

2016

Flourish!

BRINGING NEW LIFE TO YOUR GARDEN CENTER

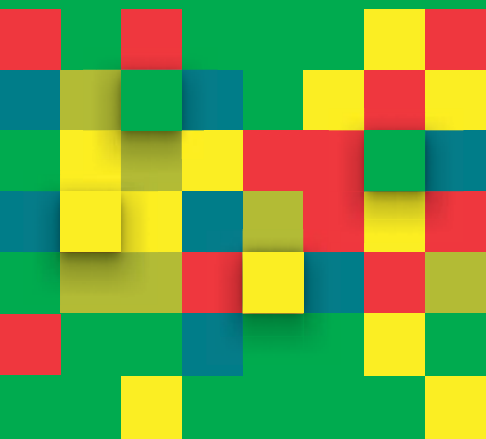


BallSeed®

Your Success is Our Passion

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

- Flowers and veggies that delight your customers and keep them coming back for more.
- Faster and easier ways to run your business.
- A live voice to answer your call.
- An open invitation to learn in and enjoy The Gardens at Ball and other events.



BallSeed®

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Right on Target

With FOUR generations shopping for garden products these days, it's pretty clear there's no one-size-fits-all approach anymore. Many times a shopper's purchase decision comes down to this: **Is it the right plant for my lifestyle?** The plant needs of the business traveller who loves to entertain on weekends may not match those of a recently retired couple gardening for fitness. On-the-go apartment dwellers with a balcony to fill may have different ideas than a young family interested in growing their own vegetables.

This year's *Flourish* feature story helps you **demystify these garden personalities**. Spend some time with "Character Study" for lots of great (and easy!) ways to **impact your plant selection and store displays** to target different lifestyles.

Understanding your shoppers is critical...so in true *Flourish* fashion, we've gathered a bunch of ideas to **help you help your customers**. You'll find water-wise selections for dry areas, weekly color choices for urban shoppers, décor for backyard luaus, bee-friendly plants and more.

Flourish is designed with your needs in mind, so if you have ideas about what you want to see in the next edition or on social media throughout the year, be sure to let us know.

Sincerely,

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



TIP: Learn more about the benefits of plants and find downloadable benchcards with fresh, new messages at AmericaInBloom.org in the Resources section on the inside back cover.



Character Study

Meet fresh consumer faces in their real-life spaces.

When you walk through a store or browse online, products are most likely arranged to appeal to different personalities, hobbies or activities to attract the most attention and drive sales. Imagine if all of the products in stores were just lined up on tables by the manufacturer name or product number. How would they inspire?

How often do we do just that with plants? Too often. And we wonder why today's shopper is not more excited. Thank goodness our products have big, beautiful blooms!

Try this: Group plants based on their usefulness and appeal to specific consumer personalities. Think about your customer base and who you want to inspire. Are you trying to target millennials who live in apartments, condos and townhouses? How about working moms or recently retired Boomers? If you want to get them thinking about new garden spaces and more plants, show them the plants best suited for their lifestyle.

TIP: In 2016, there are **FOUR** generations of shoppers actively consuming lawn and garden products. Tailor the experience to meet their needs!



YOUNG, URBAN & ACTIVE

Tyler & Nicole...

1. Work hard & play hard.
2. Aren't gardeners (yet!), so keep it simple.
3. Love the coolest new trends.

ECO-FRIENDLY LIFESTYLE

Amy...

1. Lives a simpler, more self-sufficient lifestyle.
2. Is all about natural.
3. Is committed to reducing the impact on the environment.

BUSY MOM

Sarah...

1. Wants easy, healthy & colorful.
2. Craves nutritious, homegrown veggies & herbs for her family.
3. Needs to make the most of her yard time.

ON-THE-GO CAREERS

Amanda...

1. Always goes with easy-plant, easy-care varieties.
2. Picks up colorful premium combos that match her style.
3. Is a big-time weekend entertainer.

RECENTLY RETIRED

Nancy & Mike...

1. Have lots of in-ground beds to fill.
2. Love to entertain family & friends.
3. Know garden exercise keeps them healthy.

MASTER GARDENER

Gloria...

1. Searches out the new & unique.
2. Plants both in-ground & in containers.
3. Loves a growing challenge.

YOUNG, URBAN & ACTIVE

No Yard? No Problem!

Tyler and Nicole's friends often stop by to enjoy a craft beer on their uptown balcony. Help them create their first "garden" with one cool, big planter holding striking, one-of-a-kind plants. Or maybe it's a pair of railing planters overflowing with tasty veggies and herbs to harvest and toss on the grill. What these two need are your smaller-footprint, easy-care plants to make a showplace out of their limited outdoor area.



Tight Spots: Small-space, big-look plants transform Nicole & Tyler's city balcony. For more ideas, see Gateway to Gardening on page 10.



