

wave®



WAVEBOOK

1995

Wave® Purple starts the revolution...

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!

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**®.

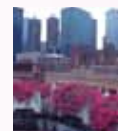
But why stop at petunias? The biggest intro to the Wave brand since its 1995 launch, **Cool Wave**® pansy delivers such spectacular performance that it's the first-ever "non-petunia" that deserves to wear the Wave name!



1995
Wave Purple
Classic
(one of only five
All-America
Classics)



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



2001
Wave Lavender
& Tidal Wave
Silver



1999
Tidal Wave

Consumers tuned
into HGTV see the 1st
Wave TV ad.

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

Wave-Pink
Packaging
soon outsells
black 6 to 1.



2002
Easy Wave



2002
Wave Blue



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



2007
Shock Wave



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



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

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



2011
Cool Wave
Pansies



WOW...a
Yellow joins
Easy Wave
& Shock
Wave!



"Mix to the
max" becomes
the mantra with
combo ideas
& ingredients:
Made With
Wave®, Wave
Medleys®
and Wave
Fuseables®.

Velvety Easy
Wave Velours
are on
everyone's lips!
What a way
to rev up the
world's best-
known petunia!



2014
Tidal Wave
Red Velour





Unrivaled Genetics

Wave was born from an unlikely source: a breeder for a Japanese beer company fine-tuned a wild petunia...sent it to All-America Selections trials...and this vigorous trailing petunia from seed won with flying colors. Recognizing its amazing potential, PanAmerican Seed partnered with Kirin to produce and distribute this newcomer across North America.

What set Wave Purple Classic apart was its **stunning spreadability**: up to 4 ft. in beds, well beyond the 15 in. of standard petunias. Its **care-free color**: splashy magenta blooms the full length of every branch. Its **spectacular outdoor performance**: it thrived through extreme Summer heat and wet conditions that stopped other petunias in their tracks. The result: great success for every gardener.



WAVE®

Dressed to Sell

Consumers quickly embraced Wave petunias for their easy-care success. Distinctive trademarked **Pink Packaging** made it easy to find authentic Wave varieties in-store.

Retailers built a consistent brand presence and benefitted 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.



They Know, Buy and Trust Wave

Wave petunias quickly changed the landscape of gardening across the U.S. and Canada, and all around the globe. While we continue to bring out new colors, new series, new programs, new promos...from day one, the focus on **easy spreading color** has remained strong and true. Because that's what keeps 'em satisfied and coming back for more.



COOL WAVE®

Multi-Season Opportunities

Game-changing **Cool Wave spreading pansies** perform so well from bench to garden that they are the first “non-petunia” product that **deserves to carry the Wave name**. This awesome series redefined the pansy class, and opened the door to growing and selling the Wave Brand in Spring, Summer and Fall.



MORE WAVE SALES

3 Seasons of Wave

The most powerful plant brand in the world delivers gardening, selling, installing and growing success, from early Spring through Fall. **Everyone wins with Wave.**

Early-Season Sales

Grab early-bird gardeners with your first Wave of the year: Cool Wave pansies. **The Best Pansy Ever** wakes up Spring gardens and baskets with easy spreading color.



Mid-Season Performance

Head full speed into Summer with first-up **Shock Wave**. Move into all-season sales with **Easy Wave** and **Wave**. Then finish strong with season-extending **Tidal Wave**. Be sure to include color-filled Wave combos from the Wave Medleys, Wave Fuseables or Made With Wave programs to really pump up sales.



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**.



A photograph of two women in profile, looking towards the right. The woman on the left has blonde hair and is wearing a light-colored top. The woman on the right has dark hair and is wearing a blue and white plaid shirt. They are both smiling. In the background, there are out-of-focus buildings and some pink and orange flowers in the lower right corner.

WAVE WORKS

Meet Your Wave Consumer

While everyone wins with Wave, these dynamic petunias and pansies are especially appealing to two primarily female audiences - the Colorful Gardener (age 45 to 55) and the New Homeowner (age 28 to 32). Each of these target consumers feels her home is an extension of her own personality and wants people to notice her yard and say "Wow!" She puts effort into how she presents herself and her surroundings, but she doesn't want to constantly tend her garden. The Wave Brand and its integrated marketing campaign celebrate these creative and bold gardeners!



WOW 'EM WITH WAVE™

Cool Wave® Pansy

for Spring



Grab those early bird gardeners!

Your first Wave of the year...and what a way to wow 'em! Cool Wave pansies wake up Spring gardens and baskets with easy spreading color. *(Page 12)*

Shock Wave® Petunia

for Summer



The best for baskets

Enthusiastic gardeners want early color. Start your Wave sales early with Shock Wave, the first and the earliest-to-flower spreading petunia series. *(Page 18)*

Easy Wave® Petunia

for Summer



Perfect for planters & gardens

These all-season salesmakers are easier on the bench and in the store. Be sure to add in new Easy Wave premium colors to pump up your profits! *(Page 24)*

Wave® Petunia

for Summer



Makes a carpet of color

With their spectacular, low-growing and spreading habit, Wave has set the highest standard for petunia landscape performance. *(Page 32)*

Tidal Wave® Petunia

for Summer



Super-size color for big spaces

Extend your main-season sales with this strong finisher. Versatile and impressive, Tidal Wave is well-suited for use as hedges, vines or floriferous groundcovers. *(Page 38)*

Cool Wave® Pansy

for Fall



**A decorator's dream: versatile,
colorful, long-lasting**

Right at home with the pumpkins and Fall décor, these Cool Wave pansies are great for easy DIY. Bonus: Fall plantings overwinter in the North. *(Page 44)*



Wave pink hanging basket

- Shock Wave
- Easy Wave
- Wave
- Tidal Wave

Hanging basket of your choice

- Cool Wave
(Spring & Fall)



**8-in. (20-cm) pot
or gallon pot**

- Easy Wave
- Wave
- Tidal Wave
- Cool Wave
(Spring & Fall)



Quart pot

- Shock Wave
- Easy Wave
- Cool Wave
(Spring & Fall)



6-in. (15-cm) pot

- Easy Wave
 - Wave
 - Cool Wave
- (Spring & Fall)



4-in. (10-cm) pot

- Shock Wave
 - Cool Wave
- (Spring & Fall)



**Premium 306 pack
with branded handle**

- Shock Wave
- Easy Wave

Wave packaging outsells black 6 to 1!

Wave branded pots, packs and baskets **promote greater sell-through** and **maintain the premium product image** of the Wave Brand.

