

WAVEBOOK

CELEBRATING

25 YEARS

1995

2020

wave[®]
PETUNIAS

Wave[®] Purple Classic starts it all...

Impressive debut gets the petunia world talking...

When this All-America Selections Winner was unveiled, it was soon apparent that the world of petunias would never be the same. The overwhelming reaction from gardeners, landscapers and professional growers everywhere: WOW...give us more Wave!

Wave petunia was born from an unlikely source: a breeder for a Japanese beer company noticed a wild petunia growing in their fields. He fine-tuned it, submitted it to All-America Selections trials, and this vigorous, trailing petunia from seed won with high honors! Recognizing the amazing potential, PanAmerican Seed[®] partnered with Kirin to produce and distribute this newcomer, Wave Purple Classic, across North America.

Wave Purple Classic rises above other petunias for its **incredible spread** up to 4 ft. in beds, well beyond the 15 in. of standard varieties. It also offers **care-free color**, with bold magenta blooms running the length of every branch.

Its **spectacular outdoor performance** is a game-changer, thriving through extreme Summer heat and wet conditions that stops other petunias in their tracks. The result: **color** and **growing success** for every gardener.

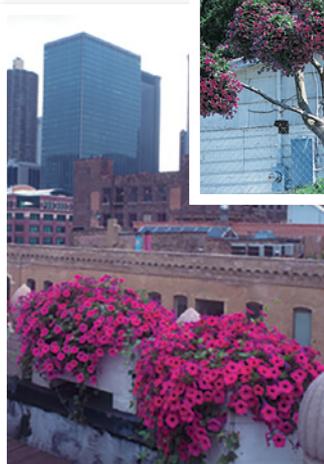
In just 4 years, **Wave** becomes the #1 selling petunia and one of the "Top 10" bedding plants in North America. In quick succession, the world meets **Tidal Wave[®]**, **Easy Wave[®]** and **Shock Wave[®]**. But why stop at petunias? The biggest intro to the Wave brand since its 1995 launch, **Cool Wave[®] pansy** delivers such spectacular performance that it's the first-ever "non-petunia" that deserves to wear the Wave name!

1995



Wave Purple Classic
one of only five
All-America Classics





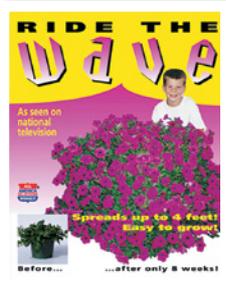
1999

Tidal Wave



Consumers tune in to HGTV to see the **1st Wave TV ad.**

Greenhouse Grower's **Medal of Excellence for Marketing** goes to the wave-rave.com marketing campaign.



1999

Brand new gardener-friendly website **wave-rave.com** hits the ground running.



2001

Wave Lavender & Tidal Wave Silver
All-America Selections
National Winners

Wave-Pink Packaging soon outsells black 6 to 1.

2002

Easy Wave



The easy care and remarkable success of Wave petunias grabs consumer attention right away. Distinctive trademarked **Pink Packaging** makes it simple for shoppers to spot authentic Wave varieties in-store. Retailers build a consistent brand presence and benefit from Pink outselling traditional black pots 6 to 1! Today, the Wave Brand offers a powerful, multi-faceted package of value-oriented containers, tags and point-of-purchase materials, all targeted at building grower and retailer success.

Inspiring gardeners year after year

2005
Wave Tree China
Pack Trials



2007
Shock Wave



Refreshed **wave-rave.com** delivers quick info to 10,000+ interested visitors each month.

2010
Wave website
refresh



2011

Wave Ultimate Garden
Center package created

The Wave **Ultimate Garden Center** puts a complete online marketing & merchandising package at retailers' fingertips.



Made with Wave® easy-care combos and Wave Medleys® provide multicolor Wave petunia mixes in one pot for a designer look in beds and containers.

2012

Made with Wave combos and Wave Medleys



All-new Wave Fan Club brings gardeners together online to share stories, get free stuff & learn about Wave.

2013

Wave Fan Club



2013

Cool Wave Pansies



Cool Wave redefines the entire pansy class & creates huge growing & selling opportunities for Spring & Fall.

The first "non-petunia" product that deserves to carry the Wave name, ground-breaking **Cool Wave spreading pansy** provides exceptional performance from bench to garden, redefining the pansy class. This outstanding series closes the gap for Wave branded products in early Spring through Fall, covering **three seasons of growing and selling** opportunities and proving that **everyone wins with Wave.**

2014

Wave Fuseables



With the increase in demand for easy-to-sow and grow combos, **Wave Fuseables®** are developed through the use of **Precision™ Multi-Pellets** for easy sowing and growing.



2015

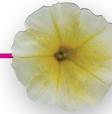
Tidal Wave Red Velour
*An All-America Selections
National Winner*

Velvety Easy Wave Velours are on everyone's lips! These rich, bold colors debut with the development of the patented green alele gene. What a way to rev up the world's best-known petunia!



Delight with Cool Wave pansies for Easter and Wave petunias for Mother's Day!

WOW...a Yellow joins Easy Wave!



2017

Easy Wave Yellow



2018

Plug & Play combos

All-new Wave Plug & Play® combos and Wave Fuseables provide easy-care, colorful and consistent mixes from bench to garden.

Happy Birthday, Wave®!

The world's best-selling petunia celebrates 25 years of innovative color and top garden performance.



2019

Wave Carmine Velour
An All-America Selections
National Winner



A national ad campaign invites growers to "get ready to celebrate 25 years of Wave".



2020

After 25 years of inspiring growers and gardeners alike, Wave continues to evolve, with new colors, new series, new programs and new promos, all while providing **easy spreading color** in home gardens around the globe. That's what has made Wave the brand known, bought and trusted by name.

Wave is known for its wide selection of colors and versatility in gardens, baskets and containers, which is why shoppers love it! With 4 petunia series, 1 pansy series and over 60 colors and mixes to choose from, Wave has the variety shoppers demand.



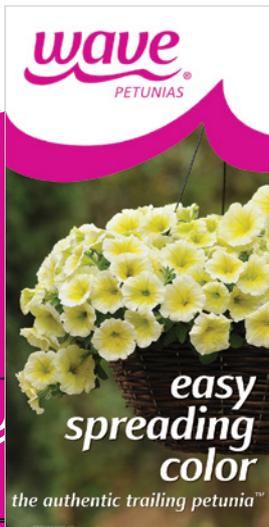
Easy Wave Lavender Sky Blue makes an impressive debut as an important blue tone in the assortment at a shorter daylength - only 9.5 hours!

