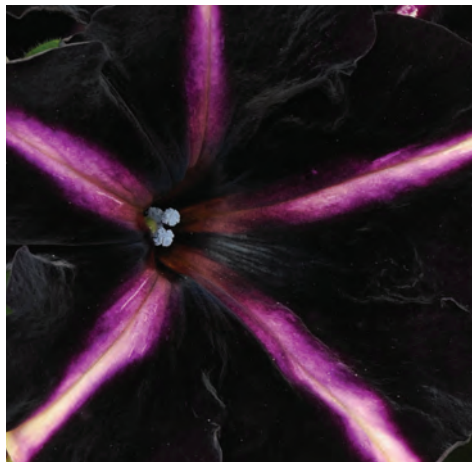
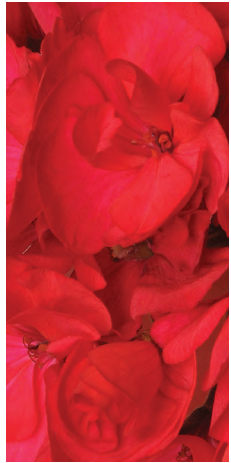


2012

# Flourish!®

BRINGING NEW LIFE TO YOUR GARDEN CENTER



Ball Seed®

# Adding Value

Why do people agonize over dropping \$50 on a flower-packed patio pot at the local garden center, yet have no problem spending twice that much at dinner the night before? Is gardening losing relevance in today's society or are we just boring current and potential customers into frugality?

Now, I'm not talking about a \$500 tree...that's a different story, an investment. But seasonal décor like garden annuals, baskets and combos, as well as edibles, should have a much higher perceived value than they do. They not only beautify and enhance our lives but in the case of edibles, help feed our families with the ultimate in locally-grown. And new developments in perennials, ornamentals and seasonal crops are resulting in innovative new products that fill the practical and aesthetic needs of today's home gardener.

This edition of *Flourish!* was developed specifically to give you a collection of products that will break through the clutter at retail and really get your customers excited about plant usage, almost as much as the plants themselves. Positioning plants to meet trends, solving garden challenges and opening new opportunities is not an exact science, but it does take attention and creativity.

Hopefully the varieties and ideas you see in this edition will reinvigorate the original passion that got you into the business in the first place and inspire you to present plants to your customers in a fresh, new way!

Sincerely,



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



Now Flourish is 24/7/365! Connect with us via your favorite social media application – Facebook or Twitter – to open a constantly evolving new world of products and ideas from Ball! Check out the back cover for more information about the exciting new Flourish Community.

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Showcasing high-color items will maximize your high-traffic areas and draw customers through your retail space.



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Our versatile recipes mix up an A-to-Z palette of top-notch plants so you can cook up a great-looking, fast-moving container department with choices that appeal to every customer that walks through your door.



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## Garden Tech

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# CRAZY FOR COLOR

## UPFRONT EYE-CATCHERS = IMPULSE SALES

We're all in the color business. From gifts, décor and collectibles to patio furniture and pottery, color attracts customers and sells product. But what really shouts COLOR are the flowers we sell all through the year. **Use the front of your store and end cap benches and shelves in each department as prime real estate for capturing your customer's eye.** High-color items will maximize these areas and draw shoppers through your retail space. Hanging your brightest baskets across the front of your store is both an effective way to showcase and sell these high-margin items *and* an excellent way to attract cars from the street into your parking lot.

Another way to inspire customers and encourage them to expand their garden palette is to plant dramatic storefront display gardens with some of the most colorful varieties you offer. While it can be challenging to install display gardens in spring, you'll find it well worth the effort when customers ask where to find those featured plants so they can recreate some of your garden spaces.

Mass plantings are powerful...but remember that smaller, more achievable areas make great weekend projects perfect for today's home gardener. Be sure to create project sheets with plant lists and decorative elements to save your customers time and encourage add-on sales.



### TITAN™ ROSE VINCA

Big, bold blooms that shine in the hottest temperatures make Titan a garden favorite. For show-stopping landscape beds for homeowners and professionals alike, vinca provides a huge splash with minimal effort. Bright colors attract customers across the store so watch what happens when you display Titan vinca en masse.





**MINIFAMOUS™ DOUBLE LEMON CALIBRACHOA**

Calibrachoa are hot at retail and MiniFamous Doubles bring a whole new look to the class. Make sure to tell customers about the unique, double blooms and capitalize on impulse sales by stocking plenty of baskets and patio pots featuring MiniFamous Double.



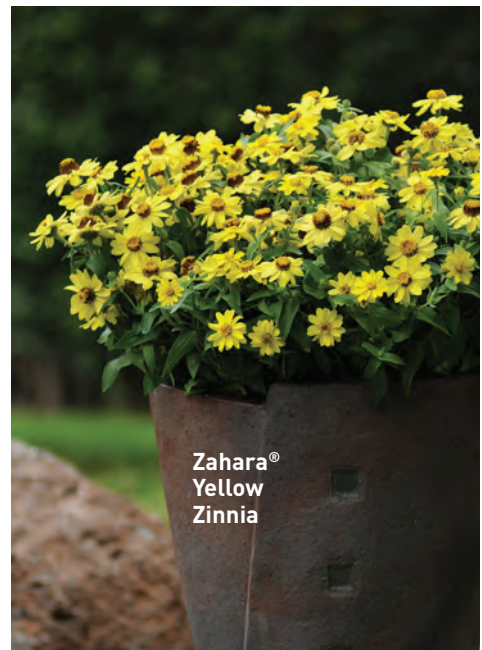
**Presto™ Dark Fuchsia Geranium**



**Presto™ Rose Sizzle Geranium**



**Million Kisses® Amour Begonia**



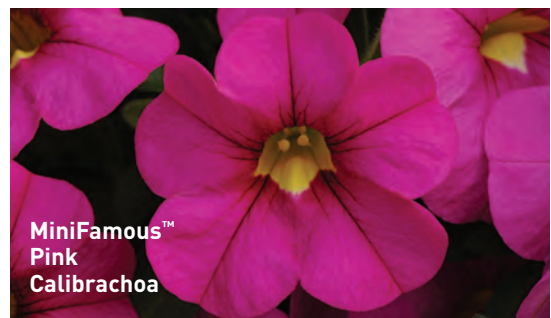
**Zahara® Yellow Zinnia**



**Presto™ Extreme Rose Geranium**



**Frizzle Sizzle Passion Fruit Pansy**



**MiniFamous™ Pink Calibrachoa**



**MiniFamous™ Vampire Calibrachoa**

**TIP** Label every plant in your display gardens...and assign an employee to make sure they stay in place all season.

These two vibrant colors are sure standouts at retail and gardeners of every skill level go crazy when they see them! They match well with decorative accents and pots, giving your customers a lot of options. You'll find these trendy colors reflected in many plant classes...here are some of the best.

# LAVENDER

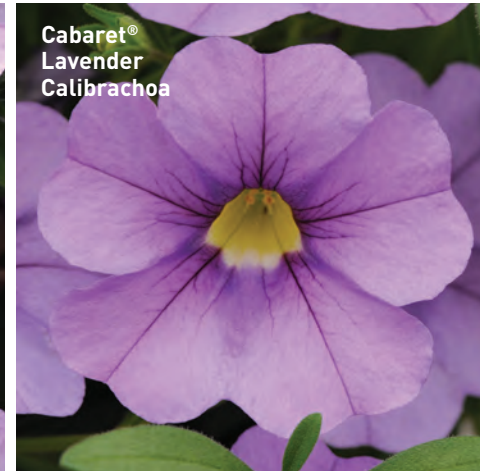
**ELEGANT & CREATIVE, SHOPPERS CAN'T RESIST THIS ROMANTIC HUE!**



Shangri La Marina Viola



Sun Spun®  
Lavender Star  
Petunia



Cabaret®  
Lavender  
Calibrachoa



Divine™ Lavender  
New Guinea Impatiens



Blutopia Bacopa with High Tide  
Blue and White Ageratum



## **MOONLIGHT™ LAVENDER EVOL. GERANIUM**

One of the most unique and vivid geranium colors on the market, new Moonlight Lavender evol. captures attention in baskets and on your retail bench. Encourage customers to use big geraniums as specimen plants in patio pots by selling them in gallon or larger pots.

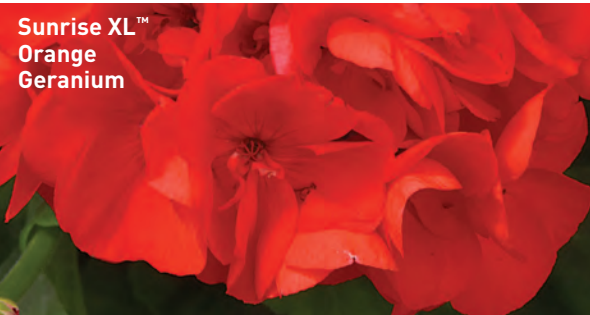
# ORANGE

STIMULATE SALES WITH THIS VIBRANT AND ENERGETIC SHADE.



### NEW DAY™ CLEAR ORANGE GAZANIA

This is the brightest orange gazania on the market! With their immediately recognizable flower shape and array of vivid colors, New Day gazanias scream, "Buy me!" Merchandise them in 4-inch pots and jumbo six packs in high traffic areas to take advantage of the dynamic color.



Sunrise XL™  
Orange  
Geranium



Divine™ Orange  
Bronze Leaf New  
Guinea Impatiens



Fusion™  
Infrared Apricot  
Exotic Impatiens



Frizzle Sizzle  
Orange Pansy

# enVOGUE

COME ON OVER TO THE DARK SIDE

One of the hottest trends in gardening right now is using dark colors and muted tones to make a powerful statement. Dark purples, chocolate browns and anything black are on the upswing with gardeners, and you can continue to capitalize for a few more years. Especially when presented against light-colored siding on houses and garages, dark plants add drama to garden spaces that are frequently viewed up close. These striking, vampy plants also lend an air of intrigue to mixed containers and patio pots.

