

# 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.

## Cool Wave Pansy



# Wave Petunia

**FREE POP** makes it even easier to sell! Download the order form online at our regional Wave brand page at [panamseed.com](http://panamseed.com).

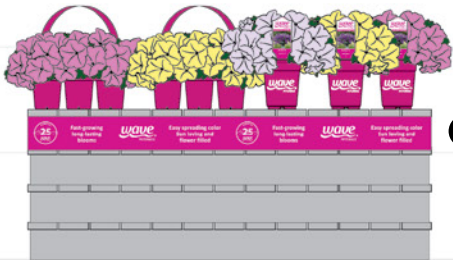
A



Outdoor banner pulls your customers in.

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

Stack 4 pallets to create a shoppable height.



F

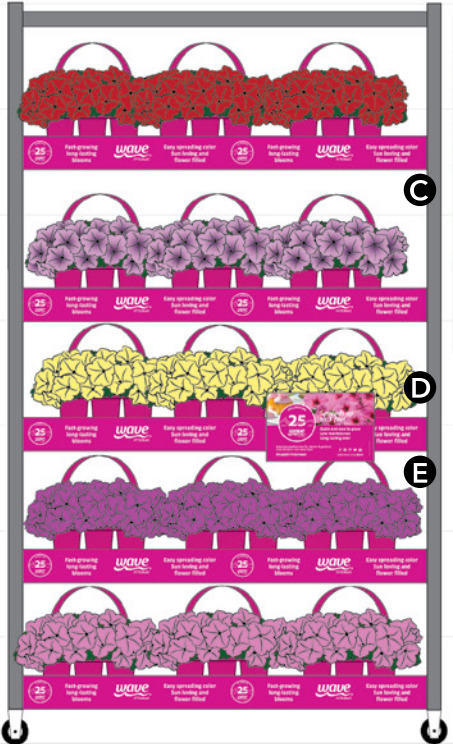


C



D

E



9'

8'

7'

6'

5'

4'

3'

2'

1'

# Attract Attention and Drive Retail Traffic

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## Bench displays

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### TIPS:

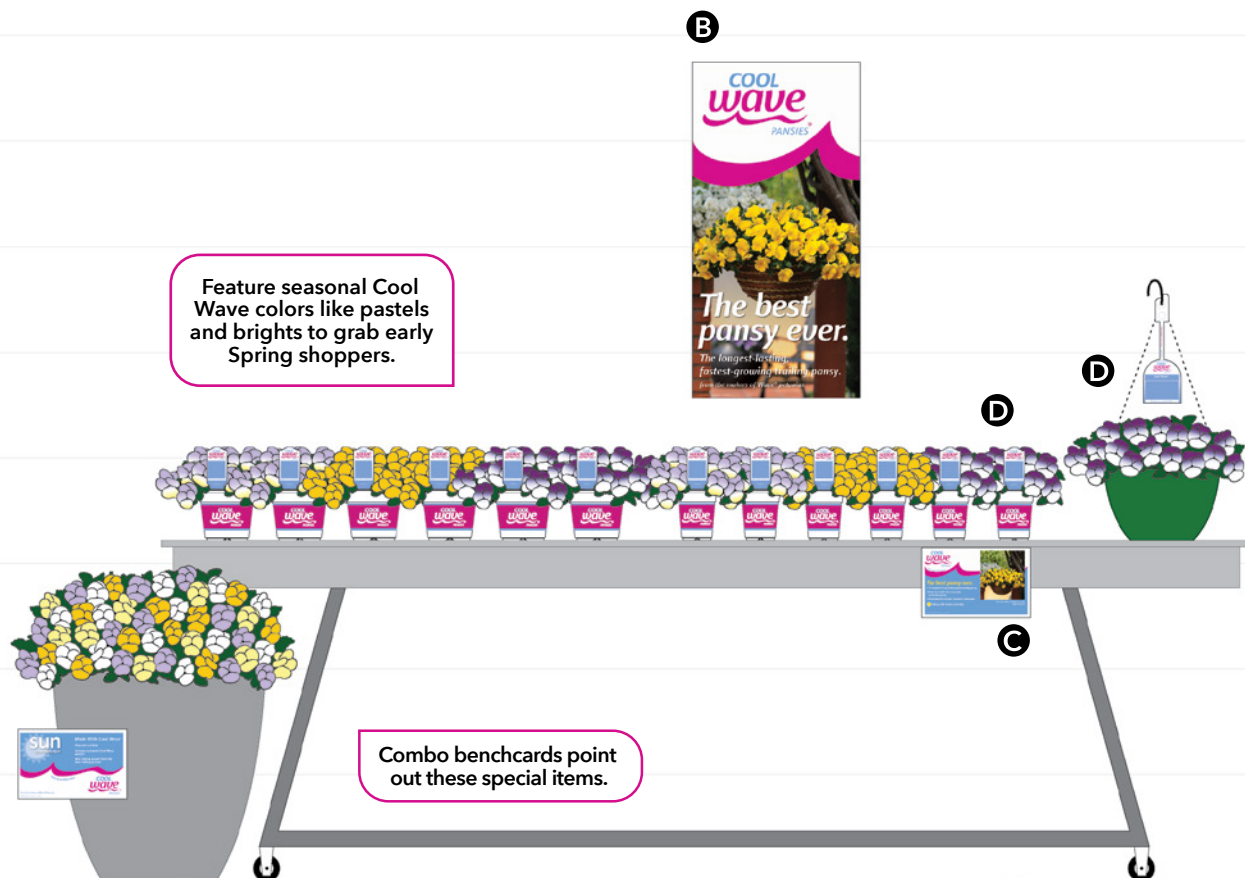
Brainstorm new displays to excite customers in weekly team meetings.

