

# Wave<sup>®</sup> by the numbers

25%

awareness – consumers know Wave by name

50

distinctly different Wave choices expand retail footprints

72%

of consumers look for Wave-Pink pots and packs when they shop

20,000+

members in our active social community

36,500,000

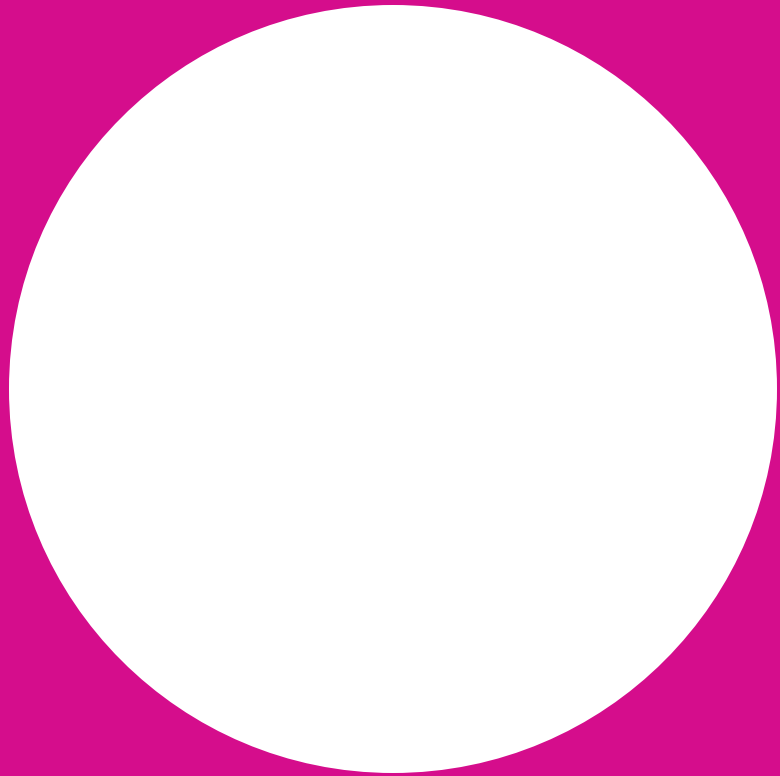
impressions in 2011 – cable TV, online and in print



Wave is the most known and grown branded bedding plant.



# Win with Wave®



**Everything you need to make money with Wave.**

**The palette:** More colors...more mixes...more uses...maintain all-season sales!

**The programs:** NEW Wave Medleys™ and NEW Made With Wave lead the pack.

**The pink:** Packaging plus extensive promos keep consumers coming back for more.

**The promise:** The most popular flowering annual ever...the one shoppers ask for by name!



# Shock Wave®



Pink Vein

NEW Coral Crush

Loads of small flowers for every sunny setting  
 Excellent weather durability  
 Start your Wave sales early  
 8 colors & 4 mixes...see centerfold



306  
Premium  
Pack

209 Premium Pack

Hanging  
Basket

# Easy Wave®



Gelato Mixture

Fills containers & beds fast & full  
 All-season salesmaker  
 Most versatile of all large-flowered spreading petunias  
 14 colors & 13 mixes...see centerfold



