

Everyone Wins with Successful Wave Merchandising

Use this DIY guide for selling even more of the most popular flowering annual ever! Whether you're a "one-person" grow-and-sell business or a large retailer with multiple outlets, you can put these Wave merchandising solutions to use today and into the future.

Pallet, rack or block-and-board 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** Bench Strips, 48 x 4 in. (1.2 m x 10 cm)
- D** Benchcards, 11 x 7 in. (28 x 17 cm)
- E** Pots, tags and pack handles available from your preferred supplier.
- F** Wave Cart Banner, 19 x 52 in. (48 x 1.3 m)

TIPS:

Use eye-catching signage to lead customers to your displays.

Keep plenty of product on the shelf.

Appoint an in-store Wave expert to keep displays tip-top.

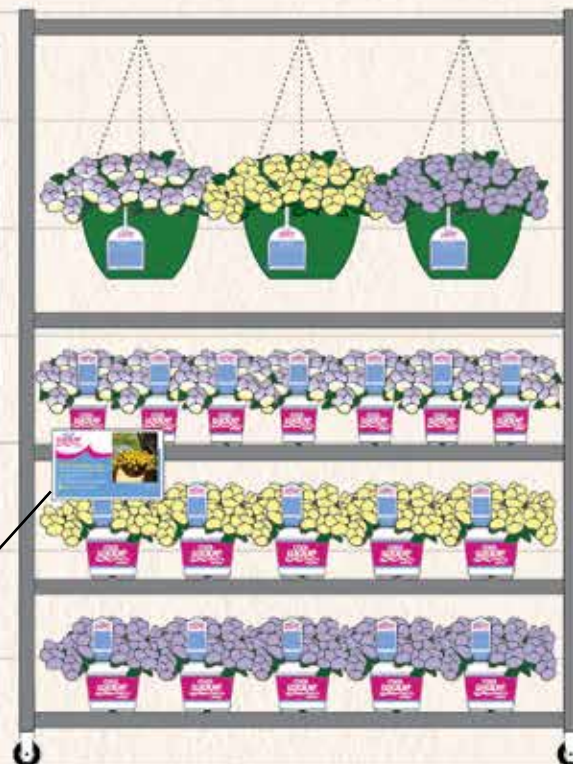
Keep plants clean and watered...restock and face plants daily.

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



Cart signs and bench strips highlight the display.



Wave Petunia

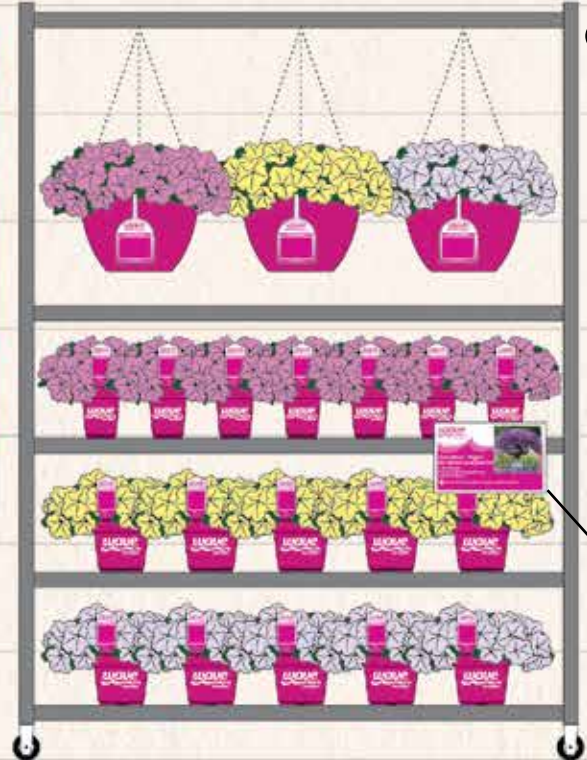
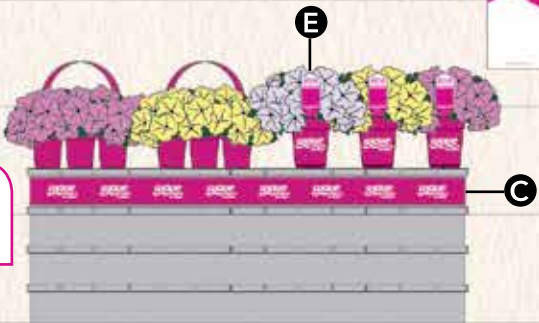


Outdoor banner pulls in your customers in.



Benchcards help to drive purchase decisions at product level.

Stack 4 pallets to create a shoppable height.



9'
8'
7'
6'
5'
4'
3'
2'
1'