

2019

Flourish!

BRINGING NEW LIFE TO YOUR GARDEN CENTER

&
MORE



Ba||Seed®



BallSeed®

Bill CALKINS

BUSINESS MANAGER –
INDEPENDENT GARDEN
CENTERS

GARDEN CENTER SOLUTIONS... & MORE!

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 synch 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!**



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DON'T GET BURIED in SHIPPING COSTS

New from Ball Seed® and Ball ColorLink® is the EDGESM, a fixed freight program. Receive predictable shipping costs from Ball Seed's Gold suppliers, along with discounts, quick turn-around on last-minute orders, advanced notice on new variety samples and more! Find out how to get the EDGE for your business!

Call Ball ColorLink at 800 686-7380 or visit ballseed.com/BallColorLink.

BallColorLink.

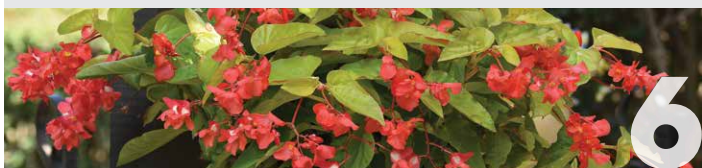
Your small business partner

&
MORE



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.

Flourish! 2019



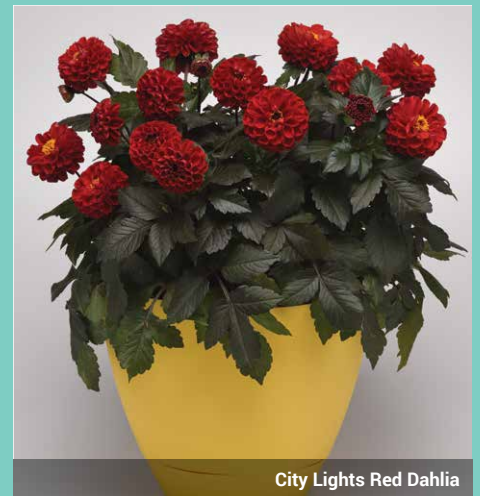
Tantalize with TROPICALS

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.



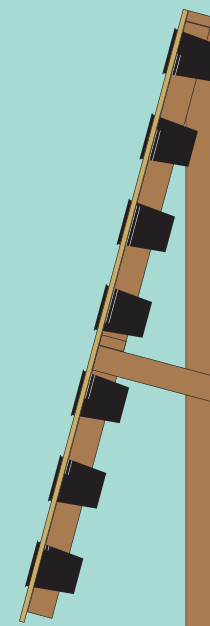
City Lights Red Dahlia

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.



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



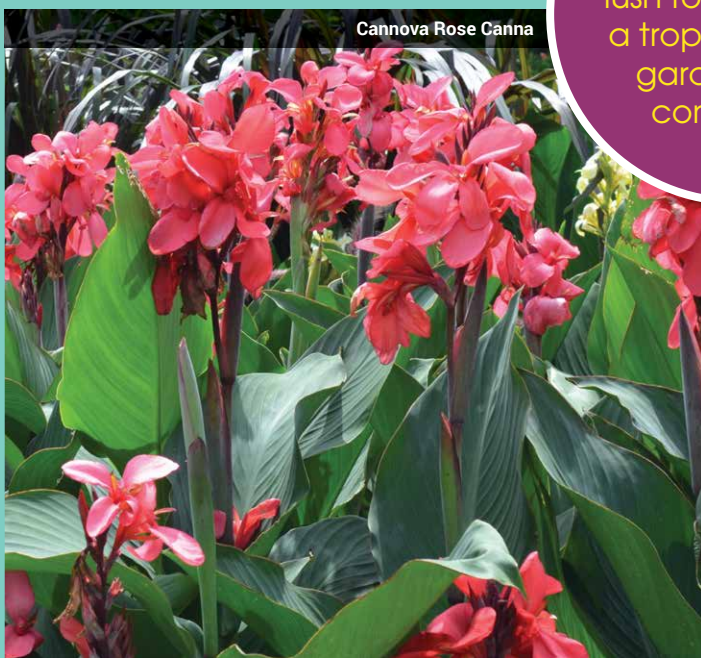
Diamantina Opal Vining Yellow Dipladenia

