77% of gardeners know and trust Burpee for garden success.

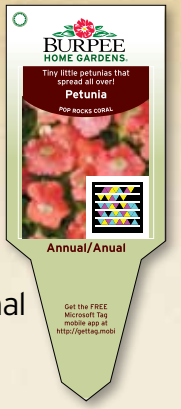
Your Burpee selling success starts inside.

BURPEE
HOME GARDENS®

Easy tips for successful merchandising

Dedicate space

- Set up a Burpee mini-store to optimize your customers' valuable time.
- Shoppers perceive 17% more value with a Burpee-branded pot.*
- Use the Burpee brand to upsell from traditional black-pot commodity items.
- Endcaps get 28% higher sell-through.



Smart tags on every label deliver instant variety info and care tips to shoppers and employees.

Display free POP

- Outdoor banners pull your customers in.
- Cart signs and bench tape highlight the display.
- