

2014

# Flourish!<sup>®</sup>

BRINGING NEW LIFE TO YOUR GARDEN CENTER



Baï Seed<sup>®</sup>

# Best. Year. Ever.

*Flourish! 2014* focuses on moving you through the year, and makes our industry's seasonality and regionality a bit less confusing. Take the many ideas you see from Countdown, Early, Mid and Late Seasons...then tweak them and put them to work for you!

When I visit garden centers, the owner or manager will sometimes tell me that they're having the best month or year ever. They're quite proud of this, and often go on to tell me about how hard their staff worked and how the weather helped. But like any victory, much of the credit goes to the planning and strategy that started long before the weather started warming up.

*Flourish!* gives you fresh ideas to incorporate into your plan and shows you many of the awesome plants that drive sales. In this 2014 edition, we help you take your business to the next level with an easy-to-follow and power-packed 12-month timeline that you can keep an eye on throughout the year and use in your strategic planning exercises.

We trust that you'll find our "getting product into your store" feature (p 10) especially helpful. A big thanks to our friends at Ball ColorLink for this timely info about when to order your inputs (seed, plugs, bareroot material, etc.) by crop to make sure you have what you want, when you need it.

When it comes to color trends, are you up to date and offering the hottest sellers? "Color Cues" (p 6) gives you a crash course on color. And speaking of hot, you'll be armed and ready to rescue your customers' Summer parties with the big, showy blooms showcased in "Hot Times" (p 30).

Featuring an interview with Ball's resident bee expert and an array of pollinator plants, "Be Bee-Friendly" (p 23) gives you an interesting niche to explore. You'll also want to think ahead to the holidays and consider making novelty poinsettias 10% or more of your mix – check out "Your New Point of View" (p 36).

One of the most exciting new features is introducing you to more than a dozen experts offering behind-the-scenes glimpses into everything from Seed Technology to Social Media. Please take some time to read all through *Flourish!* and make notes on the plants you'd like your favorite wholesaler to grow. If you grow your own, every product you see is easily available from Ball Seed, through your Ball Seed sales rep, Ball ColorLink rep, or via our new and improved WebTrack system at ballseed.com.

Thanks so much for your interest and your business!

@BillCalkins



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#IGCs



OUR COVER STAR  
IS NEW DAY® RED  
SHADES GAZANIA FROM  
PANAMERICAN SEED

# Flourish!®

MOVING YOU THROUGH THE YEAR

## THE COUNTDOWN

### 2/"FAB 15"

NEW sells! These red carpet intros – including an awesome IGC Exclusive – meet the latest trends head-on...will delight your customers...and definitely drive sales!

### 6/COLOR CUES

Filling your displays with the RIGHT colors is the way to create a garden center masterpiece. (Hint: Blue is your new BFF)

### 10/ORDER IN...SELL OUT... REPEAT!

Handy timeline guides you through the order-to-finish cycle of a variety of plants.

### 12/SPRING CLEANING

Put these easy "refreshers" to work and re-energize your store!

### 13/NATURE'S SOURCE PLANT FOOD

The perfect choice for the time-challenged, sustainability-seeking gardener...including NEW hose-end sprayer.



IDEAS:  
FACEBOOK.COM/  
FLOURISHIGCS

## EARLY SEASON

### 14/THE POWER OF SEED

"Grab-n-go" premium packs of annuals give consumers a real bang for their buck.

### 16/COMBO CONNECTION

Wow your décor-conscious shoppers with big, bold and beautiful mixed containers...all from easy and economical seed inputs!

### 18/HONOR ROLL

Gardener-trusted All-America Selections winners come with added marketing and lots of built-in exposure for your garden center.

### 20/OPEN A LEMONADE STAND!

Refreshing ways to sell different shade plants.



INFO:  
BALL WEBTRACK AT  
BALLSEED.COM

## MAIN SEASON

### 22/PRIME CUTS

Open up new sales with simple cut flowers perfect for farm markets.

### 23/BE BEE-FRIENDLY

Encourage your customers to add beneficial (and beautiful!) pollinator plants to their gardens.

### 24/BUMPER CROP AND BOOST

These Burpee Home Gardens programs are taking home-grown veggies to new levels.

### 26/HARVEST TIME

A market basket filled with "perfect-for-the-patio" container veggies.

### 28/LEAFY TRENDSETTERS

Vivid colors and versatility continue to spark big-time interest in coleus.

### 30/HOT TIMES

Keep cool...great ideas so you're ready when temps rise and gardeners need a plant 911.

### 32/RE-LAX, IT'S EASY!

Great ways to re-think, re-new and re-energize your rose program.

### 33/SMALL FLOWER...BIG POWER!

New ideas to reap maxi-sales from magical mini-gardens.



## LATE SEASON

### 34/CELEBRATE FALL!

Great plants to up your game in the Autumn arena.

### 35/SCARING UP SHOULDER SALES

All treats...no tricks! Check out these innovative Fall options.

### 36/YOUR NEW POINT OF VIEW

Broaden your poinsettia horizons (and sales!) with festive novelties.

### 37/HAPPY PLANTS!

Revolution gerbera fits the bill as the perfect year-round gift plant.

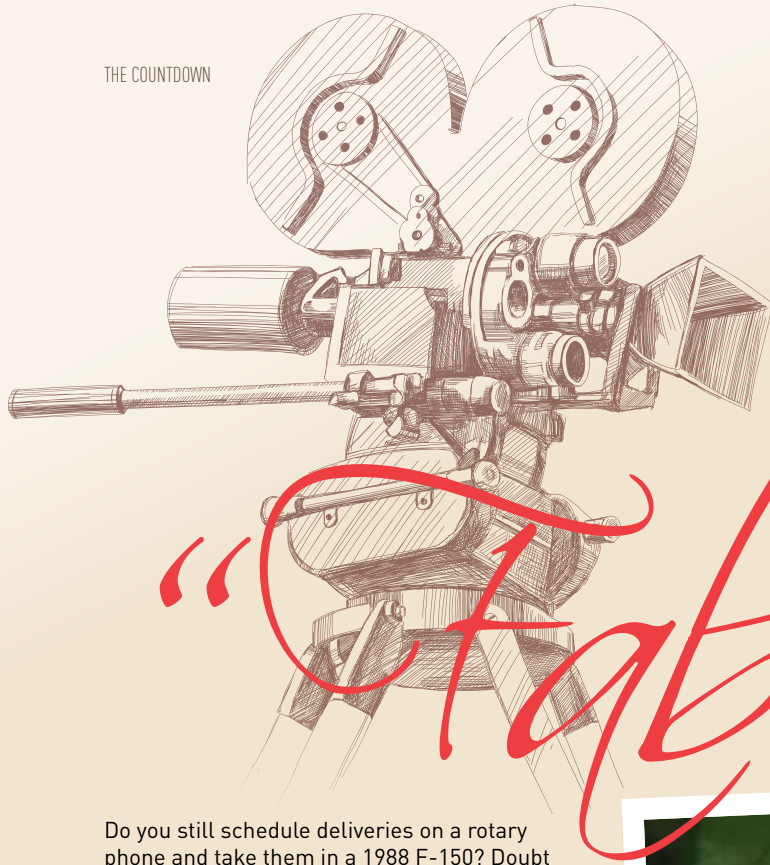
### 38/YOUR YEAR IN REVIEW

### 39/FLOURISH! SOURCEBOOK

### 40/2014 AT A GLANCE



INSPIRATION:  
BALLSEED.COM/  
FLOURISH2014



**'CHEYENNE SPIRIT' ECHINACEA**

More colors. More flowers. More sales.



Do you still schedule deliveries on a rotary phone and take them in a 1988 F-150? Doubt it! (Although if you do, that's actually pretty cool...Retro is IN after all!) You've most likely upgraded to better technology by now. So why not bring in the best new plants and show customers your store lives on the cutting edge! *New breeding is invigorating the market with fresh new looks, trendy flower forms and true innovations to old standards.* Here's a premiere screening of some of the hottest New Kids on the Block.

**NEW SELLS!** Make sure you're well-stocked on these red carpet intros for 2014 . They're the ones that meet the latest trends head-on...will delight your customers... and definitely drive new sales.



**VERANDA® JOLIE ROSE**

A floribunda first! Bright, compact beauties are specially bred for planters and mixed containers.



**DOUBLE TAKE SCARLET INTERSPECIFIC GERANIUM**

Your geranium dream come true: ships with less shatter for rock-steady sales!



**DOUBLE SCOOP™ ORANGEBERRY ECHINACEA**

A double-flowered twist on this fast 'n full bloomer.





**COOL WAVE® BERRIES 'N CREAM MIX TRAILING PANSY**

The best pansy ever! With Cool Wave, you can now grow and sell the Wave® brand in Spring, Summer and Fall.



**DIVINE™ SERIES NEW GUINEA IMPATIENS**

Win-Win-Win for shade: high Impatiens Downy Mildew resistance... great color mix options... fast and fabulous in the landscape!



**ENDURO™ PURPLE LANDSCAPE VERBENA**

Over-Summers. Over-Winters. Over-performs all the rest!



**MINIFAMOUS® DOUBLE BLUE CALIBRACHOA**

Dare to be different! The ONLY double series comes in 10 crayon-tastic colors.



CHECK OUT OUR FULL LINEUP OF NEW INTROS IN THE 2014 NEW VARIETIES SUPPLEMENT AT BALLSEED.COM





**KOLORSCAPE™  
KARDINAL ROSE**  
The new champ in  
rose uniformity!

**SOMBRERO® FLAMENCO ORANGE  
ECHINACEA**  
Super-full, super-compact, super-tough  
performers in the sauciest colors.

02056952

**GOLD RUSH RUDBECKIA**  
An IGC Exclusive! The huge,  
double blooms give this brilliant  
newcomer a premium look.

**NATURE'S SOURCE® PLANT FOOD**  
Lush, healthy plants keep customers coming  
back. Stock this effective, convenient and  
sustainable plant food in your store year-  
round. More on page 13.



WATCH THE BUMPER  
CROP GRAFTING  
VIDEO NOW



**BUMPER CROP™  
INDIGO 'ROSE'  
GRAFTED TOMATO**  
Bigger harvests  
of homegrown  
favorites! More on  
these Burpee Home  
Gardens® exclusives  
on page 24.



