

Flourish!



2024 TOP PERFORMERS

- 2 | Fresh looks that BEAT the heat!
- 4 | Fearless patterns for sun AND shade
- 6 | EASY backyard bouquets
- 7 | Lasting displays for a fabulous FALL

YOUR SUCCESS IS OUR PASSION!

In this day and age, garden centers have become more than just a shopping experience. For many people, they have become a place to relax and re-energize, and for some, they are a place of solace. They have become a place of purpose...of inspiration...and, yes...healing.

We hope the following pages provide new plants and new ideas.

We are thrilled to launch our Ball Social Media Tool! You will find high-resolution photos and short, themed garden articles to download and use on your social media.

Also, I'm interested in your new ideas and what's working for you! Reach out to me at ygibson@ballhort.com or share a pic of what's happening in your garden center – text me at 630 624-7412 – I'd love to hear from you!



JEFF

Jeff Gibson

Landscape Business Manager
BallLandscape.com

ON THE COVER:
SNEAK PEEK!
Ageratum
Monarch Magic
Coming Soon



NEW Angelonia Archangel™ Ruby Sangria

The only dark red angelonia thrives in Summer's strongest heat and humidity.

Height: 12 to 14 in. (30 to 36 cm)
Spread: 10 to 12 in. (25 to 30 cm)

This selection
of garden stars
has the best
varieties to beat
Summer's heat!



Petunia Headliner™ Strawberry Sky ●

Provides out-of-this-world color in large pots, hanging baskets and mixes.

Height: 10 to 16 in. (25 to 41 cm)
Spread: 20 to 30 in. (51 to 76 cm)



NEW Lantana PassionFruit ●

This one-of-a-kind, trailing, "spreading" lantana has the perfect habit for hanging baskets.

Height: 12 to 16 in. (30 to 41 cm)
Spread: 12 to 14 in. (30 to 36 cm)



Interspecific Begonia Megawatt™ White Green Leaf F₁ ● ●

Striking, non-stop flowers keep plants covered in huge color from Spring through Fall, even in heat and drought.

Height: 6 to 8 in. (15 to 20 cm)
Spread: 16 to 22 in. (41 to 56 cm)

NEW Impatiens SunPatiens® Red Candy ● ●

Plant in full sun to full shade – this one thrives everywhere!

Height: 12 to 32 in. (30 to 81 cm)
Spread: 12 to 26 in. (30 to 66 cm)



SEASON EXTENDERS



NEW Petchoa Caliburst™ Yellow F₁ ● ●

The first vibrant yellow petchoa from seed provides gardeners with excellent color and long flowering.

Height: 6 to 10 in. (15 to 25 cm)
Spread: 20 to 28 in. (51 to 71 cm)



Delphinium 'Red Lark' ●

Strong coral-red flowers can be used as cut flowers or enjoyed in the garden.

Height: 24 to 28 in. (61 to 71 cm)
Spread: 16 to 18 in. (41 to 46 cm)
Zones: 5 to 8



NEW Cleome Lavender Dreams ●

Compact cleome's smaller habit means it won't take over in the garden.

Height: 20 to 32 in. (51 to 81 cm)
Spread: 12 to 18 in. (30 to 46 cm)



Canna Cannova
Bronze Scarlet



NEW Asparagus
FuzzyFern Frizz

A Ball Seed® Exclusive
Canna Cannova® Series ●

Striking leaves contrast with the vibrant flowers, making for thrilling mixed combo containers.
Height: 30 to 48 in. (76 to 122 cm)
Spread: 14 to 20 in. (36 to 51 cm)

NEW Asparagus
FuzzyFern™ Frizz ●

This trailing plant can handle both sun and shade, plus indoor and outdoor use for more versatility.
Height: 24 to 36 in. (61 to 91 cm)
Spread: 24 to 36 in. (61 to 91 cm)

Containers for **SUN +** **SHADE**

Don't be reluctant to mix annuals, perennials, tropicals and foliage plants. These plants add more layers and textures to combos, and that adds value. Containers continue to be popular with consumers, and they allow for DIY custom decorating for both IGCs and their customers. Leverage combos in your garden centers to give consumers a reason to visit (like an event) or for unique and custom combos.



Want recipes for what grows best together? Scan for more container solutions.