Seasonal Marketing for Wave®



Early-Season Sales

Grab early-bird gardeners with your first Wave of the year: **Cool Wave pansies.** *The Best Pansy Ever* is the first to hit store shelves to boost sales and wake up Spring gardens and baskets with easy spreading color.



Mid-Season Performance

Sizzle in Summer with first-up **Shock Wave**. Spread into all-season sales with **Easy Wave** and **Wave**. Then finish strong with season-extending **Tidal Wave**. Be sure to include the color-filled, proven performance of Wave and Cool Wave **Plug & Play** and **Fuseables** combos to push sales through the roof!



Late-Season Options

Cool Wave pansies are also right at home with the pumpkins and Fall décor, and are perfect for easy DIY projects. A bonus for cold-climate gardeners: Fall plantings of Cool Wave overwinter in the North.





Cool Wave[®] Pansies

Imagine the possibilities...

Cool Wave® pansies - a wakeup call for Spring gardeners

Cool Wave pansies are the perfect way to grab those early-bird gardeners. A festive centerpiece fashioned with Cool Wave pansies adds easy color to every Spring party, and the bright selection wakes up their gardens, mixed combos and patio planters.

Expand your selling opportunities with *The Best Pansy Ever*. Cool Wave pansies crush competing varieties in trailing and filling containers. Plus, they triumph over other pansies for vigor and overwintering. It's their unstoppable performance from bench to retail to garden that earned Cool Wave pansies the right to wear the Wave name.



Fresh garden color!

Overwintering to Zone 5,
Cool Wave pansies are the first
blooms to come back in Spring

Cool Wave pansies create a flurry of flower power

Cool Wave pansies deliver twice the spread and double the color for all their early-season needs, from Easter to Mother's Day and all through Spring, depending on location. One trip to the garden center for lush hanging baskets or pots for in-ground planting is enough to convince anyone that Cool Wave is the cool-season gardener's dream. Effortless never looked so good!

Height: 6 to 8 in. (15 to 20 cm)

Spread: 24 to 30 in. (61 to 76 cm)

Flower size: 2 to 2.5 in. (5 to 6 cm)

USDA Hardiness Zone: to Zone 5



COOL WAVE PANSY AT A GLANCE

PROPAGATION

Germination Temp	Plug Crop Weeks		Notes
65-70°F (18-21°C)	128-cell	288-cell	Transplant actively growing, non-rootbound plugs.
	5 weeks	4 weeks	

FINISHING

Day Temp	Night Temp	Finish Weeks from Transplant			Notes
62-70°F (17-21°C)	55-60°F (13-16°C)	quart	6-in. (15-cm) pot (1-3 ppp)	10-in. (25-cm) basket (3-4 ppp)	Regular scouting for powdery mildew and preventative measures are recommended.
		6-7 weeks (Spring)	6-7 weeks (Spring)	9-10 weeks (Spring)	

See GrowerFacts for full details, light, PGR and fertilizer requirements at panamseed.com/Wave

Recommended Cool Wave pansy packaging:

- 4 & 6-in. (10 & 15-cm) pots
- Premium quarts & gallons
- Hanging baskets of your choice





Berries 'N Cream Mixture



White



Lemon



Golden Yellow



Blue Skies



Morpho



Blueberry Swirl



Pastel Mixture



Strawberry Swirl



Raspberry Swirl



Raspberry



Purple



Mixture



Violet Wing



Sunshine 'N Wine Improved
(Global Name: Red Wing Improved)



Fire



Frost

Enjoy multi-season selling! Check out Cool Wave for Fall starting on page 32.



Shock Wave[®] Petunias

...start the action!

Shock Wave® petunias say *Spring starts now!*

Shock Wave overflows with masses of color, along with exceptional performance in small spaces, baskets, containers and mixed combos.

Each Shock Wave plant is blanketed with an amazing number of petite blooms to create jaw-dropping baskets and containers. With Shock Wave, gardeners can count on the same strong fill and vibrant color that makes Wave a consumer favorite.



Thirsty for Spring color

As temperatures break, Shock Wave is sure to satisfy in colorful baskets and patio pots

Shock Wave petunias bring electrifying color

Start your Wave sales with Shock Wave petunias, the smallest blooms of the Wave petunia family. Shock Wave packs a punch when it comes to color and fill. Its mounded, spreading plants are similar in shape and as easy to manage as Easy Wave. Plants bloom in a tight, consistent, 4 to 6-day window. And Shock Wave plants bounce back from overhead watering and Spring showers faster than other petunias, so they're fresher-looking at retail and outdoors all Summer long.

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

Spread: 20 to 30 in. (51 to 76 cm)

Flower size: 1.5 to 2 in. (4 to 5 cm)



SHOCK WAVE PETUNIA AT A GLANCE

PROPAGATION

Germination Temp	Plug Crop Weeks			Notes
72-75°F (22-24°C)		128-cell	288-cell	
		5-7 weeks	4-6 weeks	

FINISHING

Day Temp	Night Temp	Finish Weeks from Transplant			Notes
61-75°F (16-24°C)	57-65°F (14-18°C)	306-pack	6-in. (15-cm) pot (1-3 ppp)	10-in. (25-cm) basket (3-4 ppp)	Can be grown cooler (minimum 50°F/10°C). Crop time will be longer under cooler temperatures. Minimum daylength 10-10.5 hours.
		5 weeks (Spring)	6 weeks (Spring)	7 weeks (Spring)	
		4 weeks (Summer)	5 weeks (Summer)	5 weeks (Summer)	

See GrowerFacts for full details, light, PGR and fertilizer requirements at panamseed.com/Wave

Recommended Shock Wave petunia packaging:

- 4-in. (10-cm) pots
- Premium quarts
- 306 premium pack with handle
- Hanging baskets





Spark Mixture



Volt Mixture



Coconut



Pink Vein



Pink Shades



Rose



Denim



Coral Crush



Red



Purple Tie Dye



Deep Purple

Easy Wave[®] Petunias

A flowering sensation!



Boost Spring sales with Easy Wave®

The most versatile of all large-flowering spreading petunias, Easy Wave is great anywhere - in solo and mixed planters and baskets, gardens and landscapes.

Compared with other large-flowered spreading petunias, these long-lasting superstars are easier to flower and easier to produce in premium packs, pots and baskets for more plants per square foot. With a wide range of colors and patterns, and strong, built-in Wave branding, watch how fast they move once at retail!

Easy Wave does it all

For lush landscapes, full baskets and colorful containers, this is your #1 choice



Easy Wave petunias' premium colors pump up profits

Easy Wave petunias feature velvety **Velours**, plus high-demand decorator colors in the best and largest-selling spreading petunia series: **Yellow** and **Lavender Sky Blue**. Easy Wave petunias' outstanding seed quality means simplified production, maximized plug yields and the ability to meet every ship date for every color. When you combine the extensive color range with its uniformity, Easy Wave gives you the opportunity to create and grow your own specialty mixes.