Only Wave petunias and Cool Wave pansies can be sold in Wave branded packaging. Find full pot, tag and POP supplier info on page 64.

A young boy with short blonde hair, wearing a white polo shirt and blue pants, is smiling and hugging a medium-sized dog. The dog has brown, black, and white fur and its tongue is out. They are outdoors on a green lawn in front of a two-story house with a brick chimney and dark shutters. The background is slightly blurred.

WAVE WHERE THEY PLAY

Cool Wave® pansies wear fun Spring colors

Spring dawns and so does the craving for fresh garden color. 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 party. Just imagine what the colors of the season will do to wake up their Spring gardens, mixed combos and patio planters.



wow 'em with wave™



COOL WAVE SPRING PANSY AT A GLANCE

PROPAGATION					
Germination Temp		Plug Crop Weeks		Notes	
70-75°F (21-24°C)		128-cell	288-cell	Transplant actively growing, non-rootbound plugs.	
		4-5 weeks	4 weeks		
FINISHING					
Day Temp	Night Temp	Finish Weeks from Transplant		Notes	
61-75°F (16-24°C)	57-65°F (14-18°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 is recommended.
		6-7 weeks (Spring)	6-7 weeks (Spring)	8-10 weeks (Spring)	
See Grower Facts for full details, light, PGR and fertilizer requirements at panamseed.com/WaveBook					

See Grower Facts for full details, light, PGR and fertilizer requirements at panamseed.com/WaveBook

Expand your selling opportunities with *The Best Pansy Ever*. The longest-lasting, fastest-growing trailing pansy, Cool Wave crushes competing varieties in trailing and filling containers. Plus, they beat other pansies hands down 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.

Cool Wave creates tons of flower power

Cool Wave delivers twice the spread...double the color for all their early-season needs.

Recommended Cool Wave packaging:

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



Order now...order early...panamseed.com/WaveBook



Cool Wave colors are perfectly pretty for Easter, Mother's Day and all Spring!

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: 2 to 2.5 ft. (60 to 75 cm)

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

USDA Hardiness Zone:
to zone 5

Enjoy multi-season selling!
Check out Cool Wave for Fall
starting on page 44.



Berries 'N Cream Mixture



Blue Skies



Blueberry Swirl



Frost

Natural variation and color interest.



Mixture



Golden Yellow



Sunshine 'N Wine



Violet Wing

Natural variation and color interest.



Pastel Mixture



Purple



White



Lemon Surprise

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WAVE WHERE THEY CELEBRATE

Shock Wave® petunias kick off Summer

The quest for color goes full throttle as temperatures start to rise and Shock Wave is the perfect choice. The earliest series in the Wave petunia family overflows with tons of color, with equally outstanding performance in small spaces, baskets, containers and mixed combos. Gardeners can count on the same strong fill and season-long color for which the Wave family is known.



wow 'em with wave™



SHOCK WAVE PETUNIA AT A GLANCE

PROPAGATION

Germination Temp	Plug Crop Weeks			Notes
72-76°F (22-24°C)	72-cell	128-cell	288-cell	
	6 weeks	5 weeks	5 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 (min 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 Grower Facts for full details, light, PGR and fertilizer requirements at panamseed.com/WaveBook

Start your Wave sales early with *the first and the earliest-to-flower spreading petunia series*. Shock Wave's mounded, spreading plants are similar in shape and just as easy to manage as Easy Wave®. Plants bloom in a tight and consistent, 4 to 6-day window. And Shock Wave's excellent weather durability can't be beaten – plants bounce back from overhead watering and Spring showers faster than other petunias so they're fresher-looking at retail and outdoors.

Shock Wave is the best for baskets!

You've never seen petunia baskets like these – each Shock Wave plant is blanketed with tons of color from the amazing number of petite, high-impact flowers.

Recommended Shock Wave packaging:

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





Shock Wave in a rainbow of colors

It may be the smallest-flowered of the Wave petunia family, but Shock Wave packs a powerful punch - including the latest **Yellow** newcomer. All 9 vibrant colors and 5 electrifying mixes are sure to brighten up every sunny setting.

Height: 7 to 10 in. (17 to 25 cm)

Spread: 2.5 to 3 ft. (75 to 90 cm)

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



Amp Mixture



Buzz Mixture



Red



Yellow



Denim



Power Mixture



Spark Mixture



Coconut



Pink Shades



Rose



Volt Mixture



Pink Vein



Coral Crush



Deep Purple

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WAVE WHERE THEY DECORATE



Easy Wave® petunias excel all Summer

These all-season salesmakers are easier on the bench and in the store. Easy Wave's exceptional uniformity means simplified production, maximized plug yields and the ability to meet every ship date for every color. And once they hit retail...watch how fast they move! Easy Wave offers the widest array of colors in the Wave family, including all-new Yellow, Silver and Pink Passion, plus the showstopping trio of Velour colors and a whole lot more!



wow 'em with wave™

EASY WAVE PETUNIA AT A GLANCE

PROPAGATION

Germination Temp	Plug Crop Weeks			Notes
72-76°F (22-24°C)	72-cell	128-cell	288-cell	
	6 weeks	5 weeks	5 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 (min 50°F/10°C). Crop time will be longer under cooler temperatures. Minimum daylength 10-10.5 hours.
		6 weeks (Spring)	6 weeks (Spring)	7 weeks (Spring)	
		4 weeks (Summer)	5 weeks (Summer)	5 weeks (Summer)	

See Grower Facts for full details, light, PGR and fertilizer requirements at panamseed.com/WaveBook

Compared with other large-flowered spreading petunias, Easy Wave varieties are *easier* to flower under short days for early-season sales...*easier* to control on the bench...*easier* to produce in premium packs, pots and baskets for more plants per square foot/meter...*easier* to sell with strong built-in Wave branding.

Easy Wave is perfect for baskets, planters & gardens!

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

Recommended Easy Wave packaging:

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



Order now...order early...panamseed.com/WaveBook

Easy Wave's premium colors pump up profits

The velvety **Easy Wave Velour** trio took the market by storm in 2014... now three more standouts join this best and largest-selling spreading petunia series: **Yellow**, **Pink Passion** and **Silver**. When you combine the extensive color range with the unparalleled uniformity, Easy Wave gives you the opportunity to create and grow your own specialty mixes.

