

2017 THE FRESH  
TAKES ISSUE

# Flourish!®

BRINGING NEW LIFE TO YOUR GARDEN CENTER



BaïSeed®

## Your Success is Our Passion

Ball Seed promises to always be the easiest horticultural distributor for you to do business with, offering...

- Flowers and veggies that delight your customers and keep them coming back for more.
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# FRESH TAKES

“Focus on making an excellent product. If you do so, then all of your marketing will be true and most of the marketing will be done by us. We are all looking for great products and brands to share with our friends. The best way to help us spread the word is by first creating a great product.”

Well-put by a 29-year-old male consumer on Forbes.com

That's just what *Flourish!* has been all about since Day 1 – bringing new life to *your* garden center by introducing you to **innovative new plants and trend-forward ways to use them** to inspire today's lawn and garden shopper. The hope is that your customers will share their success stories and favorite new plants with friends in all the ways we do in this digital/social age. This 2017 edition stays true to this mission, but you'll see we've taken a small step away from the marketing strategies and consumer profiles shared in the last few issues and **put the focus back on the plants** that drive our businesses.

As breeders develop more and more amazing products to solve challenges or fill specific needs for gardeners, landscapers, retailers and growers, we need to always keep our eyes open for new advances that will **maintain relevance with your shoppers**.

Let's take a fresh look at the assortment in front of us, build the plant programs to WOW new audiences and create life-long, loyal fans!

**Bill Calkins**

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2-7

### Fresh Takes on Hot Crops

From breeding breakthroughs in statement plants like showy calibrachoa and large-stature coleus, to garden must-haves like begonias and ipomoea, new varieties are reinvigorating the market and grabbing the attention of shoppers of all ages!

*Pictured: NEW Megawatt™ Pink Bronze Leaf Begonia*



8-9

### Cause a Pause to Boost Sales

Fresh, relevant merchandising tools are shopper magnets! Use branded packaging and distinctive POP (much of it free!) to create eye-catching displays, draw consumers to high-profile plants and deliver helpful info to help them make confident buying decisions.

*Pictured: Jurassic™ Rex Begonia*



18-19

### Powerful Perennials

Perennials sales continue to soar and with new breeding options to market, there have never been as many new avenues to sales as there are today.

*Pictured: NEW Mesa™ Red Gaillardia*



20-21

### Landscape Leaders

A new pallet of plants being installed in commercial and residential landscapes works in harmony with the environment and also creates dramatic visual enhancements in our living spaces.

*Pictured: Cannova® Lemon Canna*

# TAKE NOTE!





## Fresh Takes on Hot Crops:

# BACOPA

- Most heat-tolerant bacopa
- Showy display on the retail shelf
- Great in mixed combos

Today's flowers are not the same ones gardeners put in the ground 80 years ago, or even 20 years ago. Far from it! Modern versions of classics like petunias, coleus and begonias have been bred to offer unique traits that today's consumers are looking for: wild patterns, vibrant colors, shade thrivers and heat lovers. All these and more are available to help garden centers grab the attention of all kinds of shoppers.

### NEW MegaCopa™ Series

Largest flower size in the industry, with showy blooms that cover the plant, driving impulse sales at retail. Also notable for its great heat performance compared to other bacopas.

**FRESH TAKE:** MegaCopa's NEW Versa White is great for quarts and baskets. Add this grower-friendly white bloomer to your assortment and make your production team happy.



NEW MegaCopa Versa White



NEW MegaCopa Blue



NEW MegaCopa Sky Blue



NEW MegaCopa Pink



NEW MegaCopa White



## Fresh Takes on Hot Crops:

# CALIBRACHOA

- ✓ Wide and unique color range
- ✓ Compact habit good for small spaces
- ✓ Fills out containers and baskets

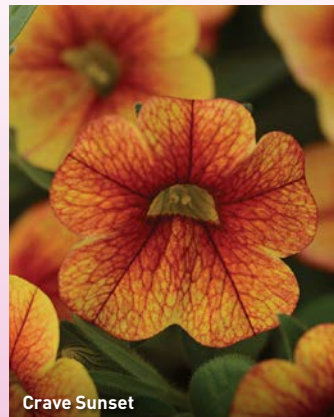


### NEW StarShine™ Series

Novelty series has a stable, WOW star pattern for hanging baskets, and it offers strong greenhouse and garden performance.

Pictured above: **NEW StarShine Pink**

**FRESH TAKE:** Fast and easy are what today's consumer loves! Use premium "grab 'n go" baskets and color bowls to promote instant décor. Show off flower-filled centerpieces...include add-ons like candles...stand back for the rush of sales!





