell	
	5-7 weeks	4-6 weeks	

FINISHING

Day Temp	Night Temp	Finish Weeks from Transplant			Notes
61-75°F (16-24°C)	57-65°F (14-18°C)	306 pack	6-in. (15-cm) pot (1-3 ppp)	10-in. (25-cm) basket (3-4 ppp)	Can be grown cooler (min 50°F/10°C). Crop time will be longer under cooler temperatures. Minimum daylength 10-10.5 hours.
		5 weeks (Spring)	6 weeks (Spring)	7 weeks (Spring)	
		4 weeks (Summer)	5 weeks (Summer)	5 weeks (Summer)	

See GrowerFacts for full details, light, PGR and fertilizer requirements at panamseed.com/WaveBook

Start your Wave sales early with *the first and the earliest-to-flower spreading petunia series*. Shock Wave's mounded, spreading plants are similar in shape and just as easy to manage as Easy Wave. Plants bloom in a tight and consistent, 4 to 6-day window. And Shock Wave's excellent weather durability can't be beaten – plants bounce back from overhead watering and Spring showers faster than other petunias so they're fresher-looking at retail and outdoors.

Shock Wave is the best for baskets!

You've never seen petunia baskets like these – each Shock Wave plant is blanketed with tons of color from the amazing number of petite, high-impact flowers.

Recommended Shock Wave packaging:

- 4-in. (10-cm) pots
- Premium quarts
- 306 premium pack with handle
- Hanging baskets





Shock Wave in a rainbow of colors

It may be the smallest-flowered of the Wave petunia family, but Shock Wave packs a powerful punch - including the latest **Yellow** newcomer. All 9 vibrant colors and the pair of electrifying mixes are sure to brighten up every sunny setting.

Height: 7 to 10 in. (17 to 25 cm)

Spread: 2.5 to 3 ft. (75 to 90 cm)

Flower size: 1.5 to 2 in. (4 to 5 cm)



Spark Mixture



Volt Mixture



Red



Yellow



Denim



Coconut



Pink Shades



Rose



Pink Vein



Coral Crush



Deep Purple

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WAVE WHERE THEY DECORATE



Easy Wave® petunias excel all Summer

These all-season salesmakers are easier on the bench and in the store. Easy Wave's exceptional uniformity means simplified production, maximized plug yields and the ability to meet every ship date for every color. And once they hit retail...watch how fast they move! Easy Wave offers the widest array of colors in the Wave family, including popular and premium Yellow, Silver and Pink Passion, plus the showstopping trio of Velour colors and a whole lot more!



wow 'em with wave.™

EASY WAVE PETUNIA AT A GLANCE

PROPAGATION

Germination Temp	Plug Crop Weeks			Notes
72-75°F (22-24°C)		128-cell	288-cell	
		5-7 weeks	4-6 weeks	

FINISHING

Day Temp	Night Temp	Finish Weeks from Transplant			Notes
61-75°F (16-24°C)	57-65°F (14-18°C)	306 pack	4-in. (10-cm) pot/4.5-in. (11-cm) pot/quart (1 ppp)	10-in. (25-cm) basket (3-4 ppp)	Can be grown cooler (min 50°F/10°C). Crop time will be longer under cooler temperatures. Minimum daylength 10-10.5 hours.
		6-7 weeks (Spring)	6-7 weeks (Spring)	6-8 weeks (Spring)	
		4-5 weeks (Summer)	4-5 weeks (Summer)	5-6 weeks (Summer)	

See GrowerFacts for full details, light, PGR and fertilizer requirements at panamseed.com/WaveBook

Compared with other large-flowered spreading petunias, Easy Wave varieties are *easier* to flower under short days for early-season sales...*easier* to control on the bench...*easier* to produce in premium packs, pots and baskets for more plants per square foot/meter...*easier* to sell with strong built-in Wave branding.

Easy Wave is perfect for baskets, planters & gardens!

The most versatile of all large-flowering spreading petunias, Easy Wave is great in solo and mixed planters and baskets, gardens and landscapes.

Recommended Easy Wave packaging:

- 6-in. (15-cm) pots
- Premium quarts & gallons
- 306 premium packs with handle
- Hanging baskets



Easy Wave's premium colors pump up profits

The velvety **Easy Wave Velour** trio took the market by storm in 2014... followed by three high-demand decorator colors in the best and largest-selling spreading petunia series: **Yellow, Pink Passion** and **Silver**. When you combine the extensive color range with the unparalleled uniformity, Easy Wave gives you the opportunity to create and grow your own specialty mixes.

Height: 6 to 12 in. (15 to 30 cm)

Spread: 2.5 to 3.25 ft. (75 cm to 1 m)

Flower size: 2 to 3 in. (5 to 7 cm)



Red



Yellow



Blue



Pink



Pink Passion



Neon Rose



Plum Vein



Berry Velour

US 7,642,436; EU PAF



Burgundy Velour

US 7,642,436; EU PAF



Red Velour

US 7,642,436; EU PAF



White



Silver



Violet



Burgundy Star



Coral Reef



Rosy Dawn



Red Improved

Available May 1, 2018



Violet Improved

Available May 1, 2018

Turn the page to enjoy Easy Wave's 8 vibrant mixes.



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Send these ready-made Easy Wave Mixes to market!



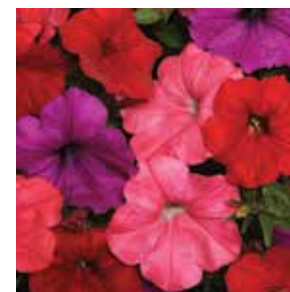
Beachcomber Mixture



Opposites Attract Mixture



Starfish Mixture



South Beach Mixture



Formula Mixture

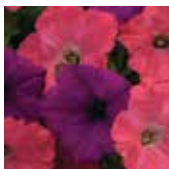


Plum Pudding Mixture



Great Lakes Mixture

Improved mixes available May 1, 2018.
All include Easy Wave Red Improved and
Easy Wave Violet Improved.



Opposites
Attract Mixture
Improved



South Beach
Mixture
Improved



Great Lakes
Mixture
Improved



Plum Pudding
Mixture
Improved



The Flag Mixture



The Flag
Mixture
Improved





WAVE WHERE THEY LIVE

Wave® is the original spreading petunia

With its *easy spreading color* and ability to stand tough in conditions that can wither other petunias, this “nothing-else-like-it” plant led the way to creating what is now the most recognized plant brand in the world. Today, the five-color Wave series is the perfect choice to carry sales through your main season.