**WEBTRACK®**

Growers: Spend less time behind your desk and more  
time in the greenhouse, doing what you love. Ball WebTrack®  
gives you the best new way to do business...all for free.  
**Sign up and take the tour at [ballseed.com/webtrack](http://ballseed.com/webtrack).**



**FLASH MOB BLUERIFIC & REDTASTIC PETUNIAS**

High-energy duo busts out funky new colors on plants so easy to grow that gardeners will be smiling all Summer! A Burpee Home Gardens Exclusive.



**WHITE LIGHTNING OSTEOSPERMUM**

Stunning all-Summer blooming...Dazzling daisy flowers... Electrifying sales potential. A Burpee Home Gardens Exclusive.



**TIP:** Showcase your top new varieties in-store, in print, and on your website or Facebook page. Take photos of them and put them on Instagram and Pinterest. Tell the world you are the most innovative retailer in town!

VISIT THE BURPEE RETAIL IDEA CENTER FOR FREE MERCHANDISING TOOLS AND IDEAS AT [BURPEERETAILIDEACENTER.COM](http://BURPEERETAILIDEACENTER.COM)



**BURPEE HOME GARDENS VEGETATIVE VARIETIES**

**Alternanthera**  
NEW Red Threads

**Summer Snap (Angelonia)**  
Archangel™

**Bacopa**  
Abunda™

**Begonia**  
Sparks Will Fly\*

**Bidens**  
NEW Sun Drop

**Calibrachoa**  
Isabells\*

**Coleus**  
Henna  
Honey Crisp  
Indian Summer  
Lava Rose  
Redhead  
Sultana  
Vino  
Wasabi

**Cuphea**  
Firecracker

**Euphorbia**  
Breathless™

**Gaura**  
Belleza™

**Geranium**  
Fantasia®

**Impatiens**  
Patchwork™

**Double Impatiens**  
Fiesta™

**New Guinea Impatiens**  
Celebrette

**Sweet Potato Vine (Ipomoea)**  
Blackie  
Marguerite

# Flowers

Burpee Home Gardens is blooming with more than **185 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.

**Iresine**  
Blazin' Rose

**Lantana**  
Lucky™

**Lobelia**  
Hot Springs™

**Lysimachia**  
Goldilocks

**Spring Daisy (Osteospermum)**  
NEW White Lightning\*  
Voltage™ Yellow

**Petunia**  
NEW Black Magic  
Blue A Fuse\*  
NEW Flash Mob\*  
Phantom  
Pinstripe  
Suncatcher™

**Plectranthus**  
Variegated

**Portulaca**  
Rio™

**Salvia**  
Mystic Spires Blue

**Verbena**  
Aztec®

**BURPEE HOME GARDENS SEED VARIETIES**

**Alyssum**  
Clear Crystal®

**Summer Snap (Angelonia)**  
Serena®

**Begonia**  
Dragon Wing®  
Gryphon  
Whopper  
Yang  
Yin

**Coleus**  
Chocolate Covered  
Cherry

**Dianthus**  
Bouquet™  
Floral Lace

**Dichondra**  
Silver Falls

**Gerbera**  
Revolution™

**Impatiens**  
Enlighten\*  
Enlighten Flutter\*

**African Marigold**  
Taishan®

**French Marigold**  
Durango®

**Petunia**  
Paparazzi®\*  
Pop Rocks\*

**Rudbeckia**  
Tiger Eye

**Salvia**  
Vista

**Snapdragon**  
Snapshot™

**Verbena**  
Quartz XP

**Vinca**  
Garden\*

**Viola**  
NEW Popsicles\*

**Zinnia**  
Bridesmaid\*  
Champagne Toast\*  
White Wedding\*  
UpTown\*

\* A Burpee Home Gardens Exclusive



The RIGHT color sells big-time. Bring in blue-hued plants (yes, they may be limited, but there are some awesome choices) and accessories...and your attitude will be anything but blue!

# Color Cues: Blue is Your BFF\*!



### Monique Hakkert/Capitalize on Color

You're in the color business! Keep an eye on fashion trends and you'll hit a bull's-eye in creating your plant assortment. Have a particular palette in mind? **Your Ball sales rep will find the perfect plant to fit every niche.** (Monique is Product Marketing Manager for several of Ball's vegetative brands.)



Rhythm And Blues Petunia



Mon Amie Blue Myosotis



Frizzle Sizzle Blue Pansy



Sophistica® Blue Morn Petunia

**Blues in every shade are the key colors for 2014** (and most likely for years to come), thanks to our obsession with water. Droughts and flooding have put this precious commodity top of mind around the world, not to mention rising oceans, melting glaciers and the declining availability of pure water. And yet we find it the most calming and serene of elements...it's fun, cleansing and life-sustaining. From fashion to home décor to high tech, Blue is truly a retailer's best friend!

\*BFF=BEST FRIEND FOREVER. LOL! :)

BLUE IS TECHIE, TOO!  
THINK FACEBOOK  
AND TWITTER ICONS,  
MICROSOFT LOGO, EVEN  
YOUR OWN COMPUTER  
SCREEN







MONIQUE SHARES  
MORE ON COLOR CUES  
AT BALLSEED.COM/  
COLORCUES

Guardian Blue Delphinium



Serena® Blue  
Angelonia



Magadi™ Dark Blue Lobelia

WHILE BLUE CAN BE A  
CHALLENGING PLANT  
COLOR IN HORTICULTURE,  
YOU WILL FIND PLENTY  
OF TRUE BLUES IN  
DELPHINIUMS AND  
LOBELIAS



FOCUS ON BLUE FOR  
ADD-ON SALES: POTTERY  
AND PLANTERS, GARDEN  
ACCESSORIES, OUTDOOR  
PILLOWS



Pleasantly Blue  
Petunia Fuseables®

Red screams "Hey, look at me!" It's all about excitement, passion, romance, strength. Fill your high-traffic endcaps and front-of-store displays with this get-noticed color and watch those shopping carts overflow!

# Color Cues: Paint the Town RED!



NEW Double Take Red Interspecific Geranium



Cabaret® Bright Red Calibrachoa



NEW Cha-ching Cherry Petunia



Sombrero® Salsa Red Echinacea

CONSUMERS EMBRACE COLORS IN SYNC WITH THEIR CURRENT EMOTIONAL STATE, SO PAY ATTENTION TO SOCIAL AND ECONOMIC TRENDS, TOO



NEW Trixi® Geisha Girl

SHOPPING IS ALL ABOUT PERSUASION. THE NUMBER ONE VISUAL SIGNAL AT RETAIL IS COLOR – IT TRUMPS SOUND, SMELL AND TEXTURE.



Deep, saturated plant colors can be daunting, but many times they are the perfect contrast to Summer-bright annuals. Think burnt oranges and vibrant golds to luscious chocolate brown and deep burgundies. Whether gardeners are looking for subtle backdrops or an in-your-face focal point, there are some standout selections.

# Don't Be Afraid of the Dark



NEW Red Threads  
Alternanthera



Persian Shield Strobilanthes



Can-Can® Terracotta Calibrachoa



Dark Chocolate  
Coleus

Bronco Carex



CARNIVAL HEUCHERAS FROM DARWIN PERENNIALS OFFER A GREAT ARRAY OF RICH, STATEMENT-MAKING COLORS



Carnival Peach Parfait Heuchera



# ORDER IN... SELL OUT... Repeat!



THE COUNTDOWN

## JANUARY

ORDER:

**Poinsettias**

FORM:

Unrooted cuttings, Liners

PLANT/SOW:

July – September

FINISH/SELL:

Christmas



THE COUNTDOWN

## FEBRUARY

ORDER:

**Perennials**

FORM:

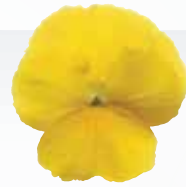
Liners, Plugs

PLANT/SOW:

July – September

FINISH/SELL:

Spring



THE COUNTDOWN / EARLY SEASON

## MARCH

ORDER:

**Fall Pansies**

FORM:

Plugs

PLANT/SOW:

August – September

FINISH/SELL:

Fall

ORDER:

**Perennials**

FORM:

Seed

PLANT/SOW:

July – August

FINISH/SELL:

Spring – Fall



EARLY SEASON / MAIN SEASON

## APRIL/MAY

ORDER:

**Perennials**

FORM:

Bareroot

PLANT/SOW:

September – November

FINISH/SELL:

Spring

The ideal time to order any crop is immediately after the sales season. You'll know just exactly what sold out and what was left on the shelf. More importantly, your customers certainly wanted plants you didn't carry (and you've put those on your follow-up list...right??).

Because our industry is so regional and seasonal, we suggest you use this handy "Getting Product Into Your Store" feature as a guideline – and tweak it to make your own timeline for success!

BALL WEBTRACK® GIVES YOU THE BEST WAY TO DO BUSINESS. CHECK IT OUT AT BALLSEED.COM



MANY NEW VARIETIES MAKE THEIR DEBUT AT THE YEARLY CALIFORNIA SPRING TRIALS – SUPPLIERS WILL BE HAPPY TO ADD THESE LATEST INTROS TO YOUR ALREADY-PLACED ORDERS!



MAIN SEASON / LATE SEASON

## 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



MAIN SEASON / LATE SEASON

## AUGUST/ SEPTEMBER

ORDER:

**Spring Annuals & Vegetables**

FORM:

Seed, Plugs

PLANT/SOW:

December – April

FINISH/SELL:

Spring

ORDER:

**Perennials**

FORM:

Bareroot

PLANT/SOW:

February – April

FINISH/SELL:

Spring

ORDER:

**Perennials**

FORM:

Liners, Plugs

PLANT/SOW:

July – September

FINISH/SELL:

Spring



LATE SEASON

## OCTOBER/ NOVEMBER

ORDER:

**Garden Mums**

FORM:

Unrooted & rooted cuttings

PLANT/SOW:

May – July

FINISH/SELL:

Fall

ORDER:

**Spring Bulbs**

FORM:

Bulbs

PLANT/SOW:

March – May

FINISH/SELL:

April – June  
(packaged/bulk)

ORDER:

**Tropicals**

FORM:

Liners

PLANT/SOW:

January – March

FINISH/SELL:

Spring

ORDER:

**Tropicals**

FORM:

4 in. (10 cm)

PLANT/SOW:

March – May

FINISH/SELL:

Spring



WRAPPING IT UP

## DECEMBER

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

THIS "GROWER/RETAILER SPECIAL" IS BROUGHT TO YOU BY

**BallColorLink.**

Your small business partner



### Debbie Conterato/Service Second to None!

"Hello!" Call Ball Seed's customer service team and Debbie or one of our other highly trained reps will personally answer your call within a few rings...that's our promise! We'll do all we can to help you out and answer your questions during that initial phone call. Now that's SERVICE! We're just a call away at 800 879-BALL.

