

Burpee® Everything you need to succeed

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



Choose Burpee

The fresh, inviting look of the Burpee brand distinguishes it from other offerings. Our attention-getting branded pots, tags and POP will help you grow and sell a successful Burpee program. It showcases Burpee's exclusive varieties that fit the lifestyles of today's consumers. This exciting POP is free; you only pay for shipping.

Tools, support, rebates

Growers and retailers can get all the culture information and consumer marketing tools they need from Burpee. You'll find the latest growing information, photos and instructional videos online at burpeehomegardensbrand.com. And feel free to contact the Burpee team for ongoing support.

Download free customizable POP materials, including:

- bench card signage
- in-store display and event ideas
- advertising samples

In addition, Burpee offers a Royalty Rebate Program for products bought and grown that did not sell at retail. Simply email BurpeeAdmin@ballhort.com for a Burpee Rebate Redemption Form or to request more information.

Exclusive varieties and programs

Burpee vegetable and herb plants provide healthy, nutrient-rich food that consumers can grow themselves. From those with limited gardening space, to others looking for large harvests or unique vegetables, Burpee has the right varieties for everyone.

- Burpee's exclusive color-coded tags: Red for Tomato, Yellow for Vegetable, Dark Blue for Herb, Orange for Sweet Pepper, Purple for Hot Pepper, Olive for Organic, Light Blue for Annual, Light Green for Perennial and Wine Berry for Small-Fruit will set you apart from the competition.
- The Hanging Basket Flower Program creates instant take-home decoration options for impulse shoppers.
- We have a whole collection of varieties that are perfect for small spaces, balconies and patios.
- *Find a full list of current varieties online, or ask your Ball Seed® or Ball ColorLink® sales rep.*

Be part of the Burpee brand

- To get a copy of our certified grower agreement, contact your Ball Seed or Ball ColorLink sales rep, visit BurpeeHomeGardensBrand.com or email BurpeeAdmin@ballhort.com.
- Read, sign and return the agreement to become a Burpee grower.
- Get pricing and ordering information from your Ball Seed or Ball ColorLink sales rep.
- Start ordering your Burpee product, pots and tags.
- *Already in the program? Growers who actively participate each year are automatically renewed!*

Ordering seed, plugs, liners and unrooted material

- 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 unrooted material suppliers offer a wide assortment of vegetables, herbs and annuals in Burpee products and product forms. For the greatest selection, please choose one of our key suppliers:

- **George Sant & Sons Greenhouses:** A nearly full line of vegetables, herbs and flowers in Liner 50, Liner 102 and Plug 288.
- **Knox Nursery:** Offering a nearly full line of exclusives and most best-selling vegetables and herbs in Plug 144 and a limited offering of vegetables in Plug 288 and 512.
- **Ball Tagawa Growers:** Limited offering of vegetables and herbs in Plug 105 and Plug 288.
- **Bob's Market and Greenhouses, Inc.:** Limited offering of vegetables, herbs and flowers in Plug 288.
- **Tagawa Greenhouses:** Limited assortment of vegetables, herbs and flowers in Plug 128 and Plug 288.
- **Van de Wetering Greenhouses:** Limited assortment of vegetables, herbs and flowers in Liner 50, Liner 102 and Plug 288.
- **Van Wingerden Greenhouses, Inc.:** Limited offering of vegetables, herbs and flowers in Liner 50, Liner 102 and Plug 288.
- Unrooted material is available from Ball FloraPlant's URC production farms and can be ordered through WebTrack.
- *Get order forms and pricing from your Ball Seed or Ball ColorLink sales rep.*

Ordering tags and handles

'Exclusively Burpee!' varieties require branded tags as a part of the program. **As a service, exclusive variety tags will automatically be ordered for you unless you purchase them at the same time as you purchase Burpee exclusive varieties. For a list of Burpee exclusives, please visit burpeehomegardensbrand.com/products.** Requests to return exclusive tags must be approved by a Burpee team member. By working together, we can continue to offer the consistent quality and brand recognition of Burpee that will result in a successful sales year.

- Standard tags come in bundles of 50.
- Custom tag sizing and approved custom variety requests can also be created with enough lead time. Contact your Burpee admin for options to create a successful program together!
- Order tags and handles through your Ball Seed or Ball ColorLink sales rep or online through WebTrack.
- *Standard tags and handles must be ordered separately through Ball and shipped from WestRock/John Henry.*

• Tagging requirements:

- All materials grown as part of the Burpee 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 or hanging basket (i.e., three varieties in a planter require three tags).
- Unused tags for varieties that have not been dropped from the program can be used for the following year and/or can be returned no later than one year from the date they shipped.
- *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.
- *Download current POP order forms online or ask your Ball Seed or Ball ColorLink sales rep.*

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

Visit BurpeeHomeGardensBrand.com today to download our certification agreement, guidelines and order forms.

Ordering pots and trays

- You can order pots, packs and trays directly from your pot supplier.
- Trays are available for 306 packs.
- Branded handles must be used for 306 packs, ordered from Ball.
- Use either Burpee-branded or Ball-approved sustainable pots.

• Packaging requirements:

- **Pots:** Product must be grown in a Burpee branded pot for any pots smaller than a gallon in size or use an approved sustainable pot. Grower choice containers or hanging baskets may be used for pot sizes larger than a gallon.
- **Packs:** Product must be grown in an approved pack with Burpee handle.
- Use white or black trays or Ball-approved sustainable trays for Burpee plastic pots.
- Preferred suppliers include A.M.A. Horticulture Inc., Classic Home & Garden, East Jordan Plastics, Inc., Grower Direct Supply, Inc., Landmark Plastic Corporation, Pöppelmann Plastics USA LLC, Summit Plastic Company.
- *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 on our Brand Support Page at **BurpeeHomeGardensBrand.com**.
- Populating your website? We're happy to share our photos and content - just ask!
- Ongoing PR events and programs inspire gardeners everywhere and help drive sales.
- Social media sites like Instagram, Pinterest and YouTube expand our brand reach to consumers.



BallSeed®

Order products at ballseed.com/webtrack.

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

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