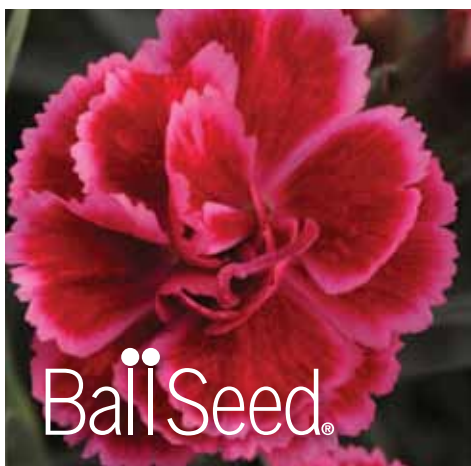


2013

Flourish![®]

BRINGING NEW LIFE TO YOUR GARDEN CENTER



Ball Seed[®]

Positioning

While looking for a fun weekend activity last fall to share with our kids, my wife spotted the “Fall Festival” at a nearby garden center. Pumpkin painting, face painting, local food vendors and hay rides seemed like a sure bet for outdoor fun...and it far exceeded our expectations! I bet we spent at least three hours and a hundred bucks on everything from pumpkins and mums to homemade doughnuts and apple pie. As we drove away, I said to my wife, “Looks like we have a new garden center.”

By advertising on a local website visited by area moms and daycare providers, this garden center successfully reached a new audience. But that was just the first step. Once new customers like us walked through the door, we found not only helpful staff and volunteers but lots of fun and inspirational displays of plants and fall décor. This niche keeps their registers ringing in fall and helps them stay ahead of the competition. Come spring, they specialize in custom potting and a tremendous range of plants...in the summer, it’s the sweet corn and locally grown produce that draws shoppers in.

That’s just what *Flourish!* is all about: finding ways to stand out and innovate in *your* local market. It’s how you’ll attract customers and win their business. This issue features some great new niches: trialed and tested perennial combo designs...unique summer pond selections...pollinator attractors...more than a dozen plants you can grow and sell alongside mums. We also share some ideas for connecting by text, as well as photo tips from Ball’s head photographer.

Finally, I want to mention my personal favorite section, “Oh, The Plants You’ll Grow!” A friend gave my daughters a copy of *The Lorax* by Dr. Seuss and every time we read it, I am struck by what a powerful warning it delivers. Unless we all do our part to take care of nature, we run the risk of losing it all. Check out a copy from your library or watch the dramatic reading on YouTube.

Please let me know your ideas for upcoming *Flourish!* topics, in print or online. And be sure to “Like” *Flourish!* on Facebook and follow us on Twitter for the latest ideas, tips and new products for garden centers.

Sincerely,



Bill Calkins
Business Manager –
Independent Garden Centers
630 588-3249
bcalkins@ballhort.com
twitter: @BillCalkins

Be sure to check out our enhanced *Flourish!* for iPad

This interactive, easy-to-navigate edition comes to life at **ballhort.com/Flourish2013:** live links to expanded content... product videos from Ball experts... bonus photos to inspire you...and lots more.



2 Captivating Combos
The demand for fresh new mixed container recipes keeps growing... these will definitely capture sales.



10 It's All About the Color!
Capitalize on the latest hot fashion trends with five key colors for 2013.



28 Oh, The Plants You'll Grow!
Kids of all ages can't resist a collection of twisty, textured, touchable Dr. Seuss-type plants.

6 Fast-Acting...Long-Lasting...Sales-Generating!
All-perennial recipes take your mixed container program to a whole new level.

8 White & Black
These inspiring "colors" are the ultimate in accessorizing...Maximize them to your advantage!

18 Begonia Mania!
Breeders around the world are turning out stunning new begonia colors and unique flower forms in record numbers.

20 Crazy for Coneflowers!
From brilliant colors to natural, subdued tones, there's an echinacea for every taste.

22 Grab Their Attention
The Ball Ornamentals team scours the globe for colorful blooming plants to attract attention and capture sales.

24 Backyard Habitat Management
Encourage your customers to add pollinator-friendly plants to their gardens.

25 Going Native
Native species and cultivars are playing a bigger part in local landscapes.

26 In-Scented to Buy
Use scents to make dollars and cents in your store...Ahh, the sweet smell of success!

27 Making A Splash
Be inspired by the plants that perform swimmingly in the ponds at The Gardens at Ball.

30 Spring is Sprung
Kick off spring sales with a terrific lineup of cool-season annuals that are the perfect antidote to winter blahs.

32 Mums &
Must-have "mum pals" give you dozens of options to take your fall displays far beyond pansies.

34 Fresh & Stunning Shade Solutions
Now is the time to diversify and strengthen your Shade Annuals offering!

35 'Tis Better to Give than Receive!
Unique, attention-grabbing poinsettia and cyclamen varieties make upscale displays.

36 From Text to Cart
A well-timed text can drive up your store traffic!

37 Great Photos in 5 Easy Steps
Tips of the trade from Ball's head photographer help you take great shots for your newsletter or website.

38 90-Day Plan
Long-blooming perennials make for satisfied gardeners...and return customers!

Profit-Building Programs from Ball

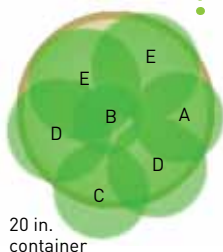
Trixi® & MixMasters	3
Burpee Home Gardens®	16
Daniels® Plant Food.....	39
Wave® Petunias & Cool Wave™ Pansies.....	Back Cover

Flourish Sourcebook	Inside Back Cover
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CAPTIVATING combos

**MORE TRIALED & TESTED CONTAINER SOLUTIONS
FOR BENCH-TO-GARDEN SUCCESS!**

As patio plants and hanging baskets continue to command more real estate at garden centers from coast to coast, the demand for fresh new mixed combo recipes keeps growing! Breeders and producers are really stepping up their game and sending some fantastic plant partnerships to market. At Ball, we have programs to successfully grow basket and container business at just about any garden center and greenhouse.



20 in.
container

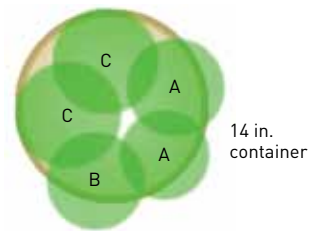
I'VE GOT RHYTHM

☀ Warm Season

A huge impact for big containers, this one shows off tons of color and impressive height.

- A Butterfly Argyranthemum
- B Fantasia® Flame Zonal Geranium
- C Goldilocks Lysimachia
- D Rhythm And Blues Petunia
- E Mystic Spires Blue Salvia

Change up the look of your containers with our interactive tool and find more recipes at ballhort.com/combos.



IN 3D

☀️ Cool Season

With its soft texture and shades of light pink, silver and blue, this is a “must-touch” patio mix.

- A Silver Fox Chrysocephalum
- B Waterfall™ Azure Mist Lobelia
- C 3D™ Silver Osteospermum

TIP Differentiate by using basket sizes and styles that you’d never find at the chain stores – go upscale!

THE LATEST IN DESIGNER MULTILINERS

You can bring in our **Trixi®** and **MixMasters** multiliniers as young plants or finished pots and baskets, and take the guesswork out of fresh designs that sell.

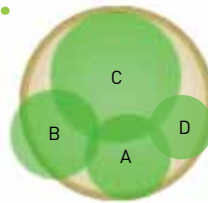
TRIXI DOUBLE DELIGHT

- MiniFamous™ Double Lemon Calibrachoa
- Magadi™ White Lobelia
- Lascar™ Compact Burgundy Verbena

THE NITTY GRITTY OF MULTILINERS

The secret to our Trixi and MixMasters multiliniers is that every ingredient is first stuck and rooted separately so each gets customized treatment before being put together. Then they’re combined in a tray to finish rooting together in the liner. The result: 100% complete and balanced color that can’t be passed up at retail!





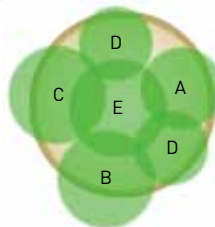
14 in.
container

SHADE ON FIRE

☀️ Warm Season

Irresistible hot pink and vibrant lime green make for vibrant color in shady spaces.

- A Celebrette Grape Crush
New Guinea Impatiens
- B Marguerite Ipomoea
- C Magilla® Purple Perilla
- D Add any colorful, shade-loving grass for a touch of class.



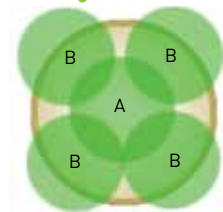
14 in.
container

OLD MEETS NEW

☀️ Warm Season

Old-school Wizard makes some new friends!

- A Purple Knight Alternanthera
- B Million Kisses® Devotion Begonia
- C Million Kisses Romance Begonia
- D Wizard® Jade Coleus
- E Divine™ Orange Bronze Leaf New Guinea Impatiens



10-12 in.
container

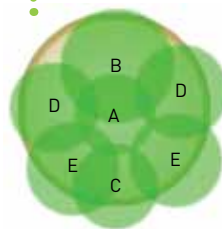
SUMMER BREEZE

☀️ Warm Season

Bright blooms come early and often...just the thing to keep hot-weather baskets and planters looking fresh all season.

- A BabyWing® Pink Begonia
- B Celebrette Red
New Guinea Impatiens

TIP Be creative! Use these combo recipes as building blocks and adapt them to your market for high-end, high-impact appeal.



14 in.
container

CYPRESS SENSATION

☀️ Warm Season

Girls love it for its wispy, feminine look, while guys think the black is pretty cool.