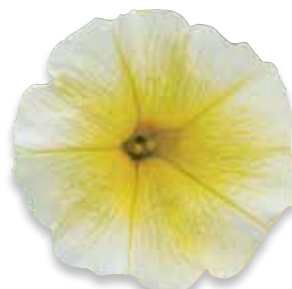
Height: 6 to 12 in. (15 to 30 cm)

Spread: 2.5 to 3.25 ft. (75 cm to 1 m)

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



Red



Yellow



Blue



Pink



Pink Passion



Neon Rose



Plum Vein



Berry Velour

US 7,642,436; EU PAF



Burgundy Velour

US 7,642,436; EU PAF

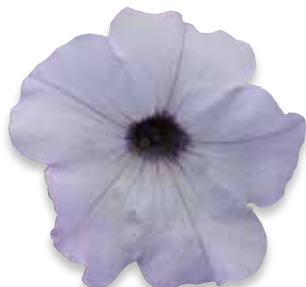


Red Velour

US 7,642,436; EU PAF



White



Silver



Violet



Burgundy Star



Coral Reef



Rosy Dawn

Turn the page to enjoy Easy Wave's 10 vibrant mixes.



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**Send these ready-made Easy Wave Mixes
to market!**



Beachcomber Mixture



Gelato Mixture



Opposites Attract Mixture



Starfish Mixture



South Beach Mixture



Formula Mixture



Great Lakes Mixture



Plum Pudding Mixture



Sweet Tart Mixture



The Flag Mixture





WAVE WHERE THEY LIVE

Wave® is the original spreading petunia

With its *easy spreading color* and ability to stand tough in conditions that can wither other petunias, this “nothing-else-like-it” plant led the way to creating what is now the most recognized plant brand in the world. Today, the seven-color Wave series is the perfect choice to carry sales through your main season.



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WAVE PETUNIA AT A GLANCE

PROPAGATION

Germination Temp	Plug Crop Weeks			Notes
72-76°F (22-24°C)	72-cell	128-cell	288-cell	
	6 weeks	5 weeks	5 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 min night temps of 65°F (18°C).
			7-9 weeks (Spring)	8-10 weeks (Spring)	
			5-7 weeks (Summer)	5-7 weeks (Summer)	

See Grower Facts for full details, light, PGR and fertilizer requirements at panamseed.com/WaveBook

Pro landscapers and home gardeners alike choose low-growing, wide-spreading Wave for every sunny setting. Virtually care-free, the plants bloom like crazy all season, with masses of flowers along the entire length of each branch with no trimming back. Wave petunias stand up well to both heat and cooler conditions, and perform better than most petunias when *Botrytis* is present.

Wave makes a carpet of color!

With its spectacular, spreading habit, Wave has set the standard for petunia landscape performance... and it's just as reliable in gardens, baskets and large color bowls.

Recommended Wave packaging:

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



Order now...order early...panamseed.com/WaveBook



Wave boasts award-winning colors

Wave Purple Classic is where it all started! Today, the world's best-known petunias offer three All-America Selections colors and two international Fleuroselect Gold Medals. The original spreading petunia continues to transform gardens around the globe.

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

Spread: 3 to 4 ft. (90 cm to 1.2 m)

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



Blue



Lavender



Purple Classic



All-America Selections Classic



Pink



Purple



Rose



Misty Lilac

Natural variation and color interest.

wow 'em with wave™

A young girl with long dark hair and bangs is shown in profile, blowing bubbles. She is wearing a blue denim jacket. Numerous iridescent bubbles are floating in the air in front of her. The background is a soft-focus green field and trees, with a bright light source creating a lens flare effect in the upper left.

