

PETUNIA  
360

**GROW FULL CIRCLE WITH THE MOST FLEXIBLE,  
FULL SPECTRUM PETUNIA LINEUP!**

PanAmericanSeed®

# PETUNIA 360

## wave® brand

*The Authentic Trailing Petunia™*

**SHOCK WAVE®** The first and earliest-to-flower spreading petunias.  
**EASY WAVE®** All-season salesmakers are easier on the bench and in the store.  
**WAVE®** Sets the standard for petunia landscape performance.  
**TIDAL WAVE®** Extend your main-season sales.



## double

*Eye-catching, frilly flowers stand out on endcaps.*

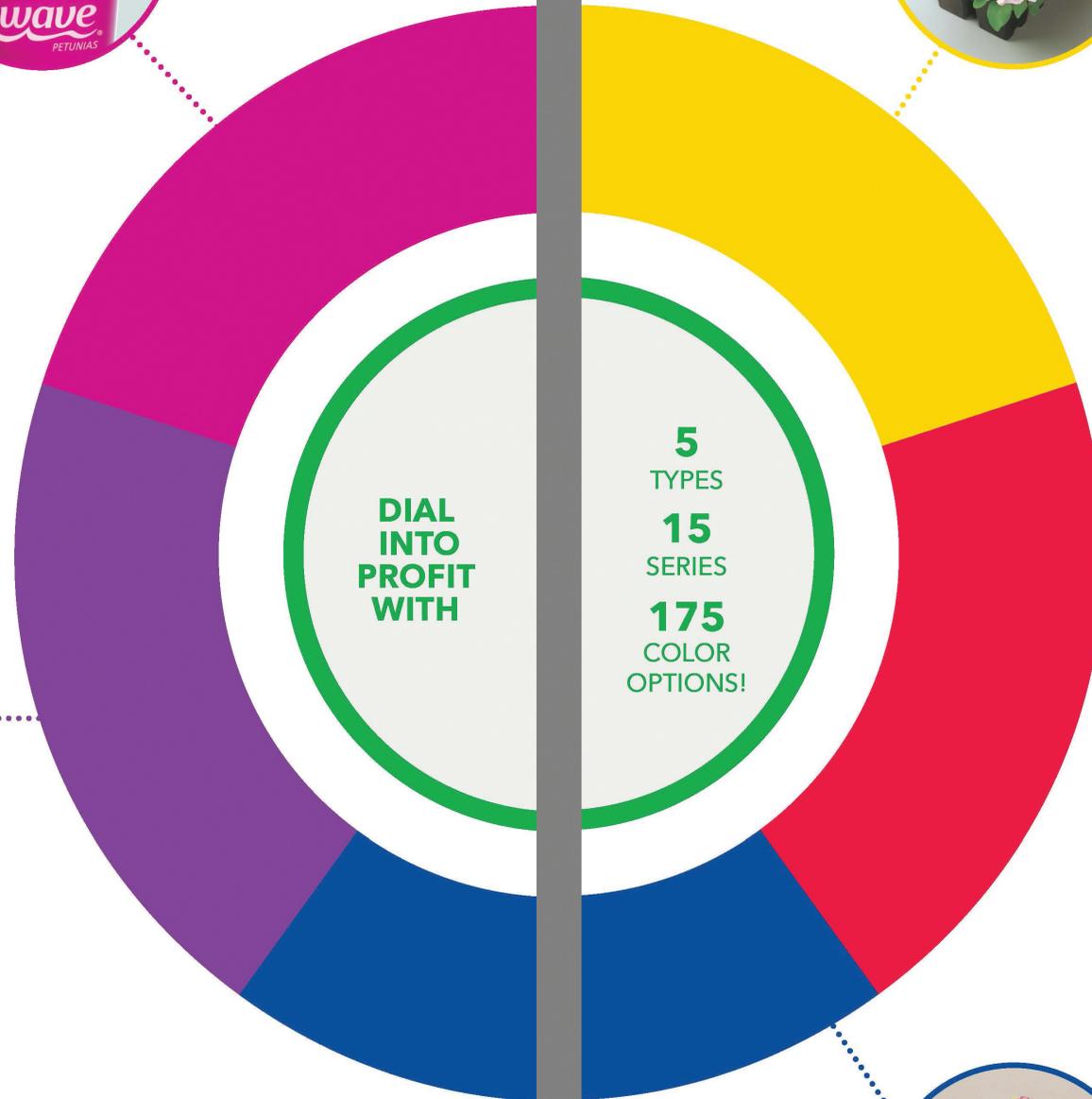
**DOUBLE CASCADE GRANDIFLORA**  
 Huge flowers shine in late Spring programs.  
**DOUBLE MADNESS™ FLORIBUNDA**  
 Compact and floriferous - performs just like popular Madness.



