

Explore Top Performers For 2023 In NEW Ball Seed Brochure For Pro Landscape, Garden Retail Businesses

The **THRIVE** and **FLOURISH** guides from Ball Seed combine into one resource with plant recommendations for durable and trending plants for the landscape and garden center markets.



WEST CHICAGO, ILLINOIS, December 2022: Ball Seed®, North America's leading horticultural distributor, is pleased to announce the 2023 edition of its combined [THRIVE and FLOURISH printed brochure](#) for pro-landscaper solutions and garden center inspiration. This annual resource continues to put expert plant advice in the hands of greenhouse growers to help their customers build top-performing landscape designs and engage their retail audiences.

With topics and categories curated by **Jeff Gibson**, Ball Seed IGC and Landscape Business Manager, the 2023 brochure showcases dozens of new offerings, plus tried-and-true varieties for planting success across North America.

"Garden center business owners and landscape service professionals share a common bond – creating life-long gardening customers and clients," says Gibson. "Combining these two audiences into one, easy-to-enjoy resources will offer inspiration and build confidence in the new plants hitting the market today."

Some of the topics and trends covered in the 2023 THRIVE / FLOURISH brochure include:

- Recommendations in perennials to grow your bottom line
- New and tried-and-true annuals for sun or shade locations
- Top garden center "must haves" to build customer excitement
- A fresh list of pollinator-friendly plants
- Gift and impulse opportunities with dianthus and potted carnations

Also included in this year's THRIVE / FLOURISH brochure is a "Tips & Ordering Schedule" for landscape growers, as well as a "What To Order When" calendar to help growers work effectively with garden center customers.

Contact your Ball Seed sales representative or Ball ColorLink associate at 800 879-BALL to request your printed copy of the 2023 THRIVE / FLOURISH brochure, or explore it online and download digital copies at www.ballseed.com/CatalogsBrochures.

About Ball Seed

Ball Seed is North America's leading wholesale horticultural distributor. It combines extensive experience, innovative thinking and world-class customer service to ensure professional growers have the best products, most efficient tools, dynamic growing solutions & technical growing advice. Visit www.ballseed.com for more information and check live availability and order through Ball Seed WebTrack®.