

## Put the Strongest Brand in Gardening to Work For You

### Easy-to-shop island and endcap fixtures

- 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:

Show customers the ultimate potential of Wave. Plant and display mature baskets and containers around your facility.

Change displays weekly – shoppers who discover something fresh at every visit keep coming back.

Entice shoppers with store events like “Waveinar” planting demos. Choose your most talented “combo creator” on staff, set up a potting bench in a prominent position and show shoppers how to plant their own containers.

Set up a Wave mini-store to optimize your customers’ valuable time.

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

## Cool Wave Pansy for Fall

Works well for Spring, too!



# Wave Petunia



Keep endcaps well-stocked with Wave varieties to capture shoppers' attention as soon as they walk through the door.

80% of shoppers who pick up a product buy it - keep pots and baskets within easy reach.

END VIEW

SIDE VIEW

wow 'em with wave™