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
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
Ask your seed distributor or plug supplier about Wave petunias.

Find product and growing info at panamseed.com.

The Wave Ultimate Garden Center is available online at 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!

Bookmark it!

Order Wave spreading petunias from your seed or plug supplier.

wave-rave.com

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