A Breathless® White Euphorbia

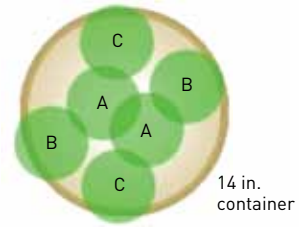
B Wild Spike Cyperus

C Licorice Helichrysum

D Black Velvet Petunia

E Aztec® Magic Dark Pink Verbena

FAST-ACTING... LONG-LASTING... SALES-GENERATING!



PERENNIAL #112 Warm Season

- A Lysimachia Golden Alexander
- B Phlox Flame Lilac
- C Viola Harvest Moon



ALL-PERENNIAL RECIPES BOOST YOUR PROGRAM BEYOND THE COMPETITION.

Sophisticated and elegant, perennial combos let you hit a different price point and offer a fantastic added value: a second life in the ground. Designers have been adding a few perennials here and there to mixed containers for years for the textures and patterns beyond annuals...but it's all-perennial combos that are bringing a whole new dimension to this popular group.

Perennial combos can range from very natural and almost native-looking to designs resembling miniature Victorian gardens.

Sure, the price point is up there but **perennials are seen as an excellent value by today's homeowners since they can space and replant all of the components into their perennial garden in the fall!** You'll want to promote this versatility, but all it takes is a simple sign (check out the TIP on page 7)...a quick note in your newsletter...or even an auto-generated text or email near the end of the season.

Check out these perennial combos (yes, they're trialed and proven like all Ball-recommended combos!) and then put them to work to further differentiate your product mix from the guys down the road.

"Perennials are perceived as more cost effective and a better long-term investment because they are planted once and re-emerge every spring."

(2010 Consumer Perennial Study)

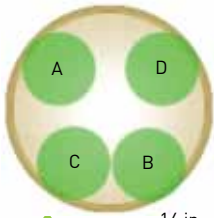


Ball's combo expert Joan Mazat shares a few of her secrets to creating great containers:

Perennial grasses, sedums, achillea and artemisia give containers textures that annuals simply can't provide.

Choose plants that bloom in early, mid and late spring through end of summer to create a single perennial combination. The foliage will add attractive texture prior to and after flowering. This offers a changing seasonality for the consumer and provides the benefits of a "mini garden."

Color and texture can be achieved using perennials that are not used primarily for flowers.

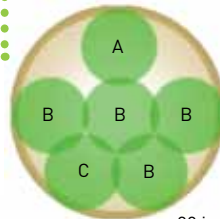


PERENNIAL #108

Warm Season

- A Festuca Elijah Blue
- B Heuchera 'Swirling Fantasy'
- C Sedum 'Angelina'
- D Veronica Royal Candles

14 in. container

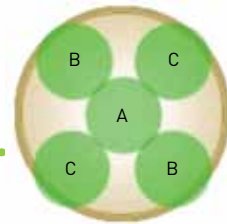


PERENNIAL #35

Warm Season

- A Delphinium 'Dasante Blue'
- B Dianthus Bouquet™ Purple
- C Lamium 'Anne Greenaway'

20 in. container

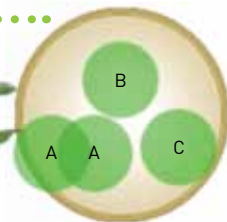


14 in. container

PERENNIAL #45

Warm Season

- A Juncus Blue Dart
- B Sedum 'Angelina'
- C Viola Harvest Moon



14 in. container

PERENNIAL #25

Warm Season

- A Ajuga 'Burgundy Glow'
- B Heuchera Harvest Burgundy
- C Stachys Silver Carpet

TIP Make and hang a sign near your display to promo the dual use: "Enjoy now, then plant these perennials in the ground for years of beauty!"

BLACK

THE ACCENT IS ON HIGH CONTRAST

Black and White: It's the classic combination, always in style. Safe, yet striking. How to maximize these inspiring "colors" to your advantage in the store and in the garden? You can't miss by creating BLACK and WHITE displays to showcase the best of both for their design quality.

Showcase Black as Garden Formalwear

Black Velvet – the first truly black petunia – immediately took the gardening world by storm and there's an awesome array of like-minded dark-toned introductions on the horizon. Black flowers and plants are much more unique and striking, and can be used along with bolder colors to create high-fashion works of art.

Accessorize with White

Pair white "trailers" like new Hot Springs™ lobelia and Abunda™ Giant White bacopa with white "fillers" like Sun Spun® petunias and Breathless® White euphorbia. They're naturals to pump up any of the high-color items in your customers' carts. The result: sure add-on sales!

Mediterranean White Vinca



NEW BabyWing® White Bronze Leaf Begonia



AngelMist® Spreading White Angelonia



Snowtopia® Bacopa



NEW Cool Wave™ White Spreading Pansy

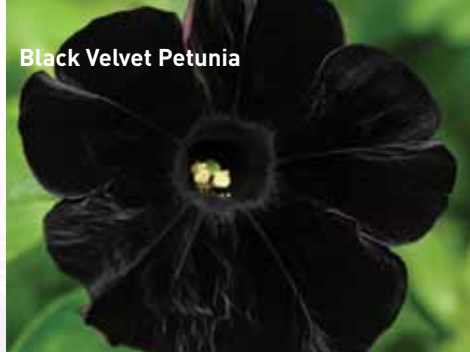


Aztec® White Verbena





NEW Can-Can® Dark Purple Calibrachoa



Black Velvet Petunia



Phantom Petunia



'After Dark' Agonis



Black Pearl Ornamental Pepper



'Blackout' Heuchera



NEW Sophistica® Blackberry Petunia



NEW Vino Coleus

TIP Here's where you can go crazy with paint – white and black, of course. Paint wooden fixtures stark black or white for real drama.



Purple Lady Iresine



Sorbet® Black Delight Viola

IT'S ALL ABOUT THE COLOR!



Many believe the colors on a Color Wheel relate to those in the light spectrum, and some credit the Color Wheel to Sir Isaac Newton. Actually, Newton created a *Color Circle*...but nonetheless, it shows that even 300 years ago, people wanted to understand more about color. We're fascinated by colors...we identify with colors...we give colors personalities, status and value.

As a retailer, you can use color to your advantage by **capitalizing on seasonal trend tones and the latest hot fashion colors**. At the same time, be sure to keep Newton's Seven Spectral Colors in mind as they're often the most striking: red, orange, yellow, green, blue, indigo and violet.

Color blocking with paint, props and products can lend interest and organization to any retail area. Pick your colors based on groups of plants that go together on the color wheel, then go buy some paint to match. **Paint fixtures and props**, and find matching pottery (or paint it) to finish the display. Color block endcaps to draw attention to special promotions and new products.

Remember: we're in the Color Business!



MiniFamous™ Light Pink+Eye Calibrachoa



Easy Wave® Shell Pink Spreading Petunia



DUSTY PINK

Once considered red's little sister, Pink has come into its own! This year's top contender is the soft, organic look of dusty pink. This lovely color is versatile enough to pair with cool tones like deep blues and purples, as well as neutrals like browns and creams.



Juliet™ Pink With Eye Diascia



Aztec® Light Pink Verbena



Pacifica Icy Pink Vinca

TIP Be sure to "color block" your pottery and outdoor décor area...then watch to see how your customers react.



Divine™ Pink Pearl New Guinea Impatiens



Debonair™ Dusty Rose Petunia

Voltage™ Yellow Osteospermum



Mayan Gold Tecoma

YELLOW

Sunny and cheery, everyone loves Yellow! If you really want to stop shoppers in their tracks, you'll fill a high-traffic display with strong, fresh and clear-toned yellows...then sit back and watch them fill their carts to overflowing.