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



Diamantina Tourmaline Bush Easy Pink Mandevilla

CANNOVA® F1 SERIES CANNA



Cannova Rose Canna

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



Spotlight Red, Black and Lime Ipomoea

SPOTLIGHT™ SERIES IPOMOEA



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



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

SOLARPOWER™ SERIES IPOMOEA



SolarPower Lime Ipomoea

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



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

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



NEW Tattoo Tangerine Vinca

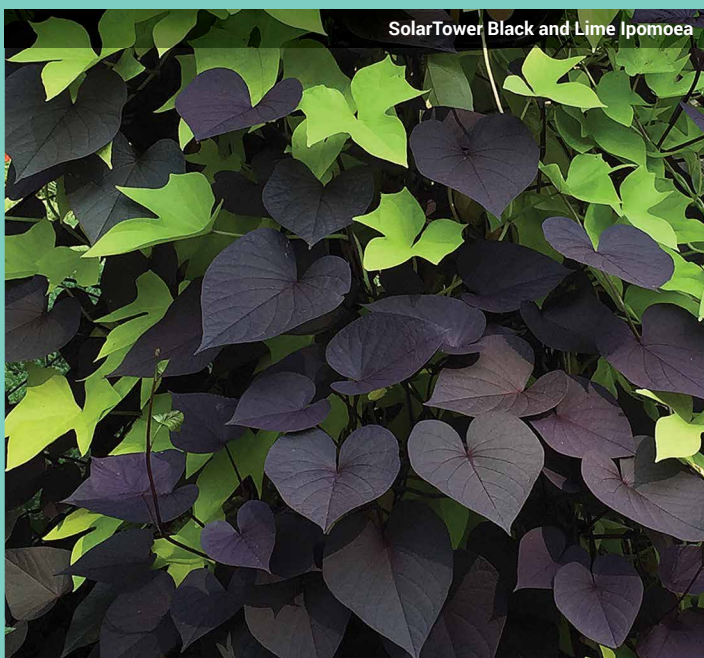
NEW TATTOO™ SERIES VINCA

These unique petals look like they were inked or airbrushed with soft strokes of black!

NEW Tattoo Black Cherry Vinca



SOLARTOWER™ SERIES IPOMOEA



SolarTower Black and Lime Ipomoea



Best of **BEGONIAS**

BEGONIAS are the ideal outdoor decorating and landscape plant!

LANDSCAPE



BabyWing® Series

Easy, season-long performance in landscapes and containers.

BASKETS/CONTAINERS



NEW On Top® Series

Perfect for Summer gardens and plantings.

FOLIAGE ACCENTS



Gryphon

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



Megawatt™ Series

MEGAsize + MEGAcolor = MEGAhappy customers!



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.



Dragon Wing® Series

Fills in fast with major "flower power".



NEW Canary Wings

This shade lover looks phenomenal in containers for a burst of unexpected color. Also pictured on page 6.

Whether they include bold, beautiful blooms or exciting, unique leaf patterns, begonias have a lot to offer in the landscape or garden.

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.

Small Space

Vegetables



NEW Habanero
Primerio Red F₁
Hot Pepper



Candy Cane Red F₁
Sweet Pepper



Patio Baby F₁
Eggplant



NEW Snackabelle Red F₁
Sweet Pepper



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.

Ball Seed.

NEW Atlas
Beefsteak Tomato



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 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 Camera Tomato Combo

Take 2 Action Tomato Combo

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.

Small Space Flowers



NEW Peaches & Cream
Sun Loving



NEW Summer Fest
Heat Loving



NEW Berried Treasure
Shade Loving



NEW Brass Band
Mono Combo



NEW The Whole Enchilada
Sun & Shade Loving

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.

NEW Shining Stars
Single Species



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.



NEW Flamingo Feather
Multi-Species



NEW Ink'd
Multi-Species with Premium Annuals



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 STORE DISPLAY IDEAS

Create excitement with signage.

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.

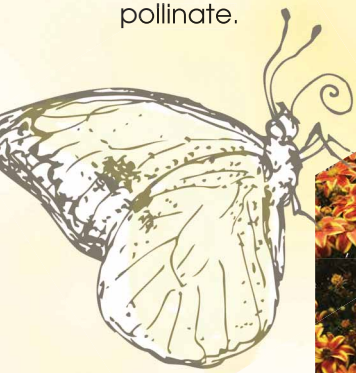


Pollinator Paradise

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 Avignon
Early Blue
Lavender



NEW Big Blue Salvia

Vigorous blue spikes bloom continuously from July to first frost. This plant is a great performer in heat and low-water conditions.