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WAVE PETUNIA AT A GLANCE

PROPAGATION

Germination Temp	Plug Crop Weeks		Notes
72-75°F (22-24°C)	128-cell	288-cell	
	5-7 weeks	4-6 weeks	

FINISHING

Day Temp	Night Temp	Finish Weeks from Transplant		Notes	
61-75°F (16-24°C)	57-65°F (14-18°C)	306 pack not recommended	6-in. (15-cm) pot (1-3 ppp)	10-in. (25-cm) basket (3-4 ppp)	Crop times based on long days and min night temps of 65°F (18°C).
			7-9 weeks (Spring)	8-10 weeks (Spring)	
			5-7 weeks (Summer)	5-7 weeks (Summer)	

See GrowerFacts for full details, light, PGR and fertilizer requirements at panamseed.com/WaveBook

Pro landscapers and home gardeners alike choose low-growing, wide-spreading Wave for every sunny setting. Virtually care-free, the plants bloom like crazy all season, with masses of flowers along the entire length of each branch with no trimming back. Wave petunias stand up well to both heat and cooler conditions, and perform better than most petunias when *Botrytis* is present.

Wave makes a carpet of color!

With its spectacular, spreading habit, Wave has set the standard for petunia landscape performance... and it's just as reliable in gardens, baskets and large color bowls.

Recommended Wave packaging:

6-in. (15-cm) pots
Premium gallons
Hanging baskets





Wave boasts award-winning colors

Wave Purple Classic is where it all started! Today, the world's best-known petunias offer two All-America Selections colors and an international Fleuroselect Gold Medal. The authentic spreading petunia continues to transform gardens around the globe.

Height: 5 to 7 in. (13 to 18 cm)

Spread: 3 to 4 ft. (90 cm to 1.2 m)

Flower size: 2 to 2.5 in. (5 to 6 cm)



Lavender



Purple Classic



All-America Selections Classic



Pink



Purple



Misty Lilac

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WAVE WHERE THEY RELAX

Tidal Wave® petunias keep Summer going

Even with Summer well on its way, there's still plenty of potential for selling. Tidal Wave gives you a successful finish to your main-season program. The tallest and most vigorous of the Wave petunia family, Tidal Wave grows into a very full, shrublike plant that's the perfect choice for landscapes and large containers.



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TIDAL WAVE PETUNIA AT A GLANCE

PROPAGATION

Germination Temp	Plug Crop Weeks			Notes
72-75°F (22-24°C)		128-cell	288-cell	See lighting specifics.
		5-7 weeks	4-6 weeks	

FINISHING

Day Temp	Night Temp	Finish Weeks from Transplant			Notes
61-75°F (16-24°C)	57-65°F (14-18°C)	306 pack not recommended	5-in. (13-cm) pot/6-in. (15-cm) pot/1 gallon (1-3 ppp)	8-in. (10-cm) pot (1-3 ppp)	Crop times based on long days (greater than 13 hours) and min night temps of 65°F (18°C). Crop time will be longer under cooler temperatures. Minimum daylength 10-10.5 hours.
			6-8 weeks (Spring)	8 weeks (Spring)	
			4-7 weeks (Summer)	7 weeks (Summer)	

See GrowerFacts for full details, light, PGR and fertilizer requirements at panamseed.com/WaveBook



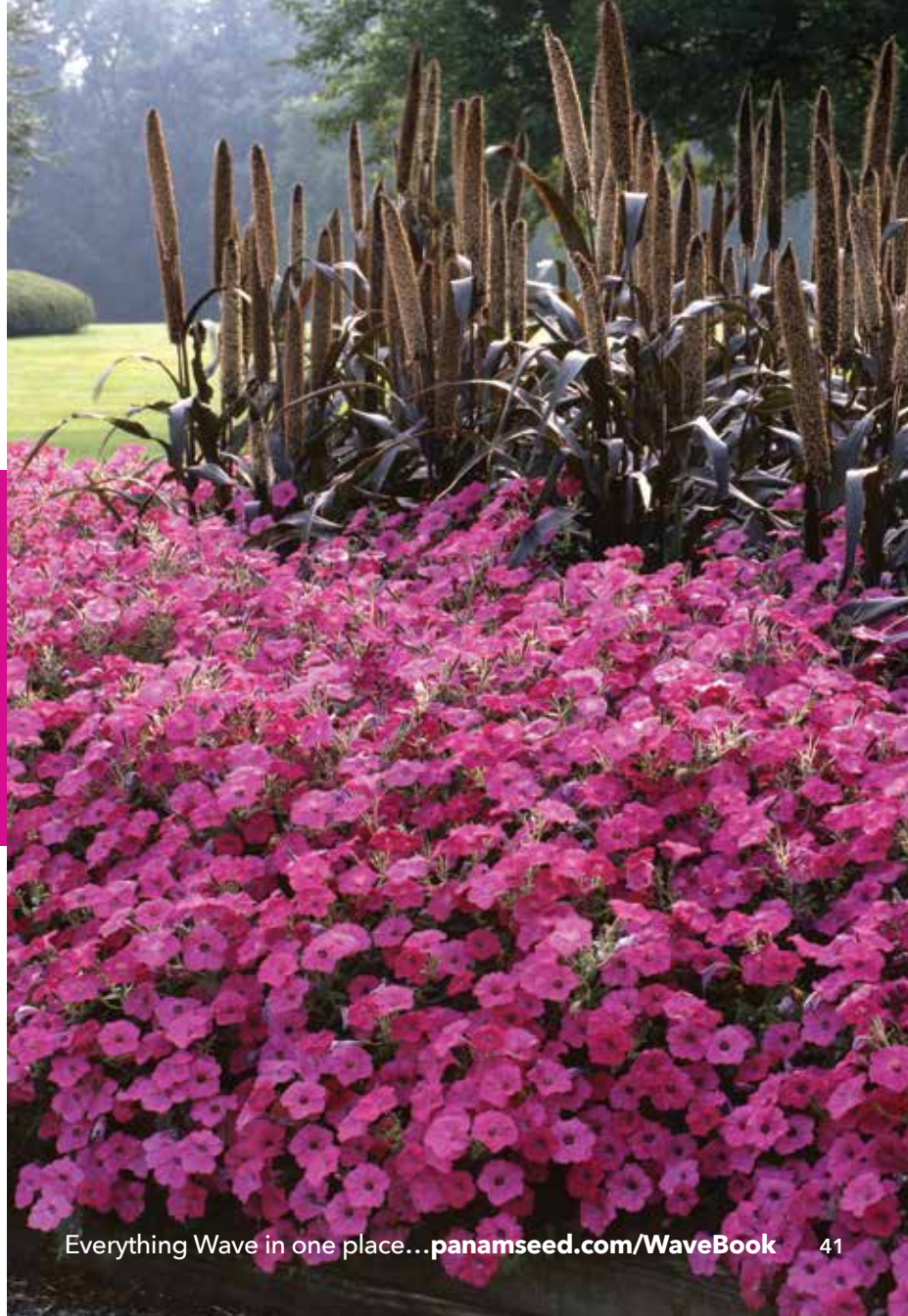
Extend your season with this strong finisher. Grown and marketed in 8-in. (20-cm) pots and baskets, Tidal Wave is the “go-to” for pros and home gardeners looking for fresh, fast color. Plants recover well from rain and resist lodging, so they won’t fall open and expose a bare center like other petunias can.

Tidal Wave plants super-size color into big spaces

Hedge, vine or impressive groundcover - Tidal Wave does it all! These fast-fill plants spread out across big spaces, and they climb along and over walls and fences.

Recommended Tidal Wave packaging:

8-in. (20-cm) pots
Hanging baskets





Tidal Wave boasts big, bold 3D color

Velvety **Red Velour** is available in a large-format plant - and what a magnificent performer it is! And like its series mates, this award-winner promises WOW color and big-time landscape shows.

Height: 16 to 22 in. (40 to 55 cm)

Spread: 2.5 to 5 ft. (75 cm to 1.5 m)

Flower size: 2 to 2.5 in. (5 to 6 cm)



Red Velour

US 7,642,436; EU PAF



Silver



Purple



Cherry



Hot Pink

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A large, overflowing planter of purple and white pansies in the foreground, with a blurred background of people riding bicycles on a path in a park. The planter is a dark, textured, classical-style urn. The flowers are a mix of deep purple and white with yellow centers. In the background, a woman in a white jacket and a child on a pink bicycle are riding away, followed by a man in a blue jacket on a dark bicycle. The scene is set in a park with trees and autumn foliage.

WAVE WHERE THEY HAVE FUN

Cool Wave® pansies give them time to play

Entice gardeners into the store once again with rich tones just perfect for Autumn décor. With its *easy spreading color*, Cool Wave puts fast and fabulous decorating at their fingertips... and gives you a terrific way to extend your growing and selling season for the popular Wave Brand.



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COOL WAVE FALL PANSY AT A GLANCE

PROPAGATION

Germination Temp	Plug Crop Weeks		Notes
65-70°F (18-21°C)	128-cell	288-cell	Transplant actively growing, non-rootbound plugs.
	5 weeks	4 weeks	

FINISHING

Day Temp	Night Temp	Finish Weeks from Transplant			Notes
62-70°F (17-21°C)	55-60°F (13-16°C)	quart	6-in. (15-cm) pot (1-3 ppp)	10-in. (15-cm) basket (3-4 ppp)	Regular scouting for powdery mildew and preventative measures are recommended.
		4-5 weeks (Fall)	5-6 weeks (Fall)	7-8 weeks (Fall)	

See GrowerFacts for full details, light, PGR and fertilizer requirements at panamseed.com/WaveBook

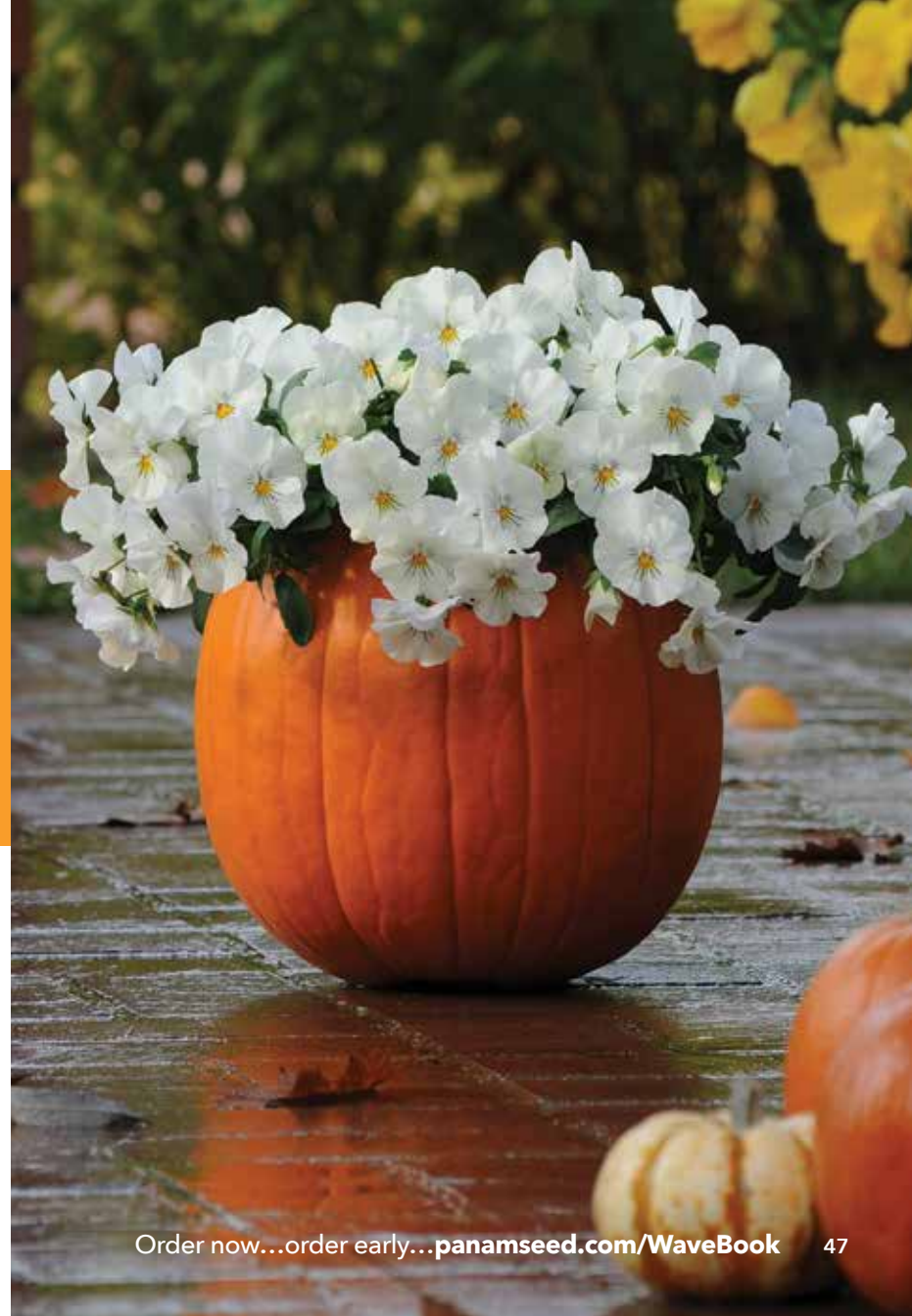
The Best Pansy Ever is all about Fall, too. In a good portion of North America, it's the perfect time to refresh gardens and planters with Cool Wave. The warm soil and moderate air temperatures encourage the plants to grow fairly quickly and produce lots of colorful, spreading flowers. And with superior overwintering hardiness, Cool Wave is the *earliest pansy to return in the Spring*.

Cool Wave is a decorator's dream

These pansies are versatile, colorful and long-lasting! They keep blooming until the first hard freeze and Fall plantings overwinter in the North.

Recommended Cool Wave packaging:

4 & 6-in. (10 & 15-cm) pots
Premium quarts & gallons
Hanging baskets of your choice





Good ideas

A festive centerpiece fashioned with Cool Wave pansies adds fresh and easy color to any party. Love the look? Find this and lots of other Cool Wave DIY ideas for both Spring and Fall at wave-rave.com.



Cool Wave pumps out seasonal color

The lush colors of Cool Wave shine in Halloween décor and complement the bold hues of Autumn leaves. Sell them in hollowed out pumpkins, create easy table toppers, mix them in with other cool-season annuals. All through the Fall...Cool Wave shines!

Height: 6 to 8 in. (15 to 20 cm)

Spread: 2 to 2.5 ft. (60 to 75 cm)

Flower size: 2 to 2.5 in.
(5 to 6 cm)

USDA Hardiness Zone:
to zone 5

These colors are best-suited for Fall retail sales and decorating. See page 17 for the full listing of Cool Wave varieties.



Mixture



Berries 'N Cream Mixture



Raspberry



White



Golden Yellow



Blue Skies



Morpho



Purple



Sunshine 'N Wine



Violet Wing



Fire

Available May 1, 2018

wow 'em with wave™

Everyone Wins with Successful Wave Merchandising

Use this DIY guide for selling even more of the most popular flowering annual ever! Whether you're a "one-person" grow-and-sell business or a large retailer with multiple outlets, you can put these Wave merchandising solutions to use today and into the future.

Pallet, rack or block-and-board displays

- A** Outdoor Banner, 45 x 24 in. (115 x 60 cm)
- B** Poster, 19 x 38 in. (48 x 97 cm) in vinyl or coroplast
- C** Bench Strips, 48 x 4 in. (1.2 m x 10 cm)
- D** Benchcards, 11 x 7 in. (28 x 17 cm)
- E** Pots, tags and pack handles available from your preferred supplier.
- F** Wave Cart Banner, 19 x 52 in. (48 x 1.3 m)

TIPS:

Use eye-catching signage to lead customers to your displays.

Keep plenty of product on the shelf.

Appoint an in-store Wave expert to keep displays tip-top.

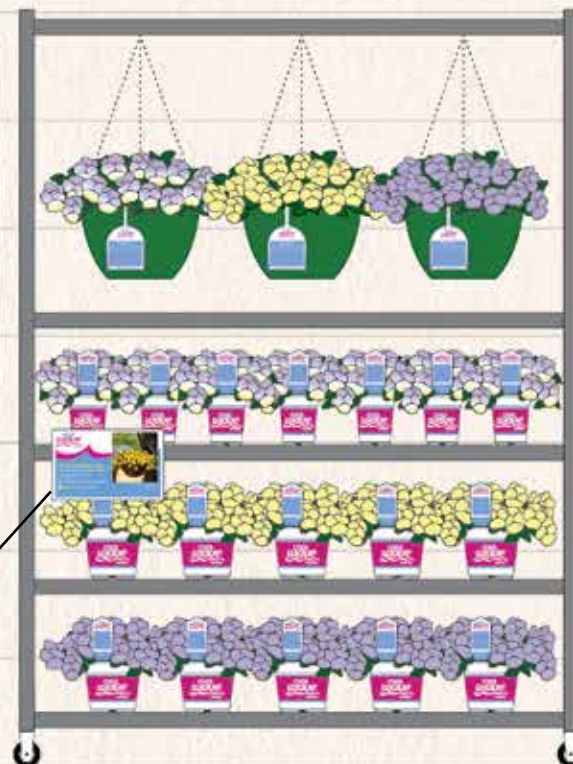
Keep plants clean and watered...restock and face plants daily.

FREE POP makes it even easier to sell! Use the order form in the back pocket or find it at panamseed.com/WaveBook.

Cool Wave Pansy



Cart signs and bench strips highlight the display.



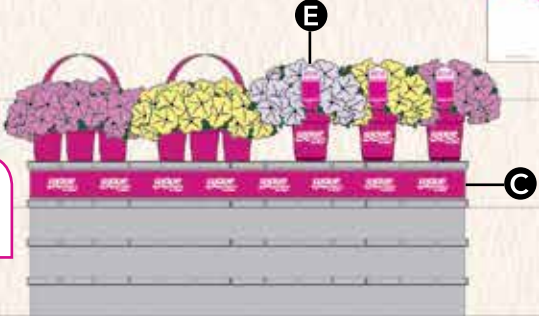
Wave Petunia



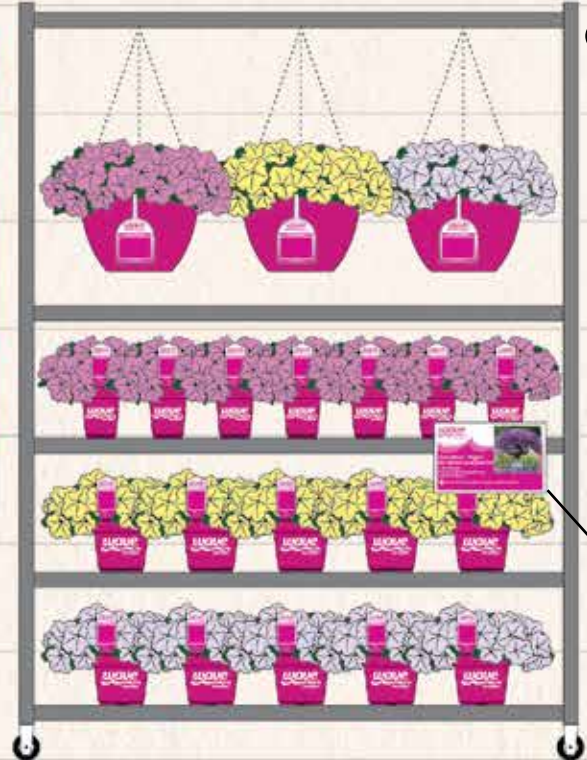
Outdoor banner pulls in your customers in.



Benchcards help to drive purchase decisions at product level.



Stack 4 pallets to create a shoppable height.



9'
8'
7'
6'
5'
4'
3'
2'
1'

Attract Attention & Drive Retail Traffic

Bench displays

- A** Outdoor Banner, 45 x 24 in. (115 x 60 cm)
- B** Poster, 19 x 38 in. (48 x 97 cm) in vinyl or coroplast
- C** Benchcards, 11 x 7 in. (28 x 17 cm)
- D** Pots, tags and pack handles available from your preferred supplier.

TIPS:

Shock Wave baskets start sales early. Move into Easy Wave when night temps are 50°F (10°C) or higher.

Brainstorm new displays to excite customers in weekly team meetings.

Group plants by color to create retail WOW!

Keep the momentum building by rotating basic colors with novelty colors throughout the selling season.

FREE POP makes it even easier to sell! Use the order form in the back pocket or find it at panamseed.com/WaveBook.