306 Premium  
Pack

4-in./10-cm  
Thermoform Pot

Hanging  
Basket

# Wave<sup>®</sup>

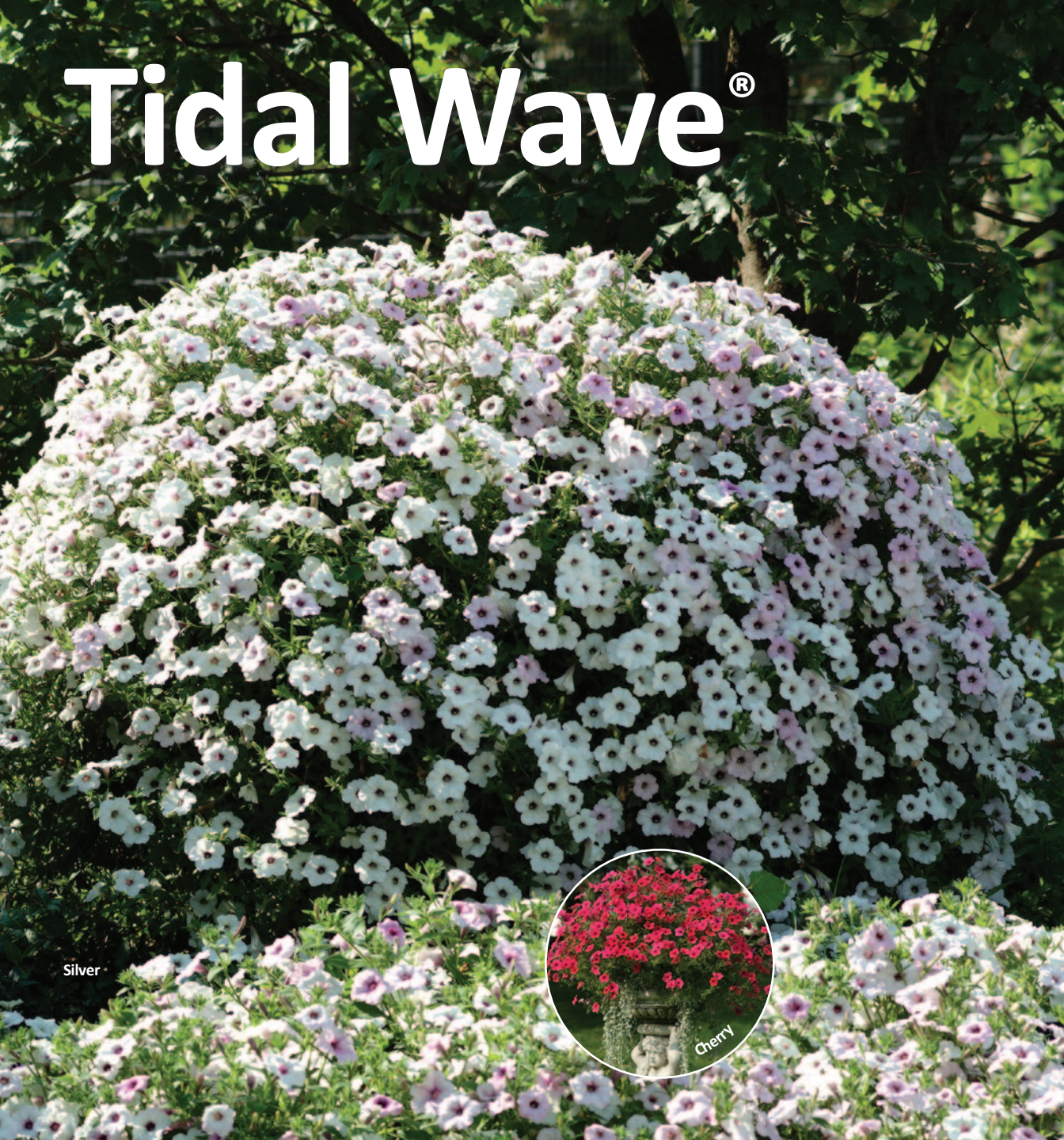


Purple Improved

Pink

Creates a ground-hugging carpet of color  
Care-free...superior landscape performer  
Carry sales through your main season  
7 colors...see centerfold

# Tidal Wave<sup>®</sup>



Silver

Cherry

Puts mountains of three-dimensional color in big spaces  
Holds its super shrublike shape  
Extend your season with this strong finisher  
4 colors...see centerfold



6-in./15-cm Thermoform and Injection Molded Pots



8-in./20-cm Thermoform Pot

# Wave Medleys™

Two 288-plugs are placed in a single dibble hole to root together...