NEW Blue Spear
Lavender



Lucky Star®
Series Pentas



NEW
'Jelly Roll'
Petunia



NEW
LaRita™ Series
Argyranthemum



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.



wave®

Getting Better Every Year

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.

Easy Wave®
Berry Velour
Petunia

2015



Easy Wave Red
Velour Petunia



Easy Wave
Burgundy Velour
Petunia



Cool Wave Mixture
Improved Pansy



Cool Wave Blueberry
Swirl Pansy



Cool Wave Sunshine
'N Wine Pansy

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.

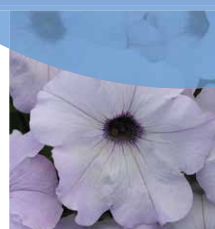
The best pansy series for vigor and overwintering introduced two new colors.

Wave
Fuseables®
Rise N Shine

2016



Easy Wave
Pink Passion
Petunia



Easy Wave
Silver Petunia



Cool Wave Lemon
Surprise Pansy



Wave Fuseables Ooh La La



Cool Wave Blue
Skies Pansy



Cool Wave Purple Improved Pansy



Easy Wave Yellow
Petunia



Cool Wave
Morpho Pansy

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.



Wave Plug & Play
Mad About Red



Wave Plug & Play Sweetheart



Cool Wave
Raspberry Pansy



Cool
Wave®
Blueberry Swirl
Improved
Pansy

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.



Wave
Plug & Play®
Very
Valentine

wave®



Wave Fuseables
Healing Waters

NEW
Easy Wave
South Beach
Mixture
Improved



NEW Easy Wave
Red Improved
Petunia



NEW Easy Wave
Violet Improved
Petunia

Easy Wave Red and
Violet get big-time
upgrades for 2019...

2019



NEW Easy Wave Great Lakes
Mixture Improved



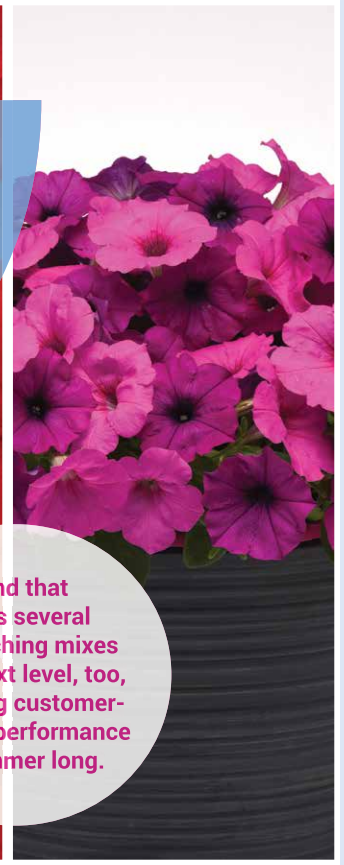
NEW Easy Wave The Flag
Mixture Improved



NEW Easy Wave Plum Pudding
Mixture Improved



Wave Plug & Play
O Canada



Wave Plug & Play
Evening In Rio

...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.



NEW Cool Wave Plug & Play
On a Clear Day



NEW Cool Wave Plug & Play
Ocean Breezes



NEW Cool Wave Plug & Play
Yellow Heaven



NEW
Cool Wave
Fire Pansy



NEW Cool Wave
Lemon Improved Pansy



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
Fuseables Flower Date

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.



NEW Cool Wave
Fuseables Sunny Skies

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.



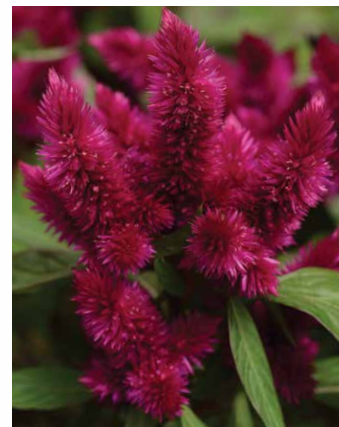
NEW PINK ZEBRA ORNAMENTAL CORN

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.