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

Spread: 30 to 39 in. (76 to 99 cm)

Flower size: 2 to 3 in. (5 to 7 cm)



EASY WAVE PETUNIA AT A GLANCE

PROPAGATION

Germination Temp	Plug Crop Weeks		Notes
72-75°F (22-24°C)	128-cell	288-cell	
	5-7 weeks	4-6 weeks	

FINISHING

Day Temp	Night Temp	Finish Weeks from Transplant			Notes
61-75°F (16-24°C)	57-65°F (14-18°C)	306-pack	4-in. (10-cm) pot/4.5-in. (11-cm) pot/quart (1 ppp)	10-in. (25-cm) basket (3-4 ppp)	Can be grown cooler (minimum 50°F/10°C). Crop time will be longer under cooler temperatures. Minimum daylength 9-11 hours (Rose Fusion 9 hours, Lavender Sky Blue 9.5 hour).
		6-7 weeks (Spring)	6-7 weeks (Spring)	8-9 weeks (Spring)	
		4-5 weeks (Summer)	4-5 weeks (Summer)	5-6 weeks (Summer)	

See GrowerFacts for full details, light, PGR and fertilizer requirements at panamseed.com/Wave

Recommended Easy Wave petunia packaging:

- 6-in. (15-cm) pots
- Premium quarts & gallons
- 306 premium packs with handle
- Hanging baskets





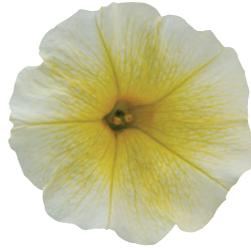
Three of the top-selling Easy Wave varieties - Pink Passion, Red and Lavender Sky Blue - in 306 premium packs.



White



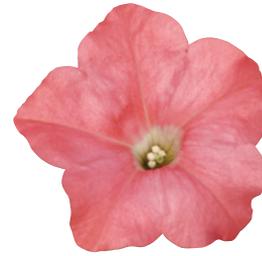
Silver



Yellow



Pink



Coral Reef



Pink Passion



Rose Fusion
Available April 1, 2020



Violet



Plum Vein



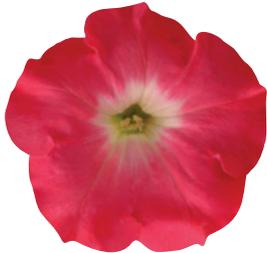
Neon Rose



Lavender Sky Blue



Blue



Rosy Dawn



Red



Berry Velour
US 7,642,436; EU PAF



Burgundy Velour
US 7,642,436; EU PAF



Red Velour
US 7,642,436; EU PAF



Burgundy Star



Bold and creative Easy Wave

You'll always stand out with Easy Wave on the bench, with its wide color selection and great garden performance for the consumer



Starfish Mixture



Formula Mixture



Beachcomber Mixture



Great Lakes Mixture



The Flag Mixture



South Beach Mixture



Opposites Attract Mixture



Plum Pudding Mixture



Wave[®] Petunias

...leave consumers
free to play!

Wave® petunia - there's nothing else like it

Wave petunias is celebrating 25 years of *easy spreading color* and strong performance in conditions that would wither other petunias. The Authentic Trailing Petunia™ is the most recognized plant brand in the world today.

Wave Purple Classic is where it all started! Today, the world's best-known petunia series offers three All-America Selections-winning varieties and an international Fleuroselect Gold Medal.

Wave works better

Wave sets the standard for petunia landscape performance in gardens around the globe



Wave petunias for every sunny setting

Pro landscapers and home gardeners alike choose low-growing, wide-spreading Wave petunias for a variety of applications. Virtually care-free, the plants flower like crazy all season, with masses of blooms along the entire length of each branch with no trimming back. Wave petunias stand up well to both heat and cooler conditions, winning recent awards for continuous Summer performance from locations across the southern United States (Mississippi State University, Dallas Arboretum and Louisiana State University).

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

Spread: 36 to 48 in. (91 to 122 cm)

Flower size: 2 to 2.5 in. (5 to 6 cm)



WAVE PETUNIA AT A GLANCE					
PROPAGATION					
Germination Temp	Plug Crop Weeks			Notes	
72-75°F (22-24°C)		128-cell	288-cell		
		5-7 weeks	4-6 weeks		
FINISHING					
Day Temp	Night Temp	Finish Weeks from Transplant		Notes	
61-75°F (16-24°C)	57-65°F (14-18°C)	306-pack not recommended	6-in. (15-cm) pot (1-3 ppp)	10-in. (25-cm) basket (3-4 ppp)	Crop times based on long days and minimum night temps of 65°F (18°C).
			7-9 weeks (Spring)	8-10 weeks (Spring)	
			5-7 weeks (Summer)	6-8 weeks (Summer)	

See GrowerFacts for full details, light, PGR and fertilizer requirements at panamseed.com/Wave

Recommended Wave petunia packaging:

- 6-in. (15-cm) pots
- Premium gallons
- Hanging baskets





Purple



Carmine Velour
All-America Selections National Winner



Pink



Misty Lilac



Lavender
*All-America Selections National Winner,
Fluoresselect Gold Medal*



Purple Classic
All-America Selections Classic





Tidal Wave[®] Petunias

Make a HUGE impact!

Grow Summer sales with Tidal Wave®

Tidal Wave petunias help you extend the selling season with a strong finisher for your main-season program.

Make a big impression with this high-impact series! Tidal Wave grows into a very full, shrublike plant that's the perfect choice for landscapes and large containers. Grown and marketed in 8-in. (20-cm) pots and baskets, Tidal Wave is the "go-to" for pros and home gardeners looking for fresh, fast color to spread across wide spaces. They also climb along and over walls and fences, and make beautiful trellised containers.



Tidal Wave stays strong

These durable petunias recover from rain and resist lodging better than the competition



Tidal Wave petunias bring big, bold, 3D color

Tidal Wave petunias have fresh, fast-filling color for large spaces! Velvety Red Velour is available in this large-format plant - and what a magnificent performer it is! Like its series mates, this award-winner promises WOW color and big landscape shows.