**TIP** Dark foliage and orange flowers make a great pairing for Halloween sales.

With and without flowers...for sun or shade...grown from seed or cuttings, you'll find a terrific selection of darker plants to fill your displays. Group them together to stir up interest and encourage multi-unit sales. And remember, any dark plants you can promote in the fall for Halloween sales can be a goldmine.



Purple Lady Iresine



Purple Majesty Ornamental Millet



## MAHOGANY SPLENDOR HIBISCUS

Used as a backdrop plant in home landscapes, Mahogany Splendor helps the plants in front of it really pop. As a mixed combo thriller, it brings a Japanese maple look to the center of any patio pot design. Growing up to a whopping 5 feet tall in one season, this breakthrough hibiscus is the best of both worlds – affordable as an accent and thrilling in the garden.





**Phantom  
Petunia**



**Tropical  
Bronze Scarlet  
Canna**

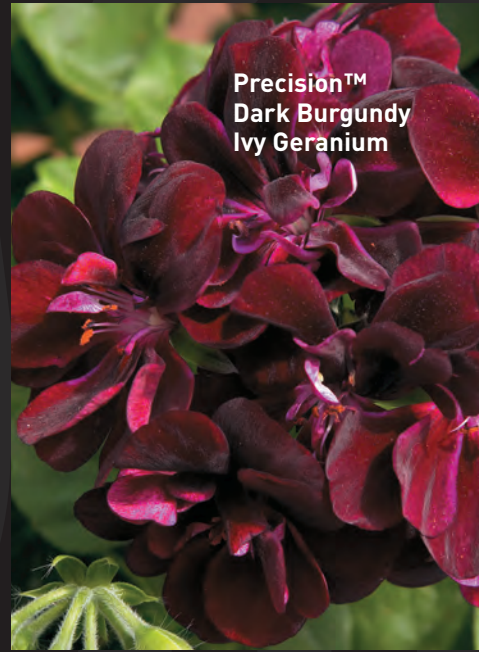


**BLACKOUT VIOLA**

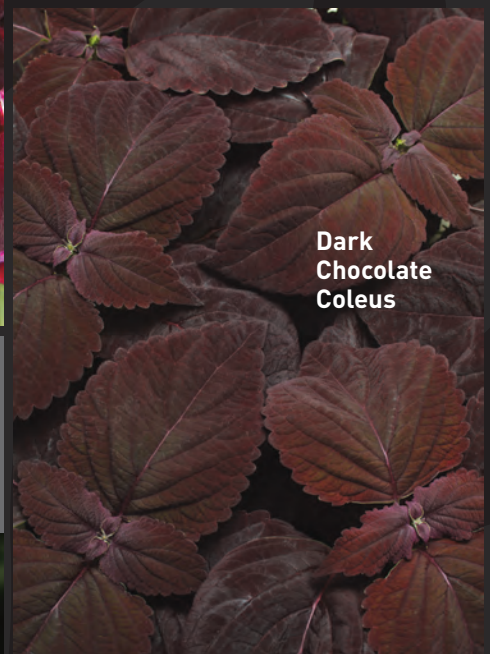
The ultimate plant for Halloween promotions, Blackout needs to be in many of your fall combo recipes *and* on its own in impulse patio pots. Try mixing Blackout with orange and yellow pansies to capitalize on harvest colors. And remind customers that this stunner is a perennial (Zones 5 to 9) and you've immediately added value to their purchase!



**Black Pearl  
Ornamental  
Pepper**



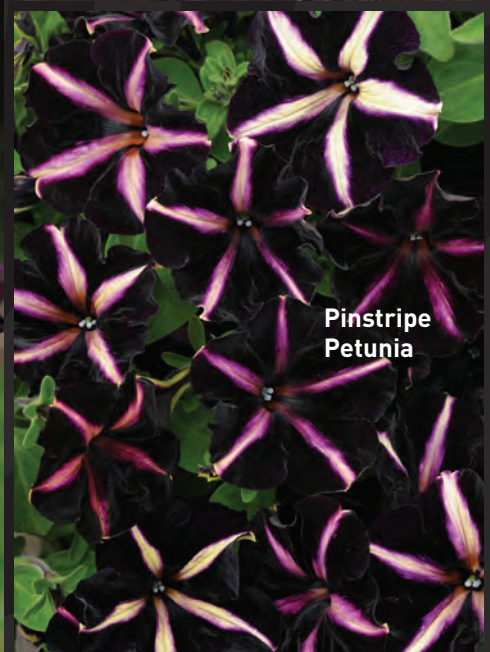
**Precision™  
Dark Burgundy  
Ivy Geranium**



**Dark  
Chocolate  
Coleus**

**BLACK VELVET PETUNIA**

Introduced at retail in Spring 2011, Black Velvet caught the attention of consumers coast to coast. Ride the current momentum by showcasing this innovative breakthrough once again – as a component in mixes and alongside plants with yellow, red, pink or white flowers to capture add-on sales.



**Pinstripe  
Petunia**



# Hang Time

**Nothing draws customers more than a high-color row of hanging baskets across your storefront or down the main aisles each spring.**

Baskets range from small to large and prices vary just as widely, because everyone has somewhere to hang a basket. So give customers what they want and offer the widest selection in the area, differentiating your garden center from the rest and selling a decorative impulse item at the same time. You can sell baskets all year by creatively planting up anything from annuals to indoor plants and succulents. *Make sure to offer a variety of sizes and containers because baskets are decorations and very much subject to personal style.*

The most impactful use of baskets is in spring and summer, when shoppers enhance their porches and garden spaces around the entire yard. Because their use is so widespread, you have an opportunity to really generate sales by offering sizes and styles to hit price points from \$10 to \$100.

## **MEDITERRANEAN HOT ROSE XP VINCA**

These heat lovers really trail over the side of baskets, when others just spread and flop. Revamp your summer impulse offerings with Mediterranean in baskets and ready-to-go patio pots.

## **SUN SPUN® SILVER & BURGUNDY PETUNIAS**

This new series blends fantastic in-store appeal with true garden performance to drive up your retail sales. It's easy to grow beautiful round, mounded baskets using Sun Spun, and home gardeners love that they quickly fill large patio pots. Sun Spun varieties also mix well with Black Velvet petunia to create amazing petunia combos.

## **PEEK-A-BOO SPILANTHES**

We recently learned that the flower buds from spilanthus are being used by top chefs around the world in everything from salads to martinis to add "electric" flavor. Commonly called "toothache plant," spilanthus temporarily numbs the mouth. Yes, people will pay for this sensation!

## **MADE WITH WAVE®**

Increase your profits by selling more combos in planters and baskets that include Wave...the petunia consumers know, buy and trust. More on this powerful program on page 38. Pictured: Easy Wave® Blue with Bidens.





Silver Falls  
Dichondra



Can-Can®  
Orange  
Calibrachoa



Plentifall®  
Lavender Blue  
Trailing Pansy

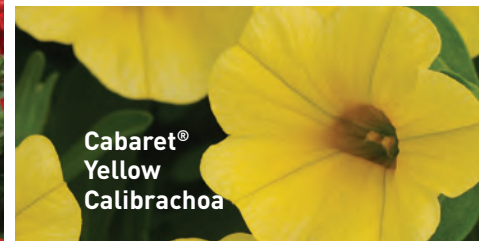


Trixi Lollipop



Aztec® Red  
Velvet  
Verbena

**TIP** Be sure to cross-merchandise all of the supplies a person could possibly need to hang their baskets.



Cabaret®  
Yellow  
Calibrachoa

MixMasters High Voltage



# BLENDED COMBOS 2.0



**DEPENDABLE,  
DIVERSE &  
DISTINCTIVE!**

**MixMasters 2.0** and **Trixi 2.0** are the next generation of mixed combinations – for growers, retailers *and* home gardeners. As truly blended mixes become more common, homeowners will be looking for a wider diversity of plant material and three colors of petunias just won't cut it.

MixMasters 2.0 (featuring Ball FloraPlant products) and Trixi 2.0 (featuring Selecta varieties) offer the most options of all multi-liner programs, bringing more than a dozen classes to market in the first year. Because each component is treated individually in early production and assembled after rooting begins, MixMasters and Trixis are not only more exciting in terms of color and structure – they are all-around better plants in a completely balanced mixed combo.

Don't be late to the game with this major trend!

Shed a  
new light on  
**SHADE**

**TAKE YOUR SHOPPERS  
BEYOND IMPATIENS WITH THESE  
NIFTY PLANTS FOR  
DARKER GARDENS!**

Shade and impatiens...they go hand in hand. Excellent new options like Patchwork™ and Impreza™ are changing the game when it comes to this garden classic. But you can break the mold with different varieties, colors and textures of shadelovers that will create exciting displays and liven up low-light gardens.

Group all your shade plants in one area, mixing in these “newbies” with your impatiens. This directs customers to your shade varieties and actually increases their chances for success because they’re taking home the right plants. They may not even know there are other options for shade, but if they see different plants, chances are they’ll add them to their carts!



**STUNNING COLEUS SELECTIONS**

Eye-catching varieties like Sultana (left), Kong® Salmon Pink (top right) and Wasabi (lower right) wake up shady landscapes and big planters with dramatic colors and textures. High impact in your displays, they’re fast and easy to grow – the perfect magnets to keep your customers coming back for more!



**GRYPHON FOLIAGE BEGONIA**

Gryphon grows so large in one season that it makes gardeners of all skill levels look like pros. With its large stature, silver-gray foliage and 360-degree habit, Gryphon is sure to be a hit alone in large pots and combined with other vigorous plants in huge, high-dollar combos for porches and entryways.