FABULOUS FALL COLORS

TWISTED™ YELLOW CELOSIA

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

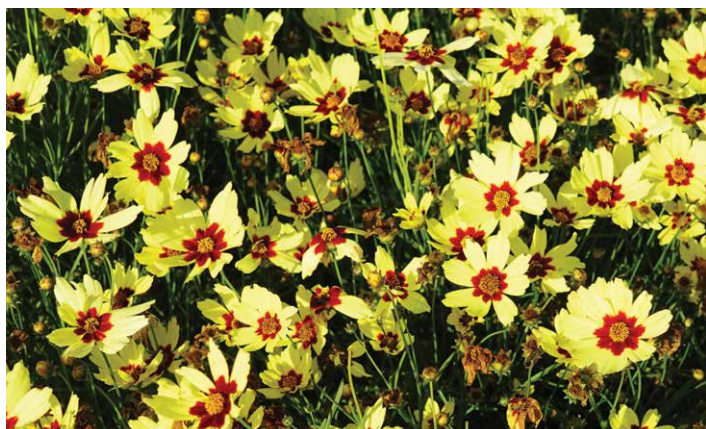
This carefree coreopsis produces abundant star-shaped flowers throughout the season. Zones: 5-9



NEW SOMBRERO® TRES AMIGOS ECHINACEA

Flowers open to peachy-coral, age to rose and fade to burgundy; exceptional Winter hardiness. Zones: 4b-9





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 NEMESIA

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.



FOCUS ON FANTASTIC FALL

LIMERICK™ ISABELLA TRIFOLIUM

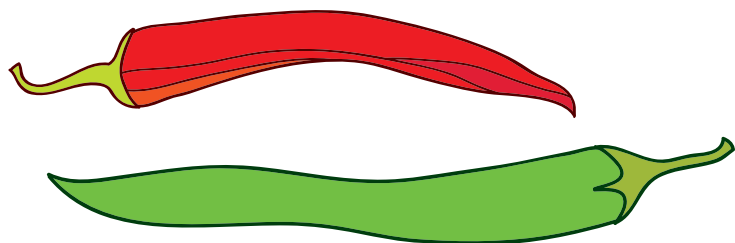
This ideal combination plant with bold patterns is easy to grow and fast to finish.



NEW BLUE BY YOU SALVIA

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





Color ^{and} Spice in the Kitchen

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.



NEW Hot Lemon



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!



NEW Cosmo



NEW Hot Joker



NEW Torito



NEW Macho



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.



NEW Hot Tomato

Bring edible
ornamental
peppers
indoors to
add color
and flavor



HOW HOT IS IT?

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

NOTE

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.



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



NEW Hot Fajita



Kitchen Drama

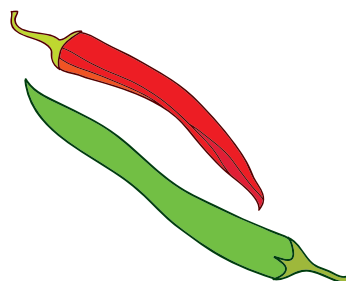
Since they are primarily cultivated for their good looks, these compact people-pleasers can't be beat for bright, colorful countertop appeal in the kitchen.



NEW Yellow Tomato



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



Snack Series

Snack Orange Sweet Pepper
Snack Red Sweet Pepper
Snack Yellow Sweet Pepper



GET SOCIAL

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 (@burpee)

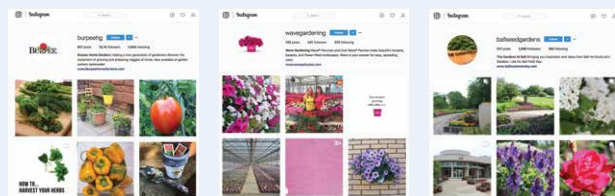
- shares advice
- gives gardening tutorials
- explores its collections

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



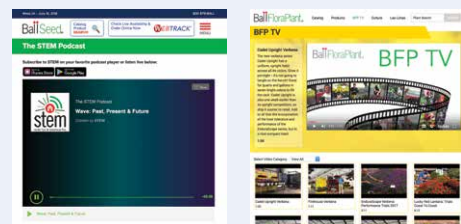
To position yourself as an industry leader, consider a podcast or a YouTube channel to distribute valuable industry information. Two popular examples:

STEM Podcast at <https://www.ballseed.com/STEMPodcast/>

- insider tips to greenhouse pros

BFP TV at <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/)

Ball Seed Cares Facebook Page (@ballseed)

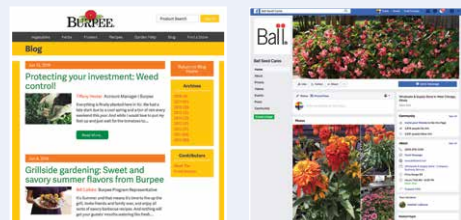
Wave Facebook Page (@wavepetunias)

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.