Height: 16 to 22 in. (41 to 56 cm)

Spread: 30 to 60 in. (76 to 152 cm)

Flower size: 2 to 2.5 in. (5 to 6 cm)

TIDAL WAVE PETUNIA AT A GLANCE					
PROPAGATION					
Germination Temp		Plug Crop Weeks		Notes	
72-75°F (22-24°C)			128-cell	288-cell	See lighting specifics.
			5-7 weeks	4-6 weeks	
FINISHING					
Day Temp	Night Temp	Finish Weeks from Transplant		Notes	
61-75°F (16-24°C)	57-65°F (14-18°C)	306-pack not recommended	5-in. (13-cm) pot/ 6-in. (15-cm) pot/ 1 gallon (1-3 ppp)	8-in. (10-cm) pot (1-3 ppp)	Crop times based on long days (greater than 13 hours) and minimum night temps of 65°F (18°C). Crop time will be longer under cooler temperatures.
			6-8 weeks (Spring)	8 weeks (Spring)	
			4-7 weeks (Summer)	7 weeks (Summer)	

See GrowerFacts for full details, light, PGR and fertilizer requirements at panamseed.com/Wave

Recommended Tidal Wave petunia packaging:

- 8-in. (20-cm) pots
- Hanging baskets





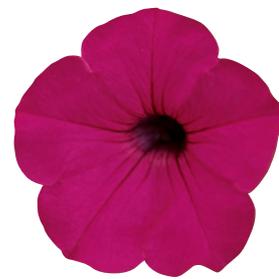
Silver
*All-America Selections National Winner,
Fluoreselect Quality Mark*



Hot Pink



Cherry



Purple



Red Velour
*All-America Selections National Winner,
Fluoreselect Gold Medal*
US 7,642,436; EU PAF

Cool Wave® Pansies

Autumn beauty
is a breeze!

Good ideas

A festive centerpiece fashioned with Cool Wave pansies adds fresh and easy color to any party. Love the look? Find this and lots of other Cool Wave DIY ideas for both Spring and Fall at wave-rave.com.



Cool Wave® pansies for easy Autumn décor

With its easy spreading color, Cool Wave puts quick and colorful decorating at their fingertips...and gives you a terrific way to extend your growing and selling season for the popular Wave Brand.

In a good portion of North America, Fall is the perfect time to refresh gardens and planters with Cool Wave. The warm soil and moderate air temperatures encourage *The Best Pansy Ever* to grow fairly quickly and produce lots of spreading flowers. They are versatile, colorful and long-lasting, blooming continuously until the first hard freeze.



Cool Wave for cool Fall decorating

Entice gardeners into the store once again with rich tones just perfect for Fall patios

Cool Wave pansies pump out seasonal color

The rich colors of Cool Wave stand out in Halloween décor and complement the bold hues of Fall leaves. Sell them in hollowed out pumpkins, create easy table toppers, mix them in with other cool-season annuals. All through the Fall...Cool Wave shines!

Height: 6 to 8 in. (15 to 20 cm)

Spread: 24 to 30 in. (61 to 76 cm)

Flower size: 2 to 2.5 in. (5 to 6 cm)

USDA Hardiness Zone: to Zone 5



COOL WAVE PANSY AT A GLANCE

PROPAGATION

Germination Temp	Plug Crop Weeks			Notes
65-70°F (18-21°C)		128-cell	288-cell	Transplant actively growing, non-rootbound plugs.
		5 weeks	4 weeks	

FINISHING

Day Temp	Night Temp	Finish Weeks from Transplant			Notes
62-70°F (17-21°C)	55-60°F (13-16°C)	quart	6-in. (15-cm) pot (1-3 ppp)	10-in. (25-cm) basket (3-4 ppp)	Regular scouting for powdery mildew and preventative measures are recommended.
		4-5 weeks (Fall)	5-6 weeks (Fall)	7-8 weeks (Fall)	

See GrowerFacts for full details, light, PGR and fertilizer requirements at panamseed.com/Wave

Recommended Cool Wave pansy packaging:

- 4 & 6-in. (10 & 15-cm) pots
- Premium quarts & gallons
- Hanging baskets of your choice





Berries 'N Cream Mixture



Mixture



White



Golden Yellow



Blue Skies



Morpho



Strawberry Swirl



Raspberry Swirl



Raspberry



Purple



Violet Wing



Sunshine 'N Wine Improved
(Global Name: Red Wing Improved)



Fire

Enjoy multi-season selling! Check out Cool Wave for Spring starting on page 10.

A woman with long dark hair and glasses, wearing a grey sweater, is pointing at a computer monitor. The monitor displays a grid of many small, round, colorful items, likely food or drink samples. Two other people, a man with glasses and a woman, are looking at the screen. The scene is set in a bright, modern office or meeting room.

Colorful Combo Recipes

Easy-to-execute options
for added sales

Wave and Cool Wave combos make a big, colorful show

Wave and Cool Wave Plug & Play® combos and Fuseables® deliver on-trend colors, are virtually care-free and fill planters with *easy spreading color* all season.

The lineup of easy, fresh and fun combos that deliver combine Wave petunias, Cool Wave pansies and other premium annuals for stellar Spring, Summer and Fall sales. After internal and external trialing in multiple regions, this fully vetted collection serves up **grab 'n go gardens** that give today's consumer the instant décor they crave with the ease of growing their demand.

The secret to the success of our amazing Fuseables combos is patented **Precision™ Multi-Pellet seed technology**. It ensures that all varieties are present in each pellet, for easy sowing and balanced mixes.





SUBTLE PERFECTION

Easy Wave Pink Passion Petunia,
Easy Wave Silver Petunia &
Shock Wave Deep Purple Petunia

Wave[®] *Petunia* *Combos*

Unstoppable performance
from bench to garden

Grow good-looking, well-balanced mixes in one pot...without a royalty! Our Wave Plug & Play recipes let you add a designer look to your planters and baskets for Spring and Summer sales. They're easy to make and easier to sell with recognized Wave branding.



SWEETHEART

**Easy Wave Red Velour Petunia &
Easy Wave Pink Passion Petunia**



LOVIN' IT

**Easy Wave Yellow Petunia,
Easy Wave Neon Rose Petunia &
Combo Blue Petunia**



AFTER DARK

Easy Wave Burgundy Velour Petunia &
Easy Wave Neon Rose Petunia



ROYAL PASSION

Easy Wave Burgundy Velour Petunia,
Easy Wave Plum Vein Petunia &
Combo Blue Petunia



FIRECRACKER

Shock Wave Coral Crush Petunia,
Shock Wave Denim Petunia &
Shock Wave Deep Purple Petunia



DUSK TO DAWN

Easy Wave Plum Vein Petunia &
Shock Wave Pink Vein Petunia



THE FLAG

Easy Wave White Petunia,
Easy Wave Blue Petunia &
Easy Wave Red Petunia



VERY VALENTINE

Easy Wave Pink Passion Petunia,
Easy Wave White Petunia &
Easy Wave Red Velour Petunia



NOTE: Individual varieties sold separately.