SimplySalad® Alfresco Mix



NEW Marquee™ Special Effects Coleus



Jurassic™ Green Streak Rex Begonia



Topsy Tom Cherry Tomato



Ruby Ribbons Panicum

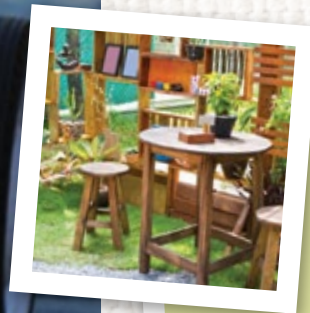


Titan™ Dark Red Vinca

ECO-FRIENDLY LIFESTYLE

Creating A Healthy Future

Amy is all about sustainable living, so drought-tolerant varieties and native plants with multiple functions are the ones that catch her attention. She wants to know the plants she buys are locally grown or natural, especially for her vegetable plot. Call out your items with clear Earth-friendly traits. You'll hit another bull's-eye by pointing her toward pollinator attractors and plants for backyard habitats.



Earth-Friendly...Yes! Drought-tolerant plants & pollinator attractors are right up her alley. See Smart Setups on page 8 and Bee Friendly on page 22.



NEW New Day® Tiger Mix Gazania



Cupido Strawberry



NEW Taishan® Yellow Improved Marigold



Happy Trails™ Orange Portulaca



Burpee® BOOST Vegetables

BUSY MOM

Fast & Easy Make Her Smile

Juggling the many activities of Sarah's kids, Jake and Emily, along with her successful career, this hard-working mom and her husband, Ryan, don't have a lot of time to garden. What Sarah plants must thrive... even if she forgets to water. Take her to your low-care, high-impact varieties. She's also the perfect candidate for color bowls and impulse containers.



We ♥ Mom: Flower-filled containers are the go-to for Mother's Day! See Red, White & Beyond on page 14.



Dragon Wing® Red Begonia



Dalaya™ Pink+Rose Eye Dahlia



Kolorscape™ Milano Shrub Rose



NEW Can-Can® Neon Pink Calibrachoa



Serena® Angelonia

ON-THE-GO CAREERS

Keep It Simple & High-End

Amanda spends more time in airports than her own home...but she still craves the ultimate backyard showplace for weekend entertaining. It's all about getting the most enjoyment with the least amount of hands-on attention. Long-lasting perennials fit the bill for her as high-impact outdoor décor.



Party Time!: Easy, colorful high-end combos fit her zest for entertaining. See Wave® on page 20.



NEW Black & Bloom Salvia



NEW Sombrero® Blanco Echinacea



EnduraScape™ Dark Purple Verbena



Balmy™ Purple Monarda



NEW Crave Sunset Calibrachoa

RECENTLY RETIRED

Time To Try New Ideas

Nancy and Mike have leisure time, money and some gardening skill – let’s keep them engaged. Their tastes lean toward conservative, but they have the time and energy to experiment in their gardens. Show them what’s new in the plant classes they know. Point out sun and shade lovers for their patio planters. And of course, with their zest for entertaining, they’ll love fresh and easy mixed combos for their big Fourth of July party.



Make Room for New Ideas: Nancy & Mike garden for fun, fitness & front yard appeal. See Set the Mood, Island-Style on page 18.



Luna Pink Swirl Hibiscus



Double Zahara™ Fire Zinnia



NEW Sun Spun® Salmon Petunia



Lucky™ Flame Lantana



Foxlight™ Ruby Glow Digitalis

MASTER GARDENER

She's Your Loyal Shopper

When Gloria's not busy enjoying her grandkids, this gardener extraordinaire is visiting garden centers, volunteering at her local botanic garden or busy at her potting bench. She wants to know everything about each product she buys. A plant that needs a little extra TLC? No problem!



It's All About the Plants: New & novel are a magnet for Master Gardener Gloria! See Top Players for 2016 on page 12.



NEW Can-Can®
Red Splash Calibrachoa



NEW Night Sky Petunia



Sophistica® Lime Bicolor Petunia



NEW Heirloom Marriage™
Cherokee Carbon Tomato

Smart Setups for Hot and Dry

When shoppers ask for Summer annuals that stand up to high heat, guide them toward some of these water-wise winners.

Planted in mass, these eye-catching annuals have the ability to stop traffic with impressive color shows and quick coverage. When the thermometer climbs, they continue to grow and bloom, getting taller and filling out gardens until frost.

Offer larger pots as the season progresses, but even in Northern regions there's plenty of time to enjoy a garden after June and July. Highlight a selection of big patio pots filled with some of these heat lovers for selling 'til July 4th and beyond. Keep inventory low and don't expect to get rid of discounted material.



TIP: Summer replacements can bring customers into the store, so why not send them out with some fresh vegetable and herb plants in large pots. Display healthy, garden-ready varieties like Masterpiece Pea and SimplySalad® Kale Storm Mixture. More on page 16.



Heat-Tolerant



NEW Jolt Pink Dianthus

Heat-Tolerant



NEW Glamour Euphorbia

Jolt™ Dianthus

Pink is an All-America Selections National Winner, proving its performance across North America, and your customers will quickly understand why. Perfect for Summer landscapes, Jolt is not only heat-tolerant, but it also flowers consistently throughout the season.