Fresh Takes on Hot Crops:

# PETUNIA

Cool patterns

Showstopper at retail

Stands up to the heat



## NEW Night Sky

Groundbreaking pattern that creates instant drama.

Pictured above: NEW Night Sky

**FRESH TAKE:** Showcase these nifty newcomers with pottery, containers and outdoor décor items that highlight their interesting looks. Highlight standouts like NEW ColorRush™ to grab landscape sales.



NEW Fuseables® Rise N Shine  
(Easy Wave® Rosy Dawn and Yellow)



NEW Night Sky



NEW ColorRush Pink



NEW ColorRush Blue



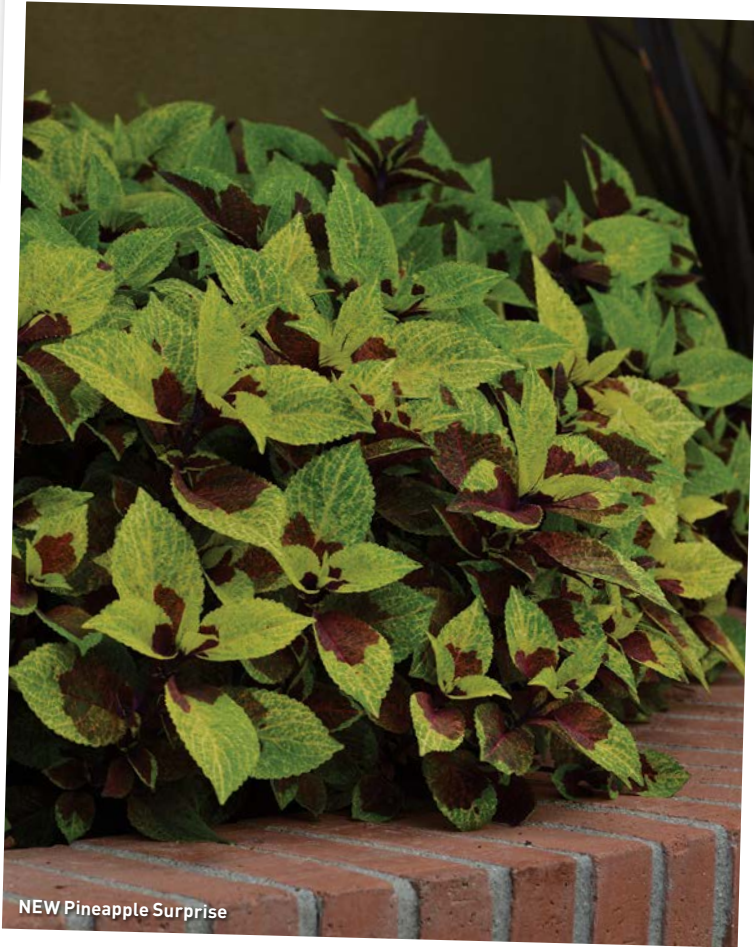
Cha-Ching Cherry



## Fresh Takes on Hot Crops:

# COLEUS

- ☑ Great for shade AND sun
- ☑ Novel patterns and colors grab shopper attention
- ☑ A wide range of sizes, textures and forms



### NEW Inferno

Saturated orange coloration and textured leaves give it a WOW factor.

Pictured above: **NEW Inferno**

**FRESH TAKE:** Sun coleus have been around for several years, but they may still be “new” to many shoppers. Point out this valuable trait with bright signage and open up the door to expanded sales.