**TIP** Many porches and patios get fewer than six hours of sun. Display plenty of mixed combinations for shade.



**KAUAI™ TORENIA**

This shady garden classic has been greatly improved for high-impact flower color (Deep Blue is pictured here) and a fantastic garden habit. Your younger customers will recognize the distinctive flower shape from their mom’s or grandma’s garden so leverage the retro appeal. Try selling Torenia in oval planters and window boxes to really add value.



# Poinsettias!

Having finished more than 15 million poinsettias in climates from Southwest Florida to Western Washington, Gary Vollmer calls on his 29 years of poinsettia experience to bring you his Top 5 choices. Use these varieties to set yourself apart from the competition by creating a show-stopping retail display for your customers.



## PINK CANDY

A reliable novelty that's sure to appeal to your customers, Pink Candy brings huge rose pink and cream-speckled bicolor bracts to your mix. Pot sizes ranging from 4 to 8 inches showcase this plant in any poinsettia display.



## CHRISTMAS DAY RED

The deep red color and strong, upright habit make Christmas Day Red simply *the best of the best* for your traditional, 6-inch red poinsettia. The best part: its sturdy structure makes this variety last the entire holiday season in your customers' living room windows.



## NOEL RED

Large, bright red bracts create attention-grabbing presentations in your retail displays, especially when grown in 8 to 10-inch upright pots.



## MARBELLA

Pointed bracts bring a sense of elegance to poinsettias, and when you add the blotched marble color of Marbella, you've got a sure bet in a 6 to 8-inch pot.



## WINTERSUN WHITE

Beautiful, oak-shaped, pure white bracts and leaves add shape and form to Wintersun White in any pot size from 4 to 8 inches. A strong, upright habit helps this variety remain striking long after your customers take it home.



*"Over the past three years the poinsettia market seems to be shifting away from gimmicky painting and cheap small pots, back to a traditional 6-inch market. Retail prices have been on the rise and sales of larger pots are growing as well."* – Gary

# GROUND WORK

## THE HIGH-POWER PLANTS THAT LANDSCAPE PROS PICK WORK WONDERS FOR NEW HOMEOWNERS.

**As soon as homeowners move in, they start their endless list of DIY projects for both indoors and out.**

While gardening and enhancing their landscape can be a major home improvement project to tackle, these often take top priority.

To establish their landscape, gardeners tend to prune back or remove old shrubs and replace them with more colorful and controlled varieties. Trees also tend to be more controlled – not smaller – but with a more compact mature size.

When it comes to the garden, it's all about color and drought tolerance. Low-maintenance plants that fill out fast help ensure consumer success. Homeowners will mimic commercial landscapes they've seen, so the experts at Ball have put together a "Top Picks" list of varieties we've trialed and promoted with commercial landscape contractors across North America.



### **SERENA® MIX ANGELONIA**

Tough and elegant, Serena is really catching on as a bulletproof garden performer from spring through the hottest summer months. Plant a large display of Serena in your display gardens to show customers the color impact that can be created with angelonia, and remember to sell its low-maintenance nature.



AngelMist® Purple Angelonia

### **FRENZA™ FIRE GERANIUM**

On the market in Europe for four years, Frenza has proven its role in commercial and home landscapes with stunning 55 MPH color. If it garners that much attention driving down the highway, just imagine the kind of impulse purchases Frenza will inspire in your store.



Presto™ Brilliant Red  
Zonal Geranium



Clip and make copies for your customers

**DO THE MATH!**

Take the guesswork out of shopping for your customers. This handy chart is a great reference for a typical “mailbox planting” or small 3 x 5-foot garden bed, but can easily be increased for bigger areas.

	Plant spacing	# plants needed for a 15-sq. ft. garden
AngelMist Angelonia	9-12"	15-27
Serena Angelonia	8-10"	22-34
Frenza Geranium	8-10"	22-34
Presto Geranium	12-15"	10-15
Taishan Marigold	8-10"	22-34
Oh Snap! Snapdragon	12-15"	10-15
Landmark Lantana	15-20"	5-10
Akila Osteospermum	12-15"	10-15
Wave Petunia	12-24"	4-15



Wave®  
Burgundy Star  
Spreading Petunia

**TAISHAN®  
YELLOW  
MARIGOLD**

This revolutionary new product was bred for retail appeal. Its strong stems and huge flower heads hold up extremely well, reducing shrink and driving sales. With more flower petals per bloom, Taishan sheds water well, reducing disease and damage from overhead watering in the home landscape.



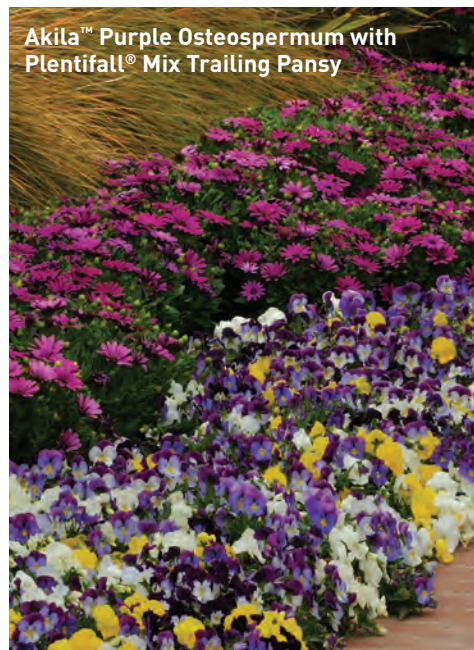
Landmark™  
Gold  
Lantana

**OH SNAP!  
YELLOW  
SNAPDRAGON**

A hedge-type snapdragon growing up to 20 inches tall, Oh Snap! adds stature and color to home landscapes of all shapes and sizes. As an *Independent Garden Center Exclusive*, this new series allows you to stand out from the pack with a fantastic new plant for a wide array of uses.



Akila™ Purple Osteospermum with  
Plentifall® Mix Trailing Pansy



# Faerie Tales

## MINIATURE GARDENS ARE MAKING A MAXIMUM IMPACT.

Miniature or fairy gardens are popular, and for good reason. What better chance for parents, grandparents and kids to bond with a fun activity that includes living elements and fantasy? Other miniature hobbies need plants as well, such as model railroads and dollhouses. Even if you don't sell miniature garden supplies, you can offer the plants and small containers to complete these tiny landscapes.

No fairytale land is complete without curly juncus adding a weird-and-wild twist to forest scenes. Twister is easy to grow and maintain in tiny containers and is sure to become a mainstay in your fairy garden department.



**TIP** Offer a mix of foliage and flowering miniature plants in different colors so customers can easily create complete landscapes.



Grow this garden classic in teeny-tiny pots for a unique addition to any fairy garden. The pinks, white and greens add plenty of color to mini-landscapes and are very easy to maintain.



Twister Juncus

Some of the common plants you know and love can be grown in tiny, 1 to 2-inch pots and sold young to hobbyists and collectors to easily fill this niche. As always, a specialty selection requires special merchandising attention. Create a miniature garden destination in your store, using signage and a raised display garden featuring tiny plants with clear labels. Surround it with little pots of different plants and you just might find a new customer base.

Sirocco Anemanthele



This wispy grass brings a new element to fairy gardens, allowing your customers to adorn the castles and other garden structures they purchase. Show hobbyists how to use Sirocco to enhance forests and prairies alike – adding plants to every sale of miniature collectibles.



Splash Select Pink Hypoestes



Pixie Splash Gypsophila



Bella Salmon Shades Abutilon



Glow Carmine Celosia



Aurora™ Raspberry Coleus



Coolio Koeleria



Primlet® Golden Shades Primula



# Interior Decorators

**ENCOURAGE GARDENERS TO  
"BRING THE GARDEN INDOORS"**



**Ballad  
Helianthus**

Give shoppers flowers for their indoor window sills and they'll snap them up! The promise of a longer life than cut flowers makes potted plants ideal as gift, too. *Display these versatile plants together and create signs to explain their dual "outdoor/indoor" use – you'll appeal to gardeners of all skill levels!*

Our collection of lifestyle plants includes some you've probably sold before. Many hold up well to low-light situations and provide continuous color in various indoor spaces. You've got the power to increase shoppers' enjoyment of the plants they already know and love.



**Revolution® Mega  
Scarlet with Dark Center  
Gerbera**



**Bella Yellow Abutilon with  
Divine White New Guinea Impatiens  
and Purple Lady Iresine**



**Chilly Chili  
Ornamental  
Pepper**



**Celebrette  
Cherry Stripe  
New Guinea  
Impatiens**

## "WOW 21-12" PLANTS

**Our simple three-part formula creates a whole new SKU for you!**

A few years ago, we tested a group of plants to determine how long they survive in a normal indoor setting. Varieties only made the "A List" (like all of these pictured) if they met our criteria:

1. **WOW appeal**
2. **Lasts at least 21 days in the home**
3. **+/- 12 weeks of crop time for grower**



**Silver Falls  
Dichondra**

**TIP** Encourage gift sales by offering decorative pots and colorful sleeves to make the plants even more unique.

# UNCOMMON GROUND

EYE-POPPING, NON-MAINSTREAM OR JUST WEIRD...  
THESE COOL AND BIZARRE HIPSTER PLANTS PUSH THE BOUNDARIES OF WHAT'S "NORMAL"



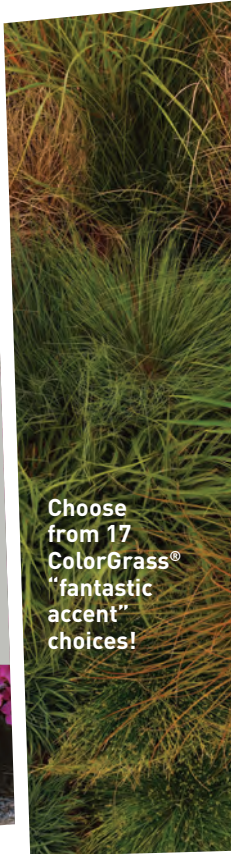
## DOUBLE CASCADE BLUE PETUNIA

While double petunias might be considered "old school" to many experienced gardeners and horticulture professionals, to new homeowners and rookie gardeners, they're just plain cool. With an interesting flower form and unique colors, these "frillers" (both seed and vegetative) might be just what your customers are craving for their cutting-edge gardens.