Glamour Euphorbia

Tough as nails in home landscapes, Glamour is a vigorous-growing, climbing plant that will get two feet tall in the garden. It's also a nice component plant in mixed containers with other big plants.

Resistant Vigor



NEW Valiant™ Burgundy Vinca

Bred in the South for the South



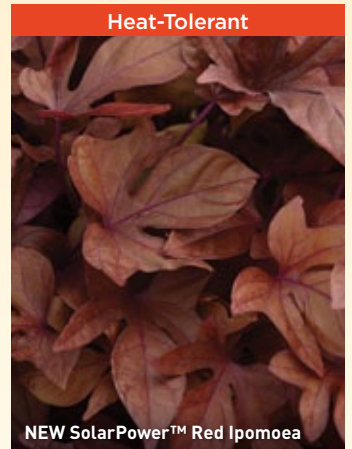
NEW Hot Pak™ Flame Heat-Tolerant French Marigold

Water-Wise & Heat-Tolerant



NEW Archangel™ Orchid Pink Angelonia

Heat-Tolerant



NEW SolarPower™ Red Ipomoea

Be Their Gateway to GARDENING



Welcome Millennials (and their Gen Z kids) into your store with plants just like them: vibrant, high-energy, fun!

Today's young shoppers (like Nicole and Tyler, page 2) are your store's future. Show them fresh, care-free and colorful plants...get 'em hooked...and there's a good chance they'll fill their carts with your products in the years to come!

A few **sure fits for their fast-paced lifestyle**: High-texture, low-care Intenz™ celosia. Tropical HibisQs® hibiscus. The rainbow of Revolution™ gerbera colors. Bright and perky Miss Sunshine sunflower.

Create a checkout display filled with **grab-and-go plants** in the "Color of the Week." Stage it like they live: set up on a DIY "pallet" coffee table or casual patio set, and accessorize with cool containers, fun outdoor candles and other **easy DIY décor** that you sell. Keep it overflowing with bright blooms that scream "BUY ME!" and watch what happens.



NEW Revolution Bicolor Yellow Orange Gerbera



Tianis® Fantasia Rose Cyclamen

TIP: Encourage repeat sales with a "frequent shopper" program... mobile, of course!



Mobile apps like **GrowIt!** (see page 24) connect gardeners with plants that perform well locally. Make sure your store has a profile on the app so you will get noticed! Download FREE from the App Store or GooglePlay.



NEW HibisQs Boreas White Hibiscus



NEW Dolce Vita Medinilla



Miss Sunshine Sunflower



NEW Intenz Lipstick Celosia



NEW Jolt™ Cherry Dianthus (top)
and NEW Valiant™ Apricot Vinca (bottom)



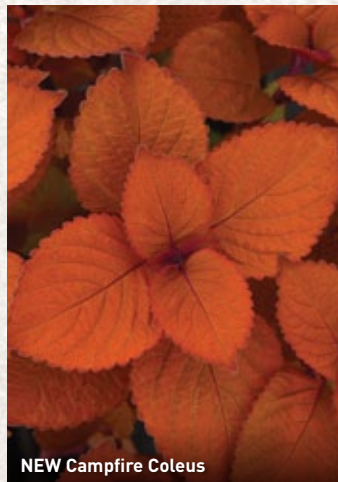
Pump up your roster with TOP PLAYERS to keep the gardening game fresh for your customers and fans.

Each year, a new cast of characters bursts onto the horticultural scene and captures the attention of both casual and diehard new variety fans. After as many as 10 years improving consistency in the Minors (aka Product Development), these newbies are ready to hit the Big Leagues.

Our latest round of top prospects is loaded with potential: There's wild young guns like Burpee's UpTown Frosted Strawberry Zinnia and Starship™ Deep Rose Lobelia from Kieft Seed. Or maybe it's tried-and-true picks such as Presto™ Dark Red Improved Geranium from Ball FloraPlant and Selecta's Bounce Pink Flame Impatiens. Chances are your lineup has a hole to fill – from veggies and annuals, to perennials, ornamentals and tropicals, this year's crop of future stars is ready to go!



NEW UpTown™
Frosted Strawberry Zinnia



NEW Campfire Coleus



NEW Cannova™ Lemon Canna



NEW Summer Romance™
Vining Merlot Dipladenia



NEW HOT PAK™ MIX
Heat-Tolerant French Marigold



TIP: Everyone craves cool new plants, so shout it out with attention-grabbing “NEW” signs.