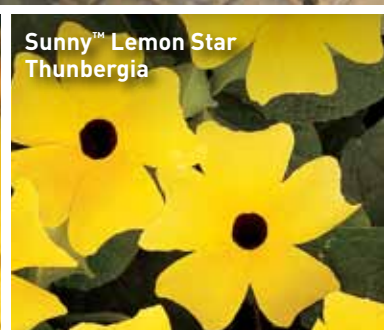
Cabaret® Deep Yellow Calibrachoa



Mohave™ Yellow Bracteantha



Sunny™ Lemon Star Thunbergia



NEW Little Lucky™ Pot of Gold Lantana



Zahara® Yellow Zinnia



Dahlietta® Julia Dahlia



Allure™ Tangerine Geranium

NEW Sparks Will Fly Begonia



Double Zahara™ Fire Zinnia

Celebration Sunset Apricot
New Guinea Impatiens

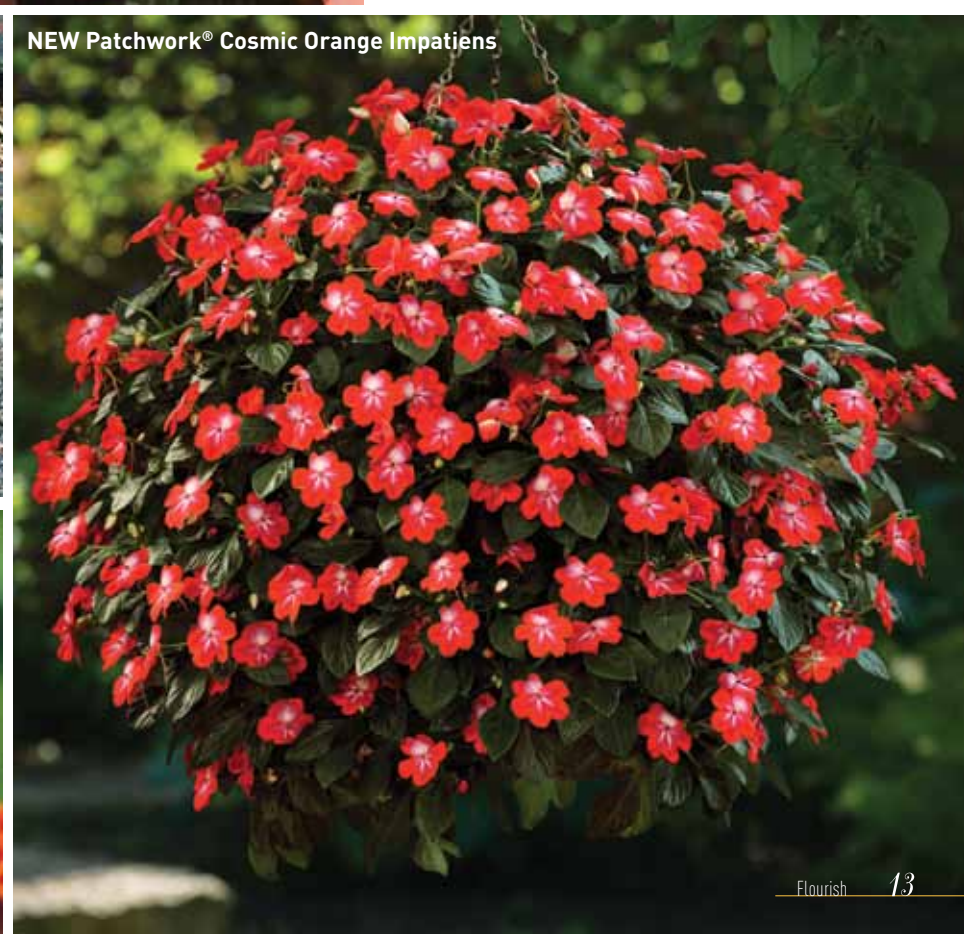


TANGERINE

This is the core color for 2013, according to the color experts at Pantone – they’re the folks recognized by design professionals as the world’s color authority for nearly 50 years. Tangerine is vibrant, high-voltage and definitely eye-catching in your displays!

Fanfare® Orange Impatiens

NEW Patchwork® Cosmic Orange Impatiens



Bombay Orange Celosia

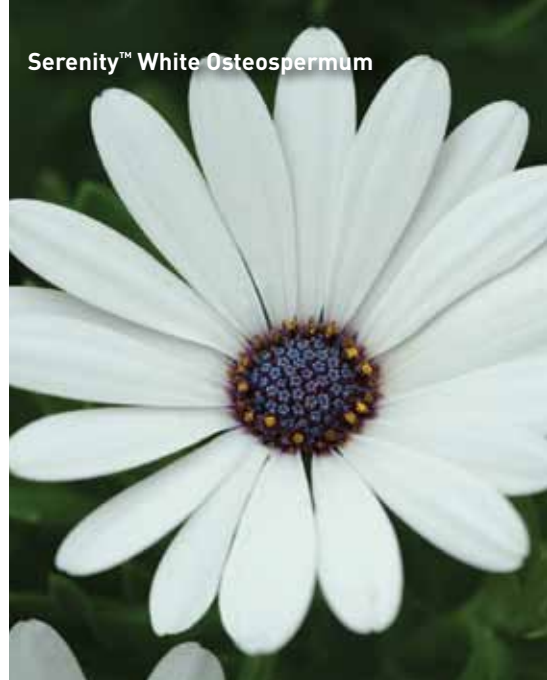




NEW 3D™ Berry White Osteospermum



Oh Snap! White Snapdragon



Serenity™ White Osteospermum



Fiesta® White Double Impatiens

WHITE

The experts say that Whites – whether they're "clean and bright or creamy and soft" – will continue to reign supreme in every fashionable setting. Everything goes with white!



Yin White Begonia



Divine™ White New Guinea Impatiens



NEW Hot Springs™ White Lobelia



Vanilla Marigold

Aztec® Blue Velvet Verbena

NEW Hot Springs™
Dark Blue Lobelia

TIP Blue is the holy grail of plant colors! Showcase all of your blues and it's sure to pay off.

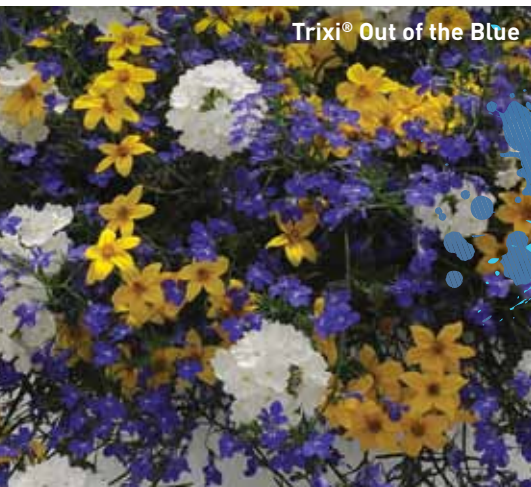


NEW Blue A Fuse Petunia

'Diamonds Blue' Delphinium



Trixi® Out of the Blue



BLUE

Another standout shade for '13, those in the know say Blues will take the role that black used to play. From soft baby blue to pretty sky shades to the deepest indigo tones...blue is IN!

Fuseables™ Pleasantly Blue Petunia



BallSeed.

'Halo Sky Blue' Viola



Crazy colors talk.



NEW Blue A Fuse Petunia



NEW Sparks Will Fly Begonia

Flowers

Burpee Home Gardens is blooming with more than 175 best-of-the-best flowers including today's hottest colors to add new energy to your program. These are the varieties that give gardeners high-voltage shows and plenty of pride.

Alyssum
Clear Crystal®

Summer Snap (Angelonia)
Archangel™
Serena®

Bacopa
Abunda™ Giant White

Begonia
Dragon Wing®
Gryphon
NEW Sparks Will Fly
NEW Whopper
NEW Yang
NEW Yin

Bidens
Sun Kiss

Calibrachoa
Isabells

Carex
Amazon Mist
Red Rooster

Coleus
NEW Chocolate
Covered Cherry
Emotions
Henna
NEW Honey Crisp

Indian Summer
Redhead
Sultana
NEW Vino
Wasabi

Coreopsis
Early Sunrise

Dianthus
Bouquet™
Floral Lace

Dichondra
Silver Falls

Euphorbia
Breathless®

Geranium
Fantasia®

Gerbera
Revolution™

Impatiens
Center Stage
Enlighten
NEW Enlighten Flutter
Fanfare®
Patchwork™

Double Impatiens
Fiesta™

New Guinea Impatiens
Celebrette

Sweet Potato Vine (Ipomoea)
Blackie
Marguerite

Juncus
Blue Dart
Twisted Dart

Lantana
Lucky™

Lobelia
NEW Hot Springs™

African Marigold
Taishan®
Vanilla

French Marigold
Durango®

Spring Daisy (Osteospermum)
Voltage™ Yellow

Ornamental Pepper
Black Pearl
Purple Flash

Petunia
Black Velvet
NEW Blue A Fuse
Paparazzi™
Paparazzi™ Flash
Phantom
Pinstripe
Pop Rocks
Suncatcher™

Rudbeckia
Tiger Eye

Salvia
Mystic Spires Blue
Vista

Snapdragon
Snapshot™

Verbena
Aztec®
Quartz XP

Vinca
Garden
UpTown

Zinnia
Bridesmaid
Champagne Toast
Double Zahara™
White Wedding

Bumper Crop™ is the hot topic.

"Burpee.com sold out of grafted tomatoes in one day!
They replenished stock and sold out again in one day!"

BUMPER CROP
Bigger harvests of heirloom favorites!



Bumper Crop (left),
standard heirloom (right)

NEW Bumper Crop™ Grafted Tomatoes

promise gardeners 50% more tomatoes packed with terrific flavor...from a stronger, healthier plant. This tried-and-true grafting process joins a tasty heirloom with disease-resistant root stock. It's a big-appeal way for you to capitalize on the homegrown veggie trend!

Flavor-filled Bumper Crop grafted tomatoes:

- New Big Rainbow
- New Black Krim
- New Brandywine Pink
- New Brandywine Red
- New Mortgage Lifter
- New San Marzano



Bumper Crop grafting video

Watch it now!

Higher nutrition has everyone talking.

Satisfy customers' craving for healthy foods with our BOOST collection of high-nutrition vegetables, specially selected for higher antioxidant levels than any other home garden vegetable varieties.