# SPRING CLEANING

Freshen your garden center early, create an all-season action plan and have your customers help you take your business to the next level.



### MAXIMIZE ENDCAPS

Endcaps = 28% higher sell-through. Restock plants and products in these high-visibility areas daily, rotate product weekly for continued interest.

### SELL DIY

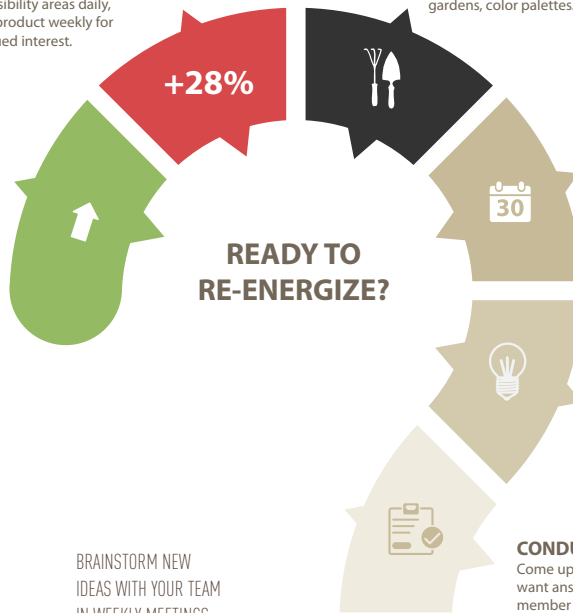
Promote projects to build add-on sales: holiday themes, shady places, salsa and pizza gardens, color palettes.

### LEAD THEM IN

Use banners, cart signs, bench tape and bench cards to promote key products. Ask your sales rep or grower about free and print-on-demand POP...there's plenty available!

### PLAN EXPERIENCES

Plan events early...promo in your newsletter...entice shoppers into your garden center. Think veggie tastings, container planting clinics, demos by local chefs.



### INSPIRE SHOPPERS

Set up focused "mini-stores" to optimize your guests' valuable time, with "vignettes" or "destinations" to organize programs.

### CONDUCT EXIT SURVEYS

Come up with 5 questions you want answers to and have a team member catch 10 customers each day on their way out the door. You'll learn A LOT!

BRAINSTORM NEW IDEAS WITH YOUR TEAM IN WEEKLY MEETINGS



KEEP PLANTS IN EASY REACH

COLOR-BLOCK DIFFERENT AREAS WITH PRODUCTS, POTS, PROPS AND PAINT



LOTS OF DISPLAY AND EVENT IDEAS AT [BURPEERETAILEDACENTER.COM](http://BURPEERETAILEDACENTER.COM)

One word: **PAINT**. It's like magic in a garden center. From walls and floors to counters and benches, a nice coat of paint covers up blemishes and brings new life to any and all surfaces. Same with a good push broom and dust pan, but don't stop there!

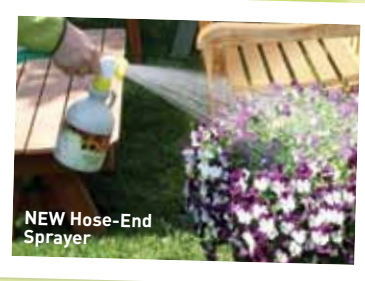
No doubt you freshen things up going into each season, but do you really liven up the retail environment? One way to find out is to ask a few of your good customers. This can't be understated – **ask customers for advice** and you'll be surprised how much you learn from an objective eye who is rooting for you as it is. Do they want a kiosk to look up plant questions? Are they wishing you'd host a produce stand Summer and Fall? Or maybe they'd shop more often if you'd open a satellite location 10 miles up the road. You'll never know until you ask them.

Post a poll on your **Facebook** page or gather a panel of top customers at a "**sneak preview**" event in early Spring to get the lowdown on what they really want. As a local garden center, you probably hang your hat on quality, knowledge and service. Those are your points of differentiation. Add LOCAL and that's why you are so awesome. Leverage these valuable offerings to generate more loyalty by getting even closer to your customers and allowing them to be part of your retail planning process each year.





APPOINT AN IN-STORE  
MERCHANTISER TO KEEP  
DISPLAYS TIP-TOP



NEW Hose-End  
Sprayer

# NATURE'S SOURCE®



## Simple to sell...because it works.

NEW Nature's Source Plant Food 10-4-3 Retail Formulation is the perfect choice for the time-challenged home gardener looking for a more sustainable plant food.

- Grows great plants – one formulation works on all indoor and outdoor plants.
- Contains oilseed extract, a renewable source of plant nutrition.
- Unique packaging makes Nature's Source a strong impulse buy.
- NEW Hose-End Sprayer offers gardeners a ready-to-spray option.
- Convenient to mix and use...concentrated so a little goes a long way.
- Available in 4 Garden Jugs: 16 oz. (473 mL), 32 oz. (946 mL), 32 oz. (946 mL) with NEW hose-end sprayer, 64 oz. (1.9 L).

**Learn more about Nature's Source**, find a distributor and get the **FREE RETAIL DISPLAY** offer at **888 839-8722** or **NaturesSourcePlantFood.com**.

# The Power of Seed

Large grab-and-go packs filled with premium seed annuals give gardeners and landscapers the bang they demand for their buck.



EASY & ECONOMICAL



Serena® Mix  
Angelonia

SERENA DELIVERS  
BULLET-PROOF  
PERFORMANCE



Akila® Purple Osteospermum



Double Zahara™ Strawberry Zinnia

**TIP:** Group your 6-packs and make it easy on your busy landscape customers looking for a planting solution later in the Spring.



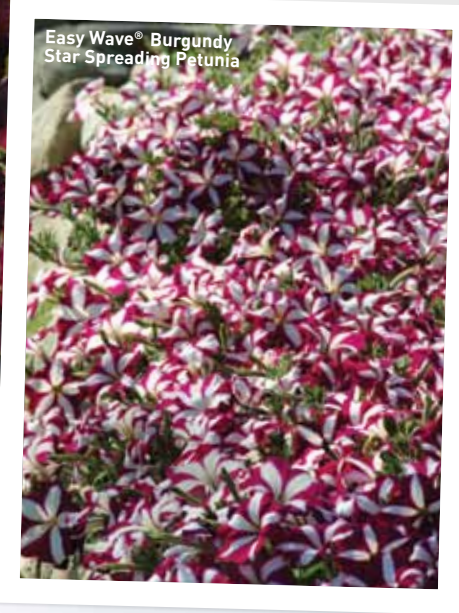




NEW Kong Jr.™ Rose Coleus



Chocolate Covered Cherry Coleus



Easy Wave® Burgundy Star Spreading Petunia

NEW Divine™ Burgundy New Guinea Impatiens

They've gone waaaaay beyond "trend" and are definitely here to stay: *Premium Packs* are a mainstay at garden centers coast to coast. Whether you call them 306s or super-success 6-packs, it's no secret why they are so popular – these instant gratification "value items" give today's consumer the bang for the buck they demand. Add a handle and these grab-and-go items are a no-brainer at retail all through the gardening season. From premium seed annuals like petunias, angelonias, osteos and zinnias, all the way to New Guinea impatiens and vegetative coleus, home gardeners and landscapers alike are snapping up six plants at a time.



PERFECT FOR 6-PACKS, DIVINE HAS GREAT COLOR MIX OPTIONS



Strawberry Wine Petunia Fuseables®



500 SEEDS

80+ PACKS

BIG PROFITS!



**Robert Conrad/Fuseables®**

We developed a brand-new seed technology that assures more precise and balanced mixes. Fuseables Precision Multi-Pellets give you less variation and better-looking combos every time! **Learn more and check out the Fuseables lineup at [panamseed.com/fuseables](http://panamseed.com/fuseables).** (Robert is Seed Technology Research Manager for Ball.)

# Combo Connection

*More powerful seed statements*



Sophistica® Lime Bicolor Petunia,  
Watermelon Premium Sun Coleus,  
Bronco Carex & Limón Talinum



## Claire Watson/100% Perennial WOW!

Customers crave upscale and unique...Build your summer sales with premium perennial containers filled with first-year-flowering varieties. Eye-catching, mid-season color and beautiful textures are perfect for adding relaxed décor to any patio. **Ideas & inspiration at [kiefertseed.com](http://kiefertseed.com).** (Claire is Product Marketing Manager for PanAmerican Seed, Kieft Seed and Darwin Perennials.)

Take the power of the terrific premium inputs you just met on pages 14 and 15 (plus plenty more!) and put them to work in mixed containers that will make a huge impact on home patios...not to mention your bottom line!

VIEW & DOWNLOAD  
YOUR IDEA BOOK NOW AT  
[PANAMSEED.COM](http://PANAMSEED.COM)





WARM-SEASON



Crimson Gold Premium Sun Coleus, Sophistica® Lime Green Petunia & Sirocco Anemanthele

COOL-SEASON



Akila® Purple Osteospermum, Cool Wave® Yellow Trailing Pansy & Sirocco Anemanthele



WOW YOUR DÉCOR-CONSCIOUS SHOPPERS AND SET YOUR STORE APART WITH BIG, BOLD, BEAUTIFUL!



accent plants



Emerald Falls Dichondra, Silver Falls Dichondra, Pony Tails Stipa & Gazania



Red Rooster Carex, Blue Arrows Juncus & Live Wire Isolepis

PanAmerican Seed has elevated "Mix 'n Match" to a new level with their first-ever seed combo Idea Book. Aptly titled "Think Outside the Pack," this energizing and info-packed book gives you a big line-up of premium container inputs from seed, then uses bright, colorful combo photos to set you on your way. You'll find stunning warm-season selections...perfect-for-Spring-and-Fall cool-season combos...and plenty of ways to add premium accent plants to your combos.

DIY ingredients



Serenita® Raspberry Angelonia



Flashlights Milium

IDEA: MAKE UP ONE DISPLAY PLANTER AND OFFER LARGE SINGLE PLANTS FOR GARDENER DIY!

# HONOR ROLL

When a flower or vegetable wins the All-America Selections award, you and your customers know without a doubt it's been "Tested Nationally and Proven Locally." It's been that way since 1932...now that's credibility!