BOUNCE™ PINK FLAME
Interspecific Impatiens



**CHECK OUT MORE
“TOP PLAYERS” ALL
THROUGH FLOURISH**

Marquee Special Effects
Coleus..... p 2

Kolorscape Milano Rose p 4

Black & Bloom Salvia p 5

Crave Sunset Calibrachoa p 6

Foxlight Ruby Glow Digitalis p 7

Night Sky Petunia p 7

Hot Pak Flame Heat-Tolerant
French Marigold..... p 9

Jolt Pink Dianthus..... p 9

SolarPower Red Ipomoea p 9

Valiant Burgundy Vinca p 9

Intenz Lipstick Celosia..... p 11

Presto Dark Red Improved
Geranium..... p 14

Trixi Flirtini..... p 15

Little Zin Hibiscus p 18

Starship Deep Rose Lobelia p 18

Cannova Rose Canna p 19

Easy Wave Yellow Petunia..... p 21

Bandera Purple Lavender..... p 22

Sombrero Baja Burgundy
Echinacea p 22

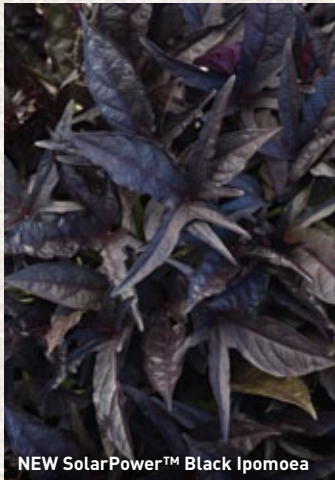
L.A. Dreamin’ Hydrangea..... p 23



Access variety and culture info on these newcomers and every variety in our catalogs anytime, anywhere via the new **gro getter™** app. More on this exciting FREE intro at grogetterapp.com.



NEW SteakHouse Tomato



NEW SolarPower™ Black Ipomoea



Foxlight™ Rose Ivory Digitalis



NEW Intenz™ Dark Purple Celosia

RED, WHITE & BEYOND

Spirit for the Warmer Holidays

Supply instant décor for Spring and Summer parties with flowers that brighten up the occasion and provide support for a theme.

PATRIOTIC HOLIDAYS

Spring and Summer holidays inspire their own unique passion, probably because they center around patriotism and outdoor activities. Everyone celebrates in their own way, but there's always room for a few attractive containers and table decorations. Some of your customers host much bigger parties and might need a few dozen! Stock plenty of combos and mixes to meet all of these patriotic party needs.

TIP: Be sure to stock ready-to-go baskets and containers in pairs and sell two at a time.



Trixi® Liberty Bell



Jams 'N Jellies™
American Pie Mix Vinca



Presto™ Dark Red
Improved Zonal Geranium



NEW MixMasters Heartland



MixMasters Spirits United



Flash Mob Redtastic Petunia

MOTHER'S DAY

Kicking off the season with Mother's Day provides the perfect opportunity to encourage Spring Fever to work in your favor. Grab shopper attention and create excitement with bright colors and big blooms. Small pots with early color make for excellent impulse gifts for moms, teachers and anyone else that needs a Spring spirit boost.



MixMasters Pink
Outside the Box

MixMasters are multiliner combos that rock! With trialed and tested recipes, they're not only grower-friendly but also ready for the retail spotlight. With wide genetic diversity and easy production, MixMasters has become the premier basket program for growers and retailers of all sizes.

Visit ballfloraplant.com/BFPTV.



MixMasters Sunday Best



NEW Dalaya Pink+Yellow Eye Dahlia



NEW Trixi® Flirtini



Breezy™ Pink Begonia

Burpee® knows foodies

Consumers crave new experiences in food. Burpee has the vegetables and herbs your foodie customers want so they can create these culinary delights right out of their own gardens. Whether it's exclusive fruits and vegetables that taste great and are good for you, small-space growing solutions, tried-and-true plant performance or garden colors that won't quit, Burpee's got it all.

Burpee – A known and trusted brand for over 135 years.



NEW Cherry Stuffer F1 Sweet Pepper
Exclusively Burpee!



NEW Peppermint Stick Celery



NEW Sunrise Bumble Bee F1 Small-Fruited Tomato



NEW Masterpiece F1 Pea
Exclusively Burpee!



Indigo™ Ruby Small-Fruited Tomato

**MORE NEW 2016
VEGETABLES &
HERBS**

BASIL
Dolce Fresca

BROCCOLI
Destiny F1

CAT GRASS
Tabby

PEPPER, SWEET
Good as Gold F1*
Sweet Savour F1*
Thunderbolt F1*
Tweety F1*

PEPPER, HOT
Sweet Thing*

TOMATO
Baby Boomer F1*
BushSteak F1*
Indigo™ Cherry Drops
Little Napoli F1
Orange Zinger F1
Pink Bumble Bee F1
Purple Bumble Bee F1
Porterhouse F1*
SkyReacher F1
SteakHouse F1*
Summer Girl F1*
Sweet Casady F1
Tomande F1*

*Exclusively Burpee!