Cool Wave Pansy for Spring

Works well for Fall, too!



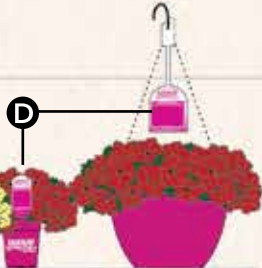
Feature seasonal Cool Wave colors like pastels and brights to grab early Spring shoppers.



Wave Petunia



Create displays based on local events, like sports teams and using school colors around graduation time.



Made With Wave benchcards are available.

Use series-specific benchcards, Garden Performance Award cards or create your own "Staff Favorites" cards to drive decisions at the product level.

Put the Strongest Brand in Gardening to Work For You

Easy-to-shop island and endcap fixtures

- A** Outdoor Banner, 45 x 24 in. (115 x 60 cm)
- B** Poster, 19 x 38 in. (48 x 97 cm) in vinyl or coroplast
- C** Benchcards, 11 x 7 in. (28 x 17 cm)
- D** Pots, tags and pack handles available from your preferred supplier.

TIPS:

Show customers the ultimate potential of Wave. Plant and display mature baskets and containers around your facility.

Change displays weekly – shoppers who discover something fresh at every visit keep coming back.

Entice shoppers with store events like “Waveinar” planting demos. Choose your most talented “combo creator” on staff, set up a potting bench in a prominent position and show shoppers how to plant their own containers.

Set up a Wave mini-store to optimize your customers’ valuable time.

FREE POP makes it even easier to sell! Use the order form in the back pocket or find it at panamseed.com/WaveBook.

Cool Wave Pansy for Fall

Works well for Spring, too!



Wave Petunia



wow 'em with wave™

Wave in combos... pass it on!

Make your main ingredient Wave and serve up beautiful, well-balanced, grab 'n go gardens that sell...because they crave Wave!

Wave Plug & Play™ combos and **Wave Fuseables®** deliver on-trend colors, are virtually care-free and fill planters with easy spreading color all season.

This fresh and relevant collection is built upon internal and external testing in multiple regions. Each combo is tested from bench to store to garden. Count on easy, economical production; big retail shows and garden-satisfying results. Rev up your mix program with The Authentic Trailing Petunia™.



TRENDING: EASY. FRESH. FUN.



Key grower tips

Start out right!

The first step in defining the Plug & Play combination pot starts on the planting line. Follow the recipes and planting diagrams for best success. Plug size, number and planting position is key.

PLUG SIZE: Every Plug & Play recipe takes each ingredient's growth rate and flower timing into consideration. Larger inputs are used when necessary to obtain the best balance of growth and flowering.

PLUG NUMBER: It is important to use the right ratio of inputs, just as with vegetative intermingled combos. The correct number of plugs per component leads to the best balanced combination finish.

PLUG POSITIONING: Plant your plugs halfway between the middle of the pot and the rim. A tight circle of plugs is key to getting the intermingled look desired in a multi-plant combination. Planting at the rim results in a "clumpy," less intermingled look. All varieties in each Plug & Play combo are transplanted at the same time in order to finish at the same time. Sow times may vary.

NOTE: In multi-species combos, shear Kabloom plugs before transplanting.

Easy does it!

Next up is PGR application, specifically for multi-species combinations. We recommend the following for the best-toned and fully mixed multi-species combination finish.

PGRS*: Daminozide spray at 2,500 to 5,000 ppm (depending on your conditions) 1 week after transplant, followed by a second daminozide spray 7 to 10 days later. Daminozide will allow the axils to expand, versus a paclobutrazol treatment which can lock up axillary branching. The result is controlled growth early, while still allowing good branching for the combination's development.

When plants grow to the rim and begin to fill the pot, switch to a repeated low rate paclobutrazol drench at 1 to 2 ppm (depending on your conditions). Go easy - too high a rate for the paclobutrazol drench can stop the non-petunia components and lead to a bad mix result.

**Rates are based on trials in the northern U.S.*

8 in./20 cm

1.



Transplant

2.



After 3 weeks

3.



After 6 weeks

10 in./25 cm

1.



Transplant

2.



After 3 weeks

3.



After 6 weeks

Find all the details at panamseed.com/PlugandPlay

wow 'em with wave™

Wave Plug & Play Combos

Grow good-looking, well-balanced, all-Wave mixes in one pot...without a royalty! Our Wave Plug & Play recipes let you add a designer look to your "Better" planters and baskets for Spring and Summer. They're easy to make and easier to sell with recognized Wave branding.



Combo Blue Petunia

SPREADING PETUNIA 🌞

Petunia x hybrida

Combo Blue F1

Height: 6 to 12 in./15 to 30 cm
Spread: 2.5 to 3.25 ft./76 cm to 1 m
Flower size: 2 to 3 in./5 to 7 cm

Seed supplied as: Pelleted

Plug crop time: 5 to 6 weeks
Transplant to finish: See individual Plug & Play combo recipe.

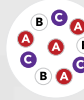
- Chosen specifically for its habit and performance as a combination component.
- Large, velvety deep blue flowers on a mounding, well-branched plant.
- Timing is similar to Easy Wave Blue, with a minimum daylength requirement of 10.5 hours.

FLYING THE FLAG

Easy Wave Red Velour, Easy Wave White & Petunia Combo Blue



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

	Variety	Seeds per Cell	Plug Size	Plants per Pot		Critical Daylength
				10 in./25 cm	12 in./30 cm	
A	Easy Wave Red Velour Petunia	1	288	3	4	11 hrs.
B	Easy Wave Pink Passion Petunia	1	288	2	3	10 hrs.
C	Petunia Combo Blue	1	288	2	3	10.5 hrs.

VERY VALENTINE

Easy Wave Red Velour, Easy Wave Pink Passion & Easy Wave White



8 in./20 cm



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

	Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
				8 in./20 cm	10 in./25 cm	12 in./30 cm	
A	Easy Wave Red Velour Petunia	1	288	1	2	3	11 hrs.
B	Easy Wave Pink Passion Petunia	1	288	1	2	3	10 hrs.
C	Easy Wave White Petunia	1	288	1	2	3	10 hrs.

*Timing assumes the use of daylength extension or lighted plugs where needed, and active growing temperatures.



SWEETHEART

Easy Wave Red Velour & Easy Wave Pink Passion



8 in./20 cm



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

	Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
				8 in./20 cm	10 in./25 cm	12 in./30 cm	
A	Easy Wave Red Velour Petunia	1	288	2	3	4	11 hrs.
B	Easy Wave Pink Passion Petunia	1	288	2	3	4	10 hrs.

MAD ABOUT RED

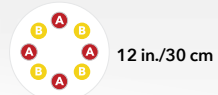
Easy Wave Red Velour & Easy Wave Yellow



8 in./20 cm



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

	Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
				8 in./20 cm	10 in./25 cm	12 in./30 cm	
A	Easy Wave Red Velour Petunia	1	288	2	3	4	11 hrs.
B	Easy Wave Yellow Petunia	1	288	2	3	4	10 hrs.