## TIDAL WAVE® HOT PINK SPREADING PETUNIA

Of all the Wave® petunia family members, Tidal Wave is the largest and that makes it a favorite with IGCs. Sell Tidal Wave in 6-inch or larger pots and make sure to tell customers it grows up to an amazing 22 inches tall and up to 5 feet wide, using signs and bench cards you can download and print in just minutes at [wave-rave.com/ultimategardencenter](http://wave-rave.com/ultimategardencenter).



Choose from 17 ColorGrass® "fantastic accent" choices!



Bon Bon Sherbet Begonia

## SOLEIL PURPLE PETUNIA

Surviving on *one glass of water per week*, Soleil shouldn't even be called a petunia! Sell this drought-loving plant to customers who want color for their driest garden spaces. The worse they treat Soleil, the more it will bloom. (The same holds true at retail, so tell your employees to keep it on the dry side.)



Silver Fox Chrysocephalum



Before plants make it big, they travel the country in small greenhouses and garden centers, creating a loyal following. They're true performers, growing and blooming every day to please their fans. Gardeners love these plants, seeking them out each spring and expecting enjoyment all summer long.

Every now and then, one of these hard-working varieties makes the big time and everyone celebrates...but at the same time it pushes breeders around the world to find newer, more unique garden performers to send to market. *Today's gardener looks for lesser-known plants at specialty garden centers like yours, so keep 'em in stock and be prepared to answer questions.*



**Arista  
Chaenorhinum**



**FIREWORKS GOMPHRENA**

The inspiration for this article, Fireworks is the ultimate "underground plant." A huge seller in seed packs, the fascinating flower blooms on this gomphrena are like nothing your customers have ever seen. The best way to sell tons of these awesome plants is to plant Fireworks in your display beds. You'll love its low-maintenance nature and amazing color impact, especially when plants start flying out the door.



**Magilla  
Purple  
Perilla**

**TIP** Promote your "Underground Plants" with Staff Pick bench cards and concert-style signage.



**Mahogany  
Splendor  
Hibiscus**



**FRIZZLE SIZZLE YELLOW BLUE SWIRL  
RUFFLED PANSY**

Like other unique flower forms, ruffled pansies are gaining popularity at Independent Garden Centers coast to coast. New breeding has turned out really interesting colors, adding a whole new dimension to your spring or summer pansy programs.



**Ballerina Lilac  
Armeria**

# SHOW YOUR FALL FLARE

## CELEBRATE THE FALL HARVEST

If you're open in fall, you probably have some type of Harvest Festival or event at your store. When the weather cools down, customers come back to garden centers in search of pumpkins, corn stalks and an assortment of autumn and Halloween décor. Your customers want to be reminded of the natural beauty of the season and there are plenty of flowers and plants to excite their senses. Cross-merchandise all of your decorations and even some pumpkins and unique gourds to inspire impulse sales.



## CHEER FOR YOUR TEAM

Fall is also Football season. Why not encourage customers to represent their favorite sports team in their flower gardens? Pairing school colors in color bowls, hanging baskets and large patio pots is a great way to promote your local teams and encourage sports fans to get out in the yard.

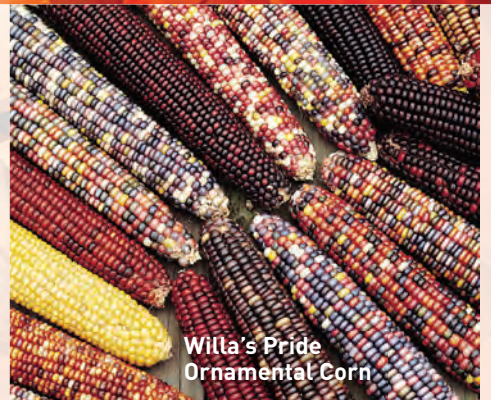
**TIP** Restaurants and banks need seasonal flowers, too. Sell large urns and pots to local businesses by displaying a small selection near your register. Make sure you have a sign selling the service.



Mini Harvest Blend Pumpkin



Sorbet® Delft Blue Viola



Willa's Pride Ornamental Corn

Autumn Acorn Blend Squash



Fairytale Pumpkin

Cabaret® Yellow Calibrachoa



Gold

Aztec® Blue Velvet Verbena



Blue

Black Velvet Petunia



Black

Romeo™ Orange Diascia



Orange

Sun Spun® Red Petunia



Red

Sun Spun® White Petunia



White



# RECIPES for Success

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

Whether you sell finished containers or the components to create them, Ball works hard to bring you a wide array of designs and recipes to inspire all customers. From grower to retailer to home gardener, our container solutions assure success through the entire life of each basket and patio planter.

**Hit any price point:** Our combo recipes are designed for flexibility. You'll see repeated varieties and similar components used to create combos of various sizes. This lets you design mixed containers to fit specific promotions and programs, as well as giving home gardeners options to fit any space.

**Versatile recipes you can customize:** Ball's trialed and tested recipes encourage growers and retailers to swap out colors within a series to create an even wider selection to satisfy all tastes.

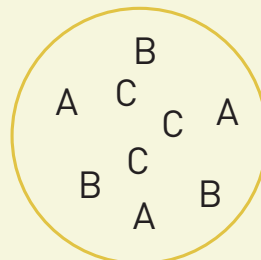
**Ball's product diversity covers all bases:** Our A-to-Z palette offers a plant for every taste. You'll find subtle to bright...glossy to fuzzy...spillers, thrillers and fillers. We feature designs for sun or shade and warm or cool season, enough to fill benches and extend seasons, creating additional sales opportunities.

**Change up the look of your containers with our interactive tool and find more recipes at [ballhort.com/combo](http://ballhort.com/combo)**



*Aggressive plants playing well together.  
Homeowners cannot mess this up!*

## 14" container



- A Iresine Purple Lady
- B Lamium Jade Frost
- C Begonia Dragon Wing® Pink

RECIPE  
Sun

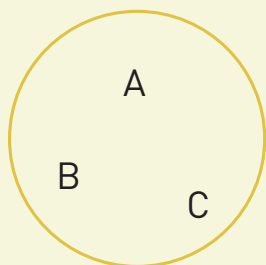
Screams color!  
What more can we say?



RECIPE  
Partial Sun

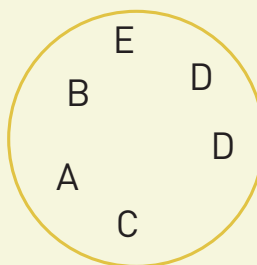
Absolutely lovely with a perfect color balance: light and dark pink playing off the purple.

### 12" container



- A Perilla Magilla
- B Helichrysum Limelight
- C Calibrachoa Cabaret®  
Cherry Rose

### 14" container



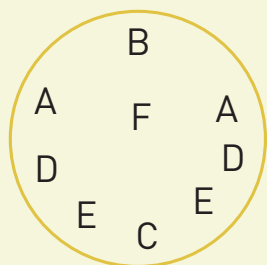
- A New Guinea Impatiens  
Celebrette Hot Pink
- B Plectranthus Mona Lavender
- C Double Impatiens Fiesta™  
Apple Blossom
- D Setcreasea Purple Queen
- E Euphorbia Breathless® White



RECIPE  
Sun

A lacy experience with great movement in the breeze. Goes well beyond the "basic geranium" combo!

18" container



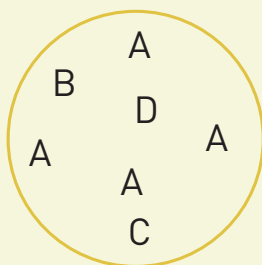
- A Geranium Designer Scarlet Salmon
- B Eragrostis Wind Dancer
- C Iresine Purple Lady
- D Lantana Lucky™ Pot of Gold
- E Scaevola Blue Print
- F Euphorbia Breathless® White

Big 'n bold with all the plants working together. Notice the complementary coral and purple colors.

RECIPE  
Shade



14" container



- A Impatiens Dazzler® Coral
- B Setcreasea Purple Heart
- C Plectranthus Nico
- D Perilla Magilla

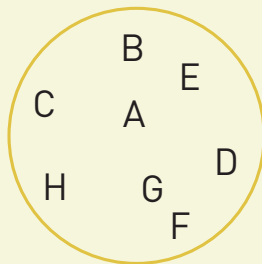


Get crazy with texture, interest, and spillers, fillers and thrillers to the max!

RECIPE  
Sun



14" container



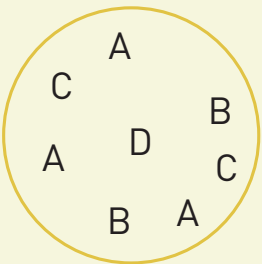
- A Angelonia AngelMist® Purple Stripe
- B Verbena Aztec® Blue Velvet
- C Verbena Aztec® White Magic
- D Calibrachoa Cabaret® Light Pink
- E Zinnia Zahara® Yellow
- F Hedera (English Ivy) Glacier
- G Scaevola Blue Ribbon
- H Asparagus sprengeri



RECIPE  
Shade

Colorful, high-texture foliage with a touch of flowers. Great option for shade!

14" container



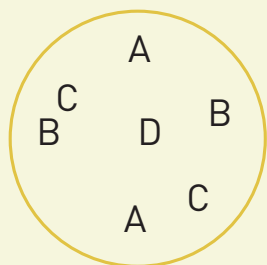
- A Impatiens walleriana Patchwork™ Peach Prism
- B Iresine Purple Lady
- C Coleus Versa™ Rose to Wine
- D Eragrostis Wind Dancer

Bring back the simple bluebell (or as the plant geeks call it, browallia) with new genetics – it looks great!