NEW 2016 FLOWERS

BURPEE COMBOS
Eye Caramba
Fantasyland

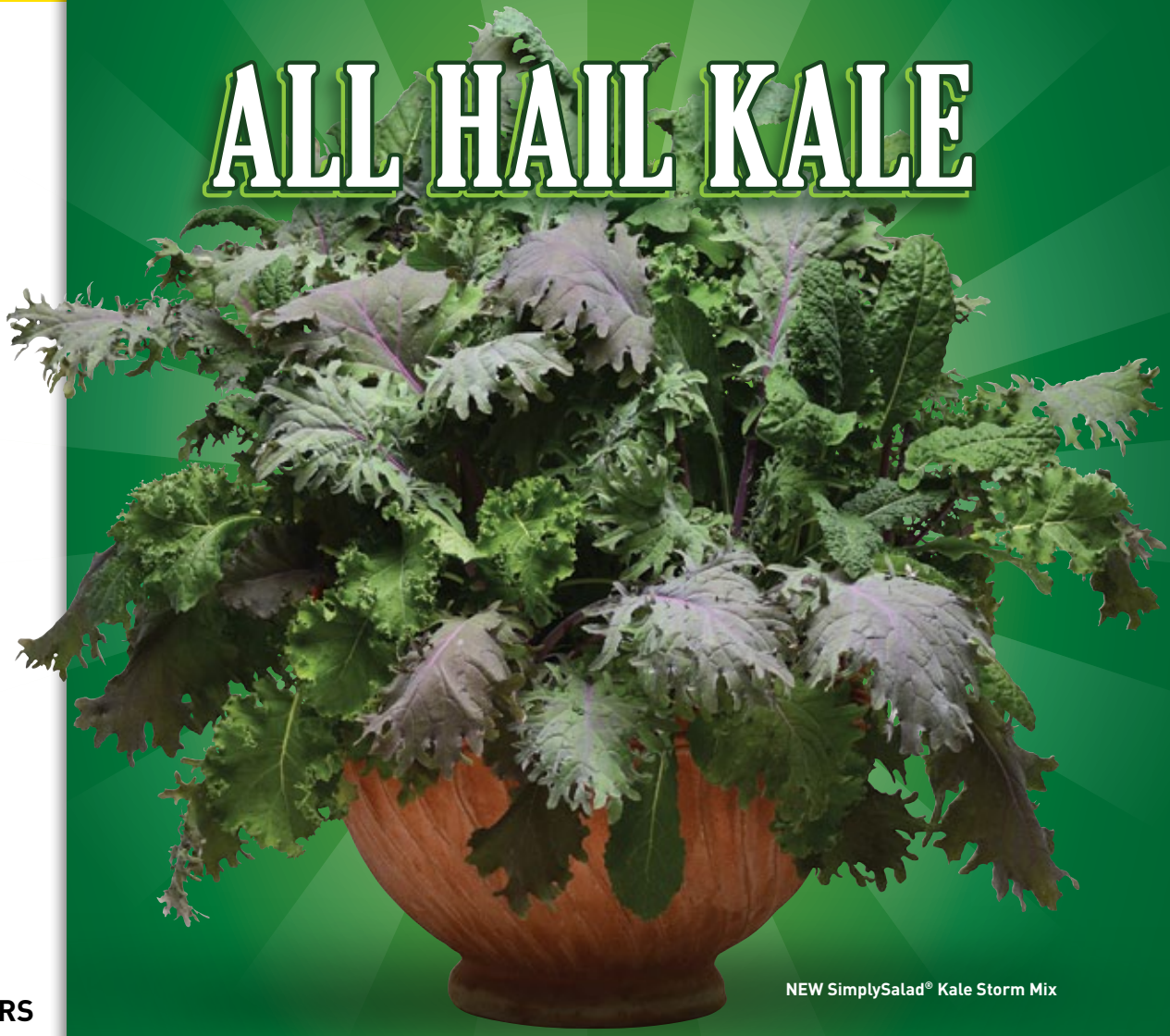
Calibrachoa Isabella's Red Splash

Coleus Marquee™ Special Effects

Dianthus Jolt™

Zinnia UpTown™ Frosted
Strawberry

ALL HAIL KALE



NEW SimplySalad® Kale Storm Mix

Foodies of every skill level love this undisputed – and versatile – nutrition champ! Keep the end caps in your edibles department filled with *Culinary* varieties all year and they'll be back for more. Along with cutting-edge newcomers, be sure to include well-known favorites like **Dinosaur (Lacinato Kale)** and **Red Russian**.

Ornamental kale gives you a second distinct growing and selling opportunity. Get 'em excited for Fall with round-leaf ornamentals like the **Songbird** series. Display excellent impulse items like wavy-leaf **Peacock Red** and **Glamour Red** all through your retail area. And think outside the box: some edible varieties (like the "-bors") look great in gardens and mixed containers, so be sure to promote them for both uses.

TIP: Grow a wide variety of Kale and brag about it on social media as much as possible. Be the garden center with the widest selection of kale and ride this trend while it's hot!



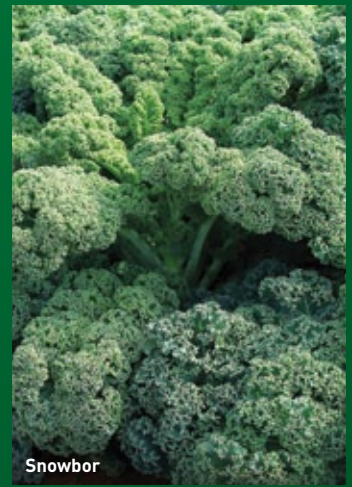
Find the full Burpee variety listing at BurpeeHomeGardensBrand.com



Songbird Red, White and Pink



Redbor



Snowbor

Set the mood, island-style

If you search “Tropical Party Ideas” on *Pinterest*, you’ll scroll for days through thousands upon thousands of pins helping people plan ways to enjoy a summery theme. From cupcake palm trees to hula skirt trashcan covers (and everything in between), creating a backyard party is easier than ever before. Unfortunately, something missing from many of these boards is... you’ve got it, flowers and plants.