BOOST
'Gold Standard' Cucumber



NEW BOOST
Mighty Sweet Small-Fruited Tomato

BOOST
'Sweet Heat' Pepper

BOOST Antioxidant Collection Nutritional Features

Cucumber *Cucumis sativus*

'Gold Standard'
Beta-carotene 500% more*

Pepper *Capsicum annuum*

'Sweet Heat'
Vitamin C 65% more*

Salad

Healing Hands Salad Mix

Lutein	20% more*
Beta-carotene	30% more*
Carotenoids	30% more*
Anthocyanins	70% more*

Tomato *Solanum lycopersicum*

'Cherry Punch'

Vitamin C	30% more*
Lycopene	40% more*

NEW Mighty Sweet

Lycopene	45% more*
----------	-----------

'Power Pops'

Lycopene	55% more*
Carotenoids	40% more*

'Solar Power'

Beta-carotene	300% more*
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NEW Tasti-Lee

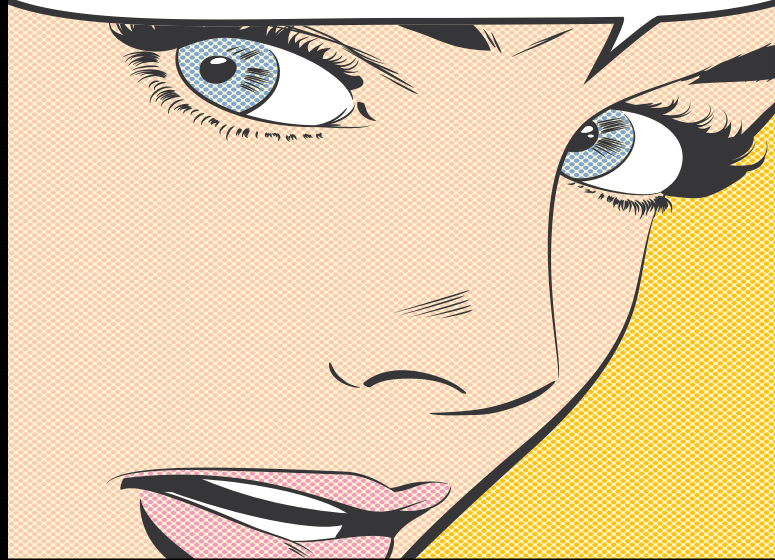
Lycopene	40% more*
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* Comparisons based on results of product grown under our trial conditions and compared to other home garden varieties in the trial. Cucumber information is based on peeled fruit. Actual results may vary. Visit burpeehomegardens.com to learn more about producing great-tasting, nutritious fruits and vegetables.

Naturally
bred

BURPEE
HOME GARDENS

**DEBBIE'S DILEMMA EVERY SPRING:
TO GARDEN OR NOT?** WITH TWO KIDS
TO CART AROUND...A FULL-TIME JOB...AND MOTHER
NATURE THROWING DROUGHT AND HEAT HER WAY
FOR DAYS ON END, THIS BUSY MOM WAS ABOUT
READY TO THROW IN THE TROWEL. THAT IS, UNTIL SHE
UNLEASHED THE POWER OF THE...



**SUPER
PLANTS!**

**BEGONIA
MANIA!**

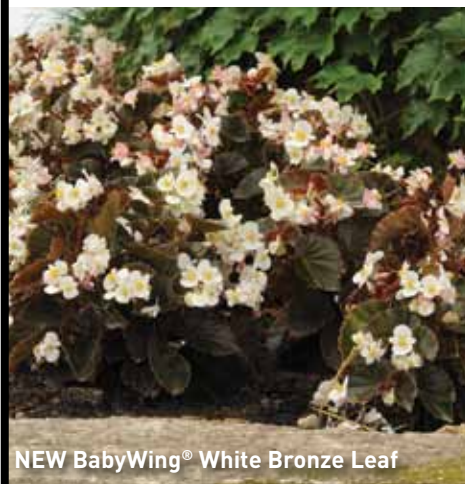
Thanks to more options than ever before, with stunning colors and unique flower forms, begonias are one of the hottest gardening topics and this trend is transferring to retail. At last count, there may be upwards of 1,500 named species worldwide, running the gamut from traditional bedding to indoor lifestyle plants, new best-for-baskets varieties to huge landscape performers.

We help you cut through the clutter by grouping begonias into logical categories based on their use. Get these onto your orders so you can fill carts and capture plenty of sales!

LANDSCAPE LOVERS!



Dragon Wing® Red



NEW BabyWing® White Bronze Leaf



Yang Pink



Whopper Red With Bronze Leaf



Yin White

BASKET BEAUTIES!



NEW Bon Bon Cherry



NEW Million Kisses® Honeymoon



Bliss Series

PATIO POTS!



NEW Fire Balls



NEW Sparks Will Fly



Gryphon

TIP Spread the word – through Facebook, customer emails, newsletters – that begonias offer really cool flowers and foliage options, and can be used almost anywhere!

CRAZY FOR CONEFLOWERS!

Echinaceas continue to drive growth in perennials and with all of the amazing new varieties coming to market, they're earning much-deserved shelf space at garden centers across North America. Coneflowers come in a rainbow of colors these days, with a full palette of vivid purples, reds and yellows plus an array of more subdued and natural colors. There truly are echinaceas out here to fit any taste.

Traditionally, professional-quality echinaceas have been available as tissue culture plants and some of the best new cone-flowers still come as TC – check out the breeding breakthrough Double Scoop! Recently, seed-raised varieties like PowWow and breakthrough new All-America Selections winner 'Cheyenne Spirit' are catching on with professional growers. The first-year performance lets them send a bulky plant to retail. The days of the lonely-looking solo coneflower poking up over the perennial area are long gone!



Double Scoop Bubble Gum



PowWow White



NEW Double Scoop™ Cranberry



PowWow® Wild Berry



Sombrero® Lemon Yellow



Sombrero Salsa Red



HOT!

NEW 'Cheyenne Spirit'



COLOR!

TIP The popular daisy flower shape makes coneflowers much-loved by kids of all ages...and the tough, sturdy stems and flowers make them kid-proof!

Mistical 'Amber Mist'



Grab THEIR ATTENTION!

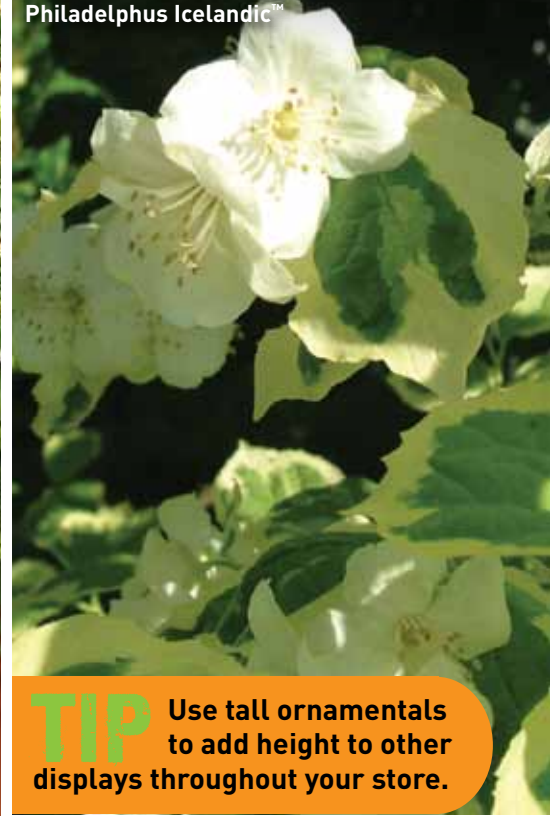
That empty space in your nursery yard? It's the perfect location for a display of patio ornamentals and colorful, blooming plants like hydrangeas and buddleias to attract attention and capture some sales. Very few customers will be able to resist these plants as they are beginning to bloom and the foliage is lush and green.

As the lines between annual, perennial and ornamental continue to blur, the experts from Ball Ornamentals are scouring the globe in search of unique and colorful plants with exceptional flower power. From multicolored foliage to 12-inch flowers...from durable to flashy, ornamentals help tie every landscape together. With an endless array of colors, sizes and habits, there's no more versatile category. Take the time to consider your clientele and find your niche.

SORBARIA 'SEM'

Stunning in landscapes, the tropical-looking, tricolor foliage of this Ash Leaf Spirea really adds a touch of the exotic! The multi-stemmed, compact plant tops out at about 5 feet tall. Cold-hardy stunner is great in USDA zones 4a to 11.

Philadelphus Icelandic™



TIP Use tall ornamentals to add height to other displays throughout your store.

Hypericum Harvest Festival Chocolate



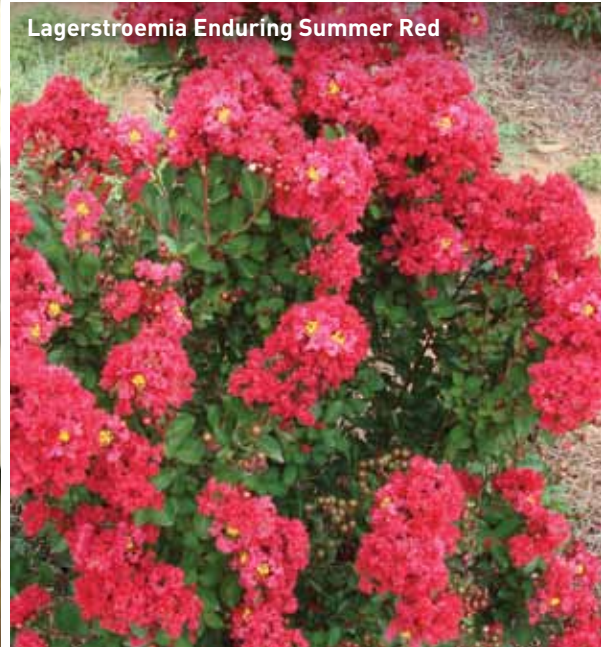
BRUGMANSIA LITTLE ANGEL

The only dwarf variety on the block shows off 4 to 6-inch, trumpet-shaped flowers that hang upside down and give off an intense fragrance at night. This subtropical shrub is sure to catch everyone's attention – especially the hummingbirds!