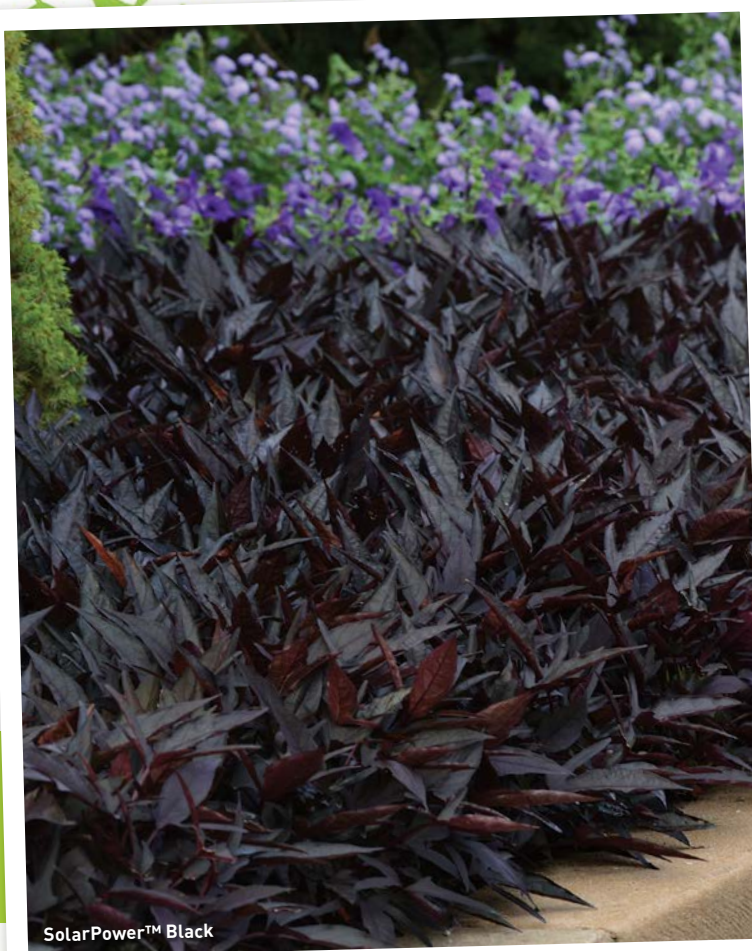




Fresh Takes on Hot Crops:

# IPOMOEA

- Takes extreme heat for longer shelf life
- Controlled habit for small pots and combos
- Bold color for landscapes



SolarPower™ Black

## NEW Spotlight™ Series

Compact, naturally branched habit is ideal for packs and small pots. Great for mixes, too.

Pictured above: NEW Spotlight Lime

**FRESH TAKE:** Combos of all types continue to soar in popularity. Consider a “DIY station” in your store, with a great array of “lush and leafy” accent plants to pump up every mix.



NEW Spotlight Black



NEW Spotlight Red



SolarPower Lime



SolarPower Red



## Fresh Takes on Hot Crops:

# BEGONIA

- ✓ Fantastic color show for all-year sales
- ✓ Distinctive flower forms, foliage shapes and patterns
- ✓ Better branching translates to fast, full plants



NEW Megawatt Red Green Leaf



## NEW Megawatt™ Series

Vibrant color and lush foliage are perfect for landscapes, baskets, big tubs and borders. Performs well in heat and drought.

Pictured above: NEW Megawatt Pink Bronze Leaf

**FRESH TAKE:** Definitely not “your grandma’s begonias,” these high-impact varieties are the perfect standout for endcaps and front-of-store displays. Rotate colors weekly to inspire impulse sales.



NEW Bon Bon™ Peach



NEW Bon Bon Cream



NEW Jurassic™  
Red Splash



NEW Mistral™ Pink



# CAUSE A PAUSE TO BOOST SALES

As customers rush through the aisles of your garden center, slow them down with exciting, attractive point-of-purchase materials. Use POP to talk with shoppers. Meaningful communication is essential to improve sales and solidify a relationship with them.

Support the brands you carry with optional POP to enhance your sales performance and create an appealing atmosphere that invites browsing in your garden center. Entice customers to meander through the aisles with eye-pleasing colors and displays. Win their approval and extend the time they spend with you by providing the helpful info they seek and expect.

Pots, tags, handles, benchcards and posters strengthen brand identity and establish your garden center as a reliable resource for the plants and the plant know-how customers need and want.



**TIP:** Look for this icon that identifies varieties with POP and branded packaging available.



	Wave® Petunias & Cool Wave® Pansies	Burpee®	Trixi®	Jolt™ Dianthus	Serena® & Serenita® Angelonia	Summer Romance™ Mandevilla & Dipladenia
Branded Pot	✓	✓	✓	✓	✓	✓
Stake Tag	✓	✓	✓	✓	✓	✓
Hanging Tag	✓	✓	✓	✓	✓	✓
Pack Handle	✓	✓	✓	✓	✓	✓
Benchcard 11x7-in.	✓	✓	✓	✓	✓	✓
Poster 16x30-in.	✓	✓	✓	✓	✓	✓
Poster 19x38-in.	✓	✓	✓	✓	✓	✓





**Jurassic™ Rex Begonia**

**Dragon Wing® Begonia**

**Whopper® Begonia**

**Megawatt™ Begonia**

**Bounce™ & Big Bounce™ Impatiens**

**Divine® New Guinea Impatiens**

**Sweet Kiss Strawberry**

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# Yum!

Fresh and flavorful + healthy eating =  
the real recipe for homegrown success!



SuperSauce F1 Paste Tomato Exclusively Burpee!



NEW Pesto Party Basil Exclusively Burpee!



Thunderbolt F1 Sweet Pepper Exclusively Burpee!

## Amazing Veggies

Huge size, superior quality and abundant yields – these plants from Burpee® top the chart!

### NEW Pesto Party Basil

The latest-flowering basil from seed keeps the flavor coming.