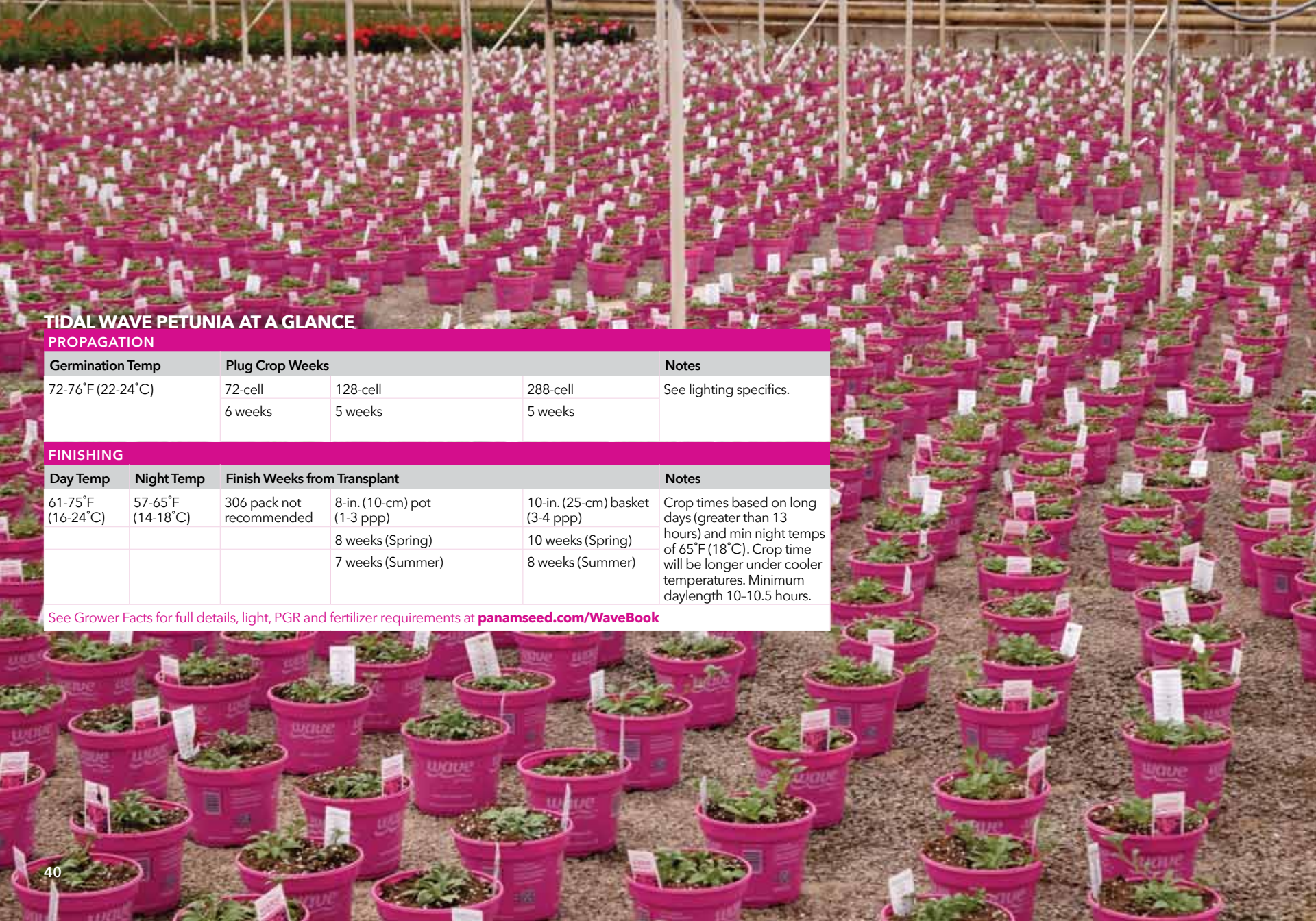
WAVE WHERE THEY RELAX

Tidal Wave® petunias keep Summer going

Even with Summer well on its way, there's still plenty of potential for selling. Tidal Wave gives you a successful finish to your main-season program. The tallest and most vigorous of the Wave petunia family, Tidal Wave grows into a very full, shrublike plant that's the perfect choice for landscapes and large containers.



wow 'em with wave™



TIDAL WAVE PETUNIA AT A GLANCE
PROPAGATION

Germination Temp	Plug Crop Weeks			Notes
72-76°F (22-24°C)	72-cell	128-cell	288-cell	See lighting specifics.
	6 weeks	5 weeks	5 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	8-in. (10-cm) pot (1-3 ppp)	10-in. (25-cm) basket (3-4 ppp)	Crop times based on long days (greater than 13 hours) and min night temps of 65°F (18°C). Crop time will be longer under cooler temperatures. Minimum daylength 10-10.5 hours.
			8 weeks (Spring)	10 weeks (Spring)	
			7 weeks (Summer)	8 weeks (Summer)	

See Grower Facts for full details, light, PGR and fertilizer requirements at panamseed.com/WaveBook

Extend your season with this strong finisher. 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. Plants recover well from rain and resist lodging, so they won’t fall open and expose a bare center like other petunias can.

Tidal Wave plants super-size color into big spaces

Hedge, vine or impressive groundcover - Tidal Wave does it all! These fast-fill plants spread out across big spaces, and they climb along and over walls and fences.

Recommended Tidal Wave packaging:

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





Tidal Wave boasts big, bold 3D color

Velvety **Red Velour** is now available in a large-format plant - and what a magnificent performer it is! And like its series mates, this award-winner promises WOW color and big-time landscape shows.

Height: 16 to 22 in. (40 to 55 cm)

Spread: 2.5 to 5 ft. (75 cm to 1.5 m)

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



Red Velour

US 7,642,436; EU PAF



Silver



Purple



Cherry



Hot Pink

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WAVE WHERE THEY HAVE FUN

Cool Wave® pansies give them time to play

Entice gardeners into the store once again with rich tones just perfect for Autumn décor. With its *easy spreading color*, Cool Wave puts fast and fabulous decorating at their fingertips... and gives you a terrific way to extend your growing and selling season for the popular Wave Brand.



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COOL WAVE FALL PANSY AT A GLANCE

PROPAGATION

Germination Temp	Plug Crop Weeks			Notes
70-75°F (21-24°C)		128-cell	288-cell	Transplant actively growing, non-rootbound plugs.
		4-5 weeks	4 weeks	

FINISHING

Day Temp	Night Temp	Finish Weeks from Transplant			Notes
61-75°F (16-24°C)	57-65°F (14-18°C)	quart	6-in. (15-cm) pot (1-3 ppp)	10-in. (15-cm) basket (3-4 ppp)	Regular scouting for powdery mildew and preventative measures is recommended.
		4-5 weeks (Fall)	4-5 weeks (Fall)	6-8 weeks (Fall)	

See Grower Facts for full details, light, PGR and fertilizer requirements at panamseed.com/WaveBook

The Best Pansy Ever is all about Fall, too. In a good portion of North America, it's the perfect time to refresh gardens and planters with Cool Wave. The warm soil and moderate air temperatures encourage the plants to grow fairly quickly and produce lots of colorful, spreading flowers. And with superior overwintering hardiness, Cool Wave is the *earliest pansy to return in the Spring*.

Cool Wave is a decorator's dream

These pansies are versatile, colorful and long-lasting! They keep blooming until the first hard freeze and Fall plantings overwinter in the North.

Recommended Cool Wave packaging:

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



Order now...order early...panamseed.com/WaveBook



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 pumps out seasonal color

The lush colors of Cool Wave shine in Halloween décor and complement the bold hues of Autumn 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: 2 to 2.5 ft. (60 to 75 cm)

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

USDA Hardiness Zone:
to zone 5

These colors are best-suited for Fall retail sales and decorating. See page 17 for the full listing of Cool Wave varieties.



Mixture



Berries 'N Cream Mixture



Blue Skies



Golden Yellow



Purple



White



Sunshine 'N Wine



Violet Wing

Natural variation and color interest.

wow 'em with wave™

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** Cart Banners, 19 x 52 in. (48 x 1.3 m)
- 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.

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.

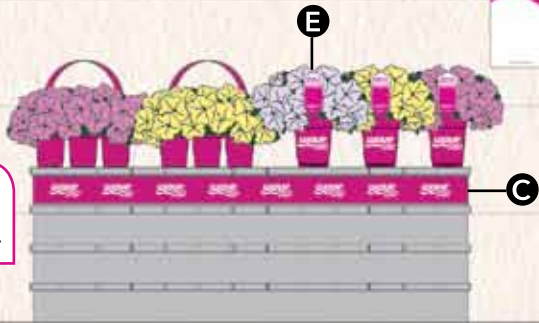
Cool Wave Pansy



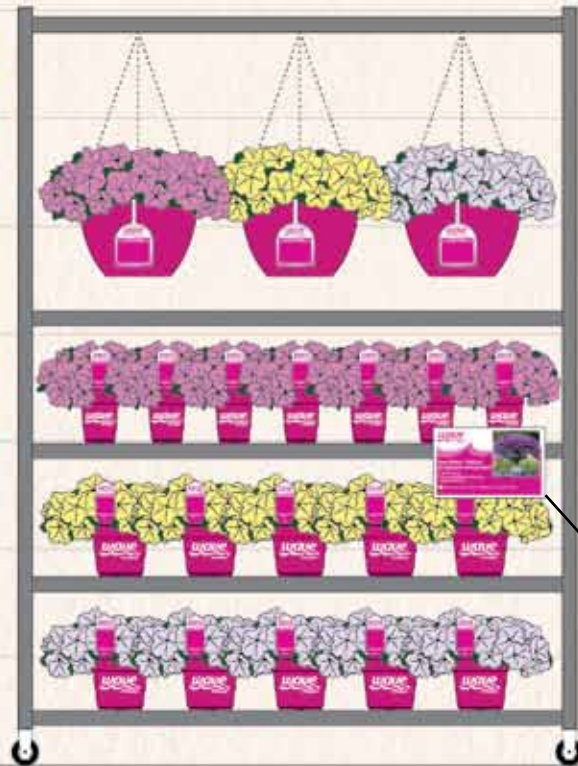
Wave Petunia



Outdoor banner pulls your customers in.