### Diane Blazek/What's In It for You

All-America Selections' history is impressive and the story is easy to explain as you help customers choose the best varieties for their garden. Display the AAS emblem with every winner. Better yet, set up a dedicated display for these tried-and-true performers. **Learn more and see all the winners at [all-americaselections.org](http://all-americaselections.org).** (Diane is Executive Director of All-America Selections.)



Jams 'N Jellies Blackberry Vinca



Wave® Purple Spreading Petunia

PowWow® Wild Berry Echinacea



NEW 'Sparkle White' Gaura

Gardeners have trusted the All-America Selections' emblem for more than 80 years as the symbol that they're taking home exceptional flower and vegetable performers. Each winner has gone through extensive, independent and anonymous testing before it's deemed a winner. As a retailer, that same red, white and blue logo promises **added marketing and lots of built-in exposure** to consumers coast to coast and **better sell-through** in the garden center. Every year, you should be taking a close look at all of the AAS

winners and adding most (or all!) of them to your assortment.

It's the **guarantee of thorough trialing** that really sets the AAS program apart. What do the independent judges look for when they evaluate the entries? According to AAS, it's "significantly improved qualities such as earliness to bloom or harvest, disease or pest tolerance, novel colors or flavors, novel flower forms, total yield, length of flowering or harvest and overall performance."

'SPARKLE WHITE' - THE NEWEST WINNER - ADDS ELEGANCE TO CONTAINERS AND LANDSCAPES



Cajun Belle Pepper



Black Pearl Ornamental Pepper



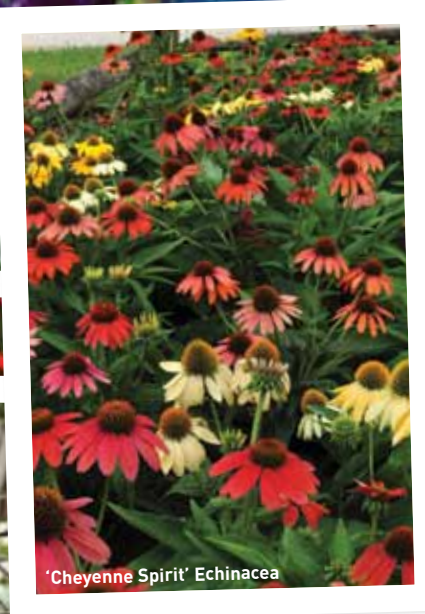
Rain® Blue & Purple Viola



Mesa™ Yellow Gaillardia



NEW Zahara® Sunburst Zinnia



'Cheyenne Spirit' Echinacea



Purple Majesty Ornamental Millet

AAS IS CONSIDERED THE INDEPENDENT "STAMP OF APPROVAL" FOR GARDEN PLANTS BY GARDENERS, RETAILERS AND GROWERS ALIKE



THERE ARE 50-PLUS AAS TRIALING SITES IN THE U.S. AND CANADA - AND THE GARDENS AT BALL IS PROUD TO BE ONE OF THEM!

# OPEN A LEMONADE STAND!



“When life gives you lemons, make lemonade.” What a great attitude for dealing with today’s Impatiens Downy Mildew issue. Take this opportunity to educate customers about shade-loving alternatives to their beloved *Impatiens walleriana*.

Redhead Coleus



NEW Divine™ Burgundy  
New Guinea Impatiens



## Mason Day/Focus on Facebook

Got a Facebook page for your garden center? I expect so. Keeping it fresh? I SURE HOPE SO! A simple focus on the 3 Vs – Visual, Vocal and Viral – puts you on track for success and can up your ROI. I’ve got plenty of tips to share with you at [ballseed.com/facebook3V](http://ballseed.com/facebook3V). (Mason concentrates on social media and other emerging digital outlets for Ball.)



Dragon Wing® Red Begonia

## FRESH MIX OF SHADE VARIETIES

### Flowers

- Begonia boliviensis (Bon Bon, Million Kisses®, 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, Metis & Metis Select, Premium, Smartiz & Smartiz Select, Tianis)
- Euphorbia (Breathless® Blush & White, Cool Breeze)
- Impatiens, New Guinea (Celebrette, Celebration, Divine™)
- Impatiens, Spreading (SunPatiens®, Fanfare®)
- Lobelia (Hot Springs™, Magadi™)
- Lobelia, Early Upright (Riviera)
- Lobelia, Late Upright (Cambridge Blue, Crystal Palace, Rosamund, White Lady)
- Lobelia, Trailing (Fountain, Regatta, Sapphire)
- Nicotiana (Starmaker)
- Torenia (Kauai™)

### Foliage

- Begonia, Foliage (Gryphon)
- Caladiums
- Coleus (Aurora™, Chocolate Mint, Chocolate Covered Cherry, Chocolate Splash, Dark Chocolate, Electric Lime, Honey Crisp, Indian Summer, Henna, Kong®, Kong Jr.™, Lava Rose, Mighty Mosaic, Mint Mocha, Redhead, Sultana, Trusty Rusty, Wasabi, Wizard®, Vino)
- Dichondra (Silver Falls, Emerald Falls)
- Hypoestes (Splash Select™)
- Iresine (Blazin' Lime, Blazin' Rose, Purple Lady)
- Lamium (Jade Frost)
- Milium (Flashlights)
- Perilla (Magilla)
- Plectranthus (Emerald Lace, Nico, Nicoletta)
- 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)

The buzz about Impatiens Downy Mildew (IDM) started in Europe in 2011... hopped the pond to the dismay of North American growers and industry folks...and has now reached the ears of gardeners coast to coast.

Savvy retailers are sharing the facts about IDM with their home garden and landscape customers, and helping them find terrific varieties to use in their shady spaces. It's a great time to diversify and strengthen your shade annuals offerings! Ball Seed has an amazing range of professional-quality alternatives to fill baskets, pots and packs – consider it the first step to an awesome "lemonade stand."



Gryphon Begonia

TRADE MAGAZINES AND SOCIAL MEDIA HAVE THE LATEST FACTS ON IDM AND OTHER DISEASES – CHECK THEM OFTEN

GROWERS: FIND IDM TECHNICAL INFO AT BALLSEED.COM

RETAILERS: DOWNLOAD AND DISPLAY THE FUN AND FACT-FILLED "WHERE'D ALL THE IMPATIENS GO?" SIGN AND BENCH CARD AT BALLSEED.COM



Blaze Caladium

MAIN SEASON

# PRIME CUTS



## Lourdes Reyes/Cut Flower Selling Tips



If you grow annuals, you can grow fresh cuts! Our handy videos show you how to put together simple arrangements with major consumer appeal. [ballseed.com/cutflowervideos](http://ballseed.com/cutflowervideos). (Lourdes is Cut Flower Marketing Director for Ball SB.)

Katz Series Matthiola

Guardian Lavender Delphinium



Potomac Lavender Snapdragon



NEW Sweet Black Cherry Dianthus



Flip through any lifestyle magazine or catalog...print or digital...and you'll find beautiful flowers and lush, healthy plants decorating every living space. They're front and center in TV commercials, too. The reason is simple: young or old, people LOVE flowers! You can encourage this passion and give them the products they want by adding fresh cut flowers to your mix. From farm market stands to retail outlets to wholesale programs - there are plenty of opportunities!

Green Ball Dianthus



**TIP: Sell simple bouquets and individual cuts at your local farm market - visit [ballseed.com/cutflowervideos](http://ballseed.com/cutflowervideos) for ideas!**



GROWING, DESIGNING, MARKETING - IT'S ALL IN OUR CUT FLOWER GUIDE AT [BALLSEED.COM](http://BALLSEED.COM)



# Be Bee-Friendly



## Susan Schmitz/On Being a Beekeeper

Making honey...fending off invaders...foraging for food: honey bees are so incredible as they maintain their hives of nearly 60,000 bees! I'm proud to assist these amazing insects — both in the hives in The Gardens at Ball and at my home — as they contribute to producing almost one-third of our food crops. **More at [ballseed.com/honeybees](http://ballseed.com/honeybees).** (Susan is Ball's Trials & Education Manager.)

Nectar...it's the sweet liquid that's secreted by a plant and is the chief raw material of honey. Be sure your customers know that the more nectar produced in a garden, the more attractive it is to bees (and birds, too). Encourage them to replace small sections of grass with flowers to create more available pollen for bees. Here are some nectar-rich plants to recommend.



IT'S EASIER FOR BEES TO EXTRACT NECTAR FROM SINGLE BLOOMS THAN DOUBLE-FLOWERED



THERE IS ONLY ONE QUEEN BEE IN A COLONY — AND SHE CAN PRODUCE FOR SEVERAL YEARS

left to right:  
**Durango® Mix French Marigold**  
**NEW Sunsation Flame Sunflower**  
**NEW Kolorscape™ Milano Rose**  
**Zahara® Zinnias**  
**Mesa™ Peach Gaillardia**  
**New Day® Mix Gazania**



POLLINATORS ARE NEEDED FOR REPRODUCTION OF OVER 80% OF FLOWERING PLANTS AND ONE-THIRD OF FOOD CROPS

ENCOURAGE YOUR CUSTOMERS TO REPLACE GRASS LAWNS WITH BENEFICIAL NECTAR-FILLED GARDENS



# Bumper Crop™ is the hot topic.

**NEW!** There's more to the story - Burpee Home Gardens just added 14 terrific new Bumper Crop Grafted Tomato varieties, taking the selection to 20. This includes several more heirlooms plus tried-and-true F1 tomatoes and tasty open-pollinated selections.

Bumper Crop grafted tomatoes promise gardeners **50% more tomatoes** packed with terrific flavor...from a stronger, healthier plant. Plants stay productive all season, and have better tolerance to both cold and heat so harvests are extended.

### BIG COLLECTION

**Large-fruited varieties win awards for size!**

- Big Rainbow Heirloom\*
- NEW Big Zac Heirloom\*
- NEW Delicious Heirloom\*
- NEW Ispolin Heirloom\*
- Mortgage Lifter Heirloom
- New Mrs. Maxwell's Big Italian Heirloom\*

### BOLD COLLECTION

**Colorful and delicious!**

- NEW Indigo 'Rose'
- NEW Indigo 'Ruby' F1
- NEW Indigo 'Starburst' F1\*
- NEW Indigo 'Sun' F1\*

### EARLY COLLECTION

**First-of-the-season tomatoes inspire envy...and sales.**

- NEW 42 Days F1\*
- NEW Fireworks Heirloom\*
- NEW Fourth of July F1\*

### HEIRLOOM VARIETIES

- Black Krim Heirloom
- NEW Black Pear Heirloom\*
- Brandywine Pink Heirloom
- Brandywine Red Heirloom
- NEW Cherokee Purple
- NEW Red Pear Heirloom\*
- San Marzano Heirloom

*\*A Bumper Crop Exclusive*



EVERY BUMPER CROP PLANT USES STRONG HYBRID ROOTSTOCK, WHICH INCREASES YIELD AND VIGOR



HIGH-IMPACT PREMIUM POTS LET YOU SIZE UP, SELL UP AND BRING IN MORE PROFITS. DISPLAY IN EASY-TO-CARRY TRAYS TO ENHANCE YOUR PRESENTATION AND MAKE TAKE-HOME EASY.