### Thunderbolt F1 Sweet Pepper

Huge Marconis promise great taste, texture and crunch.

### SuperSauce F1 Paste Tomato

Big, nearly seedless, easy to peel – making sauce is a breeze!





## Foodie Fresh

Unique, new veggies from Burpee take gardeners on a culinary adventure...in their own backyard!

### NEW Meatball Eggplant

High moisture and few seeds let foodies make tasty meatless "meatballs" and burgers.

### NEW Madame Marmande F1 Slicer Tomato

Simply delicious pan-fried in olive oil and placed on toasted bread with a sprinkle of Greek basil.



**TIP:** Learn about POP materials and branded packaging available for Burpee (p 8).



NEW Meatball Eggplant  
Exclusively Burpee!



NEW Madame Marmande F1  
Slicer Tomato Exclusively Burpee!



NEW Stellar F1 Slicer Tomato



NEW GherKing F1 Pickling Cucumber

## HandPicked Vegetables

This novel, high-quality collection from PanAmerican Seed gives gardeners fresh, home-grown flavor... exceptional fruit quality...earlier and longer harvests...loads of produce!

### NEW Gherking F1 Pickling Cucumber

Early and bitter-free with great disease resistance — it's a WIN-WIN-WIN!

### NEW Stellar F1 Slicer Tomato

It's all about disease resistance for this superstar — a great slicer for areas with high disease pressure.



**TIP:** Download and print info-filled Display Cards at [panamseed.com/HandPicked](http://panamseed.com/HandPicked).





# BIG IDEAS

## for Small Spaces



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### Limited gardening space calls for creativity.

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Urban Millennials and even downsizing Baby Boomers need solutions to meet their gardening desires while fitting in tight outdoor spaces. Living in condos and apartments, these groups are turning to porches, patios and rooftops for gardening, whether it be growing tasty container vegetables for their table, or beautiful hanging baskets and pots for decorating.

Your garden center needs to be the go-to place for unique and exciting varieties that offer small-space solutions as living — and gardening — situations change.

### Burpee Space Savers

These tasteful varieties can be easily grown in containers, offering big culinary enjoyment in a tiny footprint. Shine the spotlight on **NEW Take 2 Tomato Combos**, a first-of-its-kind container solution that combines a slicer and a cherry tomato in one pot for a steady yield all Summer long.

### HandPicked Collection

Both fresh market farmers and hobby gardeners will love these high-quality, easy-growing vegetable options for smaller growing spaces. Showcase **NEW Candyland Red Tomato**, which puts a new spin on currant tomatoes with a compact, tidy and manageable habit. Easy to grow, earlier and easy to harvest compared to other currants.

### Best Blooms for Baskets and Containers

City dwellers can turn patios and balconies into showstoppers with big planters and color-filled hanging baskets. **Conga™ Series Calibrachoa** has a naturally compact habit perfect for color bowls and window boxes, and it's easy to grow.





NEW Candyland Red Tomato



NEW Conga™ White and Rose Kiss Calibrachoa



NEW Take 2 Lights Tomato Combo  
Exclusively Burpee!



**TIP:** Learn about POP materials and branded packaging available for Burpee (p 8).



Easy Wave® Yellow Petunia



NEW MixMasters™  
Gimme Some Sugar



NEW Trixi®  
Starlight Starbright



Patio Baby F1 Eggplant



# Wow 'Em With Wave!

Three seasons of popular Wave® brand varieties promise you three seasons of big sales.

The most powerful plant brand in the world delivers gardening and selling success from early Spring through Fall. Grab early-bird gardeners with your first Wave of the year: **Cool Wave®** pansies. Head full speed into Summer with first-up **Shock Wave®** petunias. Move into all-season sales with **Easy Wave®** and **Wave®**. Then finish strong with season-extending **Tidal Wave®**. But you're not done yet...**Cool Wave** pansies are also right at home with the pumpkins and Fall décor, and are perfect for easy DIY projects.



**TIP:** Find FREE POP and merchandising ideas at [panamseed.com/WaveBook](http://panamseed.com/WaveBook).

## Cool Wave for Spring

Spring dawns and so does the craving for fresh and fun color to wake up gardens, mixed combos and planters. Perfectly pretty for Mother's Day and Easter, too!



Cool Wave Frost Pansy





Tidal Wave Red Velour Petunia



Cool Wave Sunshine 'N Wine Pansy



Easy Wave Rosy Dawn and White Petunia



NEW Cool Wave Purple Improved Pansy

## Wave for Summer

The quest for color goes full throttle as temperatures rise. Gardeners can count on the strong fill and season-long color the entire Wave family always delivers!