## PanAmerican Seed®

Find product and growing info on the complete PETUNIA360 line-up, plus the full family of PanAmerican Seed products at [panamseed.com](http://panamseed.com) or 630 231-1400.

**OPEN NOW! ▶**



## standard

*Own the "Value" price point segment with these workhorse varieties perfect for all-Spring sales.*

**DREAMS™ GRANDIFLORA**  
 Always ship on schedule.  
**CARPET MULTIFLORA**  
 Stands tough in high heat.  
**DADDY® GRANDIFLORA**  
 All veined, all the time!  
**MADNESS® FLORIBUNDA**  
 Fantastic flower power...awesome color palette.



## compact growing

*Manageable growth from bench to retail gives you flexibility and savings.*

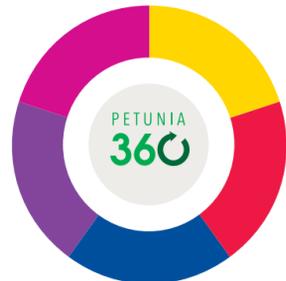
**EZ RIDER® GRANDIFLORA**  
 The best holdability.  
**PRETTY GRAND™ GRANDIFLORA**  
 Less to no PGRs!  
**PRETTY FLORA™ FLORIBUNDA**  
 Combines with Pretty Grand for a broad spectrum offering.

## decorator

*24-carat colors plus professional seed quality.*

**SOPHISTICA® GRANDIFLORA**  
 Premium sales opportunities.  
**DEBONAIR™ MULTIFLORA**  
 Set yourself apart at retail.





STANDARD



STANDARD



STANDARD



STANDARD



COMPACT GROWING



COMPACT GROWING



COMPACT GROWING

**PETUNIA360** lets you quickly navigate the very crowded petunia market...make informed buying decisions...and create your most successful and profitable program ever.

PanAmerican Seed is committed to giving you petunia options for every niche so that you never miss a sales opportunity. Count on it!

**Dreams™ Grandiflora**

**Height:** 10 to 15 in./25 to 38 cm  
**Spread:** 10 to 12 in./25 to 30 cm  
**Flower size:** 3.25 to 3.5 in./8 to 9 cm

**Plug crop time:** 5 to 6 weeks  
**Transplant to finish:** 5 to 6 weeks  
**Best for:** Packs, 4-in./10-cm pots

**Supplied as pelleted and raw seed.**

- Well-matched Spring bloom time across all colors makes your selection decision easier.
- Always ship on schedule!
- Good performer in the presence of *Botrytis*.
- 15 colors, 3 mixes.

**Carpet Multiflora**

**Height:** 10 to 12 in./25 to 30 cm  
**Spread:** 10 to 15 in./25 to 38 cm  
**Flower size:** 2.25 to 2.5 in./5.5 to 6 cm

**Plug crop time:** 5 to 6 weeks  
**Transplant to finish:** 4 to 5 weeks  
**Best for:** Packs, 4-in./10-cm pots

**Supplied as pelleted and raw seed.**

- Incredible garden performance in high-heat areas.
- Creates a lush carpet of season-long color in home gardens and commercial landscapes.
- Free-flowering with excellent branching.
- 15 colors, 2 mixes.

**Daddy® Grandiflora**

**Height:** 10 to 15 in./25 to 38 cm  
**Spread:** 10 to 12 in./25 to 30 cm  
**Flower size:** 4 in./10 cm

**Plug crop time:** 5 to 6 weeks  
**Transplant to finish:** 4 to 5 weeks  
**Best for:** Packs, 4-in./10-cm pots

**Supplied as pelleted and raw seed.**

- Best-selling veined grandifloras and the only full series of veined varieties.
- Dependable, high-quality pack habit.
- Good earliness.
- 6 colors, 1 mix.

