



wave®

2015

Easy Wave[®] Velours

Velvety new Velours are on everyone's lips! These first-ever premium colors and textures rev up the world's best-known petunia and let you stand out in a crowded market.

NEW Burgundy Velour



*Don't mess with success.
Just make it better.*

NEW Berry Velour



NEW Red Velour

Cool Wave® Pansy...



Expand your selling opportunities with *the best pansy ever*. With exciting decorating opportunities for Spring and Fall, the Cool Wave series has redefined the entire pansy class.

Cool Wave pansies crush competing varieties in trailing and filling containers. Plus, they beat other pansies hands down for vigor and overwintering. It's their unstoppable performance from bench to retail to garden that earned them the right to wear the Wave name.

8 Cool Wave colors & 3 mixes...see pages 8 & 9.



...multi-season sales



Pastel Mixture



NEW Sunshine 'N Wine

Cool Wave for Spring

Grab those early-bird gardeners! Cool Wave pansies wake up Spring gardens and baskets with easy spreading color.

Recommended Cool Wave packaging

4 & 6-in./10 & 15-cm Pots

Hanging basket of your choice



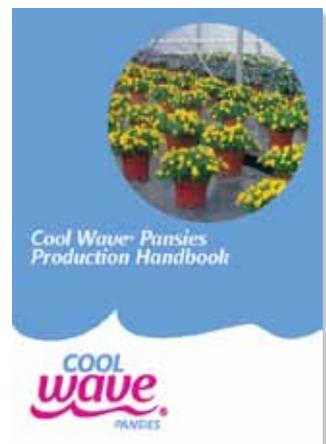
Cool Wave for Fall

These pansies are a decorator's dream: versatile, colorful, long-lasting! Fall plantings overwinter in the North.

We wrote the book!

Everything you need to know to grow successfully is included in the handy Cool Wave Pansies Production Handbook.

Scan or go to panamseed.com



Shock Wave[®]



Spark Mixture

The best for baskets!

Start your Wave sales early
Excellent weather durability
8 colors & 5 mixes...see
centerfold



Power Mixture

Recommended Shock Wave Packaging

4-in./10-cm Pot
Hanging Basket
306 Premium Pack
Pack Handle



Easy Wave[®]



Neon Rose

Perfect for planters & gardens!

All-season salesmaker
Most versatile of all large-flowered spreading petunias
16 colors & 10 mixes...see centerfold



Blue

Recommended Easy Wave Packaging

6-in./15-cm Pot
Hanging Basket
306 Premium Pack
Pack Handle



Starring NEW
Red Velour

Wave[®]



Purple Classic

Makes a carpet of color

Carry sales through your main season

Care-free...superior landscape performer

7 colors...see centerfold



Purple Improved

Recommended Wave Packaging

6-in./15-cm Pot



Tidal Wave[®]



Silver

Super-size color for big spaces!

Extend your season with this strong finisher

Holds its excellent shrublike shape

4 colors...see centerfold



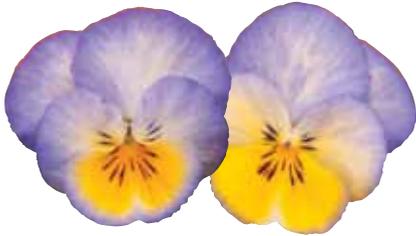
Cherry

Recommended Tidal Wave Packaging

8-in./20-cm Pot



Cool Wave[®] pansies for Spring



NEW Blueberry Swirl
Natural variation and color interest.



Frost
Natural variation and color interest.



Golden Yellow



NEW Mixture Improved



Violet Wing
Natural variation and color interest.



White



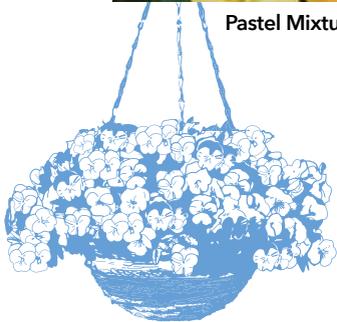
Yellow



Pastel Mixture



Frost
Perfectly pretty for
Easter, Mother's Day
and all Spring!



Cool Wave[®] pansies for Fall



Golden Yellow



Purple



NEW Sunshine 'N Wine



NEW Mixture Improved



Violet Wing

Natural variation and color interest.



White



Yellow



Berries 'N Cream Mixture



White
Shines for
Halloween
décor and all
through the Fall.



Southern Living

Hot off the press! **NEW** Sunshine 'N Wine was named by a *Southern Living* reader and is slated for promotion this year and next.