NEW Pearl Island Mixture

Impatiens Beacon® Series F1 ●●

Beacon brings back long-lasting, bright color to shaded gardens and landscapes.
Height: 14 to 18 in. (36 to 46 cm)
Spread: 12 to 14 in. (30 to 36 cm)

NEW Spreading Petunia E3 Easy Wave® Sweet Taffy Mixture F1 ●

E3's mounding, spreading habit offers a 3D landscape effect, creating impressive baskets and planters.

Height: 6 to 12 in. (15 to 30 cm)
Spread: 25 to 32 in. (64 to 81 cm)



NEW Petunia
E3 Easy Wave
Sweet Taffy Mixture

NEW Petchoa EnViva™ Pink ●

Large flowers stand up to Summer heat and bounce back after rain.

Height: 10 to 16 in. (25 to 41 cm)
Spread: 20 to 30 in. (51 to 76 cm)



NEW Petchoa EnViva Pink

NEW Euphorbia Flurry ●

Double-flowered euphorbia has lots of flower clusters that make it look like a snowball!

Height: 10 to 15 in. (25 to 38 cm)
Spread: 24 to 28 in. (61 to 71 cm)



NEW Euphorbia
Flurry

NEW Petunia SlingShot™ Collection Lemonberry ●

Eye-catching burgundy and yellow pattern stands out in hanging baskets, containers and landscapes.

Height: 8 to 10 in. (20 to 25 cm)
Spread: 16 to 22 in. (41 to 56 cm)



NEW Petunia SlingShot
Lemonberry

NEW Coleus Premium Sun Coral ● ●

Thin, serrated leaves feature a range of coral-pink and bright green colors for fantastic mixes and beds under shaded conditions.

All-America Selections Winner.

Height: 10 to 16 in. (25 to 41 cm)
Spread: 12 to 14 in. (30 to 36 cm)



A Ball Seed® Exclusive

NEW Rex Begonia Jurassic™ Snowfall ●

Bright, cool foliage plants grow in the deepest shade – carefree and colorful.

Height: 16 to 20 in. (41 to 51 cm)
Spread: 18 to 20 in. (46 to 51 cm)

A Ball Seed® Exclusive

NEW Begonia Emerald Ring ●

Velvety emerald leaves are a standout as a standalone and as a semi-cascading accent in a shade combo.

Height: 10 to 16 in. (25 to 41 cm)
Spread: 12 to 14 in. (30 to 36 cm)



Build Your Own Bouquet!

CUT FLOWERS ARE HOT!

Promote these “cut and come again” varieties for backyard bouquets!



Marigold Xochi Orange



Capitan Magnifica



Helichrysum Strawflower



Zinnia Benary's Giant Mix



Sunflower Vincent's Choice DMR



Ageratum Horizon Blue

Zinnia Benary's Giant Series ●

Sturdy stems hold 4 to 5-in. (10 to 13-cm), fully double blooms.
Height: 40 in. (102 cm)

Sunflower Vincent's Choice DMR ●

Upward-facing flowers on strong stems have round, overlapping petals with an extra ring of petals for a more attractive presentation.
Height: 48 to 60 in. (122 to 152 cm)

Ageratum Horizon Blue ●

Non-stop bloomer with large mid-blue flowers, long stems and a multi-branching habit looks great in cut arrangements and dried.
Height: 30 in. (76 cm)



Helichrysum monstrosum



Cosmos Versailles Mix



Celosia Flamma Red

Helichrysum monstrosum Series ●

Large, tall, fully double blooms on strong stems are perfect for drying.
Height: 36 in. (91 cm)

Cosmos Versailles Mix ●

Strong stems and lots of blooms make stunning bouquets.
Height: 40 to 48 in. (102 to 122 cm)


Celosia Flamma Series ●

Exotic, eye-catching flower colors stay bright without fading.
Height: 8 to 10 in. (20 to 25 cm)

Add Texture & Longevity with PERENNIALS

Perennials add texture, layers and a variety of colors to combinations. Use perennials in containers for unique combos that last through Summer and Fall months.

BETTER VERSIONS BY DARWIN PERENNIALS®



Nepeta Junior Walker™ ●

Better than Nepeta Walker's Low for earlier blooming in the landscape and a better habit that won't lodge open.

Height: 18 in. (46 cm)
Spread: 30 in. (76 cm)
Zones: 4a to 8b



Salvia 'Blue by You' ●

Better than Salvia May Night due to earlier blooming, a better habit and more reflushes.

