

IDEAS FOR A PROFITABLE GARDEN CENTER

greenPROFIT

OCTOBER 2019

CHECK OUT THE NEW
LOOK AND HOT PRODUCTS
FROM THIS YEAR'S
IGC Show

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THE NEXT GENERATION OF
gardeners with Scout
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SINGING THEIR PRAISES

*Get the inside scoop on the
newest varieties for 2020 and
what will make them irresistible
to customers.*

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3 | BALL INGENUITY, ZINNIA ZESTY

We know your regular garden customers are happy to play outside. But how do you help them encourage their children or grandchildren to unplug and join them in the garden? Give them family-friendly, multi-purpose choices in your store! Double-flowered zinnias are an instantly recognizable flower amongst children (even if they don't know what they're called). The new Zesty series of zinnia from PanAmerican Seed is a super-colorful way to entice people of all ages to enjoy the outdoors. Its "fluffy" blossoms are the perfect landing pad for butterflies, and its height (24 in.) and excellent branching give them decent stem length for impromptu backyard bouquets. The series has had recent media exposure by HGTV.com, which listed it as a top plant for family-friendly backyards. Make sure you have plenty on-hand next spring.

—*Claire Josephson, Product Marketing Manager, PanAmerican Seed*



4 | DÜMMEN ORANGE, GERANIUM BIG EEZE

Geraniums have always held a top-tier position in bedding plants sales, and the iconic zonal geranium is something with which gardeners around the globe are very familiar. Interspecific breeding changed the industry when hybridizers were able to cross ivy types with zonals, creating a large, full-flowered plant with the extra heat tolerance for which ivy geraniums were known. However, while these geraniums had far better garden performance, they looked different than the traditional types gardeners were used to. Big EEZE came in as the first interspecific series to have the benefits of the zonal x ivy cross, but with a much more



traditional look with an upright mounded habit and huge flower umbels. In the garden center, this means consumers will feel more confident with their purchase, being a plant they're familiar with, but having the extra boost "behind the scenes" with that ivy blood, giving them much better success throughout the summer.

—*Lindsay Pangborn, Marketing Manager, Dümmen Orange*

5 | PROVEN WINNERS, SALVIA ROCKIN' BLUE SUEDE SHOES

Your customers' desire to have plants that "are beyond pretty" is not going away anytime soon. They want to also nurture the bees, butterflies and hummingbirds in their backyard, and plant selection plays a big role in accomplishing this goal. When you're looking for bulletproof plants that are pollinator magnets, you can't overlook the power of Salvia!

Three years ago, Proven Winners introduced a new series called Rockin' Salvia from breeder Brent Barnes. Brent's varieties

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VARIETIES //

are an interspecific *S. guaranitica*, which are different from many of the annual salvia plants on the market today. The newest color, Rockin' Blue Suede Shoes is very unique and eye-catching—think plumbago blue with black calyxes!

These beauties are tough summer-long performers and are proving to be the first plant a hummingbird will visit in a garden. They're perfect for the landscape or large mixed containers and guaranteed to be a hit with both consumers and pollinators this spring, and in years to come.

—Jessica DeGraaf, Retail Account Manager, Proven Winners

6 | TERRA NOVA, BEGONIA SILVER TREASURE

Begonia Silver Treasure is an impressive variety in more ways than one. The annual's wavy, silver and pink foliage wowed attendees at Cultivate'19, ultimately becoming the most popular and commented on variety at the show for Terra Nova Nurseries. In addition, Begonia Silver Treasure is Terra Nova's best branched begonia by far, and maintains its unique appearance even in temperatures nearing the 32°F mark.

In the creation of Begonia Silver Treasure, parent seeds on both sides of the cross had good characteristics, but divergent chromosome numbers, making the cross more difficult. Out of roughly 1,000 seeds, approximately 50 were germinated. From the 100 seeds that were sown, only two selections were produced, one of them being Begonia Silver Treasure.

—Chuck Pavlich, director of new product development, Terra Nova

7 | DARWIN PERENNIALS,

NEPETA BLUE PRELUDE

The new Nepeta Blue Prelude is a completely different kind of nepeta hybrid. It has *N. subsessilis* characteristics, which means it gets very large, blue flowers continuing all the way up its stem. Nepeta is a natural pollinator plant—a must-have for gardeners looking to attract beneficial bugs to the garden, while repelling other pests and diseases with its minty-scented foliage. A great selling point of Blue Prelude is that it stays nicely contained in its pot while at retail—it won't tangle on the display bench—but once a gardener gets it home, it will scale up nicely to about 3 ft. tall. This produces a WOW in the garden for homeowners looking to fill a landscape space with color and attraction.

—Chris Fifo, Product Representative, Darwin Perennials

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Reader Service Number 11



CONCEPT PLANTS

Princess Nadia is the first multi-colored *Ajuga reptans* with a tight habit and non-invasive growth. Abundant blue flower spikes appear in spring and late summer with cream-purple foliage and pink edges. Ideal for containers, borders, mass plantings and as a specimen.

Reader Service Number 137

KIEFT SEED

There's early and then there's Double the Sun. This bright perennial is in flower two to three weeks earlier than other coreopsis. Its semi-double, clear golden-yellow flowers are large and very appealing to shoppers in the spring. Hardy in Zone 4a to 9b.

Reader Service Number 139



BALL FLORAPLANT

Notable for its well-branched habit, large flowers and improved heat performance, Bacopa MegaCopa is showy and covered in blooms that drive impulse sales at retail. Available in Pink, White, Blue, Pink Shine and Sky Blue. Perfect for baskets and mixes.

Reader Service Number 141



CHRISTMAS TREE HUGGER

Beautify artificial trees and conceal messy electrical cords with the Christmas Tree Hugger. One-size-fits-all, simply wrap it around the pole at the base. Huggers come in classic brown bark and white birch bark, and both reverse to a candy cane design.

Reader Service Number 138



BIHLERFLEX LLC

The Perfect Bungee, Adjustable Flex-Web consists of six adjust-a-straps clipped to a central ring to make an adjustable bungee cargo net. Each bungee strap can stretch out to 72 in. independently. Once fully expanded, it can cover an area of 144 in. by 144 in.

Reader Service Number 140



TERRA NOVA NURSERIES INC.

A UGA Trial Gardens "Industry Choice" winner, Agastache Poquito Butter Yellow is a fast-growing perennial that blooms vibrant yellow flowers from spring through fall. This pollinator- and hummingbird-attracting variety maintains a compact, bushy growth habit and is most hardy in Zones 5 to 10. ■

Reader Service Number 142