Flourish!

BRINGING NEW LIFE TO YOUR GARDEN CENTER

2019 & MORE

Ball Seed®
Diversification and differentiation are themes that continue to rise to the surface when I talk to garden center owners and managers these days. Thankfully, the same pair of discussion points are also on the minds of the growers who supply the retail side of our industry. More than ever, vendors, growers and retail stores need to be in sync and work together when it comes to products and services, because a massive generation of shoppers is beginning to take control of the economy, and we’re all in this game together. In this edition of Flourish, our goal is to present products a bit differently and tease out some top picks to help independent garden centers stand out and excite shoppers – today’s shoppers.

The tropical and foliage (p. 2) market continues to grow and attract new shoppers because the products are unique, cool and fun. We dedicate a lot of space to this slice of the plant mix because breeders, plant marketers and growers are stepping up to the plate with new and interesting introductions all the time. Similarly, gardening in small spaces (p. 8) seems to appeal to our new customer base, and we share many options to hit this market, as well as edibles (p. 22), pollinators (p. 12) and décor for the Fall (p. 18). Perennials (p. 18) rank high when younger homeowners are surveyed, but not just flowering plants for Spring. Perennials that fill landscapes throughout the year are in demand, so we’ll share ideas for the best products to extend the seasons and sales from early Spring through Fall.

On a related note, it is with deep sorrow and regret that I have to announce the passing of Darwin Perennials Key Accounts and Perennial Product Manager Greg Soles. Greg was always passionate about perennials, garden centers, the industry and understanding his grower customers, and he will be missed.

I hope you find tons of ideas in the 2019 edition of Flourish, and I look forward to connecting with you on social media and in person throughout the year. Be sure to subscribe to my new podcast, STEM: Insider Tips for Greenhouse Pros, on your favorite podcast player for interviews with a wide array of industry experts!
Tantalize with Tropicals
Tropical plants bring brilliant color to landscapes, patios and yards.

Best of Begonias
Begonias are a popular standard in both landscapes and garden décor. See what makes them bestsellers.

Small-Space Solutions
A minimalist lifestyle seems to be taking over, with more people wanting and having less space inside and out.

Pollinator Paradise
Discover some solutions for shoppers who are looking to create a beautiful backyard habitat for pollinators.

Wave - Getting Better Every Year
For 23 years, the most popular petunia brand has remained on top by staying one step ahead.

Fabulous Fall Colors
Cooler temps bring a warmer, cozier color palette for the garden.

Color and Spice in the Kitchen
Bring edible ornamental peppers indoors to add color and flavor in the kitchen.

Get Social
In today’s digital climate, gardeners get their inspiration before they ever step into a garden center.
Tantalize with TROPICALS
Tropical plants bring brilliant color to landscapes, patios and yards.

As temperatures climb and your customers plan more outdoor events, encourage them to decorate decks, patios and yards with heat-loving tropical plants. There’s a wide variety available — some have big, bold-colored flowers, while others feature intriguing patterns on their foliage.

As the seasons change, homeowners can bring their tropicals indoors in containers. They filter the air, absorb noise and lower stress levels. They can be used to create a natural oasis inside the house!

Tropicals are on trend, especially with Millennials who look for plants that are distinctive and different. Display groups of tropical plants to inspire shoppers. Choose varieties like begonias, cannas, dahlias, dipladenias/mandevilla, ipomoea and vinca that have bold and bright colors along with interesting shapes and textures. Demonstrate how an eye-catching arrangement of brightly colored plants can set the mood for a fun party or complement a holiday celebration.

City Lights Red Dahlia
NEW CITY LIGHTS™ SERIES DAHLIA
Upright, dark-leafed plant has bold blooms that last all season and attract pollinators. The dark leaves make it pop with contrast. A powerhouse in the garden!

FUN STORE DISPLAY IDEAS
Here’s how to build an attention-getting vertical tropical display in store.

Builder’s Notes:
• 4’x7’ display built using standard lumber sizes.
• 6” hole cutter will accommodate most standard gallon pots.
• For stability, set the display at a 15° angle.
CANNONVA® F1 SERIES CANNA

Vibrant blooms and lush foliage bring a tropical feel to gardens and containers.