FLY ME TO THE MOON

Easy Wave Burgundy Velour Petunia,
Easy Wave White Petunia &
Easy Wave Neon Rose Petunia



SURFIN' SAFARI

Shock Wave Coral Crush Petunia &
Shock Wave Denim Petunia



SEEING STARS

Easy Wave Burgundy Star Petunia &
Easy Wave Neon Rose Petunia



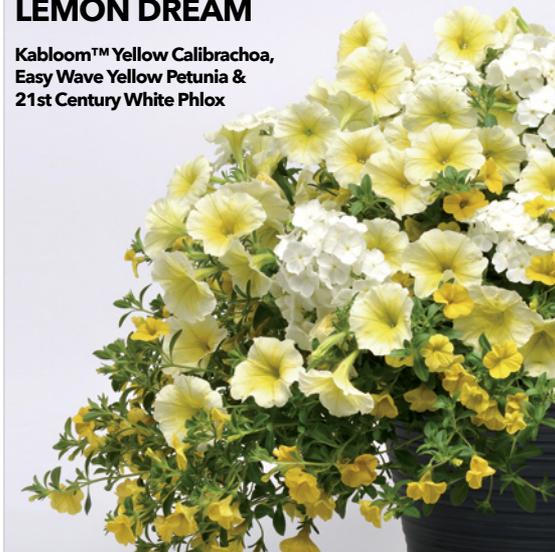
MAD ABOUT RED

Easy Wave Red Velour Petunia &
Easy Wave Yellow Petunia



LEMON DREAM

Kabloom™ Yellow Calibrachoa,
Easy Wave Yellow Petunia &
21st Century White Phlox



RAZZLE DAZZLE

Kabloom Blue Calibrachoa,
Easy Wave Pink Passion Petunia &
Quartz XP Burgundy with Eye Verbena



EVENING IN RIO

Easy Wave Violet Petunia &
Easy Wave Neon Rose Petunia



BLUE HAWAII

Easy Wave Rosy Dawn Petunia &
Shock Wave Denim Petunia



BEACH PARTY

Shock Wave Denim Petunia &
Shock Wave Pink Shades Petunia



OPPOSITES ATTRACT

Easy Wave Coral Reef Petunia &
Easy Wave Violet Petunia



TWINKLE TWINKLE

Easy Wave Burgundy Star Petunia &
Shock Wave Coconut Petunia



RED, WHITE & BLUES

Shock Wave Coconut Petunia, Shock Wave Denim Petunia &
Shock Wave Red Petunia



NOTE: Individual varieties sold separately.

O CANADA

Easy Wave White Petunia &
Easy Wave Red Petunia



COCO COLADA

Shock Wave Coconut Petunia &
Shock Wave Coral Crush Petunia



ROSY KISSES

Easy Wave Yellow Petunia, Easy Wave Rosy Dawn Petunia &
Shock Wave Deep Purple Petunia



CORAL LIGHTS

Easy Wave Yellow Petunia,
Shock Wave Coral Crush Petunia &
Glitz Euphorbia



FIRE N NICE

Easy Wave Red Velour Petunia &
Glitz Euphorbia



PUTTIN' ON THE PINK

Easy Wave Neon Rose Petunia &
Glitz Euphorbia



ROYAL SPARKLER

Easy Wave Burgundy Velour Petunia,
Easy Wave Silver Petunia &
Glitz Euphorbia



NOTE: Individual varieties sold separately.



FOODIE BLUES

Patio Baby Eggplant,
Dolce Fresca Basil &
Combo Blue Petunia



CANTINA HEAT

Sweet Heat Pepper,
Combo Blue Petunia &
Bonanza™ Yellow
French Marigold



SPREADING PETUNIA 🌞

Petunia x hybrida

Combo Blue F₁

Height: 6 to 12 in./15 to 30 cm
Spread: 30 to 39 in./76 to 99 cm
Flower size: 2 to 3 in./5 to 8 cm

Seed supplied as: Pelleted

Plug crop time: 5 to 6 weeks
Transplant to finish: See individual
Plug & Play combo recipe.

- Chosen specifically for its habit and performance as a combination component.
- Large, velvety deep blue flowers on a mounding, well-branched plant.
- Timing is similar to Easy Wave Blue, with a minimum daylength requirement of 10.5 hours.



ITALIAN BISTRO

Little Napoli Tomato,
SimplyHerbs™ Curled Parsley &
Easy Wave Red Velour Petunia



Cool Wave[®] Pansy Combos

Vibrant color for
cool-season sales

Colorful, cold-hardy choices for Spring and Fall are available using the *fastest-growing, longest-lasting, truly trailing* pansy in cool-season baskets and pots.

OCEAN BREEZES

Cool Wave Blue Skies Pansy, Cool Wave Purple Pansy & Cool Wave White Pansy



ON A CLEAR DAY

Cool Wave Purple Pansy, Cool Wave White Pansy & Cool Wave Golden Yellow Pansy



PURPLE SUNSET

Cool Wave Purple Pansy, Cool Wave Golden Yellow Pansy & Cool Wave Blue Skies Pansy



YELLOW HEAVEN

Cool Wave Lemon Pansy, Cool Wave White Pansy & Cool Wave Golden Yellow Pansy





Wave Fuseables[®]

Winning combos with
patented technology!

Wave Fuseables

Packs a double punch - beautiful, balanced combos featuring the most-asked-for flower brand! They're perfect for main-season programs and supported by Wave marketing and merchandising.

WAVE FUSEABLES SILK N SATIN

Shock Wave Pink Shades Petunia &
Snowtopia® Bacopa



WAVE FUSEABLES BLUE DAWN

Easy Wave Rosy Dawn Petunia &
Blutopia® Bacopa



WAVE FUSEABLES RISE N SHINE

Easy Wave Yellow Petunia &
Easy Wave Rosy Dawn Petunia



WAVE FUSEABLES HEALING WATERS

Shock Wave Denim Petunia,
Easy Wave Violet Petunia &
Blutopia Bacopa



WAVE FUSEABLES OOH LA LA

Easy Wave Burgundy Star Petunia,
Easy Wave Neon Rose Petunia &
Shock Wave Coconut Petunia



A hanging basket filled with a mix of purple and yellow pansies. The basket is made of dark brown wicker and is suspended by three black wires. The background is a soft-focus green, suggesting an outdoor setting. A large, light blue circular graphic is overlaid on the left side of the basket, containing the product name and a tagline.

Cool Wave Fuseables®

A power-packed way
to grow sales!