**Madness® Floribunda**

**Height:** 10 to 15 in./25 to 38 cm  
**Spread:** 10 to 12 in./25 to 30 cm  
**Flower size:** 3 in./7 cm

**Plug crop time:** 5 to 6 weeks  
**Transplant to finish:** 5 to 6 weeks  
**Best for:** Packs, 4-in./10-cm pots

**Supplied as pelleted seed.**

- Available exclusively through Ball Seed in North America.*
- Fantastic flower power in a bounty of vibrant colors.
- Well-branched plants are covered with blooms until first frost.
- Impressive shows in packs, pots, beds and mass plantings.
- 26 colors, 7 mixes.

**Ez Rider® Grandiflora**

**Height:** 6 to 10 in./15 to 25 cm  
**Spread:** 8 to 12 in./20 to 30 cm  
**Flower size:** 3.25 to 3.5 in./8 to 9 cm

**Plug crop time:** 5 to 6 weeks  
**Transplant to finish:** 5 to 6 weeks  
**Best for:** 804 packs, 10-in./25-cm baskets

**Supplied as pelleted seed.**

- Tight bloom window means same-time shipping is a snap.
- Better branching with improved airflow compared to existing compact types.
- Plants hold together and don't lodge later in the season like traditional petunias can.
- 6 colors, 2 mixes.

**Pretty Grand™ Grandiflora**

**Height:** 6 to 10 in./15 to 25 cm  
**Spread:** 8 to 12 in./20 to 30 cm  
**Flower size:** 3.25 to 3.5 in./8 to 9 cm

**Plug crop time:** 5 to 6 weeks  
**Transplant to finish:** 5 to 6 weeks  
**Best for:** 804 packs, 10-in./25-cm baskets

**Supplied as pelleted and raw seed.**

- Available exclusively through Ball Seed in North America.*
- Naturally compact and measurably shorter plants mean fewer and possibly no PGRs!
- Controlled habit assures tidier baskets than traditional petunias.
- Available in the colors that sell.
- 9 colors, 2 mixes.

**Pretty Flora™ Floribunda**

**Height:** 7 to 10 in./17 to 25 cm  
**Spread:** 8 to 12 in./20 to 30 cm  
**Flower size:** 2.75 to 3 in./6.5 to 7 cm

**Plug crop time:** 5 to 6 weeks  
**Transplant to finish:** 5 to 6 weeks  
**Best for:** 804 packs, 10-in./25-cm baskets

**Supplied as pelleted seed.**

- Available exclusively through Ball Seed in North America.*
- Combines with Pretty Grand to save time and cut waste.
- Solves the seasonal, geographic and control challenges of traditional petunias.
- Perfect for high-density production and "promo" baskets.
- 8 colors, 2 mixes.



DECORATOR



DECORATOR



DOUBLE



DOUBLE



WAVE



WAVE



WAVE



WAVE

**Sophistica® Grandiflora**

**Height:** 10 to 15 in./25 to 38 cm  
**Spread:** 10 to 12 in./25 to 30 cm  
**Flower size:** 3.5 in./9 cm

**Plug crop time:** 4 to 6 weeks  
**Transplant to finish:** 5 to 7 weeks  
**Best for:** 4 to 6-in./10 to 15-cm pots, 10-in./25-cm baskets

**Supplied as pelleted seed.**

- One-of-a-kind colors attract new buyers and present excellent decorator opportunities.
- Well-matched timing makes production simple.
- Abundant flowering.
- 6 colors.

**Debonair™ Multiflora**

**Height:** 10 to 15 in./25 to 38 cm  
**Spread:** 10 to 12 in./25 to 30 cm  
**Flower size:** 3 in./7 cm

**Plug crop time:** 4 to 6 weeks  
**Transplant to finish:** 5 to 7 weeks  
**Best for:** 4 to 6-in./10 to 15-cm pots, 10-in./25-cm baskets

**Supplied as pelleted seed.**

- Commands a higher price point at retail.
- Well-branched, mounded, upright plants.
- Works well in combo planters.
- 3 colors.