SUBTLE PERFECTION

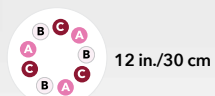
Easy Wave Pink Passion, Easy Wave Silver & Shock Wave Deep Purple



8 in./20 cm



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

	Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
				8 in./20 cm	10 in./25 cm	12 in./30 cm	
A	Easy Wave Pink Passion	1	288	1	2	3	10 hrs.
B	Easy Wave Silver	1	288	1	2	3	10 hrs.
C	Shock Wave Deep Purple	1	288	1	2	3	10.5 hrs.

LOVIN' IT

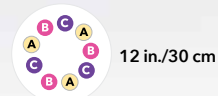
Easy Wave Yellow, Easy Wave Neon Rose & Petunia Combo Blue



8 in./20 cm



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

	Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
				8 in./20 cm	10 in./25 cm	12 in./30 cm	
A	Easy Wave Yellow	1	288	1	2	3	10 hrs.
B	Easy Wave Neon Rose	1	288	1	2	3	10 hrs.
C	Petunia Combo Blue	1	288	1	2	3	10.5 hrs.

wow 'em with wave™

ROSY KISSES

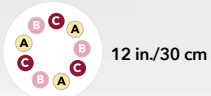
Easy Wave Yellow, Easy Wave Rosy Dawn & Shock Wave Deep Purple



8 in./20 cm



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
			8 in./20 cm	10 in./25 cm	12 in./30 cm	
A Easy Wave Yellow	1	288	1	2	3	10 hrs.
B Easy Wave Rosy Dawn	1	288	1	2	3	10 hrs.
C Shock Wave Deep Purple	1	288	1	2	3	10.5 hrs.

ROYAL PASSION

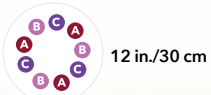
Easy Wave Burgundy Velour, Easy Wave Plum Vein & Petunia Combo Blue



8 in./20 cm



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
			8 in./20 cm	10 in./25 cm	12 in./30 cm	
A Easy Wave Burgundy Velour	1	288	1	2	3	10.5 hrs.
B Easy Wave Plum Vein	1	288	1	2	3	11 hrs.
C Petunia Combo Blue	1	288	1	2	3	10.5 hrs.

FIRECRACKER

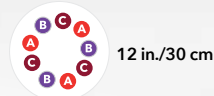
Shock Wave Coral Crush, Denim & Deep Purple



8 in./20 cm



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

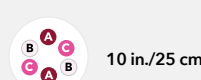
Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
			8 in./20 cm	10 in./25 cm	12 in./30 cm	
A Shock Wave Coral Crush	1	288	1	2	3	10 hrs.
B Shock Wave Denim	1	288	1	2	3	10 hrs.
C Shock Wave Deep Purple	1	288	1	2	3	10.5 hrs.

FLY ME TO THE MOON

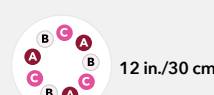
Easy Wave Burgundy Velour, White & Neon Rose



8 in./20 cm



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
			8 in./20 cm	10 in./25 cm	12 in./30 cm	
A Easy Wave Burgundy Velour	1	288	1	2	3	10.5 hrs.
B Easy Wave White	1	288	1	2	3	10 hrs.
C Easy Wave Neon Rose	1	288	1	2	3	10 hrs.

* Timing assumes the use of daylength extension or lighted plugs where needed, and active growing temperatures.

DUSK TO DAWN

Easy Wave Plum Vein & Shock Wave Pink Vein



8 in./20 cm



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
			8 in./20 cm	10 in./25 cm	12 in./30 cm	
A Easy Wave Plum Vein	1	288	2	3	4	11 hrs.
B Shock Wave Pink Vein	1	288	2	3	4	10.5 hrs.

BEACH PARTY

Shock Wave Denim & Pink Shades



8 in./20 cm



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
			8 in./20 cm	10 in./25 cm	12 in./30 cm	
A Shock Wave Denim	1	288	2	3	4	10 hrs.
B Shock Wave Pink Shades	1	288	2	3	4	10 hrs.

O CANADA

Easy Wave Red & White



8 in./20 cm



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
			8 in./20 cm	10 in./25 cm	12 in./30 cm	
A Easy Wave Red	1	288	2	3	4	10 hrs.
B Easy Wave White	1	288	2	3	4	10 hrs.

BLUE HAWAII

Easy Wave Rosy Dawn & Shock Wave Denim



8 in./20 cm



10 in./25 cm



12 in./30 cm



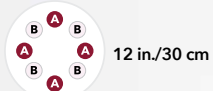
Transplant to finish: 7 weeks*

Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
			8 in./20 cm	10 in./25 cm	12 in./30 cm	
A Easy Wave Rosy Dawn	1	288	2	3	4	10 hrs.
B Shock Wave Denim	1	288	2	3	4	10 hrs.

wow 'em with wave™

TWINKLE TWINKLE

Easy Wave Burgundy Star & Shock Wave Coconut



Transplant to finish: 7 weeks*

	Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
				8 in./20 cm	10 in./25 cm	12 in./30 cm	
A	Easy Wave Burgundy Star	1	288	2	3	4	10 hrs.
B	Shock Wave Coconut	1	288	2	3	4	10.5 hrs.

OPPOSITES ATTRACT

Easy Wave Violet & Coral Reef

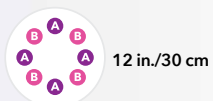
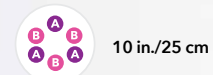
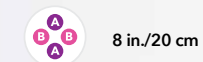


Transplant to finish: 7 weeks*

	Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
				8 in./20 cm	10 in./25 cm	12 in./30 cm	
A	Easy Wave Violet	1	288	2	3	4	10 hrs.
B	Easy Wave Coral Reef	1	288	2	3	4	10 hrs.

EVENING IN RIO

Easy Wave Violet & Neon Rose

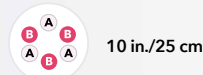


Transplant to finish: 7 weeks*

	Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
				8 in./20 cm	10 in./25 cm	12 in./30 cm	
A	Easy Wave Violet	1	288	2	3	4	10 hrs.
B	Easy Wave Neon Rose	1	288	2	3	4	10 hrs.

COCO COLADA

Shock Wave Coconut & Coral Crush



Transplant to finish: 7 weeks*

	Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
				8 in./20 cm	10 in./25 cm	12 in./30 cm	
A	Shock Wave Coconut	1	288	2	3	4	10.5 hrs.
B	Shock Wave Coral Crush	1	288	2	3	4	10 hrs.