Stack 4 pallets to create a shoppable height.



Benchcards help to drive purchase decisions at product level.

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Attract Attention & Drive Retail Traffic

Bench displays

- A** Outdoor Banner, 45 x 24 in. (115 x 60 cm)
- B** Posters, 16 x 30 in. (40 x 75 cm)
- 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.

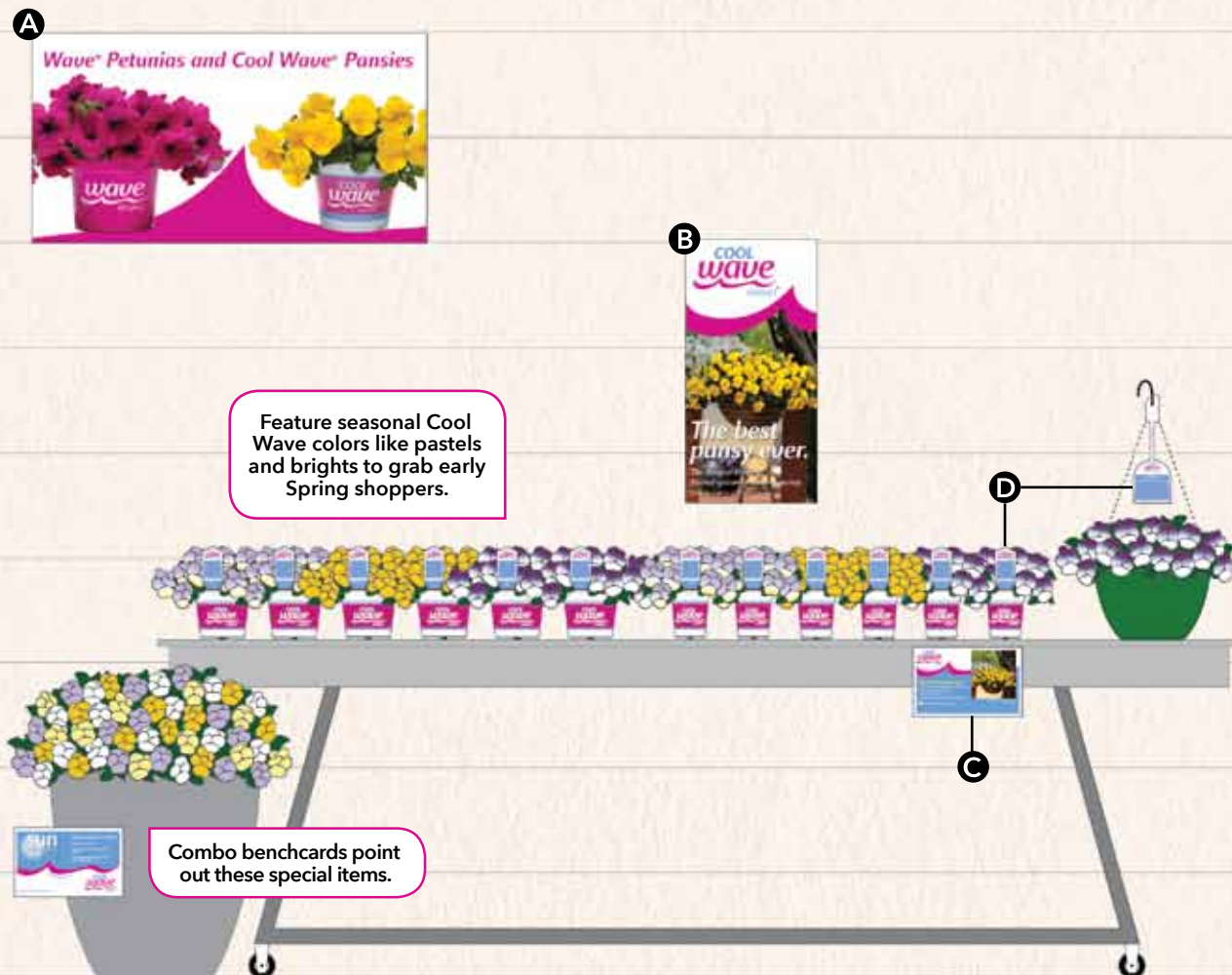
Group plants by color to create retail WOW!