Bumper Crop (left), standard variety (right)

**BUMPER CROP**  
Bigger harvests of homegrown favorites!



WATCH THE BUMPER CROP GRAFTING VIDEO NOW

BUMPER CROP MEDIA COVERAGE HAS REACHED ALMOST 50 MILLION CONSUMERS...TAKE ADVANTAGE OF THE BIG DEMAND AND MAKE SURE YOU'RE STOCKED!

# Higher nutrition has everyone talking.



Satisfy customers' craving for healthy foods with Burpee Home Gardens' BOOST collection of high-nutrition vegetables, specially selected for higher antioxidant levels. It's the ideal add-on to your Burpee Home Gardens vegetables and herbs, or to boost sales in any veggie program.

## BOOST Antioxidant Collection Nutritional Features

<b>Cucumber</b> <i>Cucumis sativus</i>	
<b>'Gold Standard'</b>	
Beta-carotene	500% more*
<b>Pepper</b> <i>Capiscum annuum</i>	
<b>'Sweet Heat'</b>	
Vitamin C	65% more*
<b>Salad</b>	
<b>Healing Hands Salad Mix</b>	
Lutein	20% more*
Beta-carotene	30% more*
Carotenoids	30% more*
Anthocyanins	70% more*
<b>Tomato</b> <i>Solanum lycopersicum</i>	
<b>'Cherry Punch'</b>	
Vitamin C	30% more*
Lycopene	40% more*
<b>Mighty Sweet</b>	
Lycopene	45% more*
<b>'Power Pops'</b>	
Lycopene	55% more*
Carotenoids	40% more*
<b>'Solar Power'</b>	
Beta-carotene	300% more*
<b>Tasti-Lee®</b>	
Lycopene	40% more*

\* Comparisons based on results of product grown under our trial conditions and compared to other home garden varieties in the trial. Cultivar identification is dependent on genetic testing. Actual results may vary. This document represents only the best information available at the time of printing. Burpee Home Gardens and its subsidiaries are not responsible for any errors or omissions.



Tasti-Lee® Slicer Tomato



Mighty Sweet Small-Fruited Tomato

CUSTOMIZE YOUR DISPLAYS WITH FREE DOWNLOADABLE BENCH CARDS AT [BURPEERETAILEDACENTER.COM](http://BURPEERETAILEDACENTER.COM)



### Scott Mozingo/Nutritional Omph!

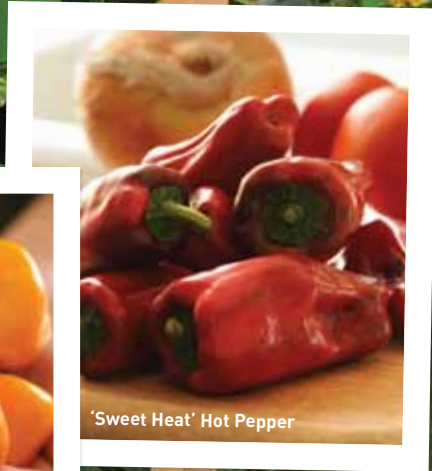
Our experts have selected eight of the most nutritious and delicious vegetables for a harvest of health-giving flavor. These garden-ready plants are the perfect fit for folks with active lifestyles and a quest for higher nutrition. **More on this truly unique collection at [burpeehomegardens.com](http://burpeehomegardens.com).** (Scott is Product Manager for Burpee Home Gardens.)

# Harvest Time

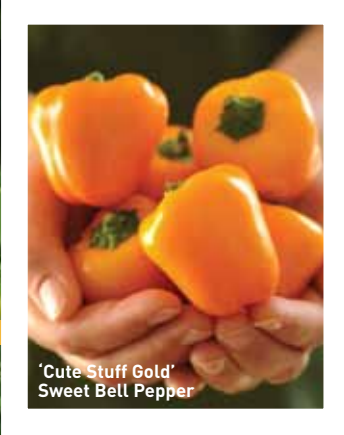
'Patio Snacker' Slicing Cucumber

“Perfect-for-the-patio” veggies may be small but they’re mighty when it comes to taste and yield! Condo dwellers and time-crunched customers alike will be drawn to your displays of these small-space varieties.

Sure, you’ll always have shoppers looking for sprawling vines and tomatoes taller than they are, but the must-have days of the big vegetable garden plot is long gone! Our PanAmerican Seed vegetable breeders have zeroed in on developing a collection of veggies that **need much less room to flourish**, while growing fruit with **super taste and quality, earlier harvests and longer harvest periods**. Imagine the satisfaction (and repeat sales) of a gardener who reaps lots of tasty produce from their high-rise balcony!



'Sweet Heat' Hot Pepper



'Cute Stuff Gold' Sweet Bell Pepper



## Ellen Leue/What's Sex Got To Do With It?

Breeding a new red impatiens can take a mere 36 months... but creating the first-ever chocolate/cherry-striped sweet pepper can top out at a whopping 14 years! It takes a lot more match-making of traits scattered around in different plants, but eventually they get together! **Ellen, Director of Vegetable Crops, gives an eye-opening Q & A at [ballseed.com/plantmatch](http://ballseed.com/plantmatch).**



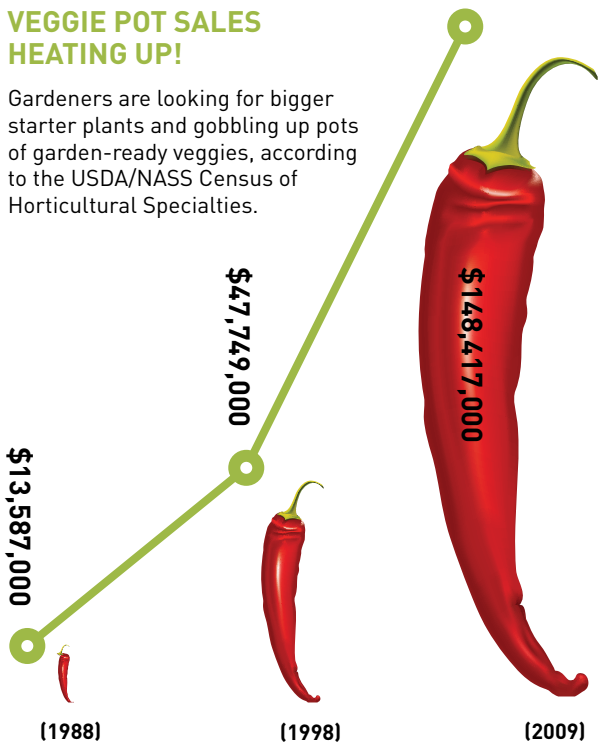
NEW 'Homeslice' Tomato



'Topsy Tom' Cherry Tomato

### VEGGIE POT SALES HEATING UP!

Gardeners are looking for bigger starter plants and gobbling up pots of garden-ready veggies, according to the USDA/NASS Census of Horticultural Specialties.

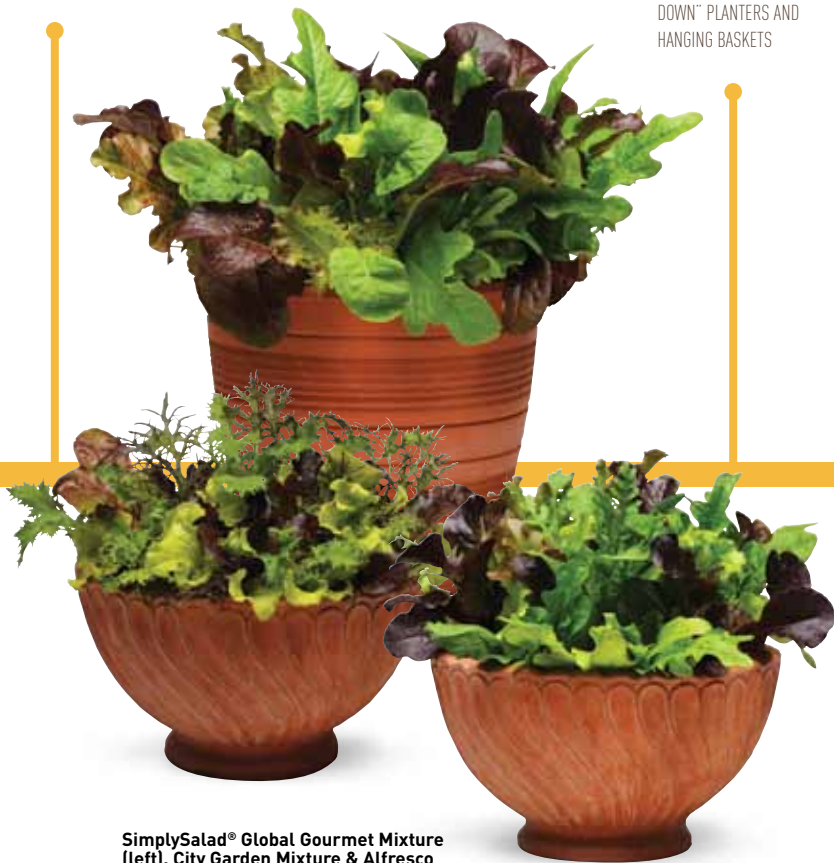


TAKE IT TO A PREMIUM SKU WHEN YOU SELL IN A LARGE POT WITH TRELLIS...FRUIT ALREADY ON!

'TOPSY TOM' IS PERFECT FOR POPULAR "UPSIDE DOWN" PLANTERS AND HANGING BASKETS



NOVELTY SELLS! WHAT FUN TO HARVEST THE TRIO OF GENOVESE, SERRATED AND DARK RED BASILS FROM THE SAME TRY BASIL POT



SimplySalad® Global Gourmet Mixture (left), City Garden Mixture & Alfresco Mixture

# Leafy

## TRENDSETTERS

Fill your high-exposure endcaps with vivid coleus colors...promote their use for sun and shade...and watch girls and guys alike fill their carts.