Exochorda Snow Mountain



Lagerstroemia Enduring Summer Red



Hydrangea Savant



BUDDLEIA FLUTTERBY™ FLOW MAUVE PINK

Want to really stand out? Offer this unique groundcover Nectar Bush — the spreading habit is a nursery industry first! The low-growing, dwarf plants ship in well, don't take up a lot of your valuable display space and are beautiful in baskets. And with low seed set, they put all their energy into producing beautiful blooms. (Also available in Lavender)



Hydrangea Sweet Summer



Summer coloring

Fall coloring



Lonicera Peaches and Cream



BACKYARD HABITAT MANAGEMENT



Bees, butterflies and hummingbirds are pollinators that frequently make their homes in and around garden spaces. Pollinators are needed for the reproduction of more than 80% of flowering plants and one-third of our food crops. They also support biodiversity and help sustain our natural ecosystems. Unfortunately the numbers of pollinators continue to decline due to habitat loss, disease and other challenges. Encourage your customers to do their part by adding pollinator-friendly varieties into their home landscapes by offering some of these common pollinator plants.



TIP Honeybees forage whenever temperatures are above 50°F (10°C).



Going Native

“Native” plants mean different things to different people. However you define natives, it’s time to take a hard look at this category and figure out the best way to promote indigenous plants and the components of local ecosystems.

From prairies to swamps and everything in between, this continent contains an amazing diversity that makes each state, city and town unique. These plants provide “ecosystem services” like storm water control with their deep roots; help to **increase species biodiversity** as host plants; and **serve as pollinators** for insects. Contractors and landscapers know that natives and native cultivars can withstand climate extremes like severe heat/drought, heavy rain or standing water.

Celebrate your heritage with North American natives and then start drilling down to the specific plants that provide the building blocks of your local landscape. Here are a few to get started, but spending some time on Google will no doubt help you uncover many more!



Pennisetum Rubrum



'Anne Greenaway' Lamium

NATIVE SPECIES

- Coreopsis
- Convallaria majalis
- Iberis
- Lamium
- Lysimachia
- Pachysandra
- Pennisetum
- Phlox
- Salvia (Sages)
- Vinca



'Goldilocks' Lysimachia



'Bronze Beauty' Ajuga



'Purity' Iberis



'Butterfly Blue' Scabiosa

NATIVE CULTIVARS

- Ajuga reptans 'Bronze Beauty'
- Coreopsis 'Nana'
- Iberis 'Purity'
- Lysimachia 'Goldilocks'
- Lamium 'Anne Greenaway'
- Phlox 'Fort Hill', 'Emerald Blue' & 'Scarlet Flame'
- Vinca major variegata
- Vinca minor 'Bowles'

Landscape architects most often select native species because they are suited to difficult or unique growing conditions, while retail plant buyers purchase native plants based on recommendations from landscape architects and contractors.

(Science Daily, 2009)



'Nana' Coreopsis

TIP There are lots of reputable suppliers of natives and native cultivars ready to help you get involved in this rapidly expanding niche. Find a current list of suppliers at ballandscape.com.

In-Scented TO BUY

Use Google to search “scent and retail” and you’ll hit an amazing *almost 50 million results...* the first few pages are filled with companies specializing in adding fragrance to retail stores. It’s no secret that smell plays a major psychological role at retail, and it’s very interesting that most of the scents these companies sell are based on flowers and fruits.

You should use sweet-smelling plants to your advantage! Position them near high-traffic areas and close to cash registers. Add sweet-smelling plants to your hardgoods displays to help battle the ever-familiar smell of 12-12-12. Be sure to include scented plants in mixed combos and baskets. Let your nose lead you to the most fragrant plants in your store, and be sure to take a good look at the collection on this page for more ideas.

Hot Cakes Purple, White & Pink Stock (Matthiola)



Clear Crystal®
White & Lavender Shades
Alyssum



NEW Ellagance
Pink Lavender

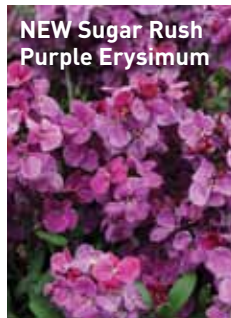


Aromatica™ Sky Blue Nemesia

tip Scented plants make great gifts! Be sure to suggest them to customers in search of a small present.



Snapshot™ Mix Snapdragon



NEW Sugar Rush
Purple Erysimum



Ball Perfume Mix Nicotiana



Citrona® Orange
Erysimum

Making a Splash

In The Gardens at Ball, there are two ponds that feature interesting plants each year. Visitors to our Gardens often comment that they are surprised to see some of the plants completely submerged in water. You might be interested to learn that fairly common varieties like Luna hibiscus and Javelin juncus thrive when sunk directly into the ponds. (The koi reportedly like the plants, too, because they make great hiding spots!) Here are several of our favorites.

Green Stem
Thalia

Maui Magic
Colocasia

Blue Hawaii
Colocasia

Javelin
Juncus

Cyperus
haspen viviparus

Tropical Rose
Canna



TIP Your customers will be fascinated by large specimen plants submerged in your ponds or water features. Give it a try!



Royal Blue Pontederia



Luna Rose Hibiscus



Coal Miner Colocasia



Red Stem Thalia

Oh, The Plants You'll Grow!



When Dr. Seuss' famous Lorax made a return to the big screen recently, the movie brought with it a message about the importance of nature, embodied by colorful Truffula Trees. Pop culture like kids' movies makes for fun and creative promotional ideas, like a collection of "Dr. Seuss"-type plants! Anything with a unique structure or flower will work: think twisty stems...brightly colored pom-pom flowers...feathery leaves...shapes that dangle and dance. (The best part... There are plenty of plants that look just like Truffula Trees, so you don't ever have to worry about chopping down the last one.)

Ballerina
Red
Armeria



ROYAL HAWAIIAN
'BRANDI'
LEUCOSPERMUM



Why fill up your store with the normal, the blah?

When there's plenty of plants that will earn an "AHA!"

Showing all of the hues of the big and bright sun,

This Leuco's the one that says fun, fun, fun, FUN!

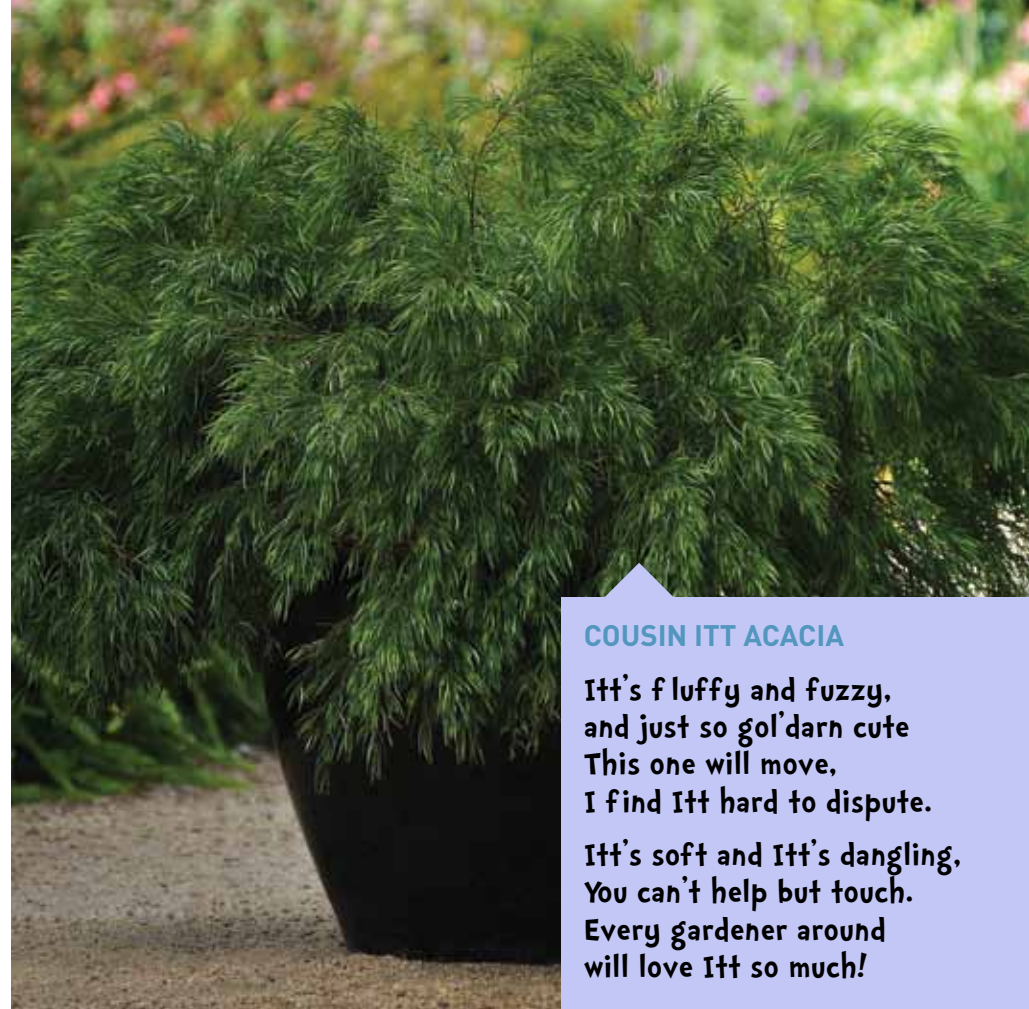
TIP It's easy to find inexpensive Dr. Seuss toys, games and books at resale stores. Pick up an assortment to dress up your display.