Introducing Easy Wave Velours

Easy Wave



NEW Berry Velour



NEW Burgundy Velour



NEW Red Velour



Blue



Burgundy Star



NEW Red Velour

Wave[®] petunias for

Shock Wave



Coconut



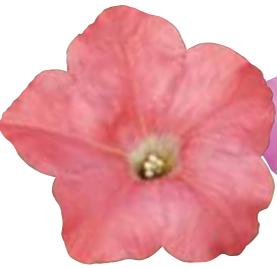
Coral Crush



Deep Purple



Denim



Coral Reef



Mystic Pink



Neon Rose



Pink



Plum Vein

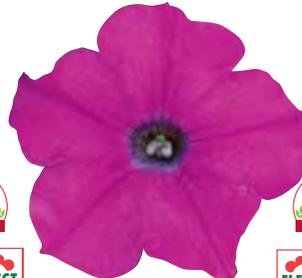


Red

Wave



Blue



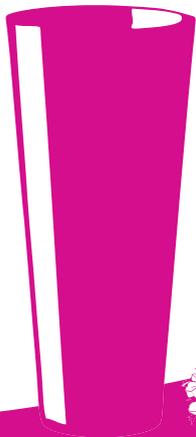
Lavender



Pink



Purple



Shock Wave



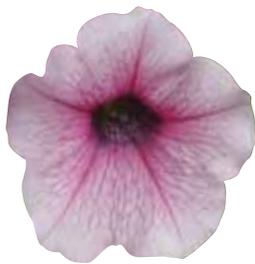
Easy Wave



main-season sales



Pink Shades



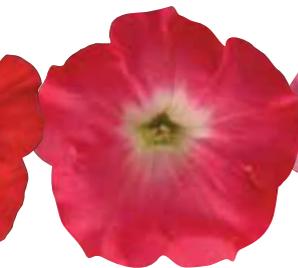
Pink Vein



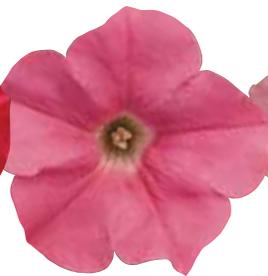
Red



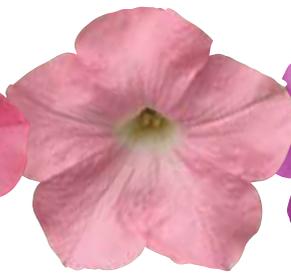
Rose



Rosy Dawn



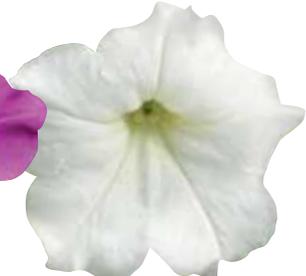
Salmon



Shell Pink



Violet



White



Purple Classic



Rose

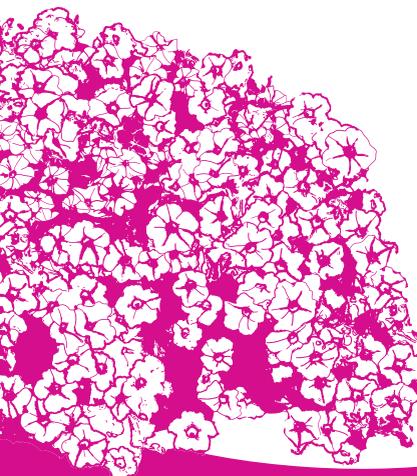


Misty Lilac

Natural variation and color interest.



Tidal Wave



Wave



Shock Wave



Shock Wave Amp

Easy Wave Beach



Mixture



Mixture

Tidal Wave



e Mixes



Mixture



Shock Wave Buzz Mixture



Shock Wave Power Mixture



Shock Wave Spark Mixture



Shock Wave Volt Mixture

Mixes



omber



Easy Wave Formula Mixture



Easy Wave Gelato Mixture



Easy Wave Great Lakes Mixture



Easy Wave Opposites Attract Mixture



udding



Easy Wave South Beach Mixture



Easy Wave Starfish Mixture



Easy Wave Sweet Tart Mixture



Easy Wave The Flag Mixture



Cherry



Hot Pink



Purple



Silver

Wave® POP for



▼ Spring

Distinctive packaging and FREE POP make Cool Wave pansies a sure seller!



45 x 24-in./115 x 60-cm Outdoor Banner



11 x 7-in./28 x 17-cm Spring Benchcard



16 x 30-in./40 x 75-cm Spring Poster



Tags & Pack Handle from your preferred supplier.



19 x 52-in./48 x 132-cm Cart Banner



▼ Summer

FREE Wave POP makes it even easier to sell this popular branded petunia.



45 x 24-in./115 x 60-cm Outdoor Banner



16 x 30-in./40 x 75-cm Poster Sets (2 versions)



11 x 7-in./28 x 17-cm Benchcard

every season



▼ Fall



19 x 52-in./48 x 132-cm
Cart Banner



Tags & Pack Handle from
your preferred supplier.



45 x 24-in./115 x 60-cm Outdoor Banner



Fall, North



Fall, South
11 x 7-in./28 x 17-cm
Benchcards



16 x 30-in./
40 x 75-cm
Fall Poster



19 x 52-in./48 x 132-cm
Cart Banner



Tags & Pack Handle from
your preferred supplier.



Wave Container Solutions: Made with Wave Fuseables®



NEW Ooh La La
The first all-Wave
Fuseables!



Revolutionary Fuseables
Precision Multi-Pellets...



flow right through your
seeder...



transform into "easy-sow,
easy-grow" plugs...



to grow great-looking,
balanced combos that sell!