Have no fear. You can add flair to your customers’ Tiki Huts with some beautiful blooms that are sure to kick parties into high gear. Here are some common plants with a tropical feel that you can pull aside and group at retail before the weekend to remind shoppers to add some island spirit to their weekend parties.

Think canna, colocasia, alocasia, caladium, mandevilla, dipladenia, hibiscus and even hosta. But don’t stop there – you definitely have plenty of tropical looks to share.

TIP: Build displays in Summer using large-sized tropical plants and dress up the vignettes with tropical party props.



Summer Romance™
Vining Yellow Dipladenia



Luna Rose Hibiscus



NEW Little Zin Hibiscus



Summer Romance™
Double Pink Mandevilla



NEW Starship™ Deep Rose Lobelia



Cannova™ Rose Canna



NEW HibisQs®
Multi-Tropic Yellow Hibiscus



Gryphon Begonia



“I use Nature’s Source in my gardens...plant food that really works!”

Dr. Allan Armitage
Professor Emeritus, Horticulture

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

- One formulation grows great plants...indoors and out.
- Contains oilseed extract, a renewable source of plant nutrition.
- Convenient to mix and use.
- Available in 5 garden jugs: 15.5 oz. (458 mL) and 15.5 oz. (458 mL) with dosing pump, 32 oz. (946 mL), 32 oz. (946 mL) with easy hose-end sprayer and 64 oz. (1.9 L).

Learn more about Nature’s Source, find a distributor and get information on how to order a FREE RETAIL DISPLAY at 888 839-8722 or NaturesSourcePlantFood.com.

NATURE’S
SOURCE®

Visit naturesourceplantfood.com for current Terms & Conditions of Sale.

The Party Will Never End

with Wave® – the authentic trailing petunia.™



NEW Easy Wave Pink Passion

This year, you'll find more new ways to stand out from the crowd with the most recognized plant brand in the world!

The Wave® collection has been at retail for 20 years, becoming one of the most-asked-for plants at garden centers across North America. You'd think the team at PanAmerican Seed would take a break and enjoy some success, but no. Instead, they stay

in greenhouses and labs around the world, continuing to improve the breeding and coming up with new ways for growers and retailers to capitalize on the brand. And they've been busy!

After such a phenomenal intro year, maybe the Wave breeding team will take a rest. Somehow we have our doubts...

TIP: Wave enthusiasts always ask for more colors at retail. Don't go "narrow and deep" with this program!



Tidal Wave® Red Velour

In 2014, growers were introduced to a whole new look with the velvety Easy Wave® Velour trio. With Red, Burgundy and Berry Velour colors, garden centers refreshed their Wave benches, and home gardeners grabbed them up. The newest, Tidal Wave® Red Velour, brings luxurious color and texture to a large-stature plant! Growing up to 24 inches tall and 60 inches wide, Tidal Wave fills big spaces and climbs along and over walls and fences. And it's an AAS Winner, so you can be confident it will perform.

Easy Wave® Yellow, Pink Passion and Silver, and Shock Wave® Yellow

Rounding out the new Wave breakthroughs for 2016 are three strong new Easy Waves, an amazing Yellow, bright Pink Passion, and cool Silver – a popular color only available in Tidal Wave until now. Last, but certainly not least, is Shock Wave® Yellow – ideal for your hanging basket program.

Mix to the Max

Wave® Fuseables® and Wave Medleys® are easy to grow and even easier to sell! Kick up the excitement in your combos by including colorful Wave petunia and Cool Wave® pansy varieties.



NEW Tidal Wave Red Velour



NEW Easy Wave Silver

TIP: Find FREE POP and merchandising ideas at panamseed.com/WaveBook.



NEW Easy Wave Yellow



NEW Shock Wave Yellow



Wave Fuseables
Healing Waters Mix



Wave Medleys
Fly Me To The Moon Mix

BEE FRIENDLY

Perennial Pollinators

As we try to maintain and improve bee health across North America and around the world, there is an immediate opportunity to participate in the coming trend from the beginning! We are not only the green industry but also the industry that produces the exact thing that bees love most – flowers! Now is the time to create a bee-friendly destination in all areas of your store, from annuals to flowering shrubs and everything in between.

We focus in this edition of *Flourish* on some perennials that bees can't leave alone. Group them in stores and availability lists, and promote them to customers as great pollinator plants for healthy bees.



NEW Lavender
Bandera Purple



Gaillardia Mesa™ Peach

TIP: Most plants loved by bees are also ideal for hummingbird and butterfly gardens!