RED, WHITE & BLUES

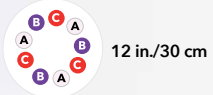
Shock Wave Coconut, Denim & Red



8 in./20 cm



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

	Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
				8 in./20 cm	10 in./25 cm	12 in./30 cm	
A	Shock Wave Coconut	1	288	1	2	3	10.5 hrs.
B	Shock Wave Denim	1	288	1	2	3	10 hrs.
C	Shock Wave Red	1	288	1	2	3	10 hrs.

THE FLAG

Easy Wave Red, White & Blue



8 in./20 cm



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

	Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
				8 in./20 cm	10 in./25 cm	12 in./30 cm	
A	Easy Wave Red	1	288	1	2	3	10 hrs.
B	Easy Wave White	1	288	1	2	3	10 hrs.
C	Easy Wave Blue	1	288	1	2	3	10.5 hrs.

AFTER DARK

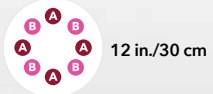
Easy Wave Burgundy Velour & Neon Rose



8 in./20 cm



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

	Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
				8 in./20 cm	10 in./25 cm	12 in./30 cm	
A	Easy Wave Burgundy Velour	1	288	2	3	4	10.5 hrs.
B	Easy Wave Neon Rose	1	288	2	3	4	10 hrs.

SEEING STARS

Easy Wave Burgundy Star & Neon Rose



8 in./20 cm



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

	Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
				8 in./20 cm	10 in./25 cm	12 in./30 cm	
A	Easy Wave Burgundy Star	1	288	2	3	4	10 hrs.
B	Easy Wave Neon Rose	1	288	2	3	4	10 hrs.

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SURFIN' SAFARI

Shock Wave Coral Crush & Denim



8 in./20 cm



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

Variety	Seeds per Cell	Plug Size	Plants per Pot			Critical Daylength
			8 in./20 cm	10 in./25 cm	12 in./30 cm	
A Shock Wave Coral Crush	1	288	2	3	4	10 hrs.
B Shock Wave Denim	1	288	2	3	4	10 hrs.

FIRE N NICE

Easy Wave Red Velour Petunia & Glitz Euphorbia



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

Variety	Seeds per Cell	Plug Size	Plants per Pot		Critical Daylength
			10 in./25 cm	12 in./30 cm	
A Easy Wave Red Velour Petunia	1	288	3	4	11 hrs.
B Glitz Euphorbia	1	128	3	4	Neutral

PUTTIN' ON THE PINK

Easy Wave Neon Rose Petunia & Glitz Euphorbia



10 in./25 cm



12 in./30 cm



Transplant to finish: 7 weeks*

Variety	Seeds per Cell	Plug Size	Plants per Pot	
			10 in./25 cm	12 in./30 cm
A Easy Wave Neon Rose Petunia	1	288	3	4
B Glitz Euphorbia	1	128	4	5

ROYAL SPARKLER

Easy Wave Burgundy Velour & Easy Wave Silver Petunias & Glitz Euphorbia



10 in./25 cm



12 in./30 cm



Transplant to finish: 8 weeks*

Variety	Seeds per Cell	Plug Size	Plants per Pot	
			10 in./25 cm	12 in./30 cm
A Easy Wave Burgundy Velour Petunia	1	288	2	3
B Easy Wave Silver Petunia	1	288	2	3
C Glitz Euphorbia	1	128	3	4

CORAL LIGHTS

Easy Wave Yellow & Shock Wave
Coral Crush Petunias & Glitz Euphorbia



10 in./25 cm

10 in./25 cm



12 in./30 cm



Transplant to finish: 8 weeks*

	Variety	Seeds per Cell	Plug Size	Plants per Pot	
				10 in./25 cm	12 in./30 cm
A	Easy Wave Yellow Petunia	1	288	2	3
B	Shock Wave Coral Crush Petunia	1	288	2	3
C	Glitz Euphorbia	1	288	3	4

LEMON DREAM

Kabloom Yellow Calibrachoa, Easy Wave
Yellow Petunia & 21st Century White Phlox



10 in./25 cm



12 in./30 cm



Transplant to finish: 8 weeks*

	Variety	Seeds per Cell	Plug Size	Plants per Pot	
				10 in./25 cm	12 in./30 cm
A	Kabloom Yellow Calibrachoa**	1	288	2	3
B	Easy Wave Yellow Petunia	1	288	2	3
C	21st Century White Phlox	1	288	3	4

RAZZLE DAZZLE

Kabloom™ Deep Blue Calibrachoa,
Easy Wave Pink Passion Petunia &
Quartz XP Burgundy With Eye Verbena



10 in./25 cm



12 in./30 cm



Transplant to finish: 8 weeks*

	Variety	Seeds per Cell	Plug Size	Plants per Pot	
				10 in./25 cm	12 in./30 cm
A	Kabloom Deep Blue Calibrachoa**	2	128	2	3
B	Easy Wave Pink Passion Petunia	1	288	2	3
C	Quartz XP Burgundy With Eye Verbena	1	288	3	4

ITALIAN BISTRO

Little Napoli Tomato,
SimplyHerbs™ Curled Parsley &
Easy Wave Red Velour Petunia



12 in./30 cm



Transplant to finish: 2 to 3 weeks from step up***

	Variety	Seeds per Cell	Step up Size	Plants per Pot
				12 in./30 cm
A	Little Napoli Tomato	1	50 liner	1
B	SimplyHerbs Curled Parsley	1 PMPL	50 liner	1
C	Easy Wave Red Velour Petunia	1	50 liner	2

wow 'em with wave™

Wave Fuseables

These winning combos pack a double punch: We took patented Fuseables Precision Multi-pellets, the ONLY combo program from a single pellet...added Wave petunias into those pellets...to give you the power-packed way to grow your main-season sales!



PLUG & PLAY™

Your Instant Garden

Wave Petunia Blue Dawn

Easy Wave Rosy Dawn petunias with Blutopia bacopa.

Wave Petunia Healing Waters

Shock Wave Denim and Easy Wave Violet petunias with large-flowered blue bacopa.

Wave Petunia Ooh La La

Easy Wave Burgundy Star, Easy Wave Neon Rose and Shock Wave Coconut petunias.

Wave Petunia Rise N Shine

Easy Wave Yellow and Rosy Dawn. This second all-Wave Fuseables is a great Spring item.

Wave Petunia Silk N Satin

Shock Wave Pink Shades petunia with Snowtopia bacopa.

Wave Petunia Strawberry Wine

Easy Wave Shell Pink, Dreams Red and Daddy Red petunias.



Blue Dawn



Healing Waters



Ooh La La



Rise N Shine



Silk N Satin



Strawberry Wine

Wow 'Em With Wave™

Reaching Today's Consumer in the Right Place at the Right Time

Wave petunias and Cool Wave pansies come with the built-in support of a fresh and focused marketing campaign created to appeal to our two key female audiences: the Colorful Gardener and the New Homeowner (more on page 11). They appreciate that Wave is THE flower brand that understands what they're looking for and helps them stand out from the crowd. Advanced targeting tools let us analyze and serve up Wave promotions right where they're clicking, searching, watching and reading.