Scan to see Fuseables in action or
go to [youtube.com/pasvideotv](https://www.youtube.com/pasvideotv)



Sunny Day



Healing Waters



Blue Dawn



Burgundy Starlight



Cloud N Sky



Vogue

Boost the value of your combos with Wave®

We took patented Fuseables seed technology - the ONLY combo program from a single pellet. Added Wave petunias or Cool Wave pansies into those pellets. And offer you an absolutely power-packed way to grow your "Better" price point!

New Ooh La La Easy Wave Burgundy Star, Easy Wave Neon Rose and Shock Wave Coconut Petunias.

Sunny Day Cool Wave Golden Yellow Pansy with Clear Crystal® White Alyssum. Cool season combo is rebalanced and reformulated for 2015.

Blue Dawn Easy Wave Rosy Dawn with Blutopia® Bacopa.

Burgundy Starlight Easy Wave Burgundy Star with Dreams Burgundy Petunia.



Silk N Satin



Strawberry Wine

Cloud N Sky Shock Wave Coconut with Blutopia Bacopa.

Healing Waters Shock Wave Denim and Easy Wave Violet with large-flowered blue Bacopa.

Silk N Satin Shock Wave Pink Shades with Snowtopia® Bacopa.

Vogue Shock Wave Ivory with Madness® Lavender Glow Petunia.

Strawberry Wine Easy Wave Shell Pink with Dreams Red and Daddy Red Petunias.

Wave Container Solutions: **Wave Medleys**®



NEW Easy Wave Burgundy
Velour, White & Neon Rose

Easy, multi-color magic in one pot!

Wave Medleys take Wave Petunias to a whole new dimension...and they couldn't be easier! You grow multi-colors in one pot *without a royalty* from the world's best-known petunia brand.

Ideal for 6 to 8-in./15 to 20-cm pots and 10-in./15-cm baskets.

NOTE: Individual varieties are sold separately.



Download your free Wave Medleys benchcard at wave-rave.com/ultimategardencenter. Tags are available from John Henry and MasterTag.



Simply place 2 or 3 288-plugs in a single dibble hole...



to root together and grow into...



an attractive, well-balanced blend.



NEW Easy Wave Burgundy Velour & Neon Rose



Easy Wave Burgundy Star & Neon Rose



Easy Wave Mystic Pink & Violet



Easy Wave Plum Vein & Shock Wave Pink Vein



Easy Wave Red & White



Easy Wave Red, White & Blue



Easy Wave Violet & Coral Reef



Easy Wave Violet & Neon Rose



Shock Wave Coconut & Coral Crush



Shock Wave Coconut, Denim & Red



Shock Wave Coconut & Easy Wave Burgundy Star



Shock Wave Coral Crush & Denim



Shock Wave Denim & Pink Shades



Easy Wave Rosy Dawn & Shock Wave Denim



Easy Wave Neon Rose & Mystic Pink

Wave Container Solutions: Made with Wave®



- Made with Wave mixed combo:**
1. Shock Wave Red Petunia
 2. Shock Wave Coral Crush Petunia
 3. Emerald Falls Dichondra
 4. Pony Tails Stipa



Rev up your "everyday" combos with Wave and Cool Wave varieties.

Made with Wave combos grow compatibly with many sun-loving classes to make premium combos that are easy to make, even easier to sell.

Supported by the strong marketing and merchandising package that's a big part of this most-asked-for plant brand.

Contact MasterTag or John Henry for Made With Wave tags.

Free downloadable benchcards at wave-rave.com/ultimategardencenter



Made with Wave mixed combo:

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



Made with Cool Wave mixed combo:

1. Cool Wave Golden Yellow Pansy
2. Blue Dart Juncus
3. Snapshot™ Burgundy Snapdragon
4. Snow Crystals Alyssum



Made with Wave mixed combo:

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



Made with Cool Wave mixed combo:

1. Cool Wave White Pansy
2. Blue Dart Juncus
3. Snapshot Mix Snapdragon



Made with Wave mixed combo:

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



Made with Cool Wave mixed combo:

1. Cool Wave White Pansy
2. Wind Dancer Eragrostis
3. Poetry™ Blue Nemesia
4. Poetry Lavender Pink Nemesia



Made with Wave mixed combo:

1. Easy Wave Blue Petunia
2. Bidens



Made with Cool Wave mixed combo:

1. Cool Wave Golden Yellow Pansy
2. 21st Century Red Phlox
3. Dash White Dianthus



Everyone wins with Wave®

The most powerful plant brand in the world delivers gardening, selling, installing and growing success, year after year.



Reaching consumers via:

Lifestyle & gardening
print & digital
publications

Online TV

Radio ads

Retail events

PR



wave-rave.com

Order Wave Petunia and Cool Wave Pansy seed, plugs and plants through your preferred distributor or call PanAmerican Seed. Find complete "how to grow" info and free sales tools at panamseed.com.

630 231-1400 or 800 231-7065
panamseed.com wave-rave.com

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

PanAmerican Seed®

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