Flourish!

SOURCEBOOK

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

2-3/TANTALIZE WITH TROPICALS

City Lights Dahlia (Selecta One)
Cannova Canna (Ball Ingenuity)
Diamantina Mandevilla/Dipladenia (Ball Ingenuity)

4-5/TANTALIZE WITH TROPICALS

Spotlight Ipomoea (Ball FloraPlant)
SolarPower Ipomoea (Ball FloraPlant)
SolarTower Ipomoea (Ball FloraPlant)
Tattoo Vinca (PanAmerican Seed)

6-7/BEST OF BEGONIAS

BabyWing Begonia (PanAmerican Seed)
Megawatt Begonia (PanAmerican Seed)
Dragon Wing Begonia (PanAmerican Seed)
On Top Begonia (PanAmerican Seed)
Sun Dancer Begonia (PanAmerican Seed)
Canary Wings Begonia (Ball Ingenuity)
Gryphon Begonia (PanAmerican Seed)
Jurassic Rex Begonia (Ball Ingenuity)

8-9/SMALL-SPACE VEGETABLES

Patio Baby F1 Eggplant (PanAmerican Seed)
Candy Cane Red F1 Sweet Pepper (PanAmerican Seed)
Habanero Primo Red F1 Hot Pepper (PanAmerican Seed)
Snackabelle Red F1 Sweet Pepper (PanAmerican Seed)
Atlas Beefsteak Tomato (Burpee)
Jungle Parrot Sweet Bell Pepper (Burpee)
Take 2 Camera Tomato Combo (Burpee)
Take 2 Action Tomato Combo (Burpee)

10-11/SMALL-SPACE FLOWERS

MixMasters Peaches & Cream (Ball FloraPlant)
MixMasters Summer Fest (Ball FloraPlant)
MixMasters The Whole Enchilada (Ball FloraPlant)
MixMasters Berried Treasure (Ball FloraPlant)
Plug & Play Shining Stars (PanAmerican Seed)
Plug & Play Ink'd (PanAmerican Seed)
Trixi Flamingo Feather (Selecta One)
Trixi Heat of the Moment (Selecta One)

12-13/POLLINATOR PARADISE

Skyscraper Salvia (Selecta One)
Bee Bold Bidens (Ball FloraPlant)
Bee Happy Bidens (Ball FloraPlant)
Little Lucky Lantana (Ball FloraPlant)
Dalaya Dahlia (Selecta One)
MiniFamous Uno Calibrachoa (Selecta One)
Avignon Early Blue Lavender (PanAmerican Seed)
Big Blue Salvia (PanAmerican Seed)
Blue Spear Lavender (PanAmerican Seed)
Lucky Star Pentas (PanAmerican Seed)
Jelly Roll Petunia (Ball FloraPlant)
LaRita Argyranthemum (Selecta One)

14/WAVE – GETTING BETTER EVERY YEAR

Easy Wave Berry Velour Petunia (PanAmerican Seed)
Easy Wave Red Velour Petunia (PanAmerican Seed)
Easy Wave Burgundy Velour Petunia (PanAmerican Seed)
Cool Wave Blueberry Swirl Petunia (PanAmerican Seed)
Cool Wave Sunshine 'N Wine Pansy (PanAmerican Seed)
Cool Wave Mixture Improved Pansy (PanAmerican Seed)
Wave Fuseables Rise N Shine (PanAmerican Seed)
Easy Wave Pink Passion Petunia (PanAmerican Seed)
Easy Wave Silver Petunia (PanAmerican Seed)
Cool Wave Lemon Surprise Pansy (PanAmerican Seed)
Wave Fuseables Ooh La La (PanAmerican Seed)
Cool Wave Blue Skies Pansy (PanAmerican Seed)