DIAMANTINA™ SERIES MANDEVILLA/DIPLADENIA
(formerly known as Summer Romance™)

Cannova Mango, Orange Shades and Lemon Canna with Limerick™ Leonore Trifolium

Diamantina Opal Vining Yellow Dipladenia

Diamantina Tourmaline Bush Easy Pink Mandevilla

Cannova Rose Canna
SPOTLIGHT™ SERIES IPOMOEA

Spotlight Red, Black and Lime Ipomoea

SolarPower™ SERIES IPOMOEA

SolarPower Red Ipomoea, Valiant™ Orchid Vinca, Jolt™ Cherry Dianthus, Serena® White Angelonia and ‘Black & Bloom’ Salvia

Spotlight Black Ipomoea, Lucky™ Red Lantana and EnduraScape™ Red Verbena

These foliage components maintain their shape and color all Summer long in landscapes and mixed containers.
SOLARTOWER™ SERIES IPOMOEA

SolarTower Black Ipomoea, Headliner™ Night Sky® Petunia and Mystic Spires Salvia

NEW Tattoo Black Cherry Vinca

NEW TATTOO™ SERIES VINCA
These unique petals look like they were inked or airbrushed with soft strokes of black!

NEW Tattoo Tangerine Vinca

Add colorful blooms to foliage tropicals for combos that create a sensation.

SolarTower Black and Lime Ipomoea
BEGONIAS are the ideal outdoor decorating and landscape plant!
Whether they include bold, beautiful blooms or exciting, unique leaf patterns, begonias have a lot to offer in the landscape or garden.

**BabyWing® Series**
Easy, season-long performance in landscapes and containers.

**Megawatt™ Series**
MEGAsize + MEGAColor = MEGAhappy customers!

**NEW On Top® Series**
Perfect for Summer gardens and plantings.

**Gryphon**
Lavish silver-toned leaves grow well in shade and create dramatic, tropical-esque foliage.

**NEW Sun Dancer™ Series**
Fills a hanging basket quickly with a lovely cascading effect perfect for large decorative displays.

**Jurassic™ Rex Series**
With its bright colors and patterns, large containers of Jurassic Rex’s distinctive foliage in deep shade garden areas will be the envy of the neighborhood.

**NEW Canary Wings**
This shade lover looks phenomenal in containers for a burst of unexpected color. *Also pictured on page 6.*
**Small Space Vegetables**

HandPicked vegetables from PanAmerican Seed® provide a novel, high-quality group of vegetables and herbs especially for hobby gardeners. What sets these varieties apart are their fresh, home-grown flavor, exceptional fruit quality, earlier and longer harvests, and loads of produce.

**A MINIMALIST LIFESTYLE** seems to be taking over, with more people wanting and having less space inside and out. Fortunately, there are many vegetables and flower combos that are designed with this consumer in mind! There isn’t a space that is too small to successfully grow food or flowers. Many of these plants thrive in containers on balconies, decks and patios — and in the ground as well — without overtaking the space.

**NEW** Habanero Primero Red F1 Hot Pepper

**NEW** Snackabelle Red F1 Sweet Pepper

**Patio Baby F1 Eggplant**

**Candy Cane Red F1 Sweet Pepper**
Offer your customers Burpee vegetables for great taste and outstanding garden performance. These plants are extensively trialed across the country to be big performers and ensure optimum growth. The selection includes many top disease-resistant varieties. Consumers get abundant yields that translate to flavorful, creative dishes.

NEW Atlas
Beefsteak Tomato

NEW Jungle Parrot
Sweet Bell Pepper

Take 2 Combos
These Space Savers grow two plants in one large pot so home gardeners can enjoy double the harvest all Summer long.

Take 2 Action Tomato Combo

Take 2 Camera Tomato Combo

Take 2 Atlas Beefsteak Tomato Combo

Take 2 Jungle Parrot Sweet Bell Pepper Combo

NEW Atlas Beefsteak Tomato

NEW Jungle Parrot Sweet Bell Pepper
HAVE IT ALL
From hot and sunny to shady and cool, we have the combo containers your customers want for their patios, porches and decks. Mixing colorful blooms with textured foliage, these combos have a lot to offer all season long.

**MixMasters™**

The MixMasters multi-liner combos from Ball FloraPlant® have been thoroughly trialed and monitored to ensure consistency and efficiency, with outstanding home garden performance every time.
Your customers who are short on time and space will experience sure-success with Plug & Play combos from PanAmerican Seed® – each is tested over and over to prove that it delivers unstoppable performance from bench to store to garden.