**Grow a duet of easy, spreading color!**

The newest way to grow and market Wave...  
Two great Wave colors are grown together naturally in one pot to give beds and containers a designer look. A must for your 6 to 8-in./15 to 20-cm pot and 10-in./25-cm basket programs!

...and grow to create an attractive blended look.



Shock Wave Coconut & Easy Wave Burgundy Star



Easy Wave Violet & Easy Wave Neon Rose



Easy Wave Mystic Pink & Easy Wave Violet



Easy Wave Rosy Dawn & Shock Wave Denim



Easy Wave Violet & Easy Wave Coral Reef



Shock Wave Denim & Shock Wave Pink Shades



Easy Wave Neon Rose & Easy Wave Mystic Pink



Download your free Wave Medleys benchcard at [wave-rave.com/ultimatgardencenter](http://wave-rave.com/ultimatgardencenter). Wave Medleys tags are available from John Henry and MasterTag.

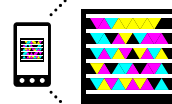
# Wave® Ultimate

# Garden Center<sup>SM</sup>



Your free online DIY guide to selling more of the most popular flowering annual ever!  
 Find fresh Wave POP and display ideas  
 "Certified Wave Experts" online tutorials  
 Co-branding and PR opportunities at [wave-rave.com/ultimategardencenter](http://wave-rave.com/ultimategardencenter)

Visit the Wave Ultimate Garden Center now



Get the free mobile app at <http://gettag.mobi>

# 1

## 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 choices 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!



# 2

## 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!**

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

# Grow all, grow more, sell Wave all season long.

## Shock Wave

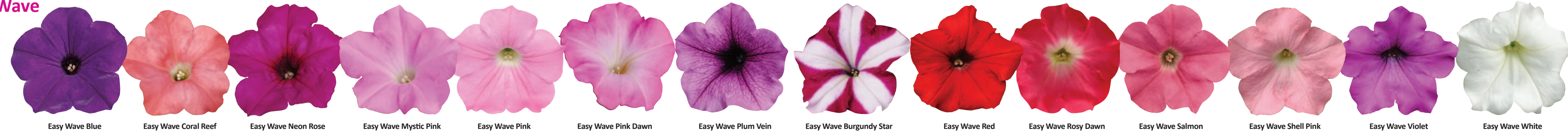


Shock Wave Coconut    **New** Shock Wave Coral Crush    Shock Wave Denim    Shock Wave Pink Shades    Shock Wave Pink Vein    Shock Wave Purple    **New** Shock Wave Red    Shock Wave Rose    Shock Wave Buzz Mixture    Shock Wave Electric Mixture    Shock Wave Spark Mixture    **New** Shock Wave Volt Mixture



Easy Wave Beachcomber Mixture    Easy Wave Formula Mixture    Easy Wave Gelato Mixture

## Easy Wave

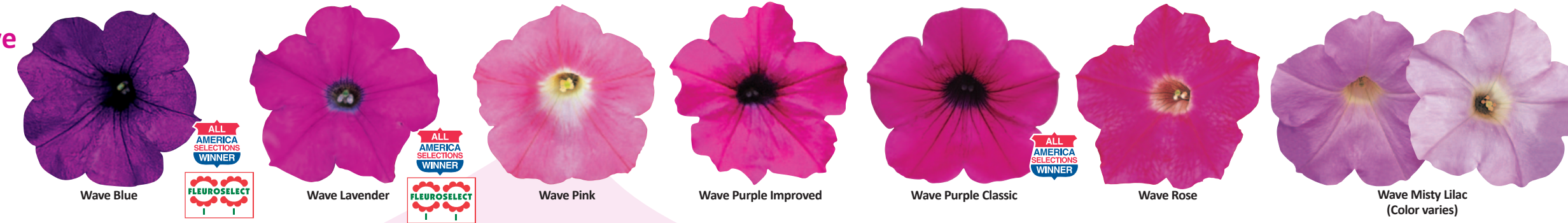


Easy Wave Blue    Easy Wave Coral Reef    Easy Wave Neon Rose    Easy Wave Mystic Pink    Easy Wave Pink    Easy Wave Pink Dawn    Easy Wave Plum Vein    Easy Wave Burgundy Star    Easy Wave Red    Easy Wave Rosy Dawn    Easy Wave Salmon    Easy Wave Shell Pink    Easy Wave Violet    Easy Wave White