RECIPE  
Partial Sun



14" container



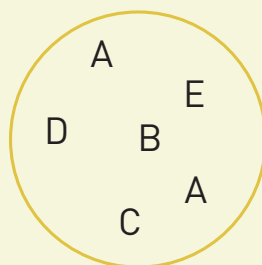
- A Browallia Blue Bells
- B Dichondra Silver Falls
- C Begonia Dragon Wing® Red
- D Eragrostis Wind Dancer



RECIPE  
Shade

Better options for shade with color and interest. Exciting new genetics complement classic Wizard coleus.

14" container



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

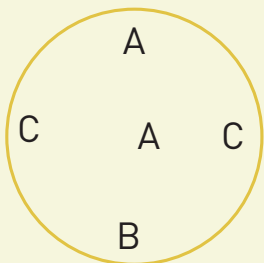
This moonlight container  
 “glows in the dark.” Easy to create...  
 brightens up low-light areas.

RECIPE

Partial Sun



12" container



- A Euphorbia Breathless® White
- B Dichondra Silver Falls
- C New Guinea Impatiens  
 Celebration White



## Grow Like the Pros – With Daniels Plant Food

Professional growers use Daniels Plant Food and now home gardeners can, too. Daniels is now available for IGCs looking for a natural alternative to traditional liquid fertilizers. Your customers will love Daniels because it is easy to use and safe for plants, people, pets and the planet!

The attractive, weatherproof retail package is perfect for cross-merchandising in and among your outdoor plant displays. Available in four sizes, there’s a bottle of Daniels for every home gardener.

Choose Daniels because it’s:

- A profitable, organic-based alternative to round out your product assortment
- Highly concentrated – offering major value to home gardeners
- Ideal for indoor or outdoor use on all plants
- Derived from food-grade oilseed extract®, Daniels is completely safe for plants, pets and kids

**TIP** If you grow with Daniels, be sure to offer the retail package to your customers. Promote that plant nutrition is best when the same plant food is used throughout the life of the plant – from greenhouse to home garden.

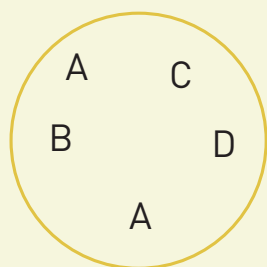
Contact your Ball Seed rep or  
 call 800 879-BALL to order  
 Daniels Plant Food today!



RECIPE  
Partial Sun

Old is new again. Classic asparagus fern adds texture and picks up the light. Purple impatiens adds balance to this interesting asymmetrical design.

14" container



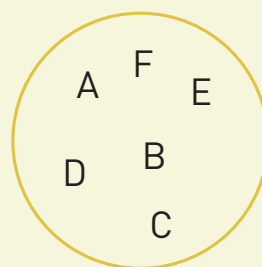
- A Asparagus sprengeri
- B New Guinea Impatiens Celebrette Orchid Star
- C Iresine Purple Lady
- D Double Impatiens Fiesta™ Stardust Pink

Rich colors, awesome shapes and terrific texture add lots of drama to this stunner.

RECIPE  
Sun



14" container



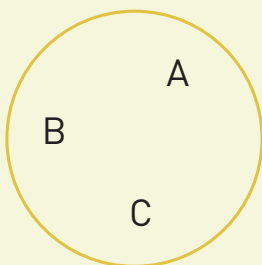
- A Euphorbia Breathless® White
- B Osteospermum Voltage™ Yellow
- C Ipomoea Blackie
- D Calibrachoa Cabaret® Pink Glow
- E Lantana Landmark™ Peach Sunrise
- F Perilla Magilla



RECIPE  
Shade

Hot flower color meets cool silvery leaves for perfect harmony. Add-on tip: include a perennial for a new element.

14" container



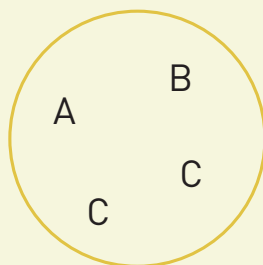
- A New Guinea Impatiens Celebrette Red
- B Impatiens walleriana Patchwork™ Pink Shades
- C Lamium Jade Frost

Blutopia never stops blooming! It's the perfect balance between cool white and vibrant red.

RECIPE  
Partial Sun



14" container



- A Double Impatiens Fiesta™ White
- B Begonia Dragon Wing® Pink
- C Bacopa Blutopia™

Turn the page for "fantastic accents" combo accessories!

# All Dressed Up

ACCENT PLANTS TAKE  
CONTAINERS FROM  
SO-SO TO SO COOL!

## THRILLER

Pony Tails .....  
Stipa

Did you ever peek into a mixed container and feel a twinge of annoyance at seeing dirt at the top? Coverage is key to awesome looking planters, and nothing adds more visual interest than accent plants with unique colors, shapes and textures. These innovative “spillers, fillers and thrillers” do double duty – filling space and adding value. Offer the most varied collection to really stand out from the pack and draw home gardeners to your displays.

Since many of these items are used as components within elaborate mixes, try selling them in 4-inch pots, with a choice of many varieties to mix 'n match. A great way to encourage multi-unit sales is offering these varieties in jumbo six packs. You'll also inspire your customers if you include some of these accessory plants as “mannequins” in your baskets and patio pots.



Purple Flash  
Ornamental  
Pepper

## FILLER

The foliage alone attracts attention and drives purchases. Add purple fruit and an incredible plant form to the mix, and Purple Flash is sure to be a big hit. Performing well in combos, patio pots and the landscape, Purple Flash is as versatile as it is innovative.

## SPILLER

.....  
Silver Falls  
Dichondra



THRILLER  
Limón  
Talinum



THRILLER  
Red Rooster  
Carex



## Your customers are wired!

You see it in your store every day: the lady on her phone...the bewildered guy texting from the perennial department. Your store's website is a priority and you are actually beginning to pay attention when someone mentions how many Facebook "**Likes**" you have. You can apply the same high-tech promotion to the plants you carry and promote.

Plant breeders like **PanAmerican Seed**, **Ball FloraPlant**, **Darwin Perennials** and many more research garden plants year-round across the globe to bring the most innovative varieties to your greenhouse. Highlight these recent intros to your customers by marking them "New" and explaining their breakthrough characteristics using handwritten signs for maximum authenticity.

[Find Flourish on Facebook and Twitter...details on back cover.](#)



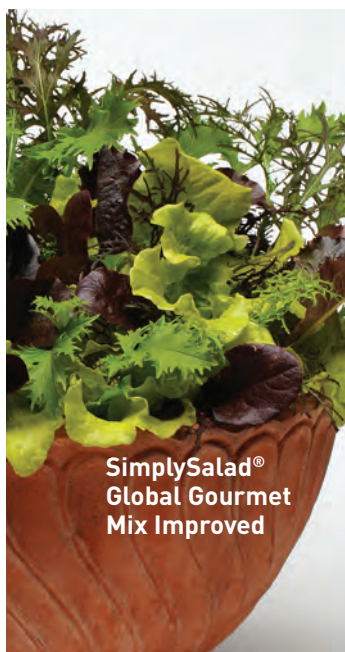
Like

### 3D™ PURPLE

Every now and then a *true* breeding breakthrough hits the market and 3D is a prime example. While the most common complaint about osteospermums is that the flowers close up at night, 3D does not close in low light. The secret: its flowers are so packed with petals, it's just not possible! Consumers will love the revolutionary flower form and exceptional performance in gardens and patio containers.



Whopper Red With Bronze Leaf & Red With Green Leaf Begonias



SimplySalad®  
Global Gourmet  
Mix Improved



PowWow™  
Wild Berry  
Echinacea

**TIP** Getting your staff behind new products is key to moving them out the door. Offer lunch sessions (with food provided by you, of course!) to learn new plants and products that you'll be carrying in your store.

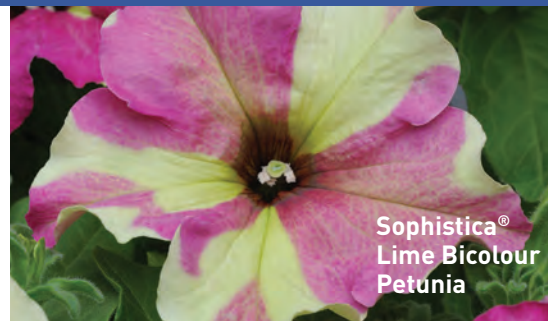


Like

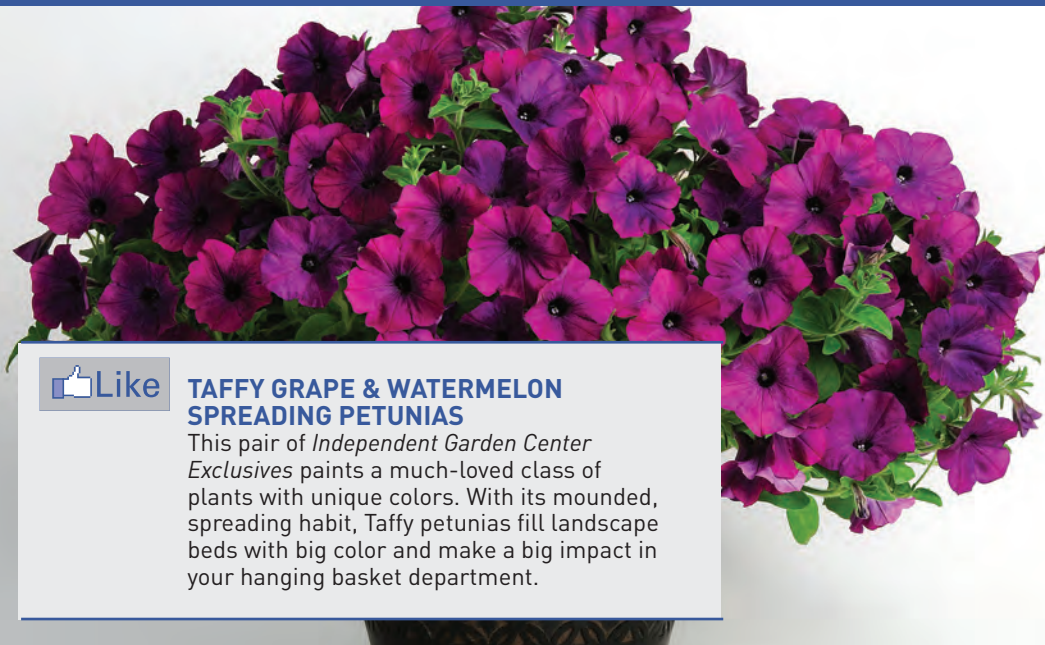
### INTENZ CELOSIA

Vibrant color and interesting blooms make Intenz an easy sell. By merchandising this new plant with bright pottery and garden accents, you'll encourage customers to have fun with color.