Selecta One® offers unique and exciting Trixi mixes that show beautifully in both containers and baskets that suit every mood, style and occasion. This innovative collection has been specifically bred and continually upgraded for better combo performance.

Fun and eye-catching signage ideas cost nothing and might just generate some impulse sales. Here are some ideas:

- **NEW!** When a product or plant is new – call it out.
- **Marvelous Marigolds!** Add some descriptive words.
- **Like this? Try these!** Suggest some companions for top sellers.
- **Why buy?** Remind your customers why certain products are right for them.
- **Have fun!** Freshen up your signage and show customers how much fun it is to shop at your store.

**NEW** Shining Stars
Single Species

**NEW** Flamingo Feather
Multi-Species

**NEW** Ink’d
Multi-Species with Premium Annuals

**NEW** Shining Stars
Single Species

**NEW** Flamingo Feather
Multi-Species

**NEW** Ink’d
Multi-Species with Premium Annuals

**NEW** Shining Stars
Single Species
Pollinator Paradise

Here are some solutions for shoppers who are looking to create a beautiful backyard habitat for pollinators.

**ENCOURAGE CONSUMERS**
to add beauty to their gardens, landscapes and patios with plants that will also entice pollinators to help them thrive. They will enjoy the colors, shapes and scents of these plants from early Spring through Fall. Suggest they try bidens, calibrachoa, pentas, argyranthemum, lavender, salvia, dahlia, lantana and petunias to invite these natural garden-helpers to pollinate.

- **NEW Skyscraper™ Series Salvia**
  Striking, large-blooming plant thrives in a variety of growing conditions and is great for late-Spring to Fall sales.

- **NEW Bee Happy Bidens**

- **NEW Bee Bold Bidens**

- **Little Lucky™ Series Lantana**
  This is the first and only pink-colored compact lantana on the market.

- **Dalaya™ Series Dahlia**

- **NEW MiniFamous® Uno Series Calibrachoa**

- **NEW Flourish**
NATURE’S SOURCE® PLANT FOOD supports strong roots and beautiful foliage. Sell the same plant food you use to your home garden and landscaper customers to keep plants vigorous and strong. Safe for wildlife.

NEW Avignon Early Blue Lavender

NEW Blue Spear Lavender

Lucky Star® Series Pentas

NEW ‘Jelly Roll’ Petunia

NEW LaRita™ Series Argyranthemum

NEW Big Blue Salvia

Vigorous blue spires bloom continuously from July to first frost. This plant is a great performer in heat and low-water conditions.
Continually exploring and expanding on its top-quality genetics, the Wave brand has introduced new, better versions of signature petunia varieties for 23 years. In 2011, a line of pansies was added to expand the brand. Here is a review of noteworthy Wave brand introductions and revolutions over the past five years, including fantastic new offerings for 2019.

2015
With their velvety undertones, the three Easy Wave Velour varieties were introduced to stand out in a crowded market.
In pansies, three color combinations were added as unique solutions for attracting gardeners in the cool seasons.

2016
Wave petunias are touted as being easier on the bench and in the store, with three great new colors.
The best pansy series for vigor and overwintering introduced two new colors.
Plug & Play Combos

After years of refining combinations, this fresh and relevant collection debuted to wide acclaim. The trialed and tested collection promises easy, economical production; big retail shows and gardener-satisfying results. With Wave Fuseables added in, the program could also claim the perfect solution for easier, better-looking, more consistent mixes from a single pellet.

2017

Easy Wave Yellow, an important color for petunias, took the market by storm.

Two new fresh pansy colors for Spring were the perfect way to grab early-bird gardeners.

2018

Cool Wave Raspberry was an entry into an all-new color class that gave the series a superstar color for Spring and Fall.
Easy Wave Red and Violet get big-time upgrades for 2019...

...and that moves several eye-catching mixes to the next level, too, delivering customer-pleasing performance all Summer long.
NEW FASHIONABLE PACKAGING

Wave® Disco MotionKote™ pattern with an exclusive reflective finish provides a consistent, standout look in today’s competitive market.

Today, 20 on-trend Plug & Play newcomers, some including Cool Wave Pansies, expand the lineup of easy, fresh and fun combos that deliver.