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!



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**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.

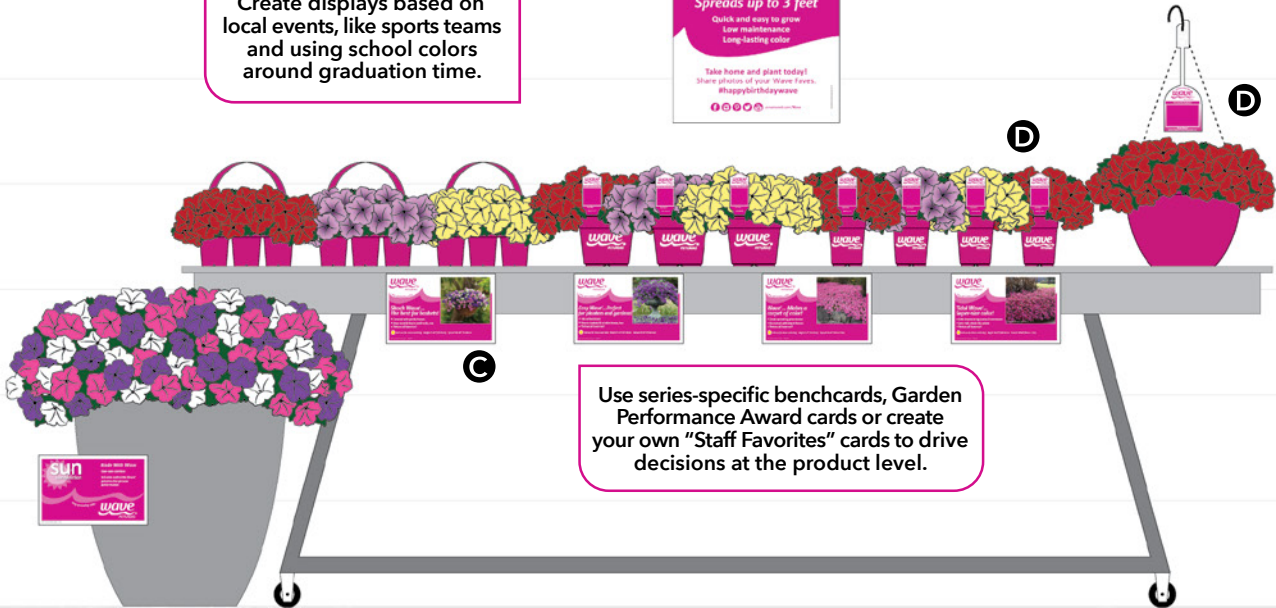
**D**

**D**

Made With Wave benchcards are available.

**C**

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***

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## Easy-to-shop island and endcap fixtures

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### TIPS:

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

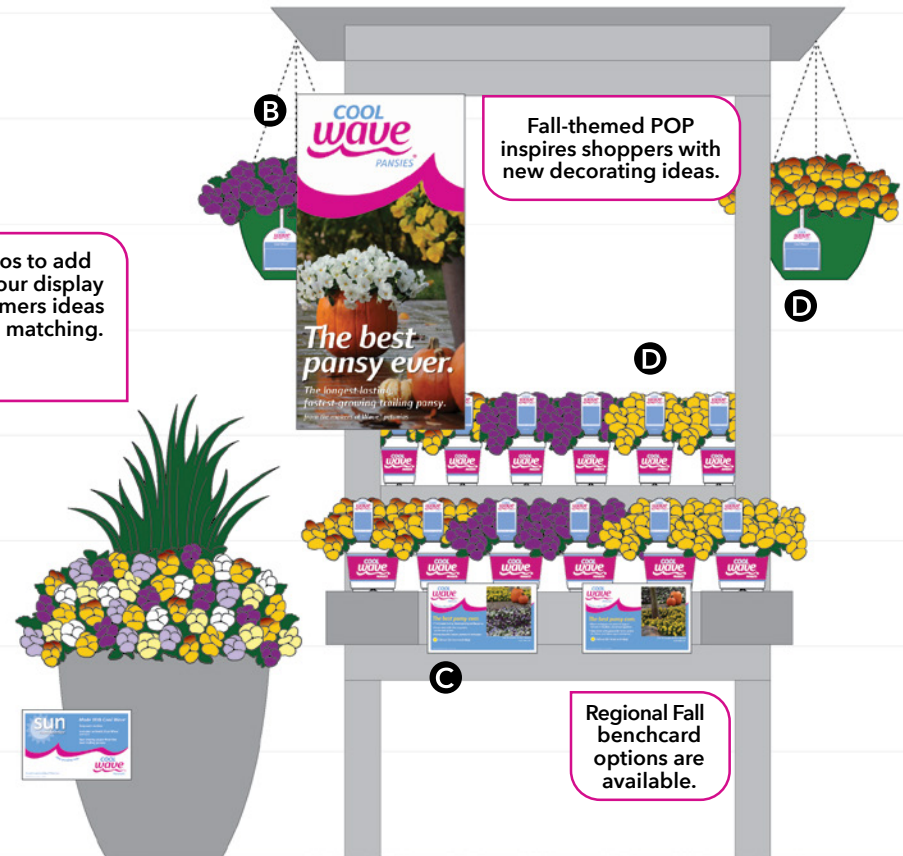
Change displays weekly – shoppers who discover something fresh at every visit keep coming back.

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.

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