Phlox Flame™ Purple



NEW Echinacea
Sombrero® Baja Burgundy



Coreopsis Sunny Day



Delphinium Diamonds Blue



L.A. Dreamin' is for real!



Pink and blue and easy care, too – this Mophead has it all.

L.A. Dreamin' is the first *Hydrangea macrophylla* to show blue, pink and everything in between all at once on the same plant, without any aluminum sulfate or special fertilizer. Throw in great reblooming power on both old and new wood, and it's clear that L.A. Dreamin' is a gardener's – and retailer's – dream come true.

Garden Center Standout

Eye-catching pots, tags and downloadable signage build sell-through.

Extensive Consumer Marketing Campaign

7 million consumers will hear about L.A. Dreamin' in 2015 via targeted digital and radio advertising, Gmail promotions and sponsorships.

LADreaminHydrangea.com

The all-new consumer website features inspiring decorating ideas, easy care tips and a handy retailer locator.

Connect for Success with GrowIt!®

GrowIt! Garden Socially is a mobile app that connects local gardeners to find plants and ideas that work well in their area for the best chance of success. Here co-founders Mason Day (left) and Seth Reed (right) discuss how the app can help you generate business in your garden center.



Q: What is GrowIt! Mobile all about? Who are you guys?

A: GrowIt! is all about connecting people and plants. We want to make it easier for people to find plants that will be successful. Our mission is to provide a platform for all levels of plant conversation.

We are plant people! A lot of folks think that we're a couple of hot-shot tech guys that created "another app." What they don't know is that we came from the industry. We both have more than 10 years of experience when it comes to dealing with plants.

Our goal isn't to try to fill a tech niche, but rather to enhance the way people interact with each other when they want to talk about gardening. At the end of the day, we want to get more people excited about plants.

Q: How does GrowIt! work for garden centers? How does a store get started?

A: To get started, you can download the app for free from either the App Store or Google Play. Then create a profile based around your garden center. For example, if you're from "Ken's Garden Center," make your username "Ken's Garden Center."

From there, add a picture to your profile and as much information as you'd like in the bio and contact slots. Then start uploading pictures of plants that your business believes in. If you know something works great in your area, upload it and tell people.

GrowIt! is different from other social networks because people don't have to follow you to see your photos. If they're around you, your photos are going to come up in their photo feeds.

However, you should encourage people to follow your profile on the app, because then every time you upload photos, they'll be notified!

Q: Are there any garden centers currently using the app that new users can look to for ideas?

A: There are a lot of garden centers out there using the app. Both Chalet Nursery and Alsip Home & Nursery have done a great job of adding all of their information, and the photos they have posted have actually generated questions like: "Where can I get this?" and "Where are you located?"

To find them on the app, just search for them in the search feed under the "users" tab. You can follow us, too! Search for "mday55" and "thesethread."

Q: How can a garden center promote the app to its shoppers? How many current users are there?

A: A garden center can promote the app in a number of ways. MasterTag has POP that enhances the retail experience. We can also help promote if you have other ideas. The best thing you can do is simply use word-of-mouth to tell people to download the app and follow you on it.

We want to help connect garden centers to more people in their area. There are currently tens of thousands of users on the app, and they're all asking questions that you can answer. It's a great idea for a garden center to search through comments in their area. They can search terms like "what" and "where" to find users that are asking questions. This gives you an opportunity to jump in and be the hero, and hopefully generate a lead into your store.

Q: It's an app, there must be all sorts of ways to learn more online. Give the readers some ways to get in touch.

A: There are! We actually have a whole campaign for businesses. You can sign up for it at GrowItMobile.com/business.html.

We're also on Facebook, Twitter, LinkedIn, Pinterest and Instagram!

You can contact us through any of those channels if you have any questions.



Download GrowIt! for free. Visit www.growitmobile.com for more information.

Flourish!

SOURCEBOOK

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

2/YOUNG, URBAN & ACTIVE

Jurassic Rex Begonia (Ball Ingenuity)
Marquee Coleus (Burpee)
Ruby Ribbons Panicum (Ball Seed)
SimplySalad (PanAmerican Seed)
Topsy Tom Cherry Tomato (PanAmerican Seed)

3/ECO-FRIENDLY LIFESTYLE

Cupido Strawberry (Ball Ingenuity)
Happy Trails Portulaca (PanAmerican Seed)
New Day Gazania (PanAmerican Seed)
Taishan Marigold (PanAmerican Seed)
Titan Vinca (PanAmerican Seed)

4/BUSY MOM

Burpee B00ST Vegetables (Burpee)
Can-Can Calibrachoa (Ball FloraPlant)
Dalaya Dahlia (Selecta)
Dragon Wing Begonia (PanAmerican Seed)
Kolorscape Rose (Ball Ingenuity)

5/ON-THE-GO CAREERS

Balmy Monarda (Darwin Perennials)
Black & Bloom Salvia (Ball FloraPlant)
EnduraScape Verbena (Ball FloraPlant)
Serena Angelonia (PanAmerican Seed)
Sombrero Echinacea (Darwin Perennials)