NEW Cool Wave Plug & Play Purple Sunset

Cool Wave Fuseables

The best-performing spreading pansy for Spring and Fall pumps up cool-season sales with 2 outstanding combos that start with our Precision™ Multi-Pellets.
Cooler temps bring a warmer, cozier color palette for the garden to inspire customers to embrace the growing season’s grand finale.

Fall is an optimum planting time, as the intense Summer sun and heat are past; the soil is still warm for root development; there are fewer insects; and the upcoming season often brings consistent rainfall. Expand your Fall program with these new, exciting seasonal varieties that include perennials and annuals. These plants are perfect for festive displays.

**NEW Pink Zebra Ornamental Corn**
The only dwarf variegated ornamental corn on the market provides dramatic color and texture.

**NEW First Flame™ Purple Celosia**
Unique, non-fading color with a thick plume brings on the drama.

**Intenz™ Dark Purple Celosia**
Bold flower spikes look great at retail and continue to bloom throughout the Fall.

**Twisted™ Yellow Coreopsis**
The cristata blooms attract attention because of their bold colors and unique, touchable form and texture.

**NEW Double the Sun Coreopsis**
These semi-double, golden yellow, 2.5-in. (6-cm) flowers add a welcoming warm tone to any container or landscape. Zones: 4-9

**NEW Golden Stardust Coreopsis**
This carefree coreopsis produces abundant star-shaped flowers throughout the season. Zones: 5-9

**NEW Sombrero® Tres Amigos Echinacea**
Flowers open to peachy-coral, age to rose and fade to burgundy, exceptional Winter hardiness. Zones: 4b-9

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**FABULOUS FALL COLORS**
NEW Electric Sunshine Coreopsis
A real stunner in the garden that flowers beautifully until late Fall in a nonstop display of color. Zones: 8-9a

NEW Super Star Coreopsis
Offers the largest flowers of any coreopsis on the market, plus mildew tolerance. Zones: 5-9a

Rockin’™ Red Dianthus
Lacy, slightly scented flowers offer vivid color, durable performance and count-on-it overwintering! Zones: 5-8

Mesa™ Red Gaillardia
Shows intense, non-fading color all season. Zones: 5-10
NEW ‘Summer Snowdrift’ Iberis
Pure white flowers have an extremely long flowering window and are ideal for mixed containers. Zones: 6b - 9a

Sunglow™ Yellow Bicolor Nemesis
The purple and yellow blooms are a showstopper in the garden.

FUN STORE DISPLAY IDEAS
Use pumpkins as pots for instant Fall décor.

Rockin’ Red Dianthus, Mesa Bright Bicolor Gaillardia, ‘Cheyenne Spirit’ Echinacea and ColorGrass® Sirocco Anamanthele
NEW MORGANA FAMILY GARDEN MUMS
Breakthrough family offers five rich, beautiful colors, along with excellent growth habit and a better classic decorative flower form.

COOL WAVE PANSIES
The fastest-growing, longest-lasting, truly trailing pansy for Spring and Fall.

LIMERICK™ ISABELLA TRIFOLIUM
This ideal combination plant with bold patterns is easy to grow and fast to finish.

NEW BLUE BY YOU SALVIA
Long, bright blue flower spikes, excellent Winter hardiness and Summer heat tolerance, too. Zones: 4b - 9a

FOCUS ON FANTASTIC FALL
Not only are ornamental pepper plants beautiful — just look at NEW Cosmo, NEW Hot Joker and NEW Hot Lemon — they can also kick up the heat in your favorite dishes! While these compact pot plants aren’t grown for their flavor, they can add a ferocious burst of heat when used in salsas, fajitas or stir-fries and brighten up a salad when chopped and added raw.

**Bring the Heat**
Beware, however! Many of the available varieties are not for the faint of palate. With ratings of 10,000 to 30,000 Scoville heat units, some, like NEW Macho, can be up to 10 times hotter than a jalapeño, and some are just as hot as a cayenne!

**Wide Selection**
With more than 65 varieties to choose from, you’ll find a full selection of peppers, including edible ornamentals, to attract retail impulse buyers in Spring and Fall.
HOW HOT IS IT?

We’ve ranked the taste of our hot peppers from hottest (4 flames) to mildly hot (1 flame).