## Cool Wave for Fall

Entice gardeners into the store again with rich tones perfect for Autumn and Halloween décor. Cool Wave's easy spreading color gives them plenty of time to play!







# TURN UP THE Heat

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**Temps going up, up, up? That's never a problem when gardeners take home "Season Extenders" that deliver proven heat performance and late-season color!**

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Quench their thirst for Summer color AND extend your Summer selling season with heat-busting plants that grab attention in the store and stand up to heat once they get home. These plants give your customers instant décor for their 4th of July picnics, pool parties and Summer BBQs. Make the most of post-Memorial Day foot traffic by providing bold, long-lasting color in your garden center!

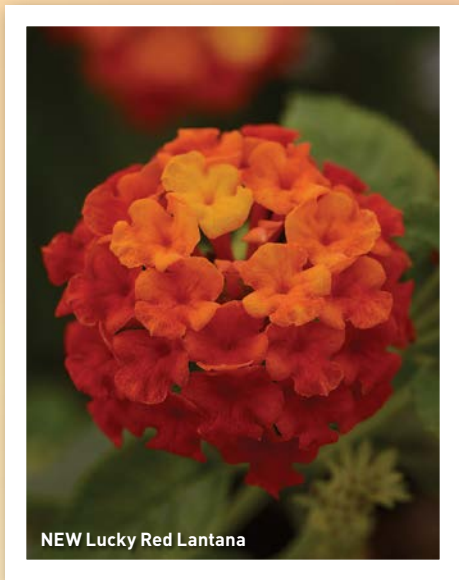


Archangel Dark Rose Angelonia, SolarPower™ Black Ipomoea, Little Lucky™ Hot Pink Lantana and Goldilocks Lysimachia





NEW EnduraScape Magenta Verbena



NEW Lucky Red Lantana



NEW Archangel Cherry Red Angelonia

## ENDURASCAPE™ VERBENA

The “tougher verbena” puts out color that simply won’t quit – this breakout series won’t cycle out of flower even in 100°F-plus heat. Comes in 8 colors, including a hard-to-find blue.

## LUCKY™ LANTANA

Lucky powers through the dog days of Summer, facing hot, dry conditions like a champ. Choose from 10 colors, including striking HOT Red. *(P.S. Offer the same “beat the heat” performance in a slightly smaller version with Little Lucky.)*

## ARCHANGEL® ANGELONIA

*The biggest blooms of any angelonia series!* This 10-color series thrives in extreme heat, humidity and drought – including notable, new Cherry Red, the first red in the class!



EnduraScape Red Verbena, NEW Lucky Red Lantana and NEW Spotlight™ Black Ipomoea

NEW Archangel Cherry Red Angelonia, NEW Spotlight™ Red Ipomoea and Lucky Sunrise Rose Lantana



# POWERFUL PERENNIALS

Perennials are popular with homeowners and landscapers alike for their flower power and longevity in the garden. Garden centers like them for their staying power in the marketplace. These strong varieties offer beauty, color and long-lasting garden performance for powerful Summer sales.

## NEW Perovskia Blue Steel

The first high-quality perovskia from professional-grade seed has a sturdy, controlled landscape habit and outstanding late-season performance.

## NEW Coreopsis UpTick™ Series

Heat-loving coreopsis features season-long color. Tidy, mounded habit makes it easy to ship and attractive in the landscape. Bigger flowers and longer blooming mean more color at retail and in the garden.



NEW Coreopsis UpTick Gold and Bronze

NEW Perovskia Blue Steel





**NEW RhythMix Boogie Blues** (Delphinium Blue, Stipa Ponytails, Gaillardia Mesa Peach and Viola Halo Lilac)



**NEW RhythMix Fiery Foxtrot** (Salvia Radio Red, Coreopsis Sunny Day and Lamium Purple Dragon)

## RhythMix™ Combos

Five new, naturally beautiful perennial combos put on a good show of color at retail and provide long-lasting flower power through Summer heat.



**TIP:** Branded tags are available for RhythMix Combos. Contact your grower/supplier or Darwin Perennials sales rep for info.



Visit [darwinperennials.com](http://darwinperennials.com) today for more information and to download **FREE** benchcards for all of your favorite perennial varieties.



**NEW Veronica Moody Blues®** Dark Blue



**NEW Gaillardia Mesa™** Red



**NEW Salvia Lyrical™** Blues



**Monarda Balmy™** Rose



# LANDSCAPE LEADERS

## NEW TRENDS & EVOLUTION SOLUTIONS

Impress new customers and property managers with plants that help landscapes evolve to better meet their changing needs and style! These plants dazzle with brilliant color, yet feature low maintenance, drought and heat tolerance, reliability and durability.