Billy Buttons Craspedia



Bellissima Mix Bellis





COUSIN ITT ACACIA

**Itt's fluffy and fuzzy,
and just so gol'darn cute
This one will move,
I find Itt hard to dispute.**

**Itt's soft and Itt's dangling,
You can't help but touch.
Every gardener around
will love Itt so much!**

**You are almost twice as likely to
be a gardener if you gardened with
your parents...so get your kids out
in the garden with you!**

(Ipsos Consumer Research Study, 2012)



Medicis Red Bellis



INTENZ CELOSIA

**They'll come by the carload,
by bike and by train.**

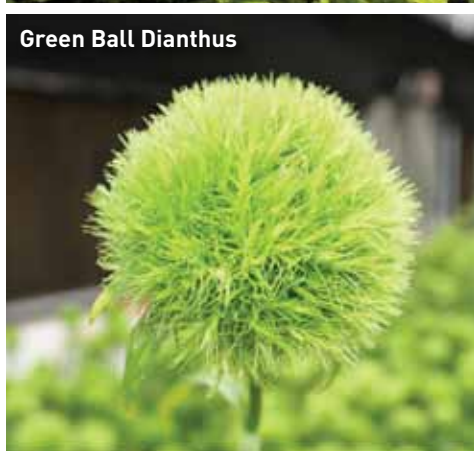
**The moms and the pops and
the kidz will pour in,**

**To fill up their carts with
that purple pizzazz,**

**Then plant up their gardens
with razz-a-ma-tazz.**



Noverna Deep Blue Primula



Green Ball Dianthus



Fireworks Gomphrena



**AKILA® WHITE,
PURPLE AND
LAVENDER SHADES
OSTEOSPERMUM**

Yes, you CAN offer top-quality osteos in retail packs and pots. The most compact seed-grown series on the market, Akila is all set to take off and fill early-season gardens with beautiful flowers...lush, full plants...and terrific drought tolerance.

If you're like most garden centers, you host a *Spring Kick-Off* party and open house to celebrate the beginning of the season and the excitement of greenhouses full of plants. One problem is that most of your crops are far from "in color" this time of year and it's more difficult to sell a green plant than one with flowers. So, are you forced to turn your focus to the gift department and away from the plants? The answer is a resounding "NO!"

Instead of losing sales early in the season, get a head start with cool-season annuals like osteospermums, as well as tried-and-true spring classics like snapdragons, linaria and dianthus. These early picks are the perfect antidote to the winter blahs...use them to decorate your open house and be sure to have plenty for sale!



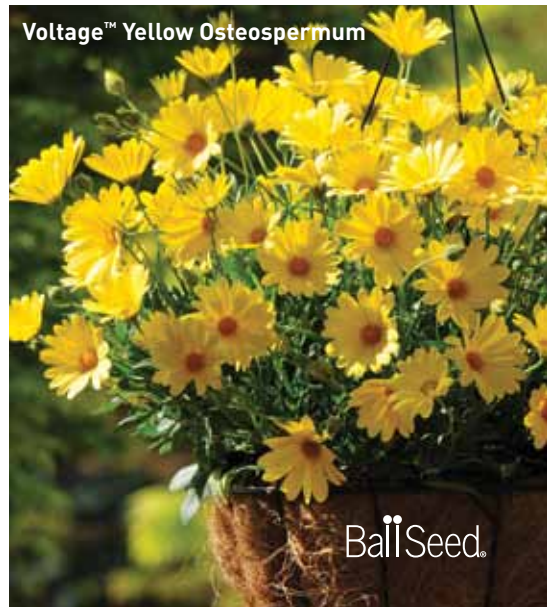
**FlowerPower™ Spider Purple
Osteospermum**



EverLast™ Burgundy Blush Dianthus



Mon Amie Blue Myosotis



Voltage™ Yellow Osteospermum



Enchantment Linaria

OH SNAP! WHITE SNAPDRAGON

This Independent Garden Center Exclusive lets you stand out from the pack! A hedge snap growing up to 20 inches tall, Oh Snap! plants lots of color in home gardens and patio planters.



3D™ Silver Osteospermum



TIP Remind your customers that early spring plants need some TLC... especially if snow is still in the forecast!



SERENITY™ AND ZION™ OSTEOSPERMUM

Daisies are definitely the most-loved flower form out there. Paint them with novelty colors and you're offering a "Win-Win" to your spring shoppers! Pictured: Serenity Rose Magic (front), Zion Copper Amethyst (center), Serenity Lemonade (back)

NEW SPRING MATRIX™ PANSY

Your spring pansy crop is a terrible thing to waste. And that's exactly why you want the new Spring Matrix series on your benches: looks better, lasts longer, less dump. It's really your best option for early-season sales.



MUMS

FALL ADD-ONS WILL KEEP YOUR SALES FLOURISHING!

While garden mums are still king, and pansies, cabbage and kale continue to hold their own, consumers are craving other plant options to decorate their entryways, patios, porches and decks. Over the past three years, experts at PanAmerican Seed have trialed and tested hundreds of plants to come up with a list of Mum Pals – varieties that can be grown right alongside mums. The lineup includes annuals and first-year-blooming perennials which meet the following criteria:

- Are easy and relatively inexpensive for growers to produce over the summer on an existing average mum production regime (low-energy input with free heat and light due to outdoor production).
- Deliver a wide variety of plant habits and flower types to commercial landscapers and home gardeners.
- Focus on popular-in-the-fall flower/foliage/fruit colors like orange, yellow, red and purple.

Outrageous Orange Mum

Mesa® Yellow and Bright Bicolour Gaillardia



Sangria Ornamental Pepper

Double Zahara™ Fire Zinnia



Lavance Purple Lavender



Taishan® Gold Marigold



Jade Princess Ornamental Millet

MUST-HAVE MUM PALS
FIRST-YEAR-BLOOMING PERENNIALS

Coreopsis Rising Sun; Sunfire
Dianthus Amazon Neon Purple;
Bouquet™ Purple; Dynasty Orchid, Purple and Red
Gaillardia Mesa® Bright Bicolour and Yellow
Lavender Lavance Purple

ORNAMENTAL PEPPERS

Black Pearl*
Calico
Chilly Chili
Garda Hocus Pocus
Peppa Blanca-Rose, Lila Naranja, Orangina,
Pepperoni and Purple/Tangerine
Purple Flash
Sangria

MORE ANNUALS

Celosia Icecream Cherry and Orange
Helenium Dakota Gold
Hibiscus Mahogany Splendor*
Marigold Taishan® Gold
Ornamental Millet Jade Princess,
Purple Baron, Jester*
Rudbeckia Moreno
Zinnia Zahara® Fire, Scarlet, Yellow and
Bonfire Mix; Double Zahara™ Fire

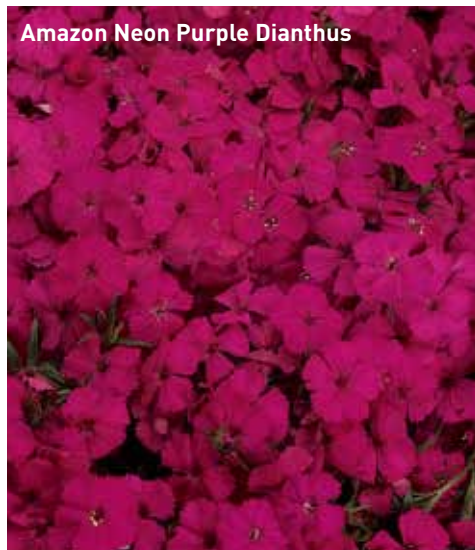
**Taller. Best in larger container.*

Icecream Cherry Celosia



TIP Fall displays that showcase a wide array of plants show your customers just how many unique options there are!

Amazon Neon Purple Dianthus



Fresh & Stunning Shade Solutions



Dragon Wing® Red Begonia



Divine™ Lavender New Guinea Impatiens



Yang White Begonia

NOW IS THE TIME TO DIVERSIFY AND STRENGTHEN YOUR SHADE ANNUALS OFFERING!

Whether the impact of Impatiens Downy Mildew is major or minimal in your area, capture maximum share of the increased demand for plants to fill shade landscapes and garden beds with the widest range of professional-quality alternatives for shade from Ball Seed.

From Downy Mildew-resistant New Guineas to best-in-class begonias, grasses, coleus and more, we can fill packs, pots and baskets with shade-loving annuals to meet all needs.

Find comprehensive technical information on Impatiens Downy Mildew at ballseed.com.

TIP Anytime you hear about disease outbreaks affecting floriculture crops, be sure to check your favorite trade mag or social media for the latest facts.

