

# Pink means more profit



**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:

**Newly updated wave-rave.com fan website.** Over 17,000 Wave enthusiasts participate in a large and renowned social network.

**TV, print and radio advertising and public relations.** National and regional campaigns – including new-for-2010 TV, print and online ads – promote the advantages of Wave in the garden and 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.**

# Carry Wave sales through your main season



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



306 Premium Pack

Hanging Basket

4-in. (10-cm) Thermoform Pot

Mid-to-late season 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



**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 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!**

*“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*



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

8-in. (20-cm) Thermoform Pot

Find product and growing info at [panamseed.com](http://panamseed.com)

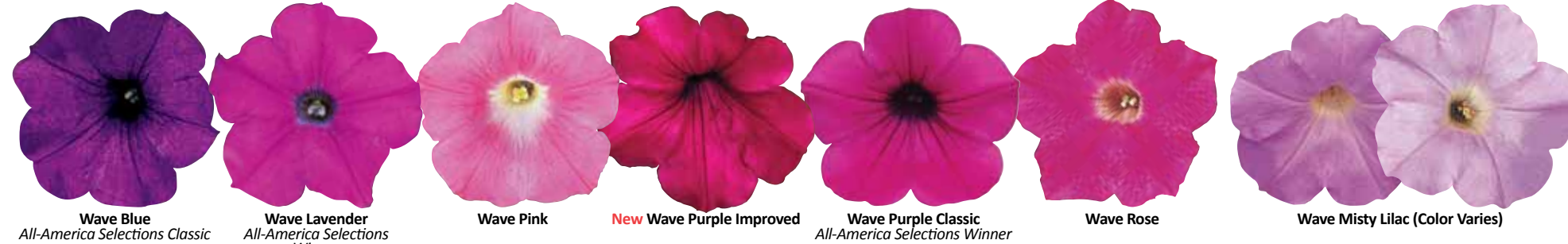
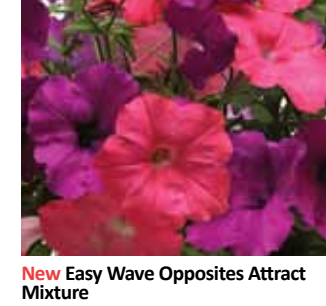
**wave**  
petunias

# The Wave palette offers more color choices all season long

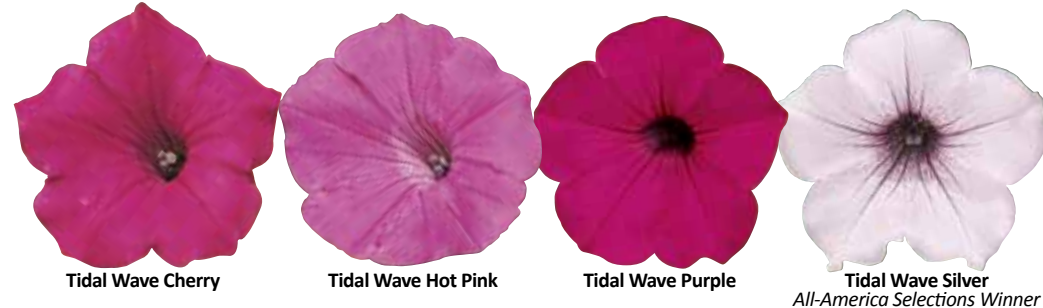
## Early-Season



## Mid-Season



## Late-Season



Rotate your basics with more novel colors throughout the season.

# Grow all, grow more, sell Wave all season



## *Shock Wave® covers small spaces with petite flowers*

Best for baskets, containers and small gardens.

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

**Height:** 7 to 10 in. (18 to 25 cm)

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



## *Easy Wave® fills containers and beds fast and full*

Best for baskets, containers and gardens.

**Timing:** Great for early to late-season sales

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

**Spread:** 2.5 to 3.25 ft. (75 cm to 1 m)



## *Wave® creates a ground-hugging carpet of color*

Best for gardens.

**Timing:** Perfect for mid to late-season sales

**Height:** 5 to 7 in. (13 to 18 cm)

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



## *Tidal Wave® puts mountains of color in big spaces*

Best for huge containers and gardens.

**Timing:** Perfect for mid to late-season sales

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

**Spread:** 2.5 to 5 ft. (75 to 1.5 m)



# Sell Wave 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 colors will help keep the program fresh and exciting."

*Tim Runte, Calloway's Nursery, Inc.  
Fort Worth, Texas*



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Ask your seed distributor or plug supplier about Wave petunias.  
Find product and growing info at [panamseed.com](http://panamseed.com)