Retailers and growers feel the success of this extensive Wave Brand coverage: strong demand for this most-asked-for brand... more shoppers in the store... greater sell-through.

Grassroots Communications Campaign

Leverages the power of passionate garden and lifestyle bloggers to get the word out. Wave demos and potting parties encourage Social Media Mavens to share their enthusiasm for the products.



Wave Van Tours

The Wave team heads out to consumer and media events on the East Coast and Midwest. Street marketing and coordinated garden center events reach consumers where they live, work and shop.



Top Media Exposure

Both paid and spontaneous appearances build enthusiasm for Wave in key markets. Co-op TV syndication features lifestyle expert Kelly Edwards who shares her enthusiasm for Wave. Ready-to-go Wave Combos from the Plug & Play program are promoted on television morning shows.



Wave Fan Club at wave-rave.com

We talk to the Wave gardening community...and they talk back!



Engaging and Relevant PR

Wave takes center stage in print and online lifestyle media during your critical sell-through periods. We're reaching out to the creative consumer looking to decorate outdoor spaces and enhance her entertaining for different seasons.



Integrated Consumer Ad Campaign

We're reaching our target audiences through extensive coverage across a variety of digital media: traditional and streaming radio, interactive ads, Gmail-sponsored promotions, and social media and mobile advertising.



Strong social media presence



wow 'em with wave™

**Find everything Wave all in one place...
Always up-to-date, always available**

It's where you'll find everything you need to grow and sell your Wave petunias and Cool Wave pansies successfully.

PANAMSEED.COM/WAVEBOOK



Planning Calendar

July 2017							October 2017							January 2018							April 2018							July 2018							October 2018												
Wk	S	M	T	W	T	F	S	Wk	S	M	T	W	T	F	S	Wk	S	M	T	W	T	F	S	Wk	S	M	T	W	T	F	S	Wk	S	M	T	W	T	F	S	Wk	S	M	T	W	T	F	S
26							1	40	1	2	3	4	5	6	7	1		1	2	3	4	5	6	14	1	2	3	4	5	6	7	27	1	2	3	4	5	6	7	40		1	2	3	4	5	6
27	2	3	4	5	6	7	8	41	8	9	10	11	12	13	14	2	7	8	9	10	11	12	13	15	8	9	10	11	12	13	14	28	8	9	10	11	12	13	14	41	7	8	9	10	11	12	13
28	9	10	11	12	13	14	15	42	15	16	17	18	19	20	21	3	14	15	16	17	18	19	20	16	15	16	17	18	19	20	21	29	15	16	17	18	19	20	21	42	14	15	16	17	18	19	20
29	16	17	18	19	20	21	22	43	22	23	24	25	26	27	28	4	21	22	23	24	25	26	27	17	22	23	24	25	26	27	28	30	22	23	24	25	26	27	28	43	21	22	23	24	25	26	27
30/31	23/30	24/31	25	26	27	28	29	44	29	30	31				5	28	29	30	31				18	29	30						31	2	30	31					44	28	29	30	31				
August 2017							November 2017							February 2018							May 2018							August 2018							November 2018												
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S						
31			1	2	3	4	5	44				1	2	3	4	5					1	2	3	18			1	2	3	4	5	31				1	2	3	4	44					1	2	3
32	6	7	8	9	10	11	12	45	5	6	7	8	9	10	11	6	4	5	6	7	8	9	10	19	6	7	8	9	10	11	12	32	5	6	7	8	9	10	11	45	4	5	6	7	8	9	10
33	13	14	15	16	17	18	19	46	12	13	14	15	16	17	18	7	11	12	13	14	15	16	17	20	13	14	15	16	17	18	19	33	12	13	14	15	16	17	18	46	11	12	13	14	15	16	17
34	20	21	22	23	24	25	26	47	19	20	21	22	23	24	25	8	18	19	20	21	22	23	24	21	20	21	22	23	24	25	26	34	19	20	21	22	23	24	25	47	18	19	20	21	22	23	24
35	27	28	29	30	31			48	26	27	28	29	30		9	25	26	27	28				22	27	28	29	30	31			35	26	27	28	29	30	31		48	25	26	27	28	29	30		
September 2017							December 2017							March 2018							June 2018							September 2018							December 2018												
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S						
35					1	2	48					1	2	9					1	2	3	22					1	2	35						1	48						1					
36	3	4	5	6	7	8	9	49	3	4	5	6	7	8	9	10	4	5	6	7	8	9	10	23	3	4	5	6	7	8	9	36	2	3	4	5	6	7	8	49	2	3	4	5	6	7	8
37	10	11	12	13	14	15	16	50	10	11	12	13	14	15	16	11	11	12	13	14	15	16	17	24	10	11	12	13	14	15	16	37	9	10	11	12	13	14	15	50	9	10	11	12	13	14	15
38	17	18	19	20	21	22	23	51	17	18	19	20	21	22	23	12	18	19	20	21	22	23	24	25	17	18	19	20	21	22	23	38	16	17	18	19	20	21	22	51	16	17	18	19	20	21	22
39	24	25	26	27	28	29	30	52/1	24/31	25	26	27	28	29	30	13	25	26	27	28	29	30	31	26	24	25	26	27	28	29	30	39/40	23/30	24	25	26	27	28	29	52/1	23/30	24/31	25	26	27	28	29

Plan your production, plan your selling. Use this calendar to plan everything you need for a **great Wave year!**

Pink outsells black 6 to 1: remember to sell Wave in Pink!
Talk to your preferred supplier today.



BRANDED PACKAGING

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 ainongplastics.com

Belden Plastics
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 Fax: 888 423-5336
 beldenplastics.com

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 800 874-8660
 Fax: 734 483-2387
 blackmoreco.com

East Jordan Plastics, Inc.
 800 353-1190
 Fax: 231 536-7090
 eastjordanplastics.com

Landmark Plastic Corp.
 800 242-1183
 Fax: 330 785-9200
 landmarkplastic.com

Pöppelmann Plastics USA LLC
 866 886-1556
 Fax: 828 466-9529
 poppelmannusa.com

Summit Plastic Company
 800 814-3496
 Canada: 888 491-8905
 Fax: 330 633-9738
 summitplastic.com

The HC Companies, Inc.
 U.S.: 800 225-7712
 Canada: 800 736-4865
 Fax: 216 632-0235
 Canada Fax: 519 753-2667
 hc-companies.com

TAGS & HANDLES

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 800 433-8247
 on-syte.catalog@integracolor.com
 integracolor.com

John Henry Company/MPS
 866 448-8300
 Fax: 800 968-2598
 jhc.com

Macore
 800 331-9555 / 503 864-2204
 Fax: 866 771-9899
 macore.com

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 800 253-0439
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