Among the **standouts** are exceptionally long-blooming NEW Blue Steel Perovskia; lush, vigorous and very heat-tolerant Dragon Wing® Begonia; and EnduraScape™ Verbena, the first of its kind that's hardy in the hottest days of Summer.

### Whopper® Begonia

Whopper's extra-large flowers look great both in landscape beds and large containers. The plant boasts excellent heat tolerance and has been a big winner in Field and University Trials.

### Black & Bloom Salvia

This salvia is tough, with thick leaves, big blooms and dark stems. Easy to grow, it thrives in heat, drought and humidity. Its deep blue color and black stems pop out in any landscape.

### Dragon Wing® Begonia

The unique arching and pendulous habit of Dragon Wing, along with its angel-wing leaves and large blooms, looks great in landscape plantings. Maintenance-free, it withstands stressful conditions.

### EnduraScape™ Verbena

Hardy in the hottest days of Summer, this verbena also withstands cold in the low teens and re-blooms in the Spring. With superior branching, the finished product has a full habit with high bloom count.



NEW Taishan® Gold Improved African Marigold



Benary

Whopper Rose With Green Leaf Begonia



**TIP:** Nature's Source® Plant Food supports strong roots and beautiful foliage. Sell this plant food to your home garden and landscaper customers to keep the plants vigorous and strong.



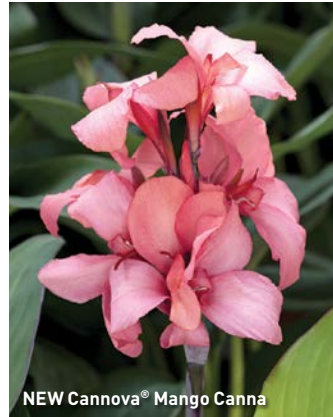




NEW EnduraScape Pink Bicolor Verbena



Black & Bloom Salvia



NEW Cannova® Mango Canna



Arrabona Red Celosia

**CHECK OUT MORE STANDOUTS FOR LANDSCAPES:**

- NEW Blue Steel Perovskia (p 18)
- Big Bounce™ Interspecific Impatiens (p 22)
- Wave® Petunia (p 14)



Dragon Wing Red Begonia and Silver Falls Dichondra





# SHADE LOVERS

We're shining the light on cool colors for shady gardens. These plants have it made in the shade!

Dappled, dim or deep, gardeners can make the shady areas of their homes just as appealing as the sunny spots! Show them these "next-gen" impatiens to brighten up their sheltered spots. The common element: every one delivers bold, bright color...rich texture...and unsurpassed performance all season long.



NEW Bounce Violet 17 (hanging basket) and NEW Big Bounce Pink (landscape bed)

## BOUNCE™ AND BIG BOUNCE™

Some of the best plants for shade are **Bounce** and **Big Bounce Interspecific Impatiens**. They have tons of color and deliver superb garden performance. Both series boast great branching and fast flowering, plus they are low maintenance. Miss a watering? Bounce and Big Bounce will bounce right back. These varieties are also highly resistant to Downy Mildew.



**TIP:** Check out POP and branded packaging for Bounce and Big Bounce (p 9).



NEW Bounce Bright Coral



## NEW CLOCKWORK™

Liven up shade gardens with the brilliant colors of **Clockwork New Guinea Impatiens**! This shade-tolerant, free-flowering series blooms from Spring through Summer. Clockwork has a super-uniform habit and its large flowers bloom all in the same week. Looks great whether in the ground, in quart and gallon containers, or in hanging baskets.



## DIVINE™

Grower-friendly **Divine New Guinea Impatiens** are perfect for shade landscape premium packs, 4-in. (10-cm) and quart programs. Plus... more colors and mixes, more consistent color and more vigor.

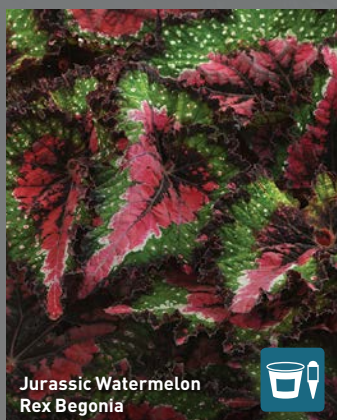


**TIP:** Learn about POP materials and branded packaging available for Divine (p 9).

## GREAT FOR THE SHADE

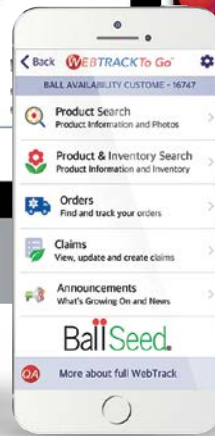
More shade-loving varieties to showcase in your garden center!

