

# The Wave<sup>®</sup> Ultimate Garden Center<sup>SM</sup>

Welcome to your DIY guide to selling even more of the most popular flowering annual ever! Whether you're a one-man grow-and-sell business or a large retailer with multiple outlets, the Wave Ultimate Garden Center online manual is a 3-step process of sales-building solutions you can put to use today and into the future.

## Included in the Wave Ultimate Garden Center:

- Complete lineup of fresh Wave POP
- Ideas to create sales-inspiring Wave petunia displays
- Online tutorial to train in-store "Certified Wave Experts"
- Instructions for PR and co-branding opportunities
- And much, much more!
- Find it all at [wave-rave.com/ultimategardencenter](http://wave-rave.com/ultimategardencenter)

**wave**<sup>®</sup>  
petunias



# Ideas to grow all, grow more & sell Wave all season

## Level 1: The Wave SUCCESSFUL Garden Center

Includes simple and oftentimes FREE ways to grow Wave sales.

Emphasizes the importance of **Pink Packaging** and offering color choice to customers.

Steps to spread your petunia program over many months with the **5 Wave series**.

**Updated POP** lets you print – and customize – in-house, on-demand, or through Wave POP vendors.

Get listed on the **Wave Retailer Locator** and have customers find you!



## Level 2: The Wave PREMIUM Garden Center

Shows how to have all-season Wave success.

Train your staff as **“Certified Wave Experts”** when they take our online tutorial and quiz.

Keep your customers interested and emphasize the **Wave color range** by changing out your Wave colors and varieties regularly.

Plant Wave petunias **around your facility** to show performance.

Put local media to work for you promoting Wave with **PR, merchandising and advertising** opportunities.



## Level 3: The Wave ULTIMATE Garden Center

This step builds on the previous levels and takes you a step further. **The sky's the limit** when it comes to Wave ideas!

Offers tips on hosting **in-store Wave events** to draw customers to the store and build enthusiasm for Wave petunias.

Easy ways to spread Wave through the community with **outreach programs**.

Contests and co-branding with the national **Wave-Rave Fan Club** extends opportunities.

Show off your Wave Ultimate Garden Center through **promotion and photography!**



[wave-rave.com/ultimategardencenter](http://wave-rave.com/ultimategardencenter)





# Bookmark it!

*The Wave Ultimate Garden Center is available online at [wave-rave.com/ultimategardencenter](http://wave-rave.com/ultimategardencenter). Be sure to check out this info and idea-filled resource regularly for updates and more ways to build Wave petunia sales!*



**Order Wave spreading petunias from your seed or plug supplier.**  
[wave-rave.com](http://wave-rave.com)

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