### My Garden Designer

Here's the way to grow more confident gardeners and benefit from added sales: tell your customers about this free, first-of-its-kind web tool from **Burpee Home Gardens**, filled with easy tips for designing winning mixed containers or multi-variety gardens. **Try It now at [burpeehomegardens.com](http://burpeehomegardens.com).**



Vino

Redhead



NEW Kong Jr.™ Green Halo



Chocolate Mint

MY GARDEN DESIGNER HELP GARDENERS TRY THOUSANDS OF COMBO IDEAS 24/7...AT HOME, IN THE STORE, EVEN OUT IN THEIR GARDENS



Indian Summer

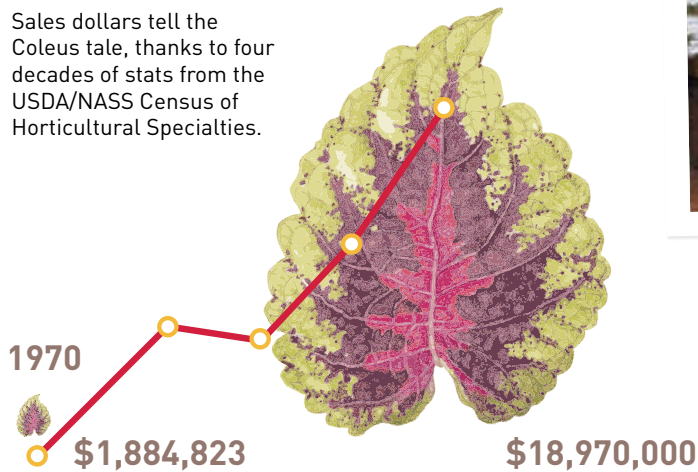


Redhead  
Wasabi  
Trusty  
Rusty  
Henna

## UP, UP & AWAY!

2009

Sales dollars tell the Coleus tale, thanks to four decades of stats from the USDA/NASS Census of Horticultural Specialties.



RETAILERS TELL US INTEREST FOR COLEUS CROSSES THE GREAT GARDEN GENDER DIVIDE AND GUYS TEND TO REALLY DIG THE COOL FOLIAGE

# Coleus x10

Which coleus ALWAYS sell? *The new ones!* We hear this over and over when talking to retailers. The secret to success is fine-tuning your assortment from year to year to **bring in the hot new varieties**. Some of the latest breeding brings coleus out of the shade garden and into the sunny forefront. Another bonus: these innovative new genetics flower really late in the season, if at all! A second trick is pointing out the newbies – set up a

dedicated display of the most vivid and trendy colors, **add a “NEW!” or “LOOK!” sign**, and carts will come to a screeching halt.

Whether seed or vegetative, you’ll want to **showcase the latest-and-greatest varieties on your endcaps**. Another cool idea we’ve seen is to **group all of the unique coleus in one aisle** with big signs encouraging customers to get in on this big trend.



Magilla Purple Perilla

A BIG SHOUTOUT TO MAGILLA...HE’S NOT A COLEUS BUT DEFINITELY BELONGS IN THE SAME AISLE

# HOT times

Temps are rising and she needs a 911 on her plants NOW! Showcase instant, in-your-face color in your high-traffic areas and watch it turn into in-her-cart sales.

Step into the shoes of Susie Homeowner the week before her big Fourth of July cookout. Burgers, lemonade, fruit salad, chips and those homemade chocolate chip cookies ... CHECK!

Wash those bright tablecloths, borrow some extra chairs, load up on charcoal and bug spray...CHECK!

But what to do about those Summer-scorched patio pots and baskets she didn't water last weekend because she was carpooling to her daughter's gymnastics tournament? Her mother-in-law is sure to comment...so she runs to her favorite garden center and at this point, price really doesn't matter. She's just got to have fresh plants in big, stylish pots!

NEW First Flame Red Celosia



NEW Dynamo™ Strawberry Zonal Geranium



UpTown™ Grape Zinnia



New Day® Red Shades Gazania

HOST A MID-SUMMER "GARDEN REFRESHER COURSE" TO SHARE EASY HOT-WEATHER CARE TIPS AND IDEAS FOR SWAPPING OUT SUNBURNED PLANTS. SERVE ICE-COLD LEMONADE!

GROWERS: ADD ANOTHER CROP TURN TIMED FOR MID-JUNE...AND GROW THEM IN BIG DECORATIVE PLASTIC POTS



Jams 'N' Jellies American Pie Mix Vinca

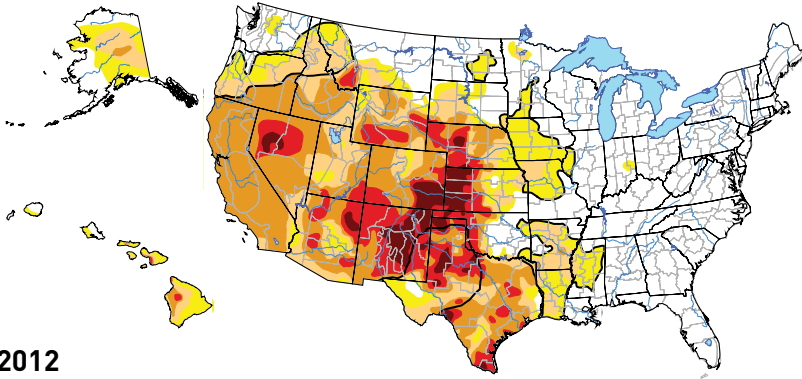


# SCORCHING STATS

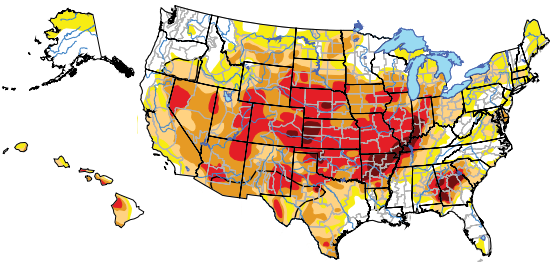


Hot times appear to be here to stay. Here's a look at the drought map from the last week in July in recent years, courtesy of the U.S. Drought Monitor.

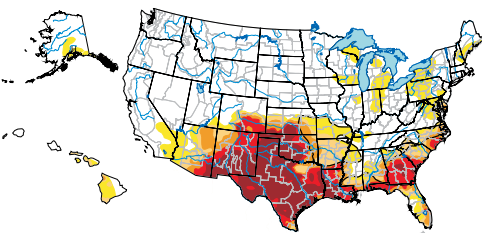
2013



2012



2011



Mesa™ Bright Bicolor Gaillardia



Happy Hour™ Tropical Mix Portulaca

Taishan® Orange African Marigold

OK...jump back into YOUR shoes. Do you have a good selection of instant gratification pots on display in June and July? Here are a few ideas for showy, big-color plants that look great in Summer. And don't be reluctant to charge a good price for them! Remember, your customers are anxious to solve their sad-plant problem (and stay in the good graces of the mother-in-law – priceless!)

ARCHANGEL  
ANGELONIA  
LOVES THE  
SUN!



LEAVES ON SUN-LOVING  
MOSS ROSES STORE  
WATER – AND THAT'S WHAT  
KEEPS THEM FLOWERING  
WHEN IT'S HOT AND DRY



# RE-LAX, IT'S EASY!

Re-think your rose program, re-new gardeners' interest with two all-new series bred by Kordes® Roses (one for planters, one for landscapes!) and best of all, re-energize your rose sales.

Simply put, gardeners love roses but think they're hard to grow. The folks at Ball Ingenuity are punching holes in that theory, thanks to an exclusive partnership with Greenheart Farms, an industry leader in producing naturally hardy "own-root" roses.

Kolorscape promises excellent landscape performance and value compared to other top performers...with a flexible marketing program!

THE  
**VERANDA**  
COLLECTION

Great uniformity  
Glossy foliage  
Big flower power  
Long blooming  
Disease resistant  
USDA Zones 5-9



**KOLOR** **SCAPE**  
By Kordes®

Veranda is a floribunda first... it's the only series specially bred for patio planters and mixed combos. These bright, compact beauties are excellent decorator items that fit well into your premium SKU programs.

GROWERS: AVAILABILITY IS GREAT FOR BOTH SERIES IN 32 & 72-CELL LINERS; KOLORSCAPE ALSO COMES IN 4.5-IN./11-CM POTS. ORDER YOURS TODAY!

MAIN SEASON

# Small Flower... **BIG POWER!**

The magic of Fairy Gardens just keeps on growing! Group pint-size plants and tiny flowers alongside all your hardscape features for special mini-gardens, and reap maxi-sales.

If you have a fairy garden or terrarium department, you can encourage sales of your fairy garden buildings and figures by partnering them with tiny flowers and interesting miniature plants. Best sold in small pots (in the 1.5 to 2-in. range), fun flowers and foliage add a whole new element to fairy garden villages. And don't just think backyards...small-scale indoor dish gardens and table-top succulent combos are the perfect home for fairies.



Burgundy Oxalis



Advance White Campanula



'SuperBlue' Lavender



Merlot Pink Weigela

SPARK AFTER-THE-SPRING-RUSH SALES WITH A "MAKE-N-TAKE" FAIRY GARDEN DAY. GEAR IT TOWARDS GRANDMAS AND GRANDPAS WITH THE KIDS AND WATCH IT SELL OUT!

ADD MINI-DINOSAURS TO YOUR OFFERINGS AND CAPTURE THE BOYS

CREATE A FAIRY GARDEN PINTEREST PAGE AND INVITE YOUR CUSTOMERS TO POST PHOTOS OF THEIR SPECIAL GARDENS



# Celebrate Fall!

If there's one thing we've all learned: cool weather brings customers in for fresh décor to suit the season. Here are more great plants to up your game in the Autumn arena.

We heard great feedback on last year's "Mums & Flourish!" article, which shared a long list of plants you could grow and sell alongside your mums. The list of Mum Pals came to us courtesy of the experts at PanAmerican Seed and was based on their trialing and testing of hundreds of plants. (Want a copy of their study? Email [bcalkins@ballhort.com](mailto:bcalkins@ballhort.com) today.) Their team identified more than 10 excellent Fall crops – from Taishan® marigolds and Zahara® zinnias to Purple Baron ornamental millet and Black Pearl ornamental peppers. Building on that momentum, here are more stand-out varieties to add to your late-season product assortment.