Cool Wave Fuseables

Pump up cool-season sales with the best-performing spreading pansy for Spring and Fall, starring in 2 outstanding combos that you start with our Precision Multi-Pellets.

COOL WAVE FUSEABLES SUNNY SKIES

Cool Wave Blue Skies Pansy &
Cool Wave Golden Yellow Pansy



COOL WAVE FUSEABLES FLOWER DATE

Cool Wave Golden Yellow Pansy &
Cool Wave Purple Pansy

Everyone Wins with Successful Wave Merchandising

Cool Wave Pansy

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.



Wave Petunia

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

A



Outdoor banner pulls your customers in.

Inspire shoppers with eye-catching Wave 25th anniversary POP.

Stack 4 pallets to create a shoppable height.



F



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

Attract Attention and Drive Retail Traffic

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.

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.

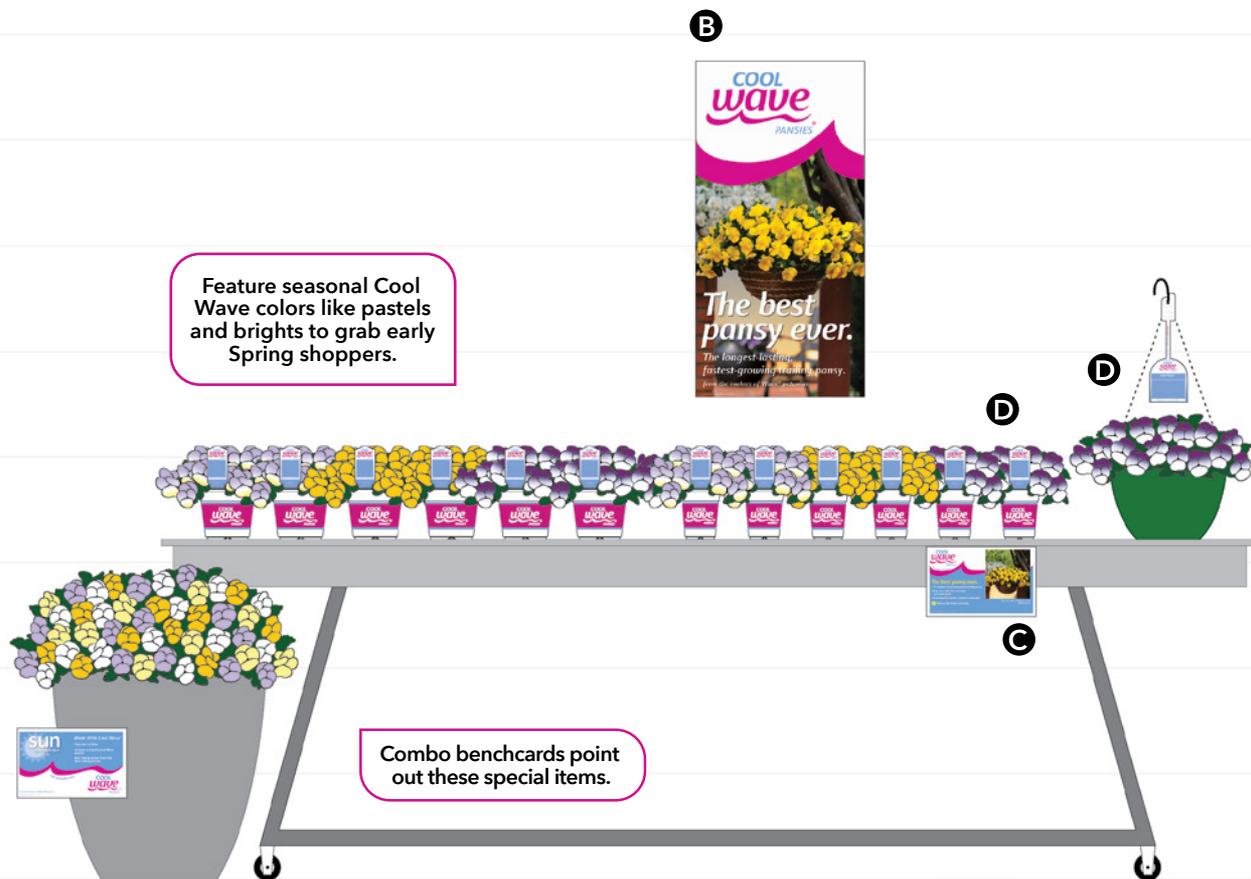
Brainstorm new displays to excite customers in weekly team meetings.

Group plants by color to create retail WOW!

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

Cool Wave Pansy for Spring

Works well for Fall, too!



Wave Petunia

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

A



B



Lifestyle imagery and benefit messaging on the 25th anniversary POP help to promote purchase intent.

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.



Put the Strongest Brand in Gardening to Work For You

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.

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.

Cool Wave Pansy for Fall

Works well for Spring, too!

Include combos to add some flair to your display and give customers ideas for mixing and matching. See colorful combos for more options (pages 36-51).



Wave Petunia

A



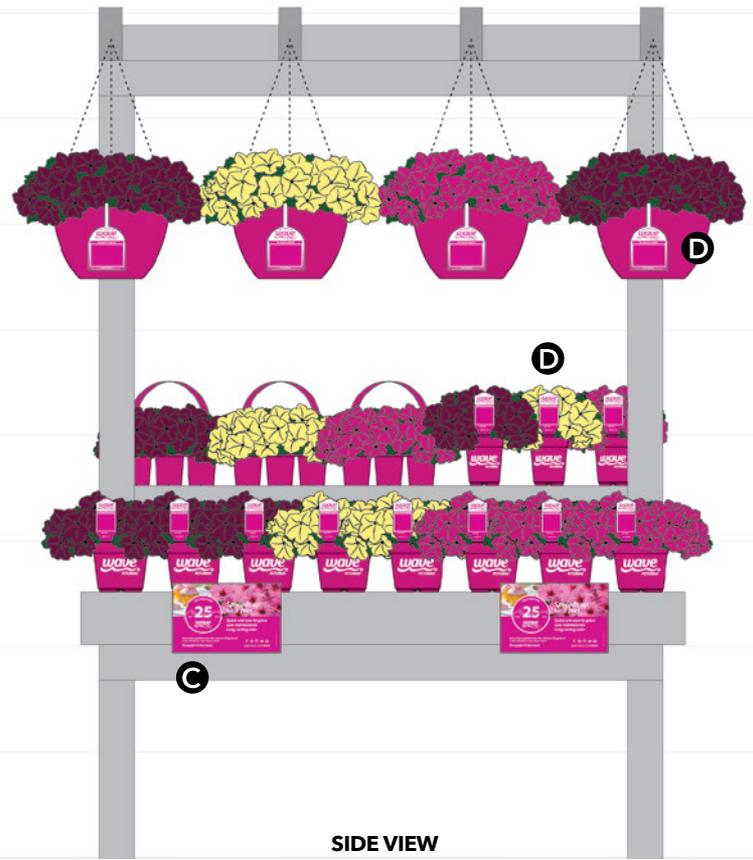
Keep endcaps well-stocked with Wave varieties to capture shoppers' attention as soon as they walk through the door.