Suggested Seed Varieties for Shade

Flowers

Begonia boliviensis (Santa Cruz Sunset)

Begonia, Winged (Dragon Wing®, BabyWing®)

Begonia, Bronze-Leaf Fibrous-Rooted (Yin, Harmony)

Begonia, Green-Leaf Fibrous-Rooted (Yang, Prelude)

Begonia, Landscape Fibrous-Rooted (Whopper, BIG)

Begonia, Tuberous-Rooted (Bliss)

Cyclamen (Halios & Halios Select, Latinia & Latinia Select, Premium, Tianis, Metis & Metis Select)

Lobelia, Early Upright (Riviera)

Lobelia, Late Upright (Cambridge Blue, Crystal Palace, Rosamund, White Lady)

Lobelia, Trailing (Fountain, Regatta, Sapphire)

New Guinea Impatiens (Divine™)

Nicotiana (Starmaker)
Torenia (Kauai™)

Foliage

Begonia, Foliage (Gryphon)

Coleus (Chocolate Mint, Chocolate Covered Cherry, Chocolate Splash, Dark Chocolate, Emotions, Kong®, Wizard®, Versa®)

Dichondra (Silver Falls, Emerald Falls)

Hypoestes (Splash Select™)

Iresine (Purple Lady)

Milium Flashlights

Plectranthus (Emerald Lace)

Talinum (Limón, Verde)

Grasses & Grasslike Plants

Corynephorus (Spiky Blue)

Festuca/Blue Fescue (Festina)

Isolepis/Fiber Optic (Live Wire)

Juncus (Blue Dart, Blue Arrows, Starhead, Twister, Twisted Dart, Javelin)

Koeleria (Coolio)

Luzula/Wood Rush (Lucius)

Stipa/Mexican Feather Grass (Pony Tails)

Suggested Vegetative Varieties for Shade

Flowers

Begonia boliviensis (Million Kisses®, Bon Bon)

Euphorbia (Breathless® Blush & White, Cool Breeze)

Impatiens, New Guinea (Celebrette, Celebration)

Impatiens, Spreading (SunPatiens®, Fanfare®)

Lobelia (Hot Springs™, Magadi™)

Foliage

Caladiums

Coleus (Henna, Redhead, Electric Lime, Indian Summer, Wasabi, Sultana, Trusty Rusty, Mint Mocha, Lava Rose, Vino, Honey Crisp, Aurora™)

Iresine (Blazin' Lime, Blazin' Rose)

Lamium (Jade Frost)

Perilla (Magilla)

Plectranthus (Nico, Nicoletta)

'Tis Better to Give than Receive!



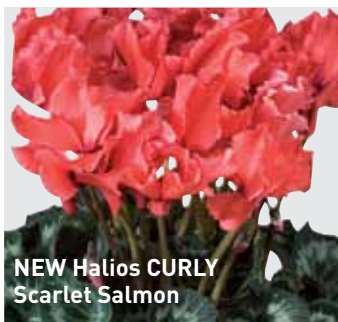
NEW Halios CURLY Deep Rose



NEW Halios CURLY Purple



NEW Halios CURLY Magenta with Edge



NEW Halios CURLY Scarlet Salmon



NOEL RED
Florist-grade red poinsettia



VINTAGE RED
Classic red poinsettia shows off oak-shaped, dark red bursts of color over dark green foliage



PINK CANDY
Ideal for painting and decorating




NEW DRAMATIC RED
Massive bracts make a striking display

Cyclamen is a key holiday crop that keeps getting better each year, thanks to some outstanding breeders around the world like Ball's partner, Morel. You'll want to bring in the new Halios CURLY varieties (formerly known as "Fringed") – these attention grabbers have very unique flowers and make fantastic holiday gifts and accessories.

You can really differentiate your store and fill a niche by offering the most dramatic poinsettias in town. Plants 20 inches and larger make upscale gifts as well as instant holiday decorations that brighten homes all season. When it comes to huge, you'll want to have these varieties from Selecta for the biggest poinsettias for miles around.

Great Photos in 5 Easy Steps...

CREATE EYE CANDY

Use a macro lens, or the close-up setting on your camera , to create stunning images of blooms. Select flawless blooms to avoid distraction and get a little creative by placing your subject off-center in the frame. Shoot horizontal for those Facebook banner photos.



PHOTOGRAPH YOUR STOREFRONT

Include a street view photograph of your garden center on your website and all social media sites, to make it easy for customers to locate your store. Shoot early in the morning or late in the evening when the sun is just over the horizon for soft warm light, and shoot in the direction of the sun to create visual depth.

CONSIDER INVESTING IN...

Translucent ZipDisc Reflector: Creates an inexpensive source of diffused, studio-quality light when shooting blooms, single items and smaller groupings of products. I take one on every photo shoot.

Tripod: Ideal shooting conditions often occur under lower light levels. A tripod helps you steady your camera when making longer exposures.

Bubble Level: When using a tripod, take the time to level your camera with a small, inexpensive bubble level. You'll be happy with level of professionalism this simple step adds to your photography.



PHOTOGRAPH YOUR GARDEN CENTER DISPLAYS

Give customers a glimpse of your products by photographing your interior and exterior displays. Shoot exteriors early in the morning or under an overcast sky to avoid harsh, flat light. Tidy up your displays and turn branded material toward the camera. Wetting concrete walkways makes them appear clean, adds a nice effect and cuts down on harsh, reflective light.

HIGHLIGHT A PARTICULAR ITEM OR BRAND

When shooting individual products, choose an ideal plant with a good habit and no bloom or foliage damage. Be sure to clean the pots, and branded pots should be turned to directly face the camera. A sheet of white countertop laminate set up on a greenhouse bench makes a great continuous sweep background and cleans easily.



Mark Widhalm has been capturing images of Ball products for 8 years, and has been looking through the camera lens for 25+ years.

90-Day Plan

Folks want to see flowers on their plants for as long as possible. While it sounds basic, maybe the most basic solutions are the best! Promote these perennials to your customers as varieties that will bloom at *least three months* in their yard each year. And for rookies and first-time homeowners, long-lasting color signals success – exactly what it takes to build new gardeners, bring in sales and sustain the future of gardening.



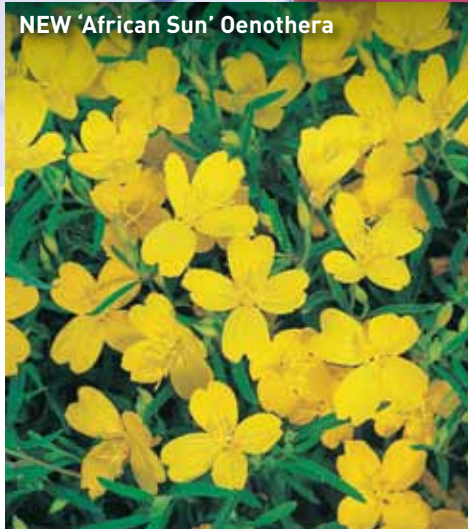
NEW EVERLAST™ LILAC+EYE DIANTHUS

Research has shown that the one thing perennial gardeners want most is plants with a longer bloom window – and that’s just what EverLast delivers! This dianthus series gives more days of color in the garden than any other hardy dianthus. Choose from five colors, including Burgundy Blush, Orchid, Lavender+Eye and White +Eye.

Mesa® Yellow Gaillardia



NEW 'African Sun' Oenothera



'RED VELVET' ACHILLEA

These dark red flowers keep pumping out the color without fading...and that makes for happy customers! Versatile plants work well in borders, wild gardens and meadows. They're butterfly magnets, too, but won't attract deer or rabbits.

'Jim Crockett' Boltonia



POWWOW™ WILD BERRY ECHINACEA

Flower power and tons of it! PowWow brings an abundance of flowers, drought tolerance and exceptional tidiness to the table. Gardeners are flocking to award-winning Wild Berry for its terrific, non-fading color show.



TIP Display three or four featured varieties on an endcap or other high-traffic area each week for a sustained promotion of "Staff Picks for Amazing Bloom Power."



'Real Neat' Leucanthemum



'Peppermint Twist' Phlox

Plant tested. Planet approved.



Effective. Grows great plants. One formulation for everything she grows – indoors and out.

Sustainable. Contains oilseed extract, a renewable source of plant nutrition.

Convenience. It's easy to mix and use.

Shelf appeal. Unique packaging makes Daniels a strong impulse buy. And handy cap labels tell gardeners exactly how much fertilizer they'll get from each size jug.

Value. Because Daniels is a concentrated liquid, a little goes a long way. One teaspoon per gallon for houseplants; a tablespoon per gallon for garden and landscapes.

Register your garden center as a Daniels retailer: Email info@danielsplantfood.com. We'll list you on our website so customers can find you and experience the Daniels difference for themselves.

TIP If you use Daniels in your greenhouse, it's a no-brainer to sell the retail formula in your retail store. Tell your customers to grow like the pros!



RESULTS YOU CAN SEE

Scott Endres, co-owner of Tangletown Gardens in Minneapolis, Minnesota was on the hunt for a more sustainable plant food that really performed. He heard about Daniels Plant Food and decided to test it at his greenhouses. The results blew him away!

Because they received nutrition from Daniels, plants appeared sturdier and more lush. Comparing Daniels to other plant foods, Scott says, "It's like the difference between eating an orange and taking a Vitamin C supplement. I finally found something that works – dollars and cents-wise, too."

Order your Ball varieties early and by name for best availability.

Growers: Contact your Ball Seed sales rep or Ball ColorLink rep.

Retailers: Call your preferred supplier.



*They might give you a call.
We send you Russell.*

Ball Seed®

800 879-BALL
Fax: 800 234-0370
ballseed.com

Ball Seed sales rep Russell Emerson makes sure your business thrives, not just survives. He's just one of the many reasons Ball Seed is the easiest distributor for you to do business with!



“Ball ColorLink will deliver”

Just one phone call links you to a friendly, knowledgeable customer service team that's dedicated to your satisfaction. More importantly, you're linked to the full Ball Seed portfolio of world-class products...the best seed inventory and vegetative availability...everything you need to succeed!

Ball ColorLink®

Your small business partner

800 686-7380
Fax: 888 686-7300

ColorLinkOrders@ballhort.com



Ball WebTrack™ lets you work faster, easier and smarter

- Access the biggest online product lineup
- Order anytime – 24/7
- Customize how you receive, maintain and access your documents
- Plus many more ways to manage your business anytime, anywhere

Less time behind your desk...more time in the greenhouse!
See for yourself at ballhort.com/webtrack.

Flourish SOURCEBOOK

Ball Horticultural Company is dedicated to Coloring the World with our wide array of trialed and tested annuals, perennials, grasses, tropicals and shrubs. We offer an extensive lineup of vegetative (cutting) and seed products from both our own breeding team and from outside sources. Be sure to pre-order Ball varieties early from our preferred grower to get the best availability.

