

Attract Attention & Drive Retail Traffic

Bench displays

- A** Outdoor Banner, 45 x 24 in. (115 x 60 cm)
- B** Poster, 19 x 38 in. (48 x 97 cm) in vinyl or coroplast
- C** Benchcards, 11 x 7 in. (28 x 17 cm)
- D** Pots, tags and pack handles available from your preferred supplier.

TIPS:

Shock Wave baskets start sales early. Move into Easy Wave when night temps are 50°F (10°C) or higher.

Brainstorm new displays to excite customers in weekly team meetings.

Group plants by color to create retail WOW!

Keep the momentum building by rotating basic colors with novelty colors throughout the selling season.

FREE POP makes it even easier to sell! Use the order form in the back pocket or find it at panamseed.com/WaveBook.

Cool Wave Pansy for Spring

Works well for Fall, too!



Feature seasonal Cool Wave colors like pastels and brights to grab early Spring shoppers.

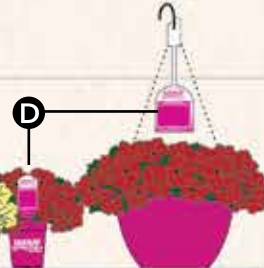


Combo benchcards point out these special items.

Wave Petunia



Create displays based on local events, like sports teams and using school colors around graduation time.



Made With Wave benchcards are available.



Use series-specific benchcards, Garden Performance Award cards or create your own "Staff Favorites" cards to drive decisions at the product level.