

Pink means more profit



w a v e[®]

p e t u n i a s

Pink is popular. Wave petunias come with a complete marketing package to keep them top-of-mind with consumers. This includes the well-known pink packaging plus:

Consumer wave-rave.com fan website. With 15,000 members and growing, Wave enthusiasts participate in a very large and renowned social network.

TV, print and radio advertising and public relations. National and regional

campaigns promoting the advantages of Wave in the garden drive consumers, including first-time gardeners, into the stores.

Ongoing publicity. Product additions and upgrades continue to generate excitement in leading lifestyle and gardening magazines.

With over 25% awareness, Wave is the most popular annual brand. Take advantage of this successful program with options in seasonality and packaging. Grow more Wave, grow more profit.



“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

Start your Wave sales
early



Get an early start on sales! Shock Wave® is suggested for premium packs and hanging baskets.



209 Premium Pack

Hanging Basket

306 Premium Pack

Carry ^{Wave} through



Versatile all season, Easy Wave® works well in premium packs, pots and hanging baskets.



306 Premium Pack

4-in. (10-cm) Thermoform Pot

Hanging Basket

sales
ough your main season



Mid-to-late season Original Wave® has options for thermoform or injection molded pots.



6-in. (15-cm) Thermoform and Injection Molded Pots

Let Wave bring you to a
big finish



**Tidal Wave® in larger thermoform pots
is best for mid to late-season sales.**



8-in. (20-cm) Thermoform Pot



Promote the pink palette.

In a recent consumer survey, 72% of respondents indicated that they look for the pink pot or packs when shopping for Wave petunias. **60% stated**

“Why do I love the Wave petunias? Because they look so great in my yard, and make me smile every time I see them. Maybe one day my local stores will have more than just pink, white and purple.”

Wave-Rave Fan Club Member
West Babylon, New York

they want more Wave colors to choose from. Many new colors and mixtures are now available. Send the right series to market at the right time with more color choices and expand your retail footprint. **Put more in the store. You have a whole lot more Wave to sell all season!**

The Wave palette offers more

Early-Season



New Shock Wave Denim



Shock Wave Ivory



Shock Wave
Pink Shades



Shock Wave Pink Vein



Shock Wave Purple



Shock Wave Rose

Mid-Season



Easy Wave Blue



Easy Wave Coral Reef



Easy Wave Mystic Pink



Easy Wave Pink



New Easy Wave
Plum Vein



New Easy Wave
Burgundy Star



Easy Wave Red



Easy Wave Rosy Dawn



Easy Wave Salmon



Easy Wave Shell Pink



New Easy Wave Violet



New Easy Wave
White Improved



Original Wave Blue
All-America Selections Classic



Original Wave Lavender
All-America Selections Winner



Original Wave Pink



Original Wave Purple
All-America Selections Winner



Original Wave Rose



Original Wave Misty Lilac

Late-Season



Tidal Wave Cherry



Tidal Wave Hot Pink



Tidal Wave Purple



Tidal Wave Silver
All-America Selections Winner

color choices all season long



Shock Wave Buzz Mixture



Shock Wave Electric Mixture



Easy Wave Beachcomber Mixture



New Easy Wave Formula Mixture Improved



Easy Wave O Canada! Mixture



Easy Wave Pink Marble Mixture



New Easy Wave Plum Pudding Mixture



New Easy Wave Starfish Mixture



Easy Wave The Flag Mixture



Easy Wave Tropicana Mixture



(Color Varies)

Rotate your basics with more novel colors throughout the season.

wave®

petunias

Grow all, grow more, sell



Shock Wave

Shock Wave® Series 🌞

Petite flowers in high-voltage color for small spaces.

Timing: Earliest of the Wave family... times like a standard petunia

Best for: Baskets, containers and small garden beds

Height: 7 to 10 in. (17 to 25 cm)

Spread: 2.5 to 3 ft. (75 to 90 cm)



Easy Wave

Easy Wave® Series 🌞

Grow beautiful containers and beds fast and easy.

Timing: Great for early to late-season sales

Best for: Baskets, containers and garden beds

Height: 6 to 12 in. (15 to 30 cm)

Spread: 2.5 to 3 ft. (75 to 90 cm)



Shock Wave

Easy Wave

Wave all season



Original Wave

Original Wave® Series 🌞

Creates a ground-hugging carpet of color.

Timing: Perfect for mid to late-season sales

Best for: Garden beds

Height: 4 to 6 in. (10 to 15 cm)

Spread: 3 to 4 ft. (90 cm to 1.2 m)



Tidal Wave

Tidal Wave® Series 🌞

Mountains of color in big gardens and containers.

Timing: Perfect for mid to late-season sales

Best for: Huge containers and garden beds

Height: 16 to 22 in. (40 to 55 cm)

Spread: 2.5 to 4 ft. (75 cm to 1.2 m)



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The entire **Wave** program sells all through the season



“Depending on the size, we’re seeing between 87% and 96% sell-through rates on Wave year to date. We work with our growers to select the series that is right for the timing of a particular Wave program. This Spring we used the Easy Wave for early season sales and the original Wave for late Spring season sales. The addition of new Shock Wave Denim will help keep the program fresh and exciting.”

Tim Runte

Calloway’s Nursery, Inc., Fort Worth, Texas

622 Town Road
West Chicago, Illinois 60185-2698 USA
630 231-1400 Fax: 630 294-2557
panamseed.com

Aalsmeerdenweg 943
NL-1435 EP Rijsenhout, The Netherlands
+31 (0)297-381369 Fax: +31 (0)297-381365

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