CAPTIVATING COMBOS Pages 2 – 5
FAST-ACTING...LONG-LASTING... SALES-GENERATING! Pages 6 – 7
Our Container Solutions recipes include many vegetative and premium seed varieties. Ask your grower, Ball Seed sales rep or Ball ColorLink customer service rep for specific products.

WHITE & BLACK Pages 8 – 9
'After Dark' Agonis (Ball Ornamentals)
AngelMist Angelonia (Ball FloraPlant)
Aztec Verbena (Ball FloraPlant)
Cool Wave Spreading Pansy (PanAmerican Seed)
BabyWing Begonia (PanAmerican Seed)
Black Pearl Ornamental Pepper (PanAmerican Seed)
Black Velvet Petunia (Ball FloraPlant)
'Blackout' Heuchera (Darwin Perennials)
Can-Can Calibrachoa (Ball FloraPlant)
Mediterranean Vinca (PanAmerican Seed)
Phantom Petunia (Ball FloraPlant)
Snowtopia Bacopa (PanAmerican Seed)
Sophistica Petunia (PanAmerican Seed)
Purple Lady Iresine (PanAmerican Seed)
Sorbet Viola (Pan American Seed)
Vino Coleus (Ball FloraPlant)

IT'S ALL ABOUT THE COLOR!

Pages 10 – 11

3D Osteospermum (Selecta)
Allure Geranium (Ball FloraPlant)
Aztec Verbena (Ball FloraPlant)
Blue A Fuse Petunia (Burpee Home Gardens)
Bombay Celosia (Kieft Seed)
Cabaret Calibrachoa (Ball FloraPlant)
Celebration New Guinea Impatiens (Ball FloraPlant)
Dahlietta Dahlia (Ball FloraPlant)
Double Zahara Zinnia (PanAmerican Seed)
Debonair Petunia (Ball Ingenuity)
'Diamonds Blue' Delphinium (PanAmerican Seed)
Divine New Guinea Impatiens (PanAmerican Seed)
Easy Wave Spreading Petunia (PanAmerican Seed)
Fanfare Impatiens (Ball FloraPlant)
Fiesta Double Impatiens (Ball FloraPlant)

Sign up at ballhort.com/retailers for your info-filled monthly e-mail Retail Report.

Fuseables Pleasantly Blue Petunia (PanAmerican Seed)
Halo Viola (Darwin Perennials)
Hot Springs Lobelia (Ball FloraPlant)
Juliet Diascia (Ball FloraPlant)
Little Lucky Lantana (Ball FloraPlant)
Mayan Gold Tecoma (PanAmerican Seed)
MiniFamous Calibrachoa (Selecta)
Mohave Bracteantha (Selecta)
Oh Snap! Snapdragon (PanAmerican Seed)
Pacifica Vinca (PanAmerican Seed)
Patchwork Impatiens (Ball FloraPlant)
Serenity Osteospermum (Ball FloraPlant)
Sparks Will Fly Begonia (Burpee Home Gardens)
Sunny Thunbergia (Ball FloraPlant)
Trixi Multiliners (Selecta)
Vanilla Marigold (PanAmerican Seed)
Voltage Yellow Osteospermum (Ball FloraPlant)
Yin Begonia (Ball Ingenuity)
Zahara Zinnia (PanAmerican Seed)

BURPEE HOME GARDENS

Pages 16 – 17

The Burpee Home Gardens program makes it easy to market Burpee-branded, garden-ready vegetables and flowers to every one of your retail customers. Ask your grower, Ball Seed sales rep or Ball ColorLink customer service rep for a complete listing of Burpee Home Gardens varieties, including new Bumper Crop grafted tomatoes. (Ball Seed)

BEGONIA MANIA!

Pages 18 – 19

BabyWing (PanAmerican Seed)
Bliss (Ball Seed)
Bon Bon (Ball Ingenuity)
Dragon Wing (PanAmerican Seed)
Fire Balls (Ball Ingenuity)
Gryphon (PanAmerican Seed)
Million Kisses (Ball Ingenuity)
Sparks Will Fly (Burpee Home Gardens)
Whopper (Ball Ingenuity)
Yin & Yang (Ball Ingenuity)

CRAZY FOR CONEFLOWERS!

Pages 20 – 21

Double Scoop (Darwin Perennials)
Sombbrero (Darwin Perennials)
PowWow (Kieft Seed)
'Cheyenne Spirit' (Kieft Seed)
Mistical (Darwin Perennials)

GRAB THEIR ATTENTION

Pages 22 – 23

All of these products are sourced and supplied through Ball Ornamentals.
Brugsmansia Little Angel
Buddleia Flutterby Flow
Exochorda Snow Mountain
Hydrangea Savant
Hydrangea Sweet Summer
Hypericum Harvest
Lagerstroemia Enduring Summer
Lonicera Peaches and Cream
Philadelphus Icelandic
Sorbaria 'Sem'

BACKYARD HABITAT MANAGEMENT

Page 24

'Cheyenne Spirit' Echinacea (Kieft Seed)
Dakota Gold Helenium (PanAmerican Seed)
Gasana Strawberry (Ball Seed)
Taishan Marigold (PanAmerican Seed)
Toscana Strawberry (Ball Seed)
Winky Double Aquilegia (Kieft Seed)

GOING NATIVE Page 25
All of these products are sourced and supplied through Darwin Perennials.
'Anne Greenaway' Lamium
'Bronze Beauty' Ajuga
'Butterfly Blue' Scabiosa
'Goldilocks' Lysimachia
'Nana' Coreopsis
Pennisetum Rubrum

IN-SCENTED TO BUY

Page 26

Aromatica Nemesia (Ball FloraPlant)
Ball Perfume Mix Nicotiana (Ball Seed)
Citrona Erysimum (Kieft Seed)
Clear Crystal Alyssum (PanAmerican Seed)
Ellagance Lavender (Kieft Seed)
Hot Cakes Stock (PanAmerican Seed)
Snapshot Snapdragon (PanAmerican Seed)
Sugar Rush Erysimum (Ball Seed)

MAKING A SPLASH

Page 27

Blue Hawaii Colocasia (Ball Seed)
Coal Miner Colocasia (Ball Seed)
Cyperus haspen viviparus (Ball Seed)
Green Stem Thalia (Ball Seed)
Javelin Juncus (PanAmerican Seed)
Luna Hibiscus (PanAmerican Seed)
Maui Magic Colocasia (Ball Seed)
Red Stem Thalia (Ball Seed)
Royal Blue Pontederia (Ball Seed)
Tropical Canna (Ball Seed)

OH, THE PLANTS YOU'LL GROW!

Pages 28 – 29

Ballerina Armeria (Kieft Seed)
Bellissima Bellis (Kieft Seed)
Billy Buttons Craspedia (Kieft Seed)
Cousin Itt Acacia (Ball Ornamentals)
Fireworks Gomphrena (PanAmerican Seed)
Green Ball Dianthus (Ball Ingenuity)
Intenz Celosia (Ball Ingenuity)
Medicis Bellis (Kieft Seed)
Noverna Deep Blue Primula (Kieft Seed)
Royal Hawaiian Leucospermum (Ball Ornamentals)

SPRING IS SPRUNG

Pages 30 – 31

3D Osteospermum (Selecta)
Akila Osteospermum (PanAmerican Seed)
Enchantment Linaria (PanAmerican Seed)
EverLast Dianthus (Selecta, Darwin Perennials)
FlowerPower Osteospermum (Selecta)
Mon Amie Blue Myostis (Kieft Seed)

Oh Snap! Snapdragon (PanAmerican Seed)
Serenity Osteospermum (Ball FloraPlant)
Spring Matrix Pansy (PanAmerican Seed)
Voltage Yellow Osteospermum (Ball FloraPlant)
Zion Osteospermum (Selecta)

MUMS &

Pages 32 – 33

Amazon Dianthus (PanAmerican Seed)
Double Zahara Zinnia (PanAmerican Seed)
Iccream Celosia (Kieft Seed)
Jade Princess Ornamental Millet (Ball Ingenuity)
Lavance Purple Lavender (Kieft Seed)
Mesa Gaillardia (Kieft Seed)
Sangria Ornamental Pepper (PanAmerican Seed)
Taishan Marigold (PanAmerican Seed)

FRESH & STUNNING

SHADE SOLUTIONS

Page 34

Divine New Guinea Impatiens (PanAmerican Seed)
Dragon Wing Begonia (PanAmerican Seed)
Yang Begonia (Ball Ingenuity)

'TIS BETTER TO GIVE THAN RECEIVE

Page 35

Halios Cyclamen (Ball Seed)
Noel Red, Vintage Red, Pink Candy & Dramatic Red Poinsettias (Selecta)

90-DAY PLAN

Page 38

'African Sun' Oenothera (Darwin Perennials)
'Jim Crockett' Boltonia (Darwin Perennials)
'Peppermint Twist' Phlox (Darwin Perennials)
'Real Neat' Leucanthemum (Darwin Perennials)
'Red Velvet' Achillea (Darwin Perennials)
EverLast Dianthus (Selecta, Darwin Perennials)
Mesa Gaillardia (Kieft Seed)
PowWow Echinacea (Kieft Seed)

Vegetative products:

BallFloraPlant. BallIngenuity. 

BallSeed. DarwinPerennials. BallOrnamentals.

Seed products:

PanAmericanSeed.

KieftSeed™

BallSeed.

BallIngenuity.

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