Romeo™ Orange Basket Diascia



Intenz Celosia



NEW Twisted Celosia



Celestial Twilight Viola



Halo Violet Viola

SPARK THE SALES: SCHOOL AND TEAM COLORS GO HAND IN HAND WITH FALL FLOWERS!



OFFER A "SEASONAL COLOR SERVICE" TO LOCAL BANKS AND RESTAURANTS TO REFRESH THEIR DOORSIDE PLANTERS. (ASK IF YOU CAN PLANT A SMALL SIGN, TOO, PROMOTING YOUR GARDEN CENTER.)

# Scaring Up Shoulder Sales

Halloween ranks #2 behind Christmas in popularity. Inspire your customers to move beyond “same old-same old” with a bevy of unique options.

Halloween continues to grow as a decorator holiday. From LED-lit zombies and glowing ghouls to good ol’ corn stalks and straw bales, many garden centers across North America sell the décor and host family-friendly Fall festivals and events for kids’ and school groups. Why stop at pumpkins and cider when there’s plenty of vivid blooms and cool-season plants that look fantastic in the Fall?



Sunrise Yellow Garden Mum



Sorbet® Blackberry XP Viola



Pinstripe Petunia



Mona Lavender Plectranthus



Chilly Chili Ornamental Pepper

Mums, pansies, cabbage and kale are the staples but that’s just the start. “WOW” your shoppers with fun choices like black petunias and violas, purple-leafed plectranthus, a whole market basket of ornamental peppers and much, much more.



INSPIRE COOL WAVE SALES WITH FUN & EASY DIY PROJECT VIDEOS AT [WAVE-RAISE.COM](http://wave-raise.com)

**TIP: Pre-load a mum, mini straw bale, two (yeah, two) Cool Wave® pansies and a pumpkin in your carts – starting price around \$25 to get them going. Seriously, give it a try!**

Remember Fall veggies and herbs, too. Be sure to tell your younger customers there’s another season for cool crops like lettuce and other greens (honestly, they might not know). Dress up those corn stalk displays with pansies, pop a few mums on top of the straw bales and watch them sell. When you have the foot traffic, load up on flowers because no one can resist bright blooms when Winter is on the horizon.

LEAFY GREENS LIKE THE SIMPLYSALAD MIXES FIT FALL GARDENS PERFECTLY





*Your  
New Point  
of View*

DECEMBER 12 HAS BEEN OBSERVED AS THE OFFICIAL U.S. "POINSETTIA DAY" SINCE 1951. WHAT A GREAT DATE TO SCHEDULE YOUR OPEN HOUSE OR FESTIVE HOLIDAY SALE!

**1. FEELINGS RED CINNAMON**

A kaleidoscope of color — every bract, every plant is one-of-a-kind. It's tops in trials every time!

**2. CHRISTMAS SEASONS PINK**

Giant, bright pink bracts on a big, strong plant — top-rated for its bold, clean color!

**3. CHRISTMAS BEAUTY NOSTALGIA**

Bring trendy lime to Christmas in a great-looking, "no-gap" novelty. (Tip: Add a lime green pot for extra pizzazz!)

**4. CHRISTMAS FEELINGS MARBLE**

Subtle color and beautiful presentation make this a decorator's dream! It's perfect for combos and dish gardens.

**5. PINK CANDY**

The pink every other poinsettia wants to be! Offer this sweet treat from 4-in./10-cm register gift plants to big-impact containers.

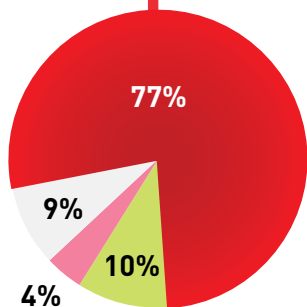
**6. MARBELLA**

This breakout variety redefines marbles. Really rocks in a 10-in./25-cm pot!



**BALL SEED'S  
2013 POINSETTIA  
SALES BY COLOR**

- 77% RED**
- 10% NOVELTY**
- 9% WHITE**
- 4% PINK**



Red continues to reign supreme in the poinsettia lineup...it's the #1 color in the #1 potted crop, after all. However, to stand out from that store with the mega-parking lot down the street, you'll want to broaden your selling horizons with an array of one-of-a-kind colors to entice and inspire your shoppers. Display these unique gift plants intermingled with your traditional red poinsettias and all of the other holiday plants and accessories you stock.

POINSETTIAS ARE THE #1 POTTED PLANT IN NORTH AMERICA: 50 MILLION PLUS UNITS EVERY YEAR! (USDA/ NASS 2009 CENSUS OF HORTICULTURAL SPECIALTIES)

MIXED PLANTERS LIKE THIS MAKE A BIG STATEMENT AND CAN PUT A NEW SPIN ON #1 RED



BallSeed.



# Happy Plants!

Shoppers looking to give the gift of cheer will zero in on your Gerbera display. Highlighted by perky, daisylike flowers in a rainbow of bright colors, these pretty potted plants fill the bill year-round for birthdays, get well, congrats, thanks and "just because." The Revolution™ collection from Kieft Seed offers varieties from big 'n bold to teeny-tiny – giving you a variety of price point options.

**Mega Revolution™  
Golden Yellow  
with Dark Eye and  
Watermelon Gerbera**



REGISTER RINGERS: MICRO REVOLUTION PLANTS IN 3-IN. POTS ARE IRRESISTIBLE!

PRETTY VALUE-ADDED POTS KICK IT UP A NOTCH



CHECK OUT THE ENTIRE REVOLUTION COLLECTION AT [KIEFTSEED.COM](http://KIEFTSEED.COM)

# Your Year In Review

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Phew...Another year in the books! We trust that you'll take a little time now to sit back and reflect on the ups and downs of the past 12 months. Evaluate your successes with some of the new programs, plants and ideas you implemented.

---

Did you have the right plants at the right time?

What did you sell out of and what did you dump?

How about your vendors and suppliers – did they perform up to par?

What trends did you see and how can you get on board to capitalize even more next year?

## TAKE IT FULL CIRCLE

The time you invest in wrapping up can be just as important as planning...so give yourself plenty of time and don't rush it. These are just a few of the questions you and your team might ponder. Brainstorm and be sure to keep an open mind for the best outcome!

But don't stop there! How about surveying some of your customers or putting a few poll questions up on your Facebook page? You'll be surprised by what they'll tell you if you ask.

Best Year Ever? We hope so...to echo the sentiments of our founder George J. Ball, we wish you "All the Best and Nothing Else".

Let's go get 'em next year!

Your friends at Ball



# Flourish!

## SOURCEBOOK

Ball Horticultural Company is dedicated to Coloring the World with our wide array of trialed and tested annuals, perennials, vegetables, 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 your preferred grower to get the best availability.

### 2-5/"FAB 15"

Bumper Crop Grafted Tomato (Burpee Home Gardens)  
'Cheyenne Spirit' Echinacea (Kieft Seed)  
Cool Wave Trailing Pansy (PanAmerican Seed)  
Divine New Guinea Impatiens (PanAmerican Seed)  
Double Scoop Echinacea (Darwin Perennials)  
Double Take Interspecific Geranium (Selecta)  
Enduro Landscape Verbena (Ball FloraPlant)  
Flash Mob Petunia (Burpee Home Gardens)  
Gold Rush Rudbeckia (Ball FloraPlant)  
Kolorscape Rose (Ball Ingenuity)  
MiniFamous Double Calibrachoa (Selecta)  
Sombbrero Echinacea (Darwin Perennials)  
Veranda Rose (Ball Ingenuity)  
White Lightning Osteospermum (Burpee Home Gardens)

### 6-7/COLOR CUES: BLUE IS YOUR BFF!

Frizzle Sizzle Pansy (PanAmerican Seed)  
Guardian Delphinium (Kieft Seed)  
Magadi Lobelia (Selecta)  
Mon Amie Blue Myosotis (Kieft Seed)  
Pleasantly Blue Petunia Fuseables (PanAmerican Seed)  
Rhythm And Blues Petunia (Ball FloraPlant)  
Serena Angelonia (PanAmerican Seed)  
Sophistica Petunia (PanAmerican Seed)

### 8/COLOR CUES: PAINT THE TOWN RED

Cabaret Calibrachoa (Ball FloraPlant)  
Cha-ching Cherry Petunia (Ball FloraPlant)  
Double Take Interspecific Geranium (Selecta)  
Sombbrero Echinacea (Darwin Perennials)  
Trixi Combos (Selecta)

### 9/COLOR CUES: DON'T BE AFRAID OF THE DARK

Bronco Carex (PanAmerican Seed)  
Can-Can Calibrachoa (Ball FloraPlant)  
Carnival Heuchera (Darwin Perennials)  
Dark Chocolate Coleus (PanAmerican Seed)  
Persian Shield Strobilanthes (PanAmerican Seed)  
Red Threads Alternanthera (Ball FloraPlant)

### 13/NATURE'S SOURCE PLANT FOOD

Learn more about Nature's Source Plant Food 10-4-3 Retail Formulation, find a distributor and get the FREE RETAIL DISPLAY offer at 888 839-8722 or [NaturesSourcePlantFood.com](http://NaturesSourcePlantFood.com).

### 14-15/THE POWER OF SEED

Akila Osteospermum (PanAmerican Seed)  
Chocolate Covered Cherry Coleus (PanAmerican Seed)  
Divine New Guinea Impatiens (PanAmerican Seed)  
Double Zahara Zinnia (PanAmerican Seed)  
Easy Wave Spreading Petunia (PanAmerican Seed)  
Kong Jr. Coleus (Ball Ingenuity)  
Serena Angelonia (PanAmerican Seed)

### 16-17/COMBO CONNECTION

All of the flowers and grasses featured are PanAmerican Seed products.