Pepper pungency is about 10 times greater after drying. Also, peppers grown under stress and/or high heat and humidity will be hotter than hot peppers grown under moderate climatic conditions.

NOTE

Bring edible ornamental peppers indoors to add color and flavor.

Snack Series
- Snack Orange Sweet Pepper
- Snack Red Sweet Pepper
- Snack Yellow Sweet Pepper

NEW Hot Fajita

Kitchen Drama
Since they are primarily cultivated for their good looks, these compact people-pleasers can’t be beat for bright, colorful countertop appeal in the kitchen.

NEW Hot Banana

Sweet Success
In spite of their heat, most ornamental peppers don’t offer a complex pepper flavor. Sweet peppers like the Snack Series, however, produce tasty fruits, and come in three bright colors.

NEW Hot Burrito

NEW Yellow Tomato

NEW Cosmo
NEW Hot Joker
NEW Hot Lemon
NEW Macho
NEW Torito

NEW Hot Fajita
NEW Hot Tomato
NEW Hot Banana
NEW Yellow Tomato
NEW Hot Burrito

Flourish
In today's digital climate, gardeners get their inspiration before they ever step into a garden center. They see new products, hear about different techniques and compile unique ideas from the social media sites they visit every day. While brands are becoming more prominent in the digital landscape and joining in the social conversation, there is a real opportunity for garden centers to offer their customers more inspiration online.

So...what is the best social media or digital communication tool for your garden center? Well, it depends on your goals.

Photo Sharing

To help your customers engage with your brand, an Instagram account may be the way to go. As a visual-first platform, it is the place to share your story through photography. Here are a few examples of ways to use an account:

- **Burpee® Home Gardens (@burpeehg)**
  - shares advice
  - gives gardening tutorials
  - explores its collections

- **Wave® Gardening (@wavegardening)**
  - connects with the heart of its customers
  - showcases ways people can garden with Wave petunias

- **The Gardens at Ball (@ballseedgardens)**
  - photographic journey of the gardens, 365 days of the year

Video and Audio Sharing

To position yourself as an industry leader, consider a podcast or a YouTube channel to distribute valuable industry information. Two popular examples:

- **STEM Podcast at** [https://www.ballseed.com/STEMPodcast/](https://www.ballseed.com/STEMPodcast/)
  - insider tips to greenhouse pros

- **BFP TV at** [https://www.ballfloraplant.com/BFPTV/](https://www.ballfloraplant.com/BFPTV/)
  - product information and advice to growers

Interacting

Social profiles give consistent access and insight into your brand.

- **Burpee** ([burpeehomegardens.com/Blog/](http://burpeehomegardens.com/Blog/))
- **Ball Seed Cares Facebook Page (@ballseed)**
- **Wave Facebook Page (@wavepetunias)**
- **The Gardens at Ball Facebook Page (@GardensAtBall)**
- **Flourish Facebook Page (@FlourishIGCs)**
- **Ball Seed Company LinkedIn Page (Ball Seed Company)**
- **Ball Horticultural Twitter Handle (@ballhort)**

Take the First Step

The digital world offers such a great opportunity to reach your customers, but don’t let it overwhelm you. Choose one or two channels or platforms, and then master them. Know your goals, create your objectives and execute your strategies on a consistent basis.
**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:** January – July  
**Finish/Sell:** Christmas

### 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

### 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

**Order: Tropicals**  
**Form:** 4 in. (10 cm) liners, plugs  
**Plant/Sow:** January – March  
**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**  
**Form:** Liners, first-year-flowering  
**Plant/Sow:** December – February  
**Finish/Sell:** Spring – Summer

### DECEMBER

**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:** 4 in. (10 cm) liners, plugs  
**Plant/Sow:** March – May  
**Finish/Sell:** Spring

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**VEGETATIVE PRODUCTS**

- **Ball FloraPlant**
- **Ball Ingenuity**
- **selecta**
- **Darwin Perennials**

**SEED PRODUCTS**

- **Pan American Seed**
- **Kieft Seed**
- **Ball Ingenuity**

**CONSUMER BRANDS:**

- **wave**
- **NATURE’S SOURCE**
- **BURPEE**

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Learn more about the benefits of plants and find downloadable benchcards with fresh, new messages at [AmericaInBloom.org](http://AmericaInBloom.org).

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