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

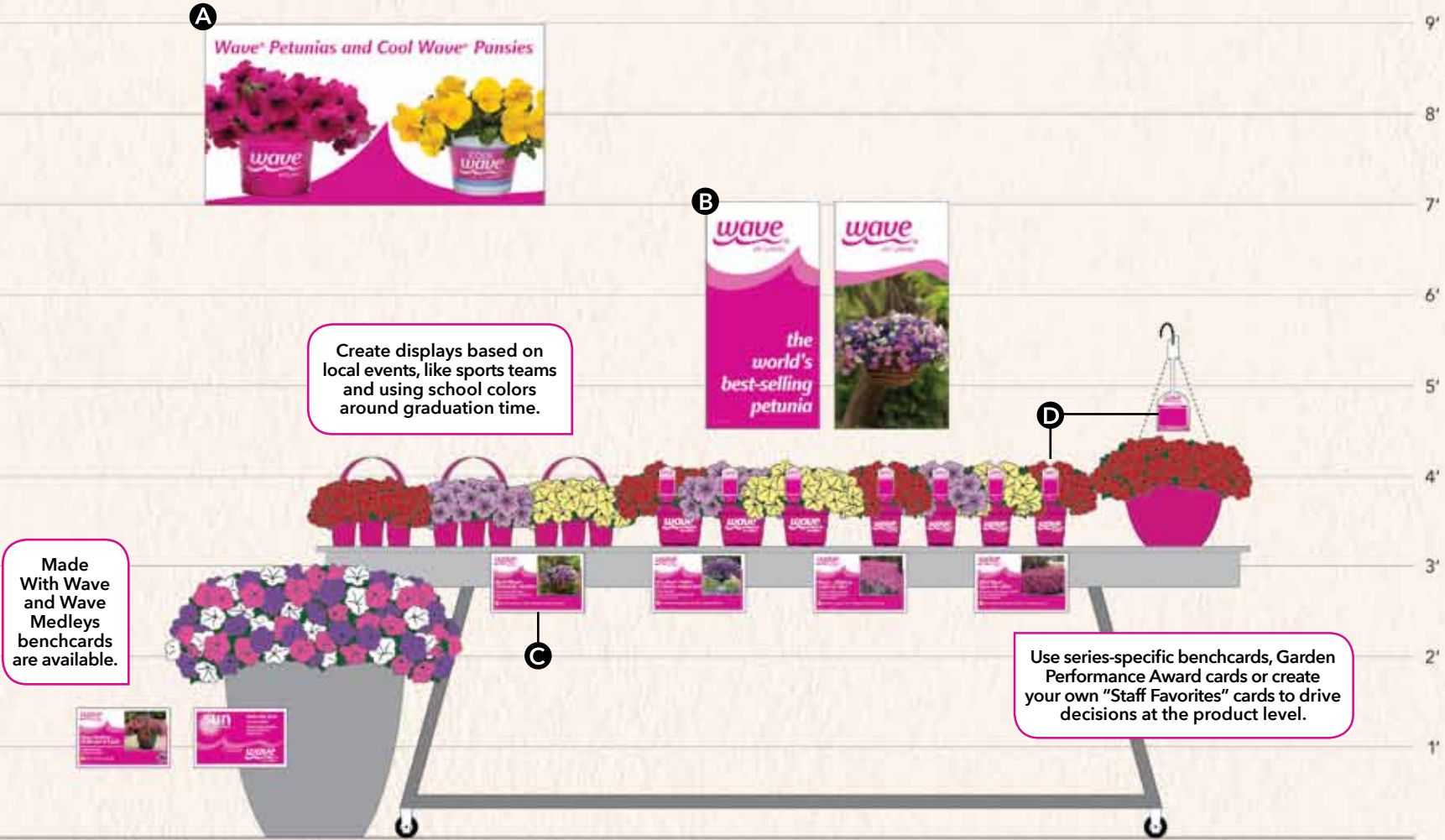
FREE POP makes it even easier to sell! Use the order form in the back pocket or find it at panamseed.com/WaveBook.

Cool Wave Pansy for Spring

Works well for Fall, too!



Wave Petunia



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** Posters, 16 x 30 in. (40 x 75 cm)
- 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.

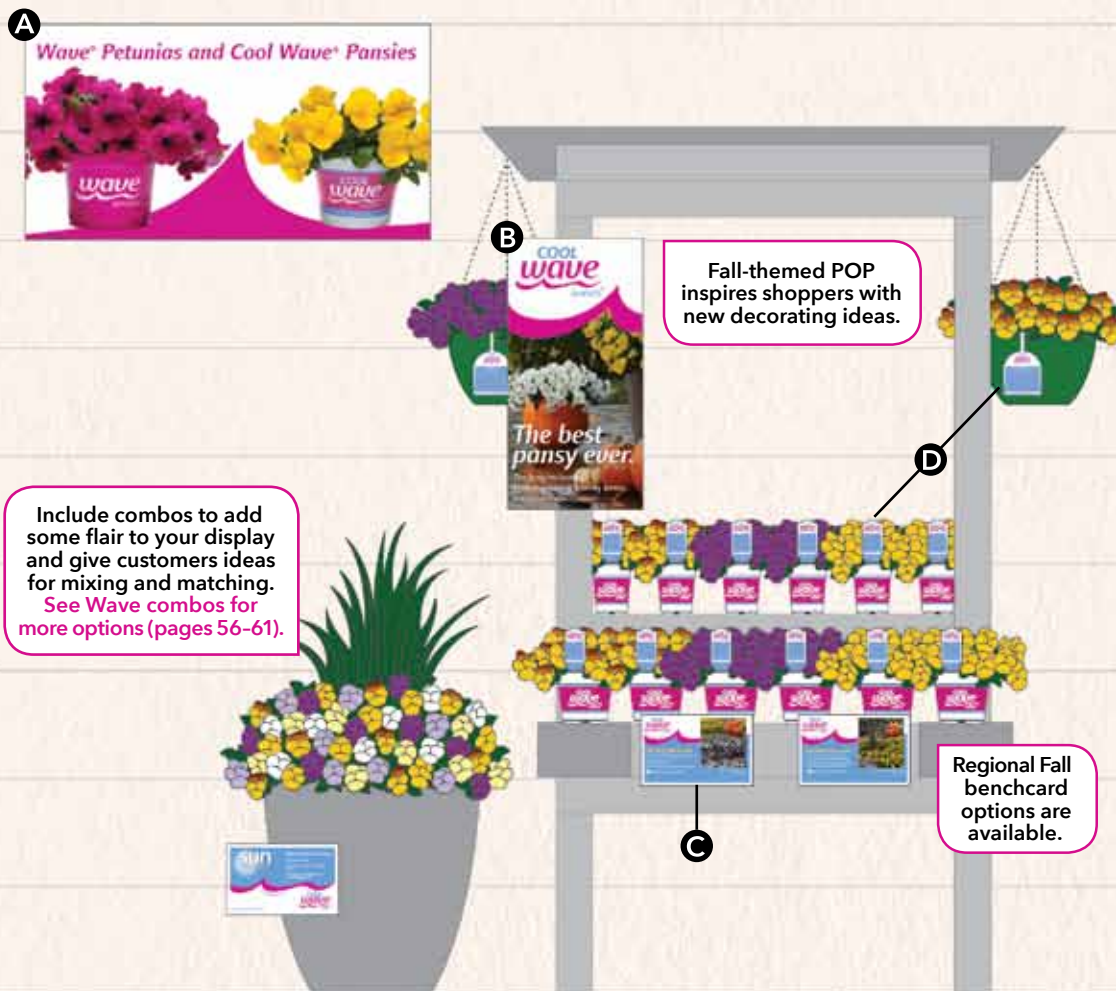
Entice shoppers with store events like “Waveinar” planting demos. Choose your most talented “combo creator” on staff, set up a potting bench in a prominent position and show shoppers how to plant their own containers.