- Dragon Wing® Begonia
- Jurassic™ Rex Begonia
- Chocolate Mint Coleus
- Kong® Coleus
- Carnival Heuchera





# FIND IT, ORDER IT, TRACK IT & GROW IT



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Get plant information, browse live inventory, place orders on the spot, track shipments, upload photos to create and manage claims, and check order status 24/7 with Ball's **WebTrack To Go™** mobile app. Download this FREE time-saving app, and you'll get immediate access to all the same products, suppliers and many of the features of WebTrack right from your cell phone.

You'll work faster, easier and smarter with WebTrack To Go. Download the mobile app now for FREE from the Apple App Store or Google Play, and get started right away.





# Flourish!

## SOURCEBOOK

Ball Horticultural Company offers an extensive lineup of vegetative (cuttings) and seed products from our own breeding teams and from outside sources. Pre-order Ball varieties early from your preferred growers for best availability.

### 2/FRESH TAKES ON HOT CROPS: BACOPA

MegaCopa Bacopa (Ball FloraPlant)

### 3/FRESH TAKES ON HOT CROPS: CALIBRACHOA

Can Can Calibrachoa (Ball FloraPlant)  
 Conga Calibrachoa (Ball FloraPlant)  
 Crave Sunset Calibrachoa (Ball Ingenuity)  
 Fuseables Combos (PanAmerican Seed)  
 StarShine Calibrachoa (Selecta One)

### 4/FRESH TAKES ON HOT CROPS: PETUNIA

Cha-Ching Cherry Petunia (Ball FloraPlant)  
 ColorRush Petunia (Selecta One)  
 Fuseables Combos (PanAmerican Seed)  
 Night Sky Petunia (Selecta One)

### 5/FRESH TAKES ON HOT CROPS: COLEUS

FlameThrower Coleus (Ball FloraPlant)  
 French Quarter Coleus (Ball FloraPlant)  
 Inferno Coleus (Ball FloraPlant)  
 Kong Coleus (PanAmerican Seed)  
 Pineapple Surprise (PanAmerican Seed)  
 Ruby Slipper (Ball FloraPlant)

### 6/FRESH TAKES ON HOT CROPS: IPOMOEA

SolarPower Ipomoea (Ball FloraPlant)  
 Spotlight Ipomoea (Ball FloraPlant)

### 7/FRESH TAKES ON HOT CROPS: BEGONIA

Bon Bon Begonia (Ball Ingenuity)  
 Jurassic Rex Begonia (Ball Ingenuity)  
 Megawatt Begonia (PanAmerican Seed)  
 Mistral Begonia (Ball Ingenuity)

### 8-9/CAUSE A PAUSE TO BOOST SALES

Bounce Impatiens (Selecta One)  
 Burpee  
 Cool Wave Pansy (PanAmerican Seed)  
 Divine New Guinea Impatiens (PanAmerican Seed)  
 Dragon Wing Begonia (PanAmerican Seed)  
 Jolt Dianthus (PanAmerican Seed)  
 Jurassic Rex Begonia (Ball Ingenuity)  
 Megawatt Begonia (PanAmerican Seed)  
 Serena Angelonia (PanAmerican Seed)  
 Serenita Angelonia (PanAmerican Seed)  
 Summer Romance Mandevilla & Dipladenia (Ball Ingenuity)  
 Sweet Kiss Strawberry (Ball Ingenuity)  
 Trixi Combos (Selecta One)  
 Wave Petunia (PanAmerican Seed)  
 Whopper Begonia (Ball Ingenuity)

### 10-11/YUM!

Gherking Cucumber (PanAmerican Seed)  
 Madame Marmande Tomato (Burpee)  
 Meatball Eggplant (Burpee)  
 Pesto Party Basil (Burpee)  
 Stellar Tomato (PanAmerican Seed)  
 SuperSauce Tomato (Burpee)  
 Thunderbolt Sweet Pepper (Burpee)

### 12-13/BIG IDEAS FOR SMALL SPACES

Candyland Red Tomato (PanAmerican Seed)  
 Conga Calibrachoa (Ball FloraPlant)  
 Easy Wave Petunia (PanAmerican Seed)  
 Patio Baby Eggplant (PanAmerican Seed)  
 MixMasters Combos (Ball FloraPlant)  
 Trixi Combos (Selecta One)  
 Take 2 Tomato Combos (Burpee)

### 14-15/WOW 'EM WITH WAVE

Cool Wave Pansy (PanAmerican Seed)  
 Wave Petunia (PanAmerican Seed)

### 16-17/TURN UP THE HEAT

All of the varieties shown are part of the Ball FloraPlant Season Extenders program.