Easy Wave Great Lakes Mixture    Easy Wave O Canada! Mixture    Easy Wave Opposites Attract Mixture    Easy Wave Pink Marble Mixture

## Wave



Wave Blue    Wave Lavender    Wave Pink    Wave Purple Improved    Wave Purple Classic    Wave Rose    Wave Misty Lilac (Color varies)



Easy Wave Plum Pudding Mixture    **New** Easy Wave South Beach Mixture    Easy Wave Starfish Mixture

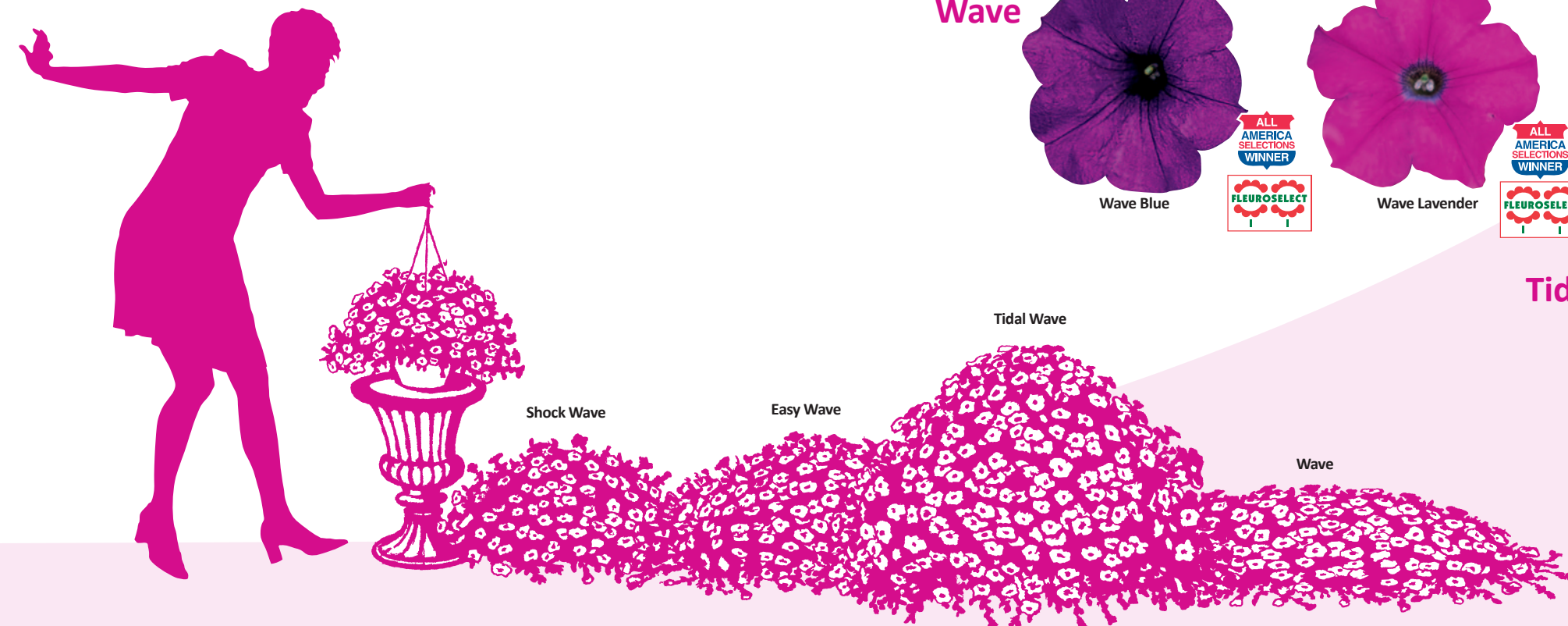
## Tidal Wave



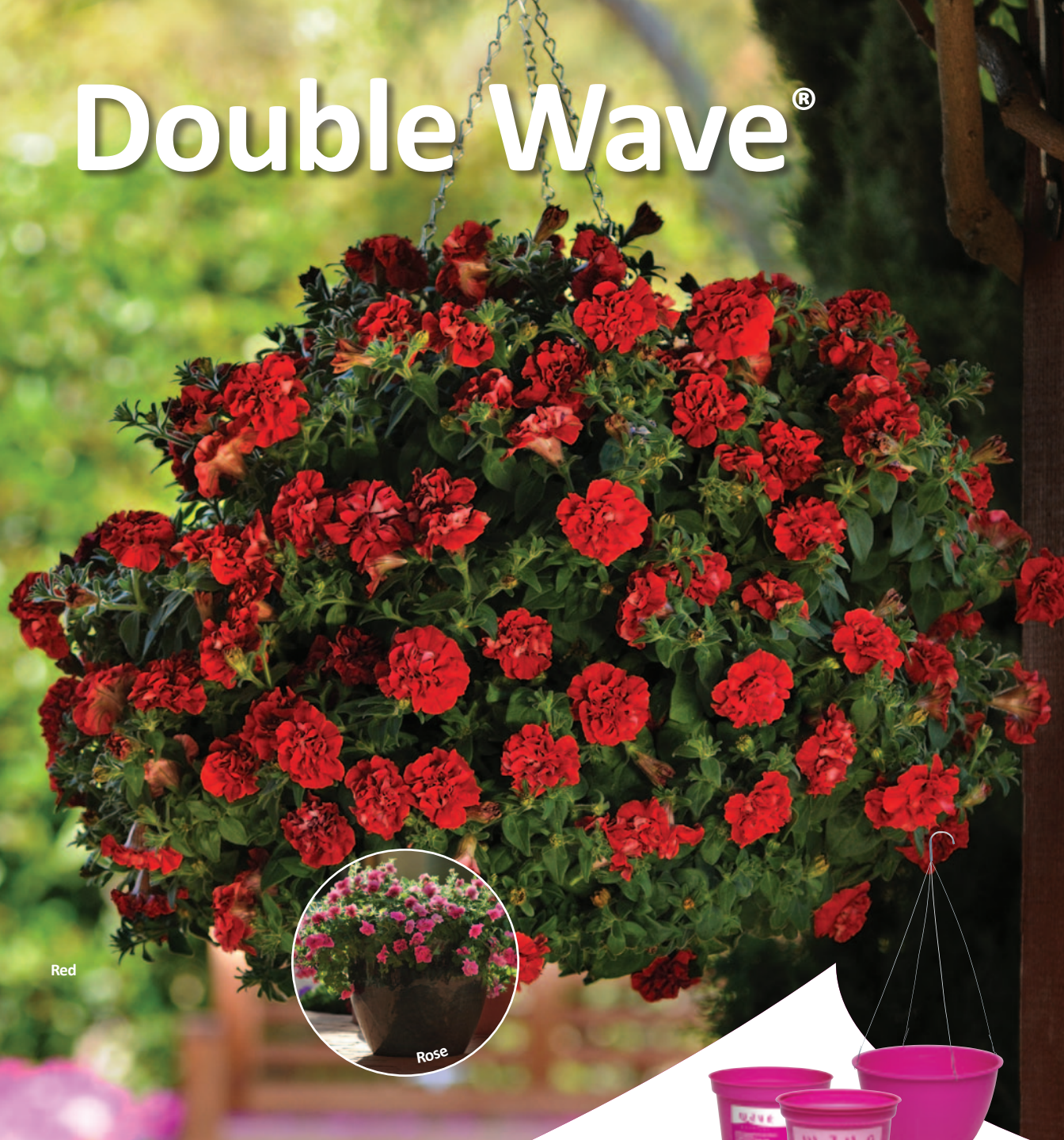
Tidal Wave Cherry    Tidal Wave Hot Pink    Tidal Wave Purple    Tidal Wave Silver