**Double Cascade Grandiflora**

**Height:** 10 to 15 in./25 to 38 cm  
**Spread:** 10 to 12 in./25 to 30 cm  
**Flower size:** 3 to 3.5 in./7 to 9 cm

**Plug crop time:** 4 to 5 weeks  
**Transplant to finish:** 5 to 7 weeks  
**Best for:** 5-in./13-cm pots, 10-in./25-cm baskets

**Supplied as pelleted and raw seed.**

- Count on big, consistently double flowers; manageable habit and performance.
- Improved branching promotes full color coverage.
- Perfect for late Spring programs for baskets, color bowls, combos, beds and baskets.
- 4 colors, 1 mix.

**Double Madness™ Floribunda**

**Height:** 10 to 15 in./25 to 38 cm  
**Spread:** 10 to 12 in./25 to 30 cm  
**Flower size:** 2 to 2.5 in./5 to 6 cm

**Plug crop time:** 4 to 5 weeks  
**Transplant to finish:** 5 to 6 weeks  
**Best for:** 5-in./13-cm pots, 10-in./25-cm baskets

**Supplied as pelleted seed.**

- Available exclusively through Ball Seed in North America.*
- Bred for performance, habit and uniformly double blooms.
- Exceptional resistance to rain...bounces back within hours!
- Flower-filled, well branched and compact plants work well in combos, baskets, color bowls and gardens.
- 8 colors, 1 mix.

**Shock Wave®**

**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

**Plug crop time:** 4 to 6 weeks  
**Transplant to finish:** Spring 5 weeks, Summer 4 weeks  
**Best for:** Branded 306 premium packs with handle, 4-in./10-cm pots, premium quarts, 10 to 12-in./25 to 30-cm baskets

**Supplied as pelleted seed.**

- Start your Wave sales with the first and earliest-to-flower spreading petunia series.
- Bounce back from overhead watering and rain faster than other petunias - fresher-looking all the time.
- The best for planters, baskets and gardens.
- 9 colors, 4 mixes.



**Easy Wave®**

**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

**Plug crop time:** 4 to 6 weeks  
**Transplant to finish:** Spring 6 weeks, Summer 4 weeks  
**Best for:** Branded 306 premium packs with handle, 6-in./15-cm pots, premium quarts and gallons, 10 to 12-in./25 to 30-cm baskets

**Supplied as pelleted seed.**

- All-season salesmakers are easier on the bench and in the store.
- Premium colors pump up profits.
- Perfect for planters, baskets and gardens.
- 16 colors, 8 mixes.



**Wave®**

**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

**Plug crop time:** 5 to 6 weeks  
**Transplant to finish:** Spring 7 to 9 weeks, Summer 4 to 8 weeks  
**Best for:** Branded 6-in./15-cm pots, premium gallons, 10 to 12-in./25 to 30-cm baskets

**Supplied as pelleted seed.**

- The standard for landscape performance: virtually care-free, blooms like crazy all Summer, no trimming back.
- Carries sales through the main season.
- Creates a carpet of color.
- 7 colors.



**Tidal Wave®**

**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

**Plug crop time:** 5 to 6 weeks  
**Transplant to finish:** Spring 11 to 13 weeks, Summer 9 to 11 weeks  
**Best for:** Branded 8-in./20-cm pots, 10 to 12-in./25 to 30-cm baskets

**Supplied as pelleted seed.**

- Extend your main-season sales.
- Super-size color for big spaces.
- Versatile and impressive - use as hedges, vines, flower-filled groundcovers.
- 5 colors.