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

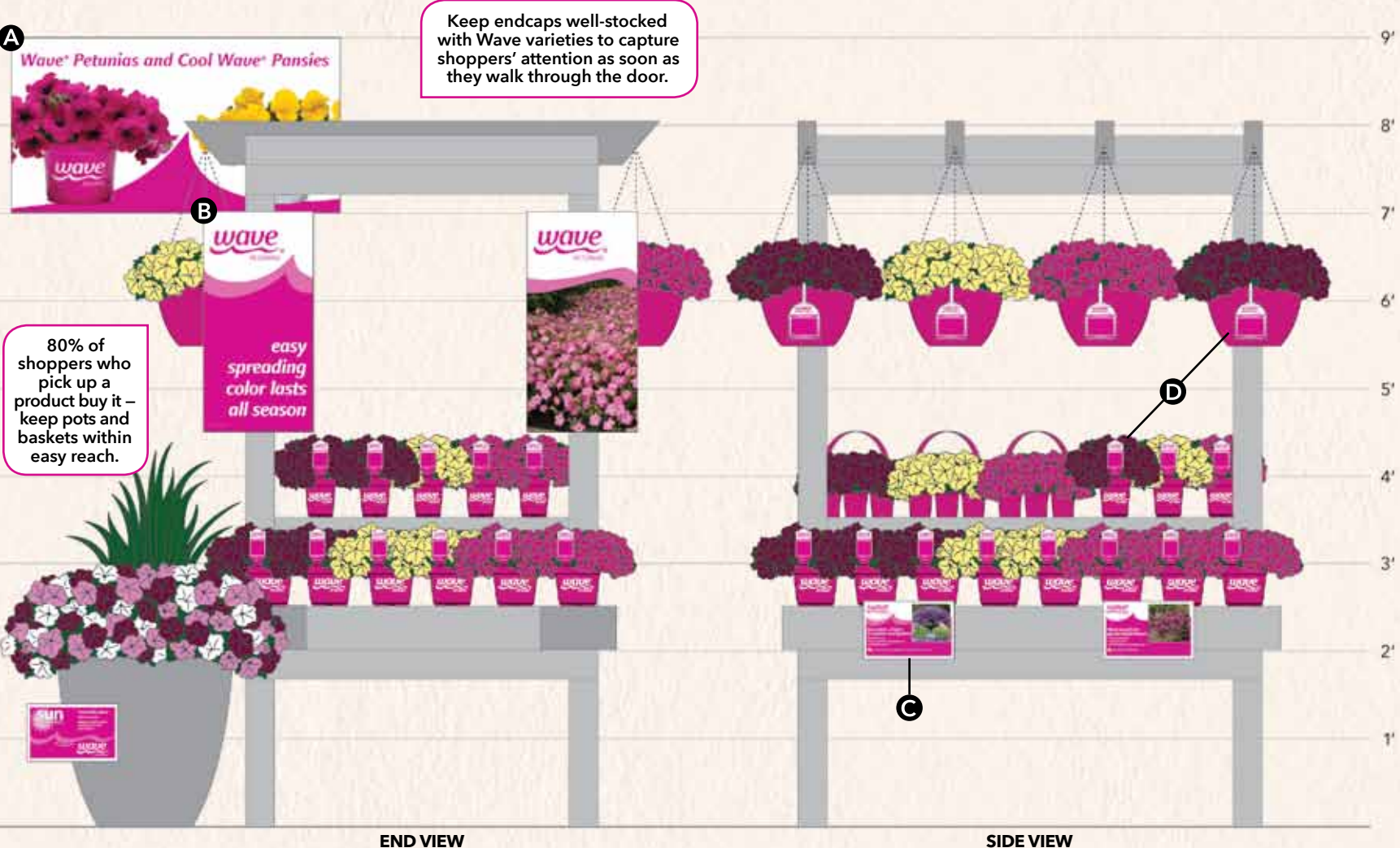
FREE POP makes it even easier to sell! Use the order form in the back pocket or find it at panamseed.com/WaveBook.

Cool Wave Pansy for Fall

Works well for Spring, too!



Wave Petunia



wow 'em with wave™

Mix to the max

Make your main ingredient Wave® and serve up beautiful, well-balanced combos that sell...Because they crave Wave! You can choose from a trio of terrific options: Order in the ingredients for both **Wave® Fuseables®** and **Wave Medleys®** combos. Or find **Made With Wave®** and **Made With Cool Wave®** combo ideas at panamseed.com/WaveBook. All three offer you great ways to kickstart your "Better" price point programs for Spring and Summer.



They crave Wave!



- A Easy Wave Neon Rose Petunia
- B Glitz Euphorbia



- A Easy Wave Berry Velour Petunia
- B Serena® Lavender Angelonia
- C Pony Tails Stipa



- A Easy Wave Red Velour Petunia
- B Sparkle White Gaura*
- C Glitz Euphorbia



* All-America Selections winner



Made With Wave

- A Cool Wave Golden Yellow Pansy
- B Akila® Purple Osteospermum
- C Sirocco Anemanthele



Made With Wave®

Shoppers know and trust the Wave brand, so it's a natural to rev up your "everyday" combos with Wave petunias. Since Wave grows so well with so many sun-loving classes, your options are endless for growing and selling all through your main season.

Made With Cool Wave®

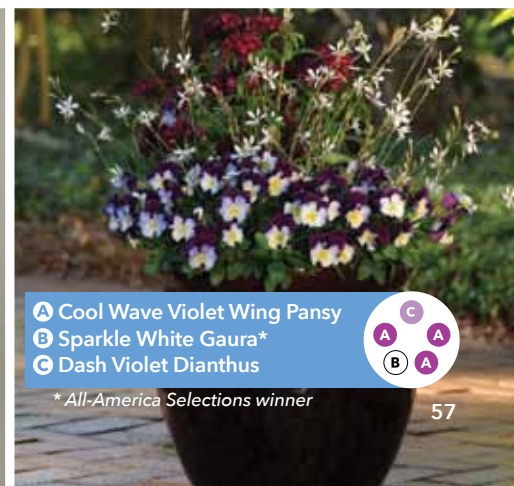
Expand your selling opportunities with high-impact, high-performance mixed containers featuring *The Best Pansy Ever*. These easy-care combos are easy to make and easy to sell. Find more ideas at panamseed.com.