**New** Easy Wave Sweet Tart Mixture    Easy Wave The Flag Mixture    Easy Wave Tropicana Mixture



# Double Wave®



Red

Rose

Shows off in premium baskets & mixed planters  
Fully double flowers in vibrant colors  
Great for mid to late-season sales  
8 colors...turn the page to see them all



6-in./15-cm Thermoform and Injection Molded Pots

Hanging Basket

**w a v e**  
petunias



Double Wave Blue Vein

Double Wave Blue Velvet

Double Wave Lavender

Double Wave Pink

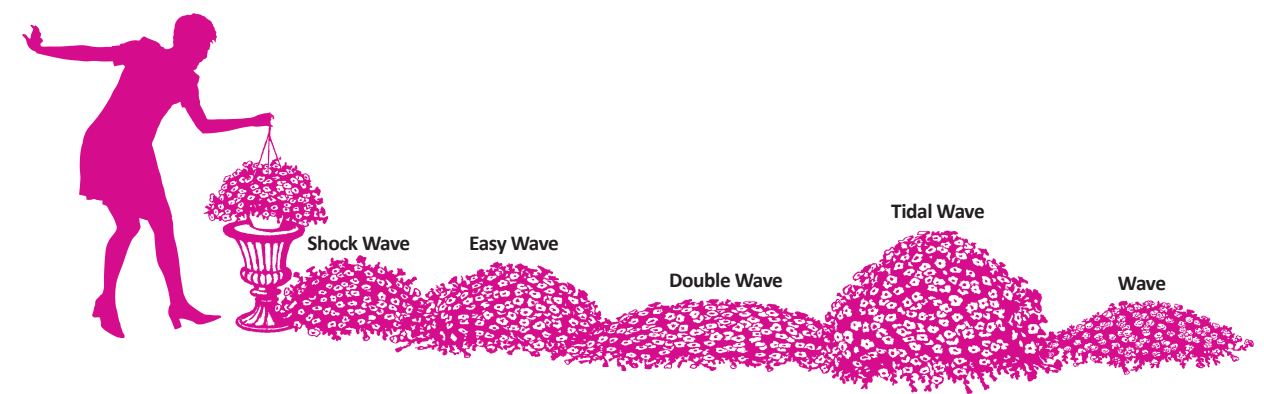
Double Wave Purple

Double Wave Red

Double Wave Rose

Double Wave White

Offer Double Wave in recognizable Pink packaging and tell them it's a Wave! Call your Ball Seed sales rep or 800 879-BALL to order your Double Wave unrooted cuttings and liners today.



**800 879-BALL**  
Fax: 800 234-0370  
Order at [ballseed.com](http://ballseed.com)

**Colorlink** 800 686-7383  
Fax: 888 686-7300

© 2011 Ball Horticultural Company BHC11435  
Printed in the U.S. on 10% post-consumer recycled paper with soy-based inks. ® denotes a registered trademark of Ball Horticultural Company in the U.S. It may also be registered in other countries.

**BallSeed®**

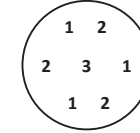
# Made with Wave® Easy-to-make combos!

Wave grows compatibly with many familiar classes.