## standard

### Dreams™ Grandiflora



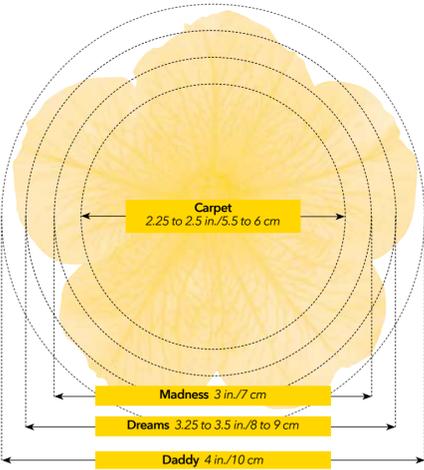
### Carpet Multiflora



### Madness® Floribunda



### Daddy® Grandiflora



## compact growing

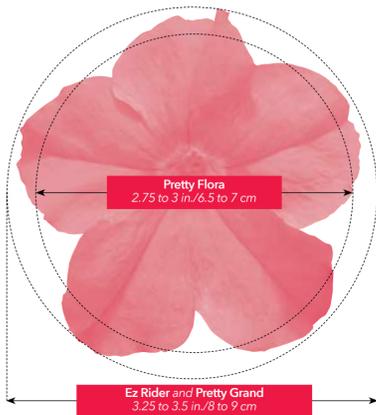
### Ez Rider® Grandiflora



### Pretty Grand™ Grandiflora



### Pretty Flora™ Floribunda

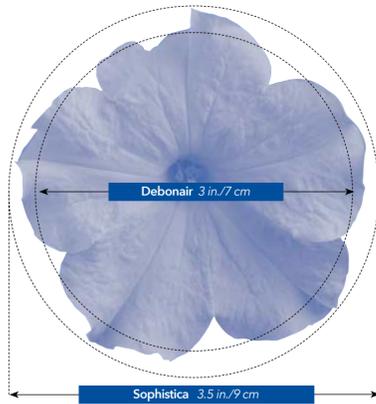


## decorator

### Sophistica® Grandiflora



### Debonair™ Multiflora

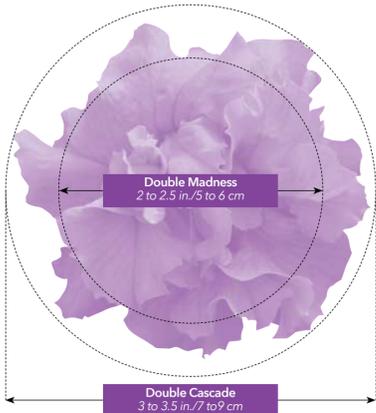


## double

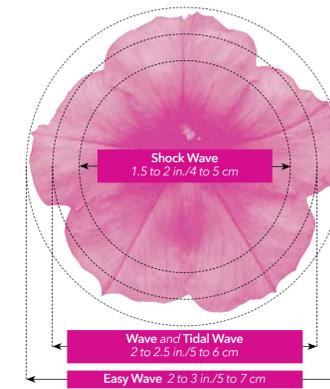
### Double Madness™ Floribunda



### Double Cascade Grandiflora



## wave® brand



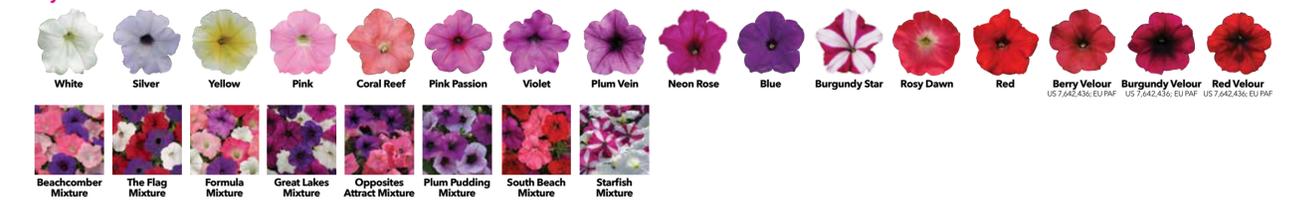
The world's best-known petunias deliver gardening, selling, installing and growing success. Once home gardeners try Wave products, they want more. Marketing support for retail programs keeps **The Authentic Trailing Petunia™** in focus and brings them back to the garden center, year after year.

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**.

### Shock Wave®



### Easy Wave®



### Wave®



### Tidal Wave®



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Wave branded packaging promotes greater sell-through and maintains the premium product image of the Wave Brand.

# PanAmerican Seed®

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Having only one option is not an option.  
PETUNIA360 puts the power of choice  
at your fingertips.

PETUNIA  
360