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



B

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



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

C

D

D



Meet Your Wave Consumer

While everyone wins with Wave, these dynamic petunias and pansies are especially appealing to two primarily female audiences - the Millennial Gardener (age 25 to 45) and the Colorful Gardener (age 45+).

The Wave Consumer

wants that Wow factor!

The Millennial Gardener

is connected digitally throughout her day, and whether on her smartphone or desktop, she is always online. Spending most of her time catching up on the latest trends, she is constantly looking for her **next project**. She likes to follow her favorite brands and companies on social media, and she is more likely to purchase products she sees used or recommended by friends on social media. When she needs information, the first place she looks is the internet.

The Millennial Gardener streams content on her mobile or handheld device, so to appeal to her, Wave promotions include using **strategic content placement** and using research from YouTube to capture our audience's interests and reach them where they live, relax, shop and socialize. We promote the ease of Wave products and how they fit in smaller outdoor spaces, are easy to care for and how they improve the aesthetics of the home. The **wave-rave.com** consumer brand website is another way we encourage our audience to engage with Wave content and build brand awareness and loyalty.

The Colorful Gardener

is always browsing for home inspiration and uses her digital device to make sure she does her research before making a purchase. She still uses and trusts traditional media sources, such as magazines and newspapers. She is very likely to use mobile/handheld devices while shopping to search for local deals, and will often use the internet to help plan her shopping trips. Presentation of her home, particularly regarding décor, is important to her, and she is always looking for new ideas to **improve her home**.

The Colorful Gardener reads print magazines, including the ads, and relies on them to keep her informed. To catch her attention, promotion of the Wave brand and the 25th anniversary focuses on print ads that are strategically placed and speak to how Wave plants **enhance the garden** and about the resilience of the product. They also show the beauty and versatility of Wave plants to encourage her to buy.

The Wave Brand and its integrated marketing campaign celebrate these creative and bold gardeners!



3 Steps to Successful Promotion

Reaching Today's Consumer in the Right Place at the Right Time



panamseed.com/Wave

Wave petunias and Cool Wave pansies come with the built-in support of a **fresh and focused** marketing campaign every year, created to appeal to our two target audiences: the Millennial Gardener and the Colorful Gardener. They appreciate that Wave is THE flower brand that understands what they're looking for and helps them **stand out from the crowd**. Advanced targeting tools and digital data collection help us analyze and serve up Wave promotions right where they're clicking, searching, watching and reading.

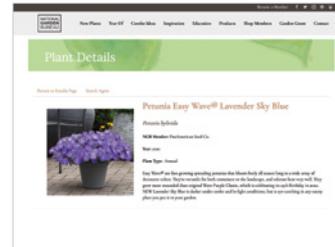


1

Announcements and Media Blitz



PR news releases, editor's desktide visits and mailings, and feature articles in print and online announce Wave's 25th anniversary to consumer-facing media and widespread readers. We highlight key brand milestones while sharing new and exciting trends and product launches. We share how Wave continues to be a leader in the gardening industry.



panamseed.com/Wave

2

Consumer and Influencer Events

The highly targeted Wave campaign creates excitement and sparks curiosity about Wave and its 25th anniversary to further promote **brand recognition** among both current and new customers.

The campaign includes:

- A media relations strategy
- Events to reach target audiences, including consumers, media and tastemakers
- Strong relations with influencers for third-party advocacy
- Social media and digital support

Retailers and growers will see the success of this extensive Wave Brand coverage as we drive top-of-mind awareness for Wave petunias on the shelf and within category. Our goal is to **create purchase intent** for Wave across all types of retail, creating demand for the petunia in the pink pot wherever the consumer prefers to shop.



To kick off gardening season in style with the celebration of Wave's 25th anniversary, we'll host a community gardening event with Wave petunias in Spring 2020 for the general public that spans generations of Wave gardeners: a mix of Baby Boomers, Gen X and Millennials.



We partner with influencers who submit the unique and creative ways they garden with Wave. We target a variety of influencers, including those who cover lifestyle, gardening, fashion, beauty, entertaining, food, wellness and more. The goal is to obtain new ideas to inspire Wave audiences throughout the year through social media channels and blog posts.



We send "Wave Potting Party Kits" to select influencers so they can easily host a potting party on their own with four to five friends. The kits include containers, aprons, gloves, Wave branded collateral, a gift card to help cover petunias, soil and fillers/thrillers/spillers, along with festive birthday décor. Our influencer partners share details with their fans and followers and encourage their networks to host Wave Birthday Potting Parties of their own.

We also host regional Potting Party events in two to three markets every year, hosted in partnership with a local garden center and featuring an educational demonstration on how to build a container garden with the most popular Wave varieties.

We're expanding this year to include public events at the garden centers the day after our influencer events, with consumers also receiving containers, Wave petunias, spillers, thrillers and soil. The Wave team will lead the demo and impart our brand messaging.

3 Steps to Successful Promotion

Reaching Today's Consumer in the Right Place at the Right Time



panamseed.com/Wave

3

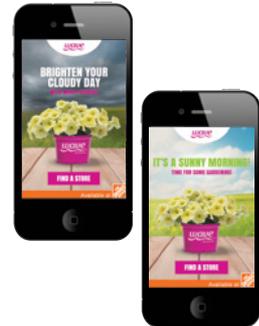
Promoting Consumer Engagement



To celebrate Wave's anniversary with the brand's social media fans and followers, we are hosting a series of giveaways over the course of gardening season, where Wave social media fans and followers can win branded Wave goodies, plants and more. This gives consumers the chance to feel a part of the celebration and engage with the brand through our social channels.



Our Wave fans love to share the unique and creative ways they garden with Wave! The Wave social team's top picks will be featured on the blog and Wave's social media channels, generating more exposure for the brand and engaging new fans, too!



Finally, with the anniversary year drawing to a close, we'll be promoting the idea of the next 25 years with Wave as a brand leader in the industry. This will include distribution of floral and gardening trends that the experts at Wave predict for 2021 and beyond, including new varieties and more. The report will be shared with key media outlets and targets, driving conversations and future coverage as we look ahead into the new year.