### 18-19/POWERFUL PERENNIALS

Blue Steel Perovskia (Kieft Seed)  
 Balmy Monarda (Darwin Perennials)  
 Mesa Gaillardia (Kieft Seed)  
 Lyrical Salvia (Darwin Perennials)  
 Moody Blues Veronica (Darwin Perennials)  
 RhythMix Combos (Darwin Perennials)  
 UpTick Coreopsis (Darwin Perennials)

### 20-21/LANDSCAPE LEADERS

Arrabona Red Celosia (PanAmerican Seed)  
 Black & Bloom Salvia (Ball FloraPlant)  
 Cannova Canna (Ball Ingenuity)  
 Dragon Wing Begonia (PanAmerican Seed)  
 EnduraScape Verbena (Ball FloraPlant)  
 Nature's Source Plant Food (Nature's Source)  
 Silver Falls Dichondra (PanAmerican Seed)  
 Taishan African Marigold (PanAmerican Seed)  
 Whopper Begonia (Ball Ingenuity)

### 22-23/SHADE LOVERS

Big Bounce Interspecific Impatiens (Selecta One)  
 Bounce Interspecific Impatiens (Selecta One)  
 Carnival Heuchera (Darwin Perennials)  
 Clockwork New Guinea Impatiens (Ball FloraPlant)  
 Divine New Guinea Impatiens (PanAmerican Seed)  
 Jurassic Rex Begonia (Ball Ingenuity)  
 Kong Coleus (PanAmerican Seed)

### 24/WEBTRACK & WEBTRACK TO GO

Ball Seed's WebTrack and WebTrack To Go give growers and retailers powerful online tools to help them run their business better and smarter.

# What To Order When

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

*Growers: Contact your Ball Seed sales rep or Ball ColorLink rep.  
 Retailers: Call your preferred supplier.*

## JANUARY

Order: **Poinsettias**  
 Form: Unrooted cuttings, Liners  
 Plant/Sow: July – September  
 Finish/Sell: Christmas

## FEBRUARY

Order: **Perennials**  
 Form: Liners, Plugs  
 Plant/Sow: July – September  
 Finish/Sell: Spring

## MARCH

Order: **Fall Pansies**  
 Form: Plugs  
 Plant/Sow: August – September  
 Finish/Sell: Fall

## PERENNIALS

Form: Seed  
 Plant/Sow: July – August  
 Finish/Sell: Spring – Fall

## APRIL/MAY

Order: **Perennials**  
 Form: Bareroot  
 Plant/Sow: September – November  
 Finish/Sell: Spring

## JULY/AUGUST

Order: **Fall Bulbs**  
 Form: Bulbs  
 Plant/Sow: September  
 Finish/Sell: September – October (packaged/bulk)

Order: **Spring Annuals**  
 Form: Unrooted cuttings, Liners  
 Plant/Sow: February – March  
 Finish/Sell: Spring

Order: **Perennials**  
 (first-year-flowering)  
 Form: Seed  
 Plant/Sow: December – February  
 Finish/Sell: Spring – Summer

## AUGUST/SEPTEMBER

Order: **Spring Annuals & Vegetables**  
 Form: Seed, Plugs  
 Plant/Sow: December – April  
 Finish/Sell: Spring

## PERENNIALS

Form: Bareroot  
 Plant/Sow: February – April  
 Finish/Sell: Spring

## PERENNIALS

Form: Liners, Plugs  
 Plant/Sow: July – September  
 Finish/Sell: Spring

## OCTOBER/NOVEMBER

Order: **Garden Mums**  
 Form: Unrooted & rooted cuttings  
 Plant/Sow: May – July  
 Finish/Sell: Fall

## SPRING BULBS

Form: Bulbs  
 Plant/Sow: March – May  
 Finish/Sell: April – June (packaged/bulk)

## TROPICALS

Form: Liners  
 Plant/Sow: January – March  
 Finish/Sell: Spring

## TROPICALS

Form: 4 in. (10 cm)  
 Plant/Sow: March – May  
 Finish/Sell: Spring

## DECEMBER

It's the perfect time to review your orders for Spring crops and make additions/changes.



**TIP: Learn more about the benefits of plants and find downloadable benchcards with fresh, new messages at [AmericaInBloom.org](http://AmericaInBloom.org).**

### VEGETATIVE PRODUCTS:

BallFloraPlant.

BallIngenuity.

selecta

DarwinPerennials.

### SEED PRODUCTS:

PanAmericanSeed.

KieftSeed.

BallIngenuity.

### CONSUMER BRANDS:

wave

NATURE'S SOURCE

BURPEE





**LET'S KEEP IN TOUCH!**  
WE'RE HERE FOR YOU 24/7