Height: 20 to 22 in. (51 to 56 cm)
Spread: 18 to 22 in. (46 to 56 cm)
Zones: 4b to 9a



Lavender 'SuperBlue' ●

Better than Lavender Hidcote due to its bigger blooms and better habit in the landscape.

Height: 10 to 12 in. (25 to 30 cm)
Spread: 10 to 12 in. (25 to 30 cm)
Zones: 5a to 8b

SILVER COLLECTION



NEW Stachys Little Lamb ●

Velvety-soft, greenish-silver leafy plant stays compact and is great for edging, border gardens and containers.

Height: 2 to 5 in. (5 to 13 cm)
Spread: 12 to 15 in. (30 to 38 cm)
Zones: 4a to 8b



NEW Centaurea Silver Swirl ●

Stunning silver-white leaves will brighten any space and attract the eye!

Height: 8 to 11 in. (20 to 28 cm)
Spread: 11 to 14 in. (28 to 36 cm)
Zones: 6b to 9b



NEW Salvia Silver Scent ●

Culinary and decorative sage has large silver-green leaves and a pleasant fragrance.

Height: 21 to 24 in. (53 to 61 cm)
Spread: 31 to 34 in. (79 to 86 cm)
Zones: 5a to 9b



Burgundy

Heuchera Carnival Series ● ●

Height: 10 to 12 in. (25 to 30 cm)
Spread: 12 to 14 in. (30 to 36 cm)
Zones: 4a to 9b



NEW Raspberry Deluxe

NEW Echinacea Double Scoop™ Deluxe Varieties ●

Height: 22 to 24 in. (56 to 61 cm)
Spread: 18 to 20 in. (46 to 51 cm)
Zones: 4a to 9b



Lasting Décor FOR FALL

Perennials can be used in planters to extend the patio, doorstep and landscape décor well into Fall. Perennial colors match well with the harvest season.



Brunnera Frostbite ●

Height: 6 to 9 in. (15 to 23 cm)
Spread: 13 to 16 in. (33 to 41 cm)
Zones: 4a to 9a

Homegrown TASTE IN A SMALLER SPACE

Not everyone has the garden space to grow their own veggies. With these compact growers for patios or balconies, any space is enough! Provide an option for everyone with these indoor and container-friendly choices.



NEW Mini Potted Cucumber Quick Snack

NO GARDEN? NO PROBLEM.™



SCAN HERE TO EXPLORE Kitchen Minis.



Pepper Candy Cane Chocolate Cherry F1



Pepper Candy Cane Red F1

NEW Mini Potted Cucumber Quick Snack Part of the Kitchen Minis™ Indoor Tabletop Vegetables program, Quick Snack produces handfuls of crisp, sweet, cocktail-sized cucumbers over a few weeks.

Pepper Candy Cane Red F1 & Candy Cane Chocolate Cherry F1 Bring excitement to any garden or patio container with the green, white, chocolate and red striped mini bell peppers of the Candy Cane series.

Tomato BlushingStar F1 Early maturing, sweet and savory, pink beefsteak tomatoes have higher yield potential and fewer blemishes than most heirlooms.

Pepper Pot-a-peño F1 Spice up your vegetable garden with this unique cascading jalapeño pepper plant, perfect for small spaces or hanging baskets. *All-America Selections Winner.*

Basil Everleaf Thai Towers Green leaves with purple specks have a vibrant licorice flavor that enhances any dish, especially Thai cuisine.



Basil Everleaf Thai Towers



Tomato BlushingStar F1



Pepper Pot-a-peño F1



A Natural ATTRACTION

Butterflies are a prime pollinator focus for 2024!
Here's a list of products to help you start or expand your own butterfly garden this season.



Monarda BeeMine™ Series ●

First-year-flowering bee balm attracts pollinators of all kinds.
Height: 15 to 18 in. (38 to 46 cm)
Spread: 14 to 16 in. (36 to 41 cm)
Zones: 4a to 9a

NEW Cuphea Sweet Talk™ Series F1 ●

Bright blooms are a natural source of nectar for hummingbirds, bees and other pollinators.
Height: 8 to 14 in. (20 to 36 cm)
Spread: 8 to 14 in. (20 to 36 cm)



Monarda BeeMine Red



NEW Cuphea Sweet Talk Deep Pink

SNEAK PEEK!
Ageratum
Monarch Magic

COMING SOON! Ageratum Monarch Magic ●●

A one-of-a-kind trailing ageratum that monarch butterflies can't resist!