6/RECENTLY RETIRED

Crave Sunset Calibrachoa (Ball Ingenuity)
Double Zahara Zinnia (PanAmerican Seed)
Lucky Lantana (Ball FloraPlant)
Luna Hibiscus (PanAmerican Seed)
Sun Spun Petunia (Ball FloraPlant)

7/MASTER GARDENER

Can-Can Calibrachoa (Ball FloraPlant)
Foxlight Digitalis (Darwin Perennials)
Heirloom Marriage Tomato (PanAmerican Seed)
Night Sky Petunia (Selecta)
Sophistica Petunia (PanAmerican Seed)

8-9/SMART SETUPS FOR HOT AND DRY

Archangel Angelonia (Ball FloraPlant)
‘Cheyenne Spirit’ Echinacea (Kieft Seed)
Glamour Euphorbia (PanAmerican Seed)
Hot Pak Heat-Tolerant French Marigold (Ball Ingenuity)
Jolt Dianthus (PanAmerican Seed)
SolarPower Ipomoea (Ball FloraPlant)
Valiant Vinca (PanAmerican Seed)

10-11/BE THEIR GATEWAY TO GARDENING

Dolce Vita Medinilla (Ball Ingenuity)
HibisQs Hibiscus (Ball Ingenuity)
Intenz Celosia (Ball Ingenuity)

Miss Sunshine Sunflower (PanAmerican Seed)
Revolution Gerbera (Kieft Seed)
Tianis Cyclamen (Ball Ingenuity)

12-13/ROOKIE LINEUP

Bounce Interspecific Impatiens (Selecta)
Campfire Coleus (Ball FloraPlant)
Cannova Canna (Ball Ingenuity)
Foxlight Digitalis (Darwin Perennials)
Hot Pak Heat-Tolerant French Marigold (Ball Ingenuity)
Intenz Celosia (Ball Ingenuity)
Jolt Dianthus (PanAmerican Seed)
SolarPower Ipomoea (Ball FloraPlant)
SteakHouse Tomato (Burpee)
Summer Romance Dipladenia (Ball Ingenuity)
UpTown Zinnia (Burpee)
Valiant Vinca (PanAmerican Seed)

14-15/RED, WHITE & BEYOND

Breezy Begonia (Ball Ingenuity)
Dalaya Dahlia (Selecta)
Flash Mob Petunia (Ball FloraPlant)
Jams ‘N Jellies Vinca (PanAmerican Seed)
Presto Zonal Geranium (Ball FloraPlant)
All 4 of the MixMaster combos featured are part of the Ball FloraPlant program.
Both of the Trixi combos featured are part of the Selecta program.

16-17/BURPEE KNOWS FOODIES

The Burpee program offers an outstanding array of flowers, vegetables and herbs. Ask your grower, Ball Seed sales rep or Ball ColorLink customer service rep for a complete variety listing or visit BurpeeHomeGardensBrand.com.

17/ALL HAIL KALE

SimplySalad Kale Storm Mix (PanAmerican Seed)
Redbor Kale (Ball Seed)
Songbird Kale (Ball Seed)
Snowbor Kale (Ball Seed)

18-19/SET THE MOOD, ISLAND-STYLE

Cannova Canna (Ball Ingenuity)
Gryphon Begonia (PanAmerican Seed)
HibisQs Hibiscus (Ball Ingenuity)
Little Zin Hibiscus (Ball FloraPlant)
Luna Hibiscus (PanAmerican Seed)
Summer Romance Mandevilla (Ball Ingenuity)
Summer Romance Dipladenia (Ball Ingenuity)
Starship Lobelia (Kieft Seed)

20-21/THE PARTY WILL NEVER END

Wave Petunias, Cool Wave Pansies, Wave Fuseables and Wave Medleys are part of the PanAmerican Seed program.

22/BEE FRIENDLY PERENNIAL POLLINATORS

Coreopsis Sunny Day (Darwin Perennials)
Delphinium Diamonds Blue (Kieft Seed)
Gaillardia Mesa (Kieft Seed)
Lavender Bandera Purple (Kieft Seed)
Phlox Flame Purple (Darwin Perennials)
Echinacea Sombrero (Darwin Perennials)

23/L.A. DREAMIN’ IS FOR REAL!

L.A. Dreamin’ Hydrangea (Ball Ornamentals)

What To Order When

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

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

JANUARY

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

FEBRUARY

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

MARCH

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

Order: Perennials

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

APRIL/MAY

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

JULY/AUGUST

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

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

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

AUGUST/SEPTEMBER

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

Order: Perennials

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

Order: Perennials

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

OCTOBER/NOVEMBER

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

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

DECEMBER

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

VEGETATIVE PRODUCTS:

BallFloraPlant.

BallIngenuity.

 selecta

DarwinPerennials.

BallOrnamentals.

SEED PRODUCTS:

PanAmericanSeed.

KieftSeed™

BallIngenuity™

CONSUMER BRANDS:

 wave

 NATURE'S SOURCE®

 BURPEE®



Flourish!

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DIGITAL TOOLS