- A Easy Wave Blue Petunia
- B Bidens



- A Easy Wave Berry Velour Petunia
- B Vanilla Marigold
- C Phoenix Green Carex



- A Cool Wave Violet Wing Pansy
- B Sparkle White Gaura*
- C Dash Violet Dianthus



* All-America Selections winner

Wave Medleys



DUSK TO DAWN
Easy Wave Plum Vein &
Shock Wave Pink Vein



AFTER DARK
Easy Wave Burgundy
Velour & Neon Rose



SURFIN' SAFARI
Shock Wave Coral Crush
& Denim



OPPOSITES ATTRACT
Easy Wave Violet &
Coral Reef



TWINKLE TWINKLE
Shock Wave Coconut &
Easy Wave Burgundy Star



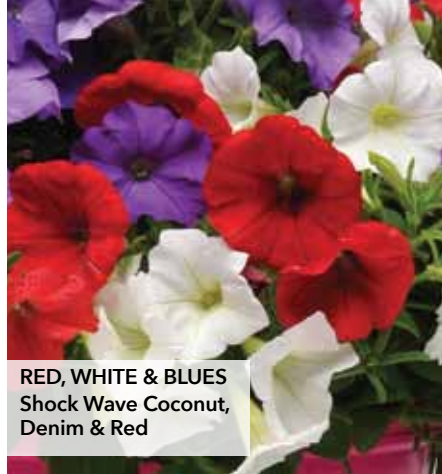
THE FLAG
Easy Wave Red,
White & Blue



BLUE HAWAII
Shock Wave Denim &
Easy Wave Rosy Dawn



O CANADA
Easy Wave Red
& White



RED, WHITE & BLUES
Shock Wave Coconut,
Denim & Red

Wave Medleys®

Grow and sell easy, multi-color magic in one pot *without a royalty* from the world's best-known petunia brand. All Wave Medleys are ideal for Wave branded 6 to 8-in. (15 to 20-cm) pots and 10-in. (25-cm) baskets. NOTE: Individual varieties are sold separately.



Wave Medleys

FLY ME TO THE MOON
Easy Wave Burgundy
Velour, White & Neon Rose



EVENING IN RIO
Easy Wave Violet &
Neon Rose



SEEING STARS
Easy Wave Burgundy Star
& Neon Rose



COCO COLADA
Shock Wave Coconut
& Coral Crush



BEACH PARTY
Shock Wave Denim
& Pink Shades

Wave Fuseables



SILK N SATIN
Shock Wave Pink Shades
petunia with Snowtopia bacopa

BERRY BOLD
Easy Wave Berry Velour
& Daddy Red petunias



CLOUD N SKY
Shock Wave Coconut petunia
with Blutopia bacopa



OOH LA LA
Easy Wave Burgundy Star,
Easy Wave Neon Rose &
Shock Wave Coconut petunias



STRAWBERRY WINE
Easy Wave Shell Pink, Dreams
Red & Daddy Red petunias



BURGUNDY STARLIGHT
Easy Wave Burgundy Star &
Dreams Burgundy petunias



NEW SHAPE!

Fuseables Precision Multi-Pellets are now round for easier sowing on both drums and plates. Count on better coverage of the suction hole and more consistent pickup, even on traditional size 16 drums.

HEALING WATERS
Shock Wave Denim & Easy Wave Violet petunias with large-flowered blue bacopa



BLUE DAWN
Easy Wave Rosy Dawn with Blutopia bacopa



Wave Fuseables



Wave® Fuseables®

These winning combos pack a double punch: We took patented Fuseables seed technology, the **ONLY** combo program from a single pellet...added Wave petunias into those pellets...to give you a power-packed way to grow your main-season sales!



Wow 'Em With Wave™

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

Wave petunias and Cool Wave pansies come with the built-in support of a fresh and focused marketing campaign created to appeal to our two key female audiences: the Colorful Gardener and the New Homeowner (more on page 11). 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 let us analyze and serve up Wave promotions right where they're clicking, searching, watching and reading.

Retailers and growers feel the success of this extensive Wave Brand coverage: strong demand for this most-asked-for brand... more shoppers in the store... greater sell-through.

Grassroots Communications Campaign

Leverages the power of the passionate garden and lifestyle bloggers to get the word out. Wave demos and planting parties encourage Social Media Mavens to share their enthusiasm for the products.



Satellite Media Tour

Targeted co-op TV syndication features lifestyle expert Kelly Edwards who shares her enthusiasm for Wave products with viewers. The focus is on the newest colors.



Wave Fan Club at wave-rave.com

We talk to the Wave gardening community...and they talk back!



Engaging and Relevant PR

Wave takes center stage in key lifestyle media during your critical sell-through periods. We're reaching out to the creative consumer looking to decorate her outdoor spaces and enhance her entertaining for different seasons.



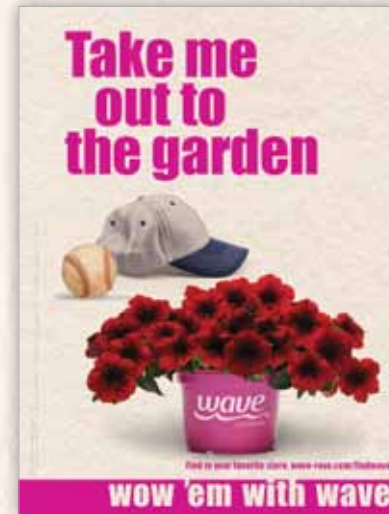
Integrated Consumer Advertising Campaign

We're reaching our target audiences through extensive coverage in print and digital ads, traditional and online radio spots, and social media and mobile advertising.

Early Spring



Spring



Fall



Strong social media presence



wow 'em with wave.

Find everything Wave all in one place... Always up-to-date, always available

It's where you'll find everything you need to grow and sell your Wave petunias and Cool Wave pansies successfully.

PANAMSEED.COM/WAVEBOOK

**Pink outsells black 6 to 1: remember to sell Wave in Pink!
Talk to your preferred supplier today.**

BRANDED PACKAGING

Belden Plastics

888 423-5336
Fax: 651 636-6228
beldenplastics.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
popplmannusa.com

Summit Plastic Company

800 814-3496
Fax: 330 633-9738
summitplastic.com

The HC Companies, Inc.

(Formerly Myers Lawn & Garden)
U.S.: 800 225-7712
Canada: 800 736-8465
Fax: 216 632-0235
myerslawnandgarden.com

TAGS & HANDLES

Horticultural Marketing & Printing

888 217-5357 / 972 222-4719
Fax: 972 285-4881
integracolor.com

John Henry Company/MPS

800 804-4164
Fax: 888 237-3561
multipkg.com

MasterTag

800 253-0439
Fax: 800 828-0003
mastertag.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 order form
in the pocket or find additional
downloadable POP files at
panamseed.com/WaveBook.



WAVE® TOOLS

Window Cling – show your support

POP Order Form – dress your in-store displays

Planning Calendar – coordinate your production and merchandising

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wave-rave.com

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