Sophistica®  
Lime Bicolour  
Petunia



**TAFFY GRAPE & WATERMELON  
SPREADING PETUNIAS**

This pair of *Independent Garden Center Exclusives* paints a much-loved class of plants with unique colors. With its mounded, spreading habit, Taffy petunias fill landscape beds with big color and make a big impact in your hanging basket department.



'Cute Stuff Red'  
Pepper



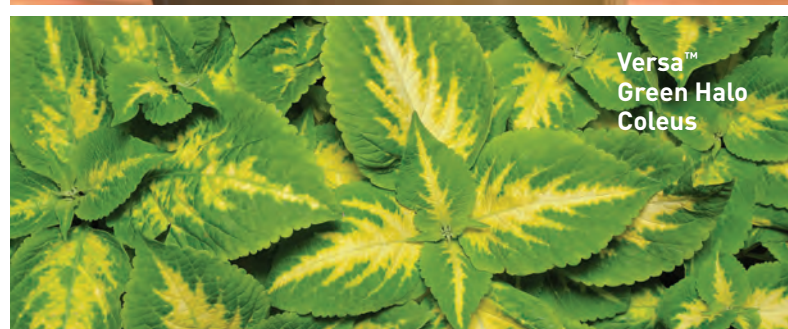
**ARCHANGEL™ PURPLE ANGELONIA**

Angelonia is quickly gaining popularity, thanks to its durability in hot and dry areas plus its unique, orchidlike flowers. Archangel steps up the game with huge blooms and a dense, sturdy presence in home gardens. From up to 15 feet away, Archangel makes a statement on end caps and in store display gardens.



**PLENTIFALL® YELLOW & LAVENDER BLUE  
TRAILING PANSIES**

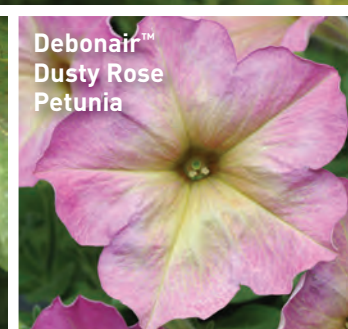
It trails up to 24 inches! It overwinters in most areas! Garden writers across North America have been singing its praises since release! The bottom line: Plentifall sells fast.



Versa™  
Green Halo  
Coleus



'Sweet Heat' Pepper



Debonair™  
Dusty Rose  
Petunia




**BURPEE**  
HOME GARDENS®



**Nutritional Features**

<b>Cucumber</b> <i>Cucumis sativus</i>	
<b>'Gold Standard'</b>	
Beta-carotene	500% more*
<b>Pepper</b> <i>Capsicum 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>Lycopersicon esculentum</i>	
<b>'Cherry Punch'</b>	
Vitamin C	30% more*
Lycopene	40% more*
<b>Tomato</b> <i>Lycopersicon esculentum</i>	
<b>'Power Pops'</b>	
Lycopene	55% more*
Carotenoids	40% more*
<b>Tomato</b> <i>Lycopersicon esculentum</i>	
<b>'Solar Power'</b>	
Beta-carotene	300% more*

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

**BOOST is a new collection of nutritious varieties**

NEW 'Gold Standard' Cucumber



NEW 'Solar Power' Salad Tomato



NEW 'Power Pops' Small-Fruited Tomato



NEW 'Sweet Heat' Sweet-to-Spicy Pepper

**New BOOST**

A new collection of truly unique, tasty vegetable varieties that have been selected for **higher levels of antioxidants** than other home garden vegetable varieties.

All of these varieties are supported at retail with free POP, extensive consumer advertising and promotion and the brand-new, one-of-a-kind Burpee Garden Coach™.

The perfect fit with today's gardener's active lifestyle and designed for higher nutrition, the BOOST program appeals on many levels. Sure to be the most talked-about and exciting innovation in the home vegetable garden in years!



NEW Healing Hands Salad Mix



NEW 'Cherry Punch' Small-Fruited Tomato



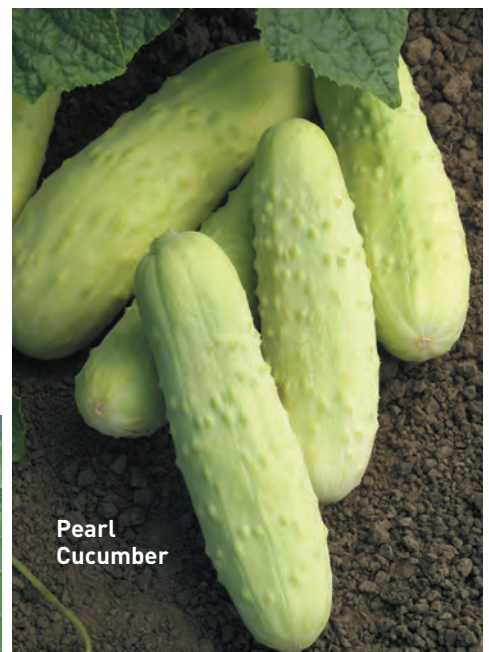
# To Your Health!



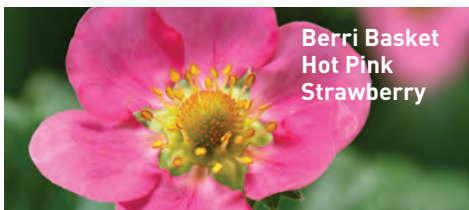
From herb gardens on the patio to large garden tomatoes in the backyard, edibles are an excellent way to get customers excited about gardening. **Their goal: better flavor than they can get at the grocery...you can provide the necessary ingredients!** Bring in the all-new BOOST Antioxidant Collection – Burpee Home Gardens’ vegetables bred to meet consumers’ craving for higher nutrition – and add to their product mix with varieties that are high in antioxidants like lycopene and Vitamin C.

We’ve included a handful of “must have” varieties here – and that’s just scratching the surface. The more you stock, the more you’ll set your store apart from the masses.

Request specific varieties and remember to promote all unique attributes to increase value. And the best thing – a wide array of veggies and herbs can be grown in all garden spaces, from large gardens to porches and balconies!



Pearl Cucumber



Berri Basket Hot Pink Strawberry



Romanesco Veronica Cauliflower



Mariachi Pepper

**TIP** Be sure to clearly label all small-space varieties to help customers select the appropriate plant for their particular garden space.



SimplySalad® City Garden Mix



Sweet Treats Tomato



Boxwood Basil

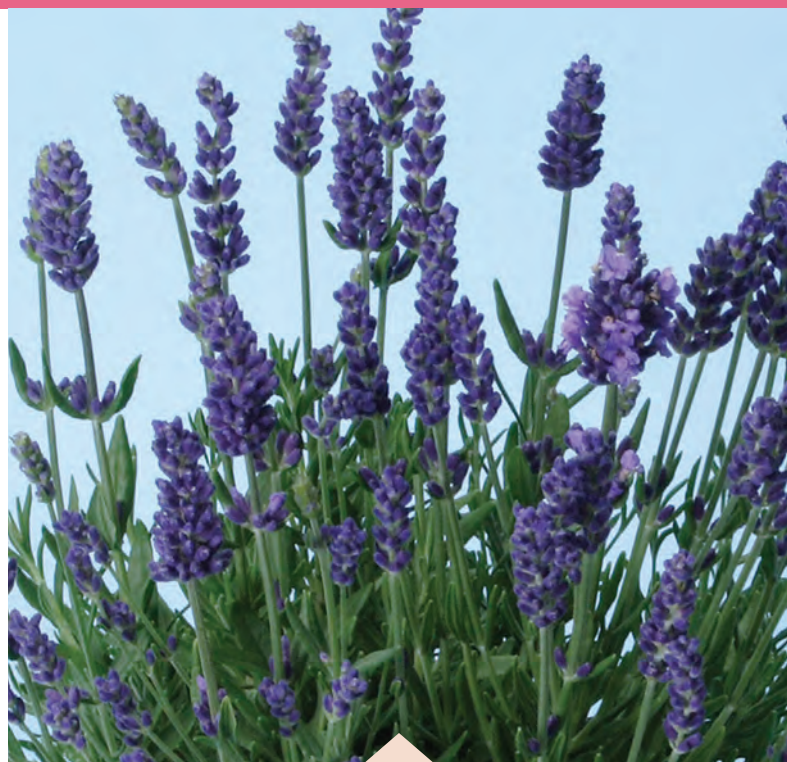
# Perennial Passion

SHOPPERS ARE FALLING IN LOVE  
WITH THESE REPEAT PERFORMERS!



## DOUBLE SCOOP™ BUBBLE GUM ECHINACEA

Echinacea continues to be in high demand at IGCs and Double Scoop brings something very new to the table. Double flowers are the key feature of this plant and the three-color range covers all bases. When your perennial customers ask what's new, you have a great answer for them. Zones 5-9.



## LAVANCE LAVANDULA

This delightful lavender is a great container item, and also makes a nice edging in the front of garden borders thanks to its compact, 12-inch mature height. Long-lasting, intense purple flowers top the wonderfully fragrant grey-green foliage. Zones 5-8.