### 18-19/HONOR ROLL

Black Pearl Ornamental Pepper (PanAmerican Seed)  
Cajun Belle Pepper (PanAmerican Seed)  
'Cheyenne Spirit' Echinacea (Kieft Seed)  
Jams 'N Jellies Vinca (PanAmerican Seed)  
Mesa Gaillardia (Kieft Seed)  
PowWow Echinacea (Kieft Seed)  
Purple Majesty Ornamental Millet (PanAmerican Seed)  
Rain Viola (PanAmerican Seed)  
'Sparkle White' Gaura (Kieft Seed)  
Wave Spreading Petunia (PanAmerican Seed)  
Zahara Zinnia (PanAmerican Seed)

### 20-21/OPEN A LEMONADE STAND!

Blaze Caladium (Ball Seed)  
Divine New Guinea Impatiens (PanAmerican Seed)  
Dragon Wing Begonia (PanAmerican Seed)  
Gryphon Begonia (PanAmerican Seed)  
Redhead Coleus (Ball FloraPlant)

### 22/PRIME CUTS

Green Ball Dianthus (Ball Ingenuity)  
Guardian Delphinium (Kieft Seed)  
Katz Matthiola (PanAmerican Seed)  
Potomac Snapdragon (PanAmerican Seed)  
Sweet Dianthus (PanAmerican Seed)

### 23/BE BEE-FRIENDLY

Durango Marigold (PanAmerican Seed)  
Kolorscape Rose (Ball Ingenuity)  
Mesa Gaillardia (Kieft Seed)  
New Day Gazania (Pan American Seed)  
Sunsation Sunflower (Ball Seed)  
Zahara Zinnia (PanAmerican Seed)

### 24-25/BUMPER CROP & BOOST

Bumper Crop grafted tomatoes and the BOOST high-antioxidant collection of vegetables are part of the Burpee Home Gardens program. Ask your grower, Ball Seed sales rep or Ball ColorLink customer service rep for a complete listing of Burpee Home Gardens varieties.

### 26-27/HARVEST TIME

'Cute Stuff Gold' Sweet Bell Pepper (PanAmerican Seed)  
'Homeslice' Tomato (PanAmerican Seed)  
'Patio Snacker' Slicing Cucumber (PanAmerican Seed)  
SimplySalad Mixes (PanAmerican Seed)  
'Sweet Heat' Hot Pepper (PanAmerican Seed)  
'Topsy Tom' Cherry Tomato (PanAmerican Seed)  
Try Basil (Burpee Home Gardens)

### 28-29/LEAFY TRENDSETTERS

Chocolate Mint Coleus (PanAmerican Seed)  
Henna Coleus (Ball FloraPlant)  
Indian Summer Coleus (Ball FloraPlant)  
Kong Jr. Coleus (Ball Ingenuity)  
Magilla Purple Perilla (Ball FloraPlant)  
Redhead Coleus (Ball FloraPlant)  
Trusty Rusty Coleus (Ball FloraPlant)  
Vino Coleus (Ball FloraPlant)  
Wasabi Coleus (Ball FloraPlant)

### 30-31/HOT TIMES!

Archangel Angelonia (Ball FloraPlant)  
Dynamo Zonal Geranium (Ball FloraPlant)  
First Flame Celosia (PanAmerican Seed)  
Happy Hour Portulaca (PanAmerican Seed)  
Jams 'N Jellies Vinca (PanAmerican Seed)  
Mesa Gaillardia (Kieft Seed)  
New Day Gazania (PanAmerican Seed)  
Taishan Marigold (PanAmerican Seed)  
UpTown Zinnia (Burpee Home Gardens)

### 32/RELAX, IT'S EASY!

Kolorscape Roses (Ball Ingenuity)  
Veranda Roses (Ball Ingenuity)

### 33/SMALL FLOWER...BIG POWER!

Advance Campanula (Kieft Seed)  
Burgundy Oxalis (Ball Seed)  
Merlot Pink Weigela (Ball Ornamentals)  
'SuperBlue' Lavender (Darwin Perennials)

### 34/CELEBRATE FALL!

Celestial Viola (Darwin Perennials)  
Halo Viola (Darwin Perennials)  
Intenz Celosia (Ball Ingenuity)  
Romeo Diascia (Ball FloraPlant)  
Twisted Celosia (Ball Ingenuity)

### 35/SCARING UP SHOULDER SALES

Chilly Chili Ornamental Pepper (PanAmerican Seed)  
Cool Wave Trailing Pansy (PanAmerican Seed)  
Mona Lavender Plectranthus (Ball FloraPlant)  
Pinstripe Petunia (Ball FloraPlant)  
SimplySalad (PanAmerican Seed)  
Sorbet Viola (PanAmerican Seed)  
Sunrise Yellow Garden Mum (Ball Seed)

### 36-37/YOUR NEW POINT OF VIEW

All of the poinsettias featured are Selecta varieties.

### 38/HAPPY PLANTS!

Revolution Collection Gerbera (Kieft Seed)

### VEGETATIVE PRODUCTS:

BallFloraPlant. BallIngenuity.  selecta DarwinPerennials. BallOrnamentals.

### SEED PRODUCTS:

PanAmericanSeed. KieftSeed. BallIngenuity. CONSUMER BRANDS:  wave. NATURE'S SOURCE  NATURE'S SOURCE. BURPEE HOME GARDENS  BURPEE HOME GARDENS

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APRIL 2014						
S	M	T	W	T	F	S
WEEK 14			1	2	3	4
WEEK 15	6	7	8	9	10	11
WEEK 16	13	14	15	16	17	18
WEEK 17	20	21	22	23	24	25
WEEK 18	27	28	29	30		

AUGUST 2014						
S	M	T	W	T	F	S
WEEK 31					1	2
WEEK 32	3	4	5	6	7	8
WEEK 33	10	11	12	13	14	15
WEEK 34	17	18	19	20	21	22
WEEK 35 <sup>24</sup> / <sub>36</sub>	31	25	26	27	28	29

DECEMBER 2014						
S	M	T	W	T	F	S
WEEK 49		1	2	3	4	5
WEEK 50	7	8	9	10	11	12
WEEK 51	14	15	16	17	18	19
WEEK 52	21	22	23	24	25	26
WEEK 1	28	29	30	31		

PRETTY READY-MADE COMBOS ARE THE PERFECT "WHAT TO GET MOM" SOLUTION. PAGE 16.

HELP HER PEAK UP HER SUMMER PARTY SCENE WITH SIZZLING HEAT LOVERS! PAGE 30.

HALLOWEEN-PERFECT PLANTS OFFER LOTS OF OUTDOOR DECOR TRENDS. PAGE 35.

**SPECIAL DATES FOR 2014**

- New Year's Day Jan. 1
- Valentine's Day Feb. 14
- President's Day Feb. 17
- St. Patrick's Day Mar. 17
- Palm Sunday Apr. 13
- Passover Apr. 15
- Easter Apr. 20
- Admin. Professionals Day Apr. 23
- Mother's Day May 11
- Armed Forces Day May 17
- Victoria Day (Canada) May 19
- Memorial Day (Observed) May 26
- Father's Day June 15
- St.-Jean (Québec) June 24
- Canada Day July 1
- Independence Day July 4
- Civic Holiday (Canada) Aug. 4
- Labor Day Sept. 1
- Grandparents' Day Sept. 7
- Patriot Day (U.S.) Sept. 11
- Rosh Hashanah Sept. 25
- Yom Kippur Oct. 4
- Thanksgiving (Canada) Oct. 13
- Boss Day Oct. 16
- Sweetest Day Oct. 18
- Halloween Oct. 31
- Veterans/Remembrance Day Nov. 11
- Thanksgiving (U.S.) Nov. 27
- Hanukkah Dec. 17
- Christmas Dec. 25

USE OUR HANDY 12-MONTH TIMELINE FOR LOTS OF "READY...SET...SELL" IDEAS. PAGE 10.

**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.



Your small business partner

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

Use **Ball WebTrack**® to order  
 online 24/7 at ballseed.com

800 686-7380  
 Fax: 888 686-7300  
 ColorLinkOrders@ballhort.com



# 2014 YOUR BEST YEAR EVER

## JANUARY 2014

	S	M	T	W	T	F	S
WEEK 1				1	2	3	4
WEEK 2	5	6	7	8	9	10	11
WEEK 3	12	13	14	15	16	17	18
WEEK 4	19	20	21	22	23	24	25
WEEK 5	26	27	28	29	30	31	

## MAY 2014

	S	M	T	W	T	F	S
WEEK 18					1	2	3
WEEK 19	4	5	6	7	8	9	10
WEEK 20	11	12	13	14	15	16	17
WEEK 21	18	19	20	21	22	23	24
WEEK 22	25	26	27	28	29	30	31

## SEPTEMBER 2014

	S	M	T	W	T	F	S
WEEK 36			1	2	3	4	5
WEEK 37	6	7	8	9	10	11	12
WEEK 38	13	14	15	16	17	18	19
WEEK 39	20	21	22	23	24	25	26
WEEK 40	27	28	29	30			

## FEBRUARY 2014

	S	M	T	W	T	F	S
WEEK 5							1
WEEK 6	2	3	4	5	6	7	8
WEEK 7	9	10	11	12	13	14	15
WEEK 8	16	17	18	19	20	21	22
WEEK 9	23	24	25	26	27	28	

## JUNE 2014

	S	M	T	W	T	F	S
WEEK 23		1	2	3	4	5	6
WEEK 24	7	8	9	10	11	12	13
WEEK 25	14	15	16	17	18	19	20
WEEK 26	21	22	23	24	25	26	27
WEEK 27	28	29	30				

## OCTOBER 2014

	S	M	T	W	T	F	S
WEEK 40				1	2	3	4
WEEK 41	5	6	7	8	9	10	11
WEEK 42	12	13	14	15	16	17	18
WEEK 43	19	20	21	22	23	24	25
WEEK 44	26	27	28	29	30	31	

## MARCH 2014

	S	M	T	W	T	F	S
WEEK 9							1
WEEK 10	2	3	4	5	6	7	8
WEEK 11	9	10	11	12	13	14	15
WEEK 12	16	17	18	19	20	21	22
WEEK 13	23	30	24	31	25	26	27
	28	29					

## JULY 2014

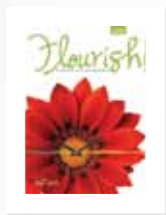
	S	M	T	W	T	F	S
WEEK 27					1	2	3
WEEK 28	4	5	6	7	8	9	10
WEEK 29	11	12	13	14	15	16	17
WEEK 30	18	19	20	21	22	23	24
WEEK 31	25	26	27	28	29	30	31

## NOVEMBER 2014

	S	M	T	W	T	F	S
WEEK 44							1
WEEK 45	2	3	4	5	6	7	8
WEEK 46	9	10	11	12	13	14	15
WEEK 47	16	17	18	19	20	21	22
WEEK 48	23	30	24	25	26	27	28
	29						

# CONNECT WITH FLOURISH!

Your roadmap to success today is tied to connection – and that's just what *Flourish!* does for you. Our multi-channel community puts insightful and inspiring news at your fingertips – in print, online and up-to-the-minute.



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