15/WAVE – GETTING BETTER EVERY YEAR

Easy Wave Yellow Petunia (PanAmerican Seed)
Cool Wave Morpho Pansy (PanAmerican Seed)
Cool Wave Blueberry Swirl Improved Pansy (PanAmerican Seed)
Wave Plug & Play Mad About Red (PanAmerican Seed)
Cool Wave Raspberry Pansy (PanAmerican Seed)
Wave Plug & Play Sweetheart (PanAmerican Seed)
Wave Plug & Play Very Valentine (PanAmerican Seed)

16/WAVE – GETTING BETTER EVERY YEAR

Wave Fuseables Healing Waters (PanAmerican Seed)
Easy Wave Great Lakes Mixture Improved (PanAmerican Seed)
Easy Wave The Flag Mixture Improved (PanAmerican Seed)
Easy Wave Plum Pudding Mixture Improved (PanAmerican Seed)
Easy Wave Red Improved Petunia (PanAmerican Seed)
Easy Wave Violet Improved Petunia (PanAmerican Seed)
Easy Wave South Beach Mixture Improved (PanAmerican Seed)
Wave Plug & Play O Canada (PanAmerican Seed)
Wave Plug & Play Evening In Rio (PanAmerican Seed)

17/WAVE – GETTING BETTER EVERY YEAR

Cool Wave Plug & Play On a Clear Day (PanAmerican Seed)
Cool Wave Plug & Play Ocean Breezes (PanAmerican Seed)
Cool Wave Fire Pansy (PanAmerican Seed)
Cool Wave Lemon Improved Pansy (PanAmerican Seed)
Cool Wave Plug & Play Purple Sunset (PanAmerican Seed)
Plug & Play Cool Wave Fuseables Flower Date (PanAmerican Seed)
Plug & Play Cool Wave Fuseables Sunny Skies (PanAmerican Seed)

18-19/FABULOUS FALL COLORS

Pink Zebra Ornamental Corn (PanAmerican Seed)
First Flame Purple Celosia (PanAmerican Seed)
Intenz Dark Purple Celosia (Ball Ingenuity)
Twisted Yellow Celosia (Ball Ingenuity)
Double the Sun Coreopsis (PanAmerican Seed)
Golden Stardust Coreopsis (Darwin Perennials)
Sombroero Tres Amigos Echinacea (Darwin Perennials)
Electric Sunshine Coreopsis (Darwin Perennials)
Super Star Coreopsis (Darwin Perennials)
Rockin' Red Dianthus (PanAmerican Seed)
Mesa Red Gaillardia (PanAmerican Seed)

20-21/ FABULOUS FALL COLORS

Summer Snowdrift Iberis (Darwin Perennials)
SunGlow Yellow Bicolor Nemesis (Ball Ingenuity)
Morgana Family Garden Mums (Ball Ingenuity)
Cool Wave Pansies (PanAmerican Seed)
Limerick Isabella Trifolium (Ball Ingenuity)
Blue by You Salvia (Darwin Perennials)

22-23/COLOR AND SPICE IN THE KITCHEN

Hot Lemon Edible Ornamental Pepper (PanAmerican Seed)
Cosmo Edible Ornamental Pepper (PanAmerican Seed)
Hot Joker Edible Ornamental Pepper (PanAmerican Seed)
Torito Edible Ornamental Pepper (PanAmerican Seed)
Macho Edible Ornamental Pepper (PanAmerican Seed)
Hot Tomato Edible Ornamental Pepper (PanAmerican Seed)
Hot Fajita Edible Ornamental Pepper (PanAmerican Seed)
Yellow Tomato Edible Ornamental Pepper (PanAmerican Seed)
Hot Banana Edible Ornamental Pepper (PanAmerican Seed)
Hot Burrito Edible Ornamental Pepper (PanAmerican Seed)
Snack Orange, Red and Yellow Sweet Pepper (PanAmerican Seed)

24/GET SOCIAL

Join the social conversation to offer your customers more inspiration online.



Learn more about the benefits of plants and find downloadable benchcards with fresh, new messages at AmericanInBloom.org.

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

VEGETATIVE PRODUCTS

BallFloraPlant.

BallIngenuity.

selecta^{one}

DarwinPerennials.

SEED PRODUCTS

CONSUMER BRANDS:

PanAmericanSeed.

KieftSeed™

BallIngenuity™

wave

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