Dasante Blue  
Delphinium  
Zones 4-8



Sombrero  
Sandy Yellow  
Echinacea  
Zones 5-9



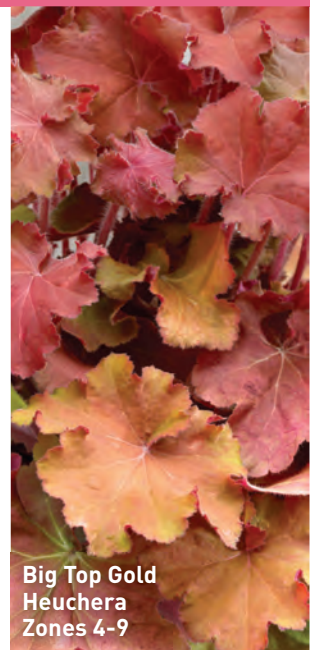
PowWow®  
White  
Echinacea  
Zones 4-10

**They come back year after year – that’s the beauty of perennials and that’s also their value to today’s consumer.** More and more casual gardeners are drawn to perennials each year because they are seen as the building blocks of a home garden, creating stability and a framework for seasonal color. Consumer research shows perennials function as spots of color, interesting texture, shapes and sizes, and a general sense of more variety in home landscapes.

It’s easy to see why. Perennials bring height, creating focal points across the yard; spread, filling shady and sunny spaces; and best of all, they grow larger each year and can easily be divided and replanted to really maximize their value.

Sell the promise – grow your own perennial gardens to show customers how new varieties perform. These will serve as excellent demonstration gardens for casual perennial seminars on Saturday mornings in late summer.

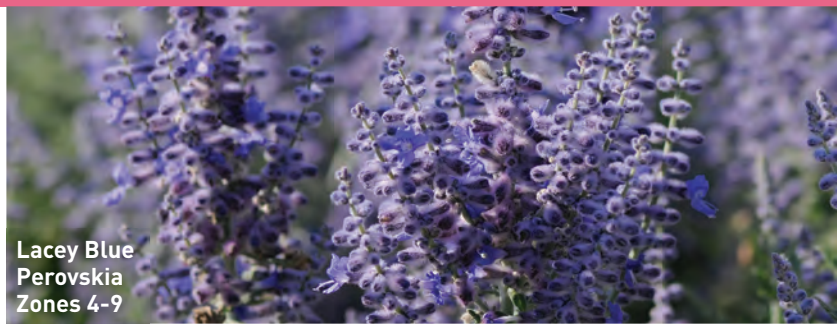
**TIP** If you display perennials by Latin name, also include bold signage with common names and simple uses for beginning gardeners. Try spotlighting easy-to-grow varieties to help customers decide.



**Big Top Gold**  
Heuchera  
Zones 4-9



**Lyrical Silvertone**  
Salvia  
Zones 4-9



**Lacey Blue**  
Perovskia  
Zones 4-9

**YOUNIQUE PINK ASTILBE**

Show off your Astilbes front and center for early spring sales. Color-crazed customers coming off a cold winter flock to garden centers each spring in search of a reminder of warmer things to come. Greet them with astilbes in full bloom and they’ll leave your store very happy. Zones 3-8.



**MESA™ BRIGHT BICOLOUR GAILLARDIA**  
Daisy flowers are a shopper magnet and this one adds an extra-special twist with its bright two-toned petals. Use signs to highlight the appeal of this high-impact variety: excellent drought tolerance...”no flop” plants...all-season blooming. Zones 5-10.



# EXTREME MAKEOVER

Some really cool finds let you offer your customers unique twists in favorite nursery plants

Ornamental trees and shrubs fill gardens of all shapes and sizes with colorful flowers and berries, seed pods, foliage, and a range of shapes and structures. Widely available in easy-to-handle containers, small trees and shrubs are essential components of new gardens, planted for a lifetime of enjoyment.

Make descriptive signs promoting the mature size of each high-value tree and shrub in your nursery. You can usually find general info on tags and labels, but double-check each one against your own knowledge of plants in your area.

## FIRE & ICE HYDRANGEA

Fire and Ice sets gardens ablaze with its spectacular three-season display! Spring brings beautiful, creamy white blooms on the strong red stems...it's pink for summer ...and come fall, a deep burgundy red.

**TIP** Try grouping ornamentals by use and selling the package. Gardens can be Alpine, Japanese, fragrant, native or just about any theme you can dream up.



Marilyn Monroe Hebe



Peaches and Cream Lonicera



Expression Hydrangea



Pistachio Hydrangea



Cousin Itt Acacia



Georgie White Mimulus



**Promote your new trees and shrubs to local landscapers, starting with the ones on your mailing list.** Getting local landscape designers excited about some of your newer varieties will not only help you market them in your area, but also gain word of mouth among local landscape professionals. If you provide attractive and unobtrusive plant tags with the plant variety name – and your store name/website – they might remain on the trees and shrubs, adding some additional marketing promotion.

**'BOMBSHELL' HYDRANGEA**

This garden breakthrough virtually explodes with flower power! Blanketed in white flowers against dark green foliage from early summer until frost, 'Bombshell' puts out more blooms per plant than any other paniculata on a truly dwarf plant. Add in its easy, "no-prune" nature and you've got the perfect small flowering hedge to offer your shoppers.

**FLUTTERBY™ PETITE TUTTI FRUITI PINK BUDDLEIA**

This newcomer has reinvented the Nectar Bush – not only is it heat-tolerant, easy to grow and non-invasive, Flutterby Petite stays tidy and "knee high" all year. Highlight the versatility of Flutterby Petite by planting it along the walkways of your display gardens, hanging it in baskets and tucking it into containers.



# Made with Wave



## ADD VALUE TO YOUR COMBO PROGRAM WITH THE POWER OF THE WAVE® BRAND

“Where are your Waves?” Wave spreading petunias are one of those magical few products that gardeners actually know by name...and make an extra effort to find them to enhance their homes. Not only does Wave slot right into your pack, pot and “solo” basket programs, you can increase your profits by selling more combos that are Made with Wave.

**TIP** “Made With Wave” tags (see above) in signature Wave-Pink draw customers to your Wave displays. Customers can’t miss them!

Wave petunias grows compatibly with many familiar products. Whether your combo program requires planters or baskets, here are some examples of easy recipes you can bring in.

Easy Wave White Petunia with Geranium, Lobelia & Euphorbia



Wave Purple Improved & Wave Misty Lilac Petunia with Ipomoea



Easy Wave Coral Reef Petunia with Cordyline, Lobelia, Green Dichondra & Silver Dichondra



Easy Wave Neon Rose & Shock Wave Denim Petunias with Juncus, Bacopa & Helichrysum





# Create your own Wave® Ultimate Garden Center<sup>SM</sup>

Get your DIY guide at [wave-rave.com/ultimategardencenter](http://wave-rave.com/ultimategardencenter)



The Wave Ultimate Garden Center guide is filled with info on POP, "Certified Wave Expert" program, innovative display and event tips, and ideas to help you sell more Wave all season!



# Burpee is already in her head.



## You just need to show her what aisle we're in.

Give her confidence to buy for this season and next. Burpee will inspire and inform her, and bring her back for more with the only "complete solution" vegetable and flower brand.

**Contact your preferred grower or Ball Seed sales rep for Burpee Home Gardens plants.**

Download merchandising tools and find display tips at [ballhort.com/burpeetailideacenter](http://ballhort.com/burpeetailideacenter) or snap the tag with your smartphone.



Get the free mobile app at <http://gettag.mobi>

# Flourish SOURCEBOOK

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

## CRAZY FOR COLOR Pages 2 – 5

High Tide Ageratum (PanAmerican Seed)  
Blutopia Bacopa (PanAmerican Seed)  
Million Kisses Begonia (Ball Ingenuity)  
Cabaret Calibrachoa (Ball FloraPlant)  
Can-Can Calibrachoa (Ball FloraPlant)  
MiniFamous Calibrachoa (Selecta)  
New Day Gazania (PanAmerican Seed)  
Moonlight Geranium (Selecta)  
Presto Geranium (Ball FloraPlant)  
Sunrise XL Geranium (Selecta)  
Fusion Exotic Impatiens (Ball FloraPlant)  
Landmark Lantana (Ball FloraPlant)  
Divine New Guinea Impatiens (PanAmerican Seed)  
Frizzle Sizzle Pansy (PanAmerican Seed)  
Sun Spun Petunia (Ball FloraPlant)  
Titan Vinca (PanAmerican Seed)  
Shangri-La Marina Viola (PanAmerican Seed)  
Zahara Zinnia (PanAmerican Seed)

## EN VOGUE Pages 6 – 7

Tropical Bronze Scarlet Canna (Ball Seed)  
Dark Chocolate Coleus (PanAmerican Seed)  
Precision Geranium (Ball FloraPlant)  
Mahogany Splendor Hibiscus (PanAmerican Seed)  
Purple Lady Iresine (PanAmerican Seed)  
Purple Majesty Ornamental Millet (PanAmerican Seed)  
Black Pearl Ornamental Pepper (PanAmerican Seed)  
Black Velvet Petunia (Ball FloraPlant)  
Phantom Petunia (Ball FloraPlant)  
Pinstripe Petunia (Ball FloraPlant)  
Blackout Viola (Darwin Perennials)

## HANG TIME Pages 8 – 9

MixMasters 2.0 Combos (Ball FloraPlant)  
Trixi 2.0 Combos (Selecta)  
Cabaret Calibrachoa (Ball FloraPlant)  
Can-Can Calibrachoa (Ball FloraPlant)  
Silver Falls Dichondra (PanAmerican Seed)  
Plentifall Trailing Pansy (PanAmerican Seed)  
Wave Family Spreading Petunias (PanAmerican Seed)

Sign up at [ballhort.com/retailers](http://ballhort.com/retailers) for your info-filled monthly e-mail Retail Report.