Height: 6 to 12 in. (15 to 30 cm)
Spread: 8 to 16 in. (20 to 41 cm)

NEW Cleome Lavender Dreams

Compact cleome won't take over in the garden and lasts until first frost.

Height: 20 to 32 in. (51 to 81 cm)
Spread: 12 to 18 in. (30 to 46 cm)

NEW Salvia Plum Crazy ●

Beautiful flowers stand up to heat and drought, and pollinators love them.

Height: 36 to 48 in. (91 to 122 cm)
Spread: 16 to 48 in. (91 to 122 cm)



NEW Cleome Lavender Dreams



NEW Salvia Plum Crazy

Social Media Toolbox

Looking to work smarter with Social Media content?

The Ball Seed® **Social Media Toolbox** is a virtual helping hand for engaging customers online. You'll find shareable, relevant content that you can leverage on your own social channels.

Become the place to be for timely gardening information!



Scan here to explore the **Social Media Toolbox**.

1 Choose a Category to Get Started

Create Enthusiasm With Your Customers	Give Gardening Advice!
Guarantee Customer Success!	Help Customers Garden Year-Round
Mixed Containers	Promote a Product!
Sell Your Perennials	Share a Recipe or DIY

2 Choose a subcategory ...

Brands	For the Landscape
New Plants	Pollinators
Potted Plants	Vegetables and Herbs

3 Click on a photo to build an instant facebook post.




			Echinacea, or coneflowers, are tough native plants that are a hotspot for pollinators and wildlife! Adding echinacea to your landscape creates an extremely low maintenance flower bed!
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Photo Suggestions | Copy Suggestion | Media Toolbox

Pollinators 1
Download resource zip

Tips & Ordering Schedule for GARDEN CENTERS

The ideal time to order any crop is immediately after the season in which it is sold.

- You'll be familiar with what did not sell and what was in greatest demand.
- New variety introductions can be added and order adjustments can be made at a later date.

When should I order?

	CROP	FORM	PLANT/SOW	FINISH /SELL
January	Poinsettias	URC, Liners	July-September	Christmas
February	Garden Mums	URC, Rooted Cuttings	May-July	Fall
	Perennials	Liners, Plugs	July-September	Spring
March	Pansies (Fall crop)	Plugs	August-September	Fall
	Perennials	Seed	July-August	Spring-Fall
April/May	Perennials	Bare Root	September-November	Spring
	Misc Pot Plants	Plugs, Liners	Year-round	Year-round
July/August	Fall Bulbs	Bulbs	September	September-October (packaged/bulk)
	Spring Bedding	URC, Liners	February-March	Spring
	New Guinea Impatiens	URC, Liners	February-March	Spring
	Begonias (Vegetative)	Liners	February-March	Spring
	Miniature Roses	Liners	November-February	Spring Holidays
	Annuals	Seed	December-February	Spring
	Annuals	Plugs	December-April	Spring
	Azaleas	4-8" precooled	October-March	Christmas-Mother's Day
	Perennials	Vernalized	Spring	Spring
	Perennials	Seed (first-year-flowering)	December-February	Spring-Summer
	Easter Lilies	Non-precooled	October	Easter
Easter Lilies	Precooled	December	Easter	
August/September	Vegetables	Seed/Plugs	December-April	Spring
	Perennials	Bare Root	February-April	Spring
	Perennials	Liners, Plugs	July-September	Spring
	Geraniums	URC, Liners	Spring	Spring
October/November	Spring Bulbs	Bulbs	March-May	April-June (packaged/bulk)
	Tropicals	Liners	January-March	Spring
	Tropicals	4"	March-May	Spring
	Geraniums Stock	URC, Liners	Winter	Cuttings for the Spring Crop
December	Time to review orders for Spring crops and make additions and changes			

Scan for GARDEN CENTER support tools.



Looking to place an order fast? We've got you covered!



Your Partner in Easy Ordering

Contact us by phone for LIVE customer service, sales and technical support, and get what you need, when you need it.

WebTrack® and the WebTrack To Go® app provide 24/7 online access for instant ordering, plant availability and delivery tracking.



See what WebTrack can do for you.

Ball Seed: 800 879-BALL
Ball ColorLink®: 800 686-7380



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

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Ball Seed®



Please recycle when no longer needed or pass along to a colleague.