Planning Calendar

JANUARY 2020

WK	S	M	T	W	T	F	S
1				1	2	3	4
2	5	6	7	8	9	10	11
3	12	13	14	15	16	17	18
4	19	20	21	22	23	24	25
5	26	27	28	29	30	31	

FEBRUARY 2020

WK	S	M	T	W	T	F	S
5							1
6	2	3	4	5	6	7	8
7	9	10	11	12	13	14	15
8	16	17	18	19	20	21	22
9	23	24	25	26	27	28	29

MARCH 2020

WK	S	M	T	W	T	F	S
10	1	2	3	4	5	6	7
11	8	9	10	11	12	13	14
12	15	16	17	18	19	20	21
13	22	23	24	25	26	27	28
14	29	30	31				

APRIL 2020

WK	S	M	T	W	T	F	S
14				1	2	3	4
15	5	6	7	8	9	10	11
16	12	13	14	15	16	17	18
17	19	20	21	22	23	24	25
18	26	27	28	29	30		

MAY 2020

WK	S	M	T	W	T	F	S
18						1	2
19	3	4	5	6	7	8	9
20	10	11	12	13	14	15	16
21	17	18	19	20	21	22	23
22/23	24/31	25	26	27	28	29	30

JUNE 2020

WK	S	M	T	W	T	F	S
23				1	2	3	4
24	5	6	7	8	9	10	11
25	12	13	14	15	16	17	18
26	19	20	21	22	23	24	25
27	26	27	28	29	30		

JULY 2020

WK	S	M	T	W	T	F	S
27				1	2	3	4
28	5	6	7	8	9	10	11
29	12	13	14	15	16	17	18
30	19	20	21	22	23	24	25
31	26	27	28	29	30	31	

AUGUST 2020

WK	S	M	T	W	T	F	S
31							1
32	2	3	4	5	6	7	8
33	9	10	11	12	13	14	15
34	16	17	18	19	20	21	22
35/36	23/30	24/31	25	26	27	28	29

SEPTEMBER 2020

WK	S	M	T	W	T	F	S
36				1	2	3	4
37	5	6	7	8	9	10	11
38	12	13	14	15	16	17	18
39	19	20	21	22	23	24	25
40	26	27	28	29	30		

OCTOBER 2020

WK	S	M	T	W	T	F	S
40						1	2
41	3	4	5	6	7	8	9
42	10	11	12	13	14	15	16
43	17	18	19	20	21	22	23
44	24	25	26	27	28	29	30

NOVEMBER 2020

WK	S	M	T	W	T	F	S
45	1	2	3	4	5	6	7
46	8	9	10	11	12	13	14
47	15	16	17	18	19	20	21
48	22	23	24	25	26	27	28
49	29	30					

DECEMBER 2020

WK	S	M	T	W	T	F	S
49				1	2	3	4
50	5	6	7	8	9	10	11
51	12	13	14	15	16	17	18
52	19	20	21	22	23	24	25
53	26	27	28	29	30	31	

DAYLENGTH REQUIREMENTS FOR FLOWERING WAVE® PETUNIA VARIETIES

GROUP	MIN. DAYLENGTH REQUIREMENT*	VARIETY
1	9 hours	Easy Wave® Rose Fusion
2	9.5 hours	Easy Wave® Lavender Sky Blue
3	10 hours	Easy Wave® Berry Velour, Pink Passion, Burgundy Star, Coral Reef, Neon Rose, Rosy Dawn, Silver, Violet, White, and Yellow; Shock Wave® Coral Crush, Denim, Pink Shades, Red
4	10.5 hours	Easy Wave® Blue, Burgundy Velour; Shock Wave® Coconut, Pink Vein, Purple, Purple Tie Dye and Rose
5	11 hours	Easy Wave® Pink, Plum Vein, Red, and Red Velour; Wave Blue
6	12 hours	Wave® Lavender, Misty Lilac, Pink, Purple Classic, Purple** and Rose; all Tidal Wave® colors
7	13 hours	Wave® Carmine Velour

*Speed of flowering increases at longer daylengths.

**Wave Purple requires 11.5 hours daylength or one week less of Photoperiodic lighting compared to Purple Classic.

Plan your production, plan your selling.

Use this calendar to plan everything you need for a **great Wave year!**



Pink outsells black 6 to 1

Remember to sell
Wave in Pink!

Talk to your preferred
supplier today.



Branded Packaging

Ainong Plastics
310 559-3000
Fax: 310 559-3003
ainongplastics.com

Belden Plastics
651 389-3600
Fax: 888 423-5336
beldenplastics.com

Blackmore Company
800 874-8660
Fax: 734 483-2387
blackmoreco.com

East Jordan Plastics, Inc.
800 353-1190
Fax: 231 536-7090
eastjordanplastics.com

Landmark Plastic Corp.
800 242-1183
Fax: 330 785-9200
landmarkplastic.com

Pöppelmann Plastics USA LLC
866 886-1556
Fax: 828 466-9529
poppelmannusa.com

Summit Plastic Company
800 814-3496
Canada: 888 491-8905
Fax: 330 633-9738
summitplastic.com

The HC Companies, Inc.
U.S.: 800 225-7712
Canada: 800 736-4865
Fax: 216 632-0235
Canada Fax: 519 753-2667
hc-companies.com

Tags & Handles

Garden Marketing Group
800 581-9555
Fax: 214 630-0700
garden.marketing@growertags.com
growertags.com

Horta-Craft
519 245-8441
Fax: 519 245-8442
horta-craft.ca

Horticolor
450 641-2642
Fax: 450 641-4833
info@horticolor.net
horticolor.net

Horticultural Marketing & Printing
800 433-8247
on-syte.catalog@integracolor.com
integracolor.com

Macore
800 331-9555 / 503 864-2204
Fax: 866 771-9899
macore.com

MasterTag
800 253-0439
Fax: 800 828-0003
mastertag.com

WestRock
866 448-8300
Fax: 800 968-2598
jhc.com

POP

PanAmerican Seed
630 231-1400 / 800 231-7065
Fax: 630 293-2557
panamseed.com

POP makes it easier to sell, and benchcards and posters are FREE! Use the attached order form or find additional downloadable POP files at panamseed.com/Wave.

PanAmerican Seed®

622 Town Road
West Chicago, IL 60185-2698 USA
630 231-1400
800 231-7065
Fax: 630 293-2557

panamseed.com
wave-rave.com

Visit panamseed.com for current Terms and Conditions of Sale.

© 2020 Ball Horticultural Company 2076758-A

™ denotes a trademark and ® denotes a registered trademark of Ball Horticultural Company in the U.S.
They may also be registered in other countries.