Sun Spun Petunia (Ball FloraPlant)  
Peek-A-Boo Spilanthes (PanAmerican Seed)  
Aztec Verbena (Ball FloraPlant)  
Mediterranean XP Vinca (PanAmerican Seed)

## SHED A NEW LIGHT ON SHADE

Page 10  
Gryphon Begonia (PanAmerican Seed)  
Kong Coleus (PanAmerican Seed)  
Sultana Coleus (Ball FloraPlant)  
Wasabi Coleus (Ball FloraPlant)  
Kauai Torenia (PanAmerican Seed)

## FIVE STAR POINSETTIAS

Page 11  
All of these products are supplied through Ball Seed.

## GROUND WORK Pages 12 – 13

AngelMist Angelonia (Ball FloraPlant)  
Serena Angelonia (PanAmerican Seed)  
Frenza Geranium (Ball Ingenuity)  
Presto Geranium (Ball FloraPlant)  
Landmark Lantana (Ball FloraPlant)  
Taishan Marigold (PanAmerican Seed)  
Akila Osteospermum (PanAmerican Seed)  
Plentifall Trailing Pansy (PanAmerican Seed)  
Wave Spreading Petunia (PanAmerican Seed)  
Oh Snap! Snapdragon (PanAmerican Seed)

## FAERIE TALES Page 14

Bella Abutilon (PanAmerican Seed)  
Sirocco Anemanthele (PanAmerican Seed)  
Glow Celosia (PanAmerican Seed)  
Aurora Coleus (Ball FloraPlant)  
Pixie Splash Gypsophila (Kieft-Pro-Seeds)  
Splash Select Hypoestes (PanAmerican Seed)  
Twister Juncus (PanAmerican Seed)  
Coolio Koeleria (PanAmerican Seed)  
Primlet Primula (PanAmerican Seed)

## INTERIOR DECORATORS Page 15

Bella Abutilon (PanAmerican Seed)  
Silver Falls Dichondra (PanAmerican Seed)  
Revolution Gerbera (Kieft-Pro-Seeds)  
Ballad Helianthus (PanAmerican Seed)  
Celebrette New Guinea Impatiens (Ball FloraPlant)  
Chilly Chili Ornamental Pepper (PanAmerican Seed)

## UNCOMMON GROUND Pages 16-17

Ballerina Armeria (Kieft-Pro-Seeds)  
Bon Bon Sherbet Begonia (Ball Seed)  
Arista Chaenorhinum (Kieft-Pro-Seeds)  
ColorGrass (PanAmerican Seed)  
Silver Fox Chrysocephalum (Ball FloraPlant)  
Fireworks Gomphrena (PanAmerican Seed)  
Mahogany Splendor Hibiscus (PanAmerican Seed)  
Frizzle Sizzle Pansy (PanAmerican Seed)  
Magilla Purple Perilla (Ball FloraPlant)  
Double Cascade Petunia (PanAmerican Seed)  
Soleil Purple Petunia (Selecta)  
Tidal Wave Spreading Petunia (PanAmerican Seed)

## FALL FLARE Pages 18-19

Cabaret Calibrachoa (Ball FloraPlant)  
Romeo Diascia (Ball FloraPlant)  
Wilda's Pride Ornamental Corn (Ball Seed)  
Black Velvet Petunia (Ball FloraPlant)  
Sun Spun Petunia (Ball FloraPlant)  
Fairytale Pumpkin (Ball Seed)  
Mini Harvest Blend Pumpkin (Ball Seed)  
Autumn Acorn Blend Squash (Ball Seed)  
Aztec Verbena (Ball FloraPlant)  
Sorbet Viola (PanAmerican Seed)

## RECIPES FOR SUCCESS Pages 20-27

Our Container Solutions recipes include many vegetative and premium seed varieties. Ask your grower or Ball Seed sales rep for specific products.

## ALL DRESSED UP Pages 28-29

Purple Knight Alternanthera (PanAmerican Seed)  
Sirocco Anemanthele (PanAmerican Seed)  
Bronco Carex (PanAmerican Seed)  
Red Rooster Carex (PanAmerican Seed)  
Silver Falls Dichondra (PanAmerican Seed)  
Wind Dancer Eragrostis (PanAmerican Seed)  
Breathless Euphorbia (Ball FloraPlant)  
Live Wire Isolepis (PanAmerican Seed)  
Blue Arrows Juncus (PanAmerican Seed)  
Jester Ornamental Millet (PanAmerican Seed)  
Purple Flash Ornamental Pepper (PanAmerican Seed)  
Silver Shield Plectranthus (PanAmerican Seed)  
Pony Tails Stipa (PanAmerican Seed)  
Limón Talinum (PanAmerican Seed)

## GARDEN TECH Pages 30-31

Archangel Angelonia (Ball FloraPlant)  
Whopper Begonia (Ball Ingenuity)  
Intenz Celosia (Ball Ingenuity)  
Versa Coleus (PanAmerican Seed)  
PowWow Echinacea (Kieft-Pro-Seeds)  
3D Osteospermum (Selecta)  
Plentifall Trailing Pansy (PanAmerican Seed)  
Cute Stuff Red Pepper (PanAmerican Seed)  
Sweet Heat Pepper (PanAmerican Seed)  
Sophistica Petunia (PanAmerican Seed)

Debonair Petunia (PanAmerican Seed)  
Taffy Petunia (PanAmerican Seed)  
SimplySalad (PanAmerican Seed)

## BURPEE HOME GARDENS BOOST COLLECTION Page 32

The Burpee Home Gardens program now offers the first-ever high-nutrition vegetables in its BOOST collection, along with more than 150 best-selling vegetable and herb varieties picked for garden and kitchen success. Ask your grower or Ball Seed sales rep for a complete listing. (Ball Seed)

## TO YOUR HEALTH! Page 33

Berri Basket Strawberry (Ball Seed)  
SimplySalad (PanAmerican Seed)  
Romanesco Veronica Cauliflower (Ball Seed)  
Pearl Cucumber (Ball Seed)  
Mariachi Pepper (Ball Seed)  
Boxwood Basil (Ball Seed)  
Sweet Treats Tomato (Ball Seed)

## PERENNIAL PASSION Pages 34-35

Younique Pink Astilbe (Darwin Perennials)  
Dasante Blue Delphinium (Kieft-Pro-Seeds)  
Double Scoop Echinacea (Darwin Perennials)  
PowWow Echinacea (Kieft-Pro-Seeds)  
Sombbrero Echinacea (Darwin Perennials)  
Mesa Gaillardia (Kieft-Pro-Seeds)  
Big Top Heuchera (Darwin Perennials)  
Lavance Lavandula (Kieft-Pro-Seeds)  
Lacey Blue Perovskia (Darwin Perennials)  
Lyrical Salvia (Darwin Perennials)

## EXTREME MAKEOVER Pages 36-37

All of these products are sourced and supplied through Ball Ornamentals.  
Cousin Itt Acacia  
Flutterby Petite Buddleia  
Marilyn Monroe Hebe  
Bombshell Hydrangea  
Expression Hydrangea  
Fire & Ice Hydrangea  
Pistachio Hydrangea  
Peaches and Cream Lonicera  
Georgie Mimulus

## MADE WITH WAVE Page 38

Easy Wave, Shock Wave, Tidal Wave and Wave spreading petunias are all products of PanAmerican Seed.

## BURPEE HOME GARDENS FLOWERS

Page 40

Vegetative products:

BallFloraPlant.

BallSeed.

selecta

DarwinPerennials.

Ball.

BallOrnamentals.

Seed products:

PanAmericanSeed.



Kieft-Pro-Seeds

<sup>TM</sup> denotes a trademark of and <sup>®</sup> denotes a registered trademark of either Ball Horticultural Company, Kieft Bloemzaden B.V. or Selecta Klemm GmbH & Co. in the U.S. It may also be registered in other countries. BURPEE HOME GARDENS is a registered trademark of W. Atlee Burpee Co. KONG is bred by Sakata Seed Corporation.



### FLOURISH AT TWITTER:

*Our live, up-to-the-minute feed.*

Your daily news source is presented by Ball's IGC Business Manager, Bill Calkins (@BillCalkins). He's using Twitter to share instant updates on what's happening all around our industry. Join hundreds of industry members getting the latest tweets, tips and tricks from Ball.



### FLOURISH ON FACEBOOK:

*It's the hub of our social media activities.*

Simply go to **Facebook.com** and search **Flourish**. You'll be just one "Like" away from a world of info about varieties, services and retail ideas from Ball. Feel free to post pics, comments and questions – join the conversation and be sure to invite your friends!

## The NEW Flourish Community... Dedicated to IGCs and the growers who supply them!

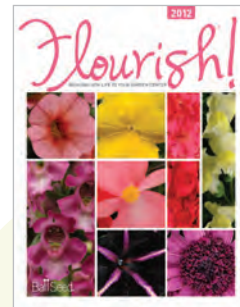
Real-time updates and **community interaction**...that's what social media is all about. That's why we are excited to introduce you to the Flourish Community!



### FLOURISH BLOGGING:

*Your place to chat and learn.*

Check in at **flourish-hort.blogspot.com** regularly for in-depth coverage of timely and relevant industry issues, as well as North American travel reports and guest blogs from independent garden center experts around the world. Watch for behind-the-scenes looks at Ball events and product trials.



### FLOURISH! THE MAGAZINE:

*Stay connected in print, too.*

You're holding our second edition of *Flourish*, featuring a fresh lineup of best-in-class varieties across all product categories, profitable programs and relevant tips, presented in a retail-friendly format.

List your business today at our handy Store Locator at **ballhort.com/retailers** and drive up store traffic all season.

Ball Horticultural Company  
800 879-BALL  
Fax: 800 234-0370  
ballseed.com

Contact your Ball Seed sales rep or preferred supplier  
and order your Ball varieties early for best availability.

BallSeed®