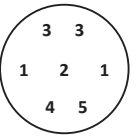
☀ Full Sun combos for 10 to 12-in. containers:

1. Easy Wave® Blue
2. Lobelia
3. Geranium



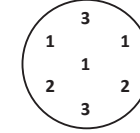
☀ Full Sun combos for 10 to 12-in. containers:

1. Easy Wave® Coral Reef
2. Cordyline
3. Lobelia
4. Green Dichondra
5. Silver Dichondra



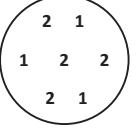
☀ Full Sun combos for 10 to 12-in. containers:

1. Wave® Misty Lilac
2. Wave® Purple Improved
3. Ipomoea



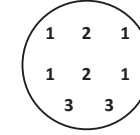
☀ Full Sun combos for 10 to 12-in. containers:

1. Easy Wave® Blue
2. Bidens



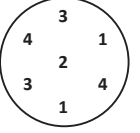
☀ Full Sun combos for 10 to 12-in. containers:

1. Shock Wave® Denim
2. Juncus
3. Silver Dichondra



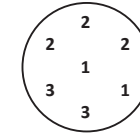
☀ Full Sun combos for 10 to 12-in. containers:

1. Easy Wave® White
2. Geranium
3. Lobelia
4. Euphorbia



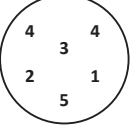
☀ Full Sun combos for 10 to 12-in. containers:

1. Shock Wave® Coconut
2. Helichrysum
3. Green Dichondra



☀ Full Sun combos for 10 to 12-in. containers:

1. Shock Wave® Denim
2. Easy Wave® Neon Rose
3. Juncus
4. Helichrysum
5. Bacopa



# Made with Wave<sup>®</sup>

## Easy-to-sell combos!



Add Wave to your "everyday" combos & increase value.



Harness the power of Wave branding.

Contact MasterTag or John Henry for new "Made With Wave" tags in signature Wave-Pink.

Free downloadable benchcard & matching poster at [wave-rave.com/ultimategardencenter](http://wave-rave.com/ultimategardencenter).

# Grow Wave®

# Sell Wave®

"Bordine's LOVES Waves.  
We grow more than an acre  
of the pink 306-pack and about  
33,000 10 and 12-inch baskets.  
They're so easy, require nothing and  
people love them!"

*Brian Parker, Head Grower &  
Production Planner, Bordine's,  
Grand Blanc, Michigan*

"I love Wave petunias  
because the customers that  
patronize the garden center where  
I work love them. Any configuration  
of basket or mixed pot with Wave flies  
out of here."

*Wave Fan Club Member  
and Garden Center Employee  
Prestonsburg, Kentucky*

Wave Purple Classic

The most profitable petunia on the market – sell early, sell late  
New 2012 choices keep the Wave family fresh & exciting  
The most color, season & packaging options  
Hassle-free growing info at [panamseed.com](http://panamseed.com)

Pink boosts sales...product moves 6x faster than plain packaging  
Pink means repeat sales  
DIY selling ideas at [wave-rave.com/ultimategardencenter](http://wave-rave.com/ultimategardencenter)  
List your business at [wave-rave.com](http://wave-rave.com) to drive customers to your store

# Spec Wave®

Wave Purple Improved

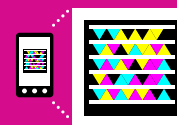
“Our client at a local shopping center needed a plant that could handle its dry conditions and really spread out due to their budget restraints. The Waves here were more like a tsunami and created traffic-stopping color all summer long!”

*Melissa Scherb, Vice President,  
Landscape Concepts Management,  
Chicago, Illinois*

Fills in fast...heavy-duty performers...virtually care-free all season  
The “55 MPH” color your landscape clients demand  
Wave choices for virtually every residential & commercial situation  
Carried by most plant suppliers – it’s the standard for petunias!

Order Wave seeds, plugs & plants through your preferred distributor or call PanAmerican Seed.

**PanAmerican Seed**  
**630 231-1400 or 800 231-7065**  
**Fax: 630 293-2557**  
**panamseed.com**  
**wave-rave.com**



Get the free mobile app at  
<http://gettag.mobi>

♻️ Printed in the U.S. on at least 10% post-consumer recycled paper with soy-based inks. ™ denotes a trademark of and ® denotes a registered trademark of Ball Horticultural Company in the U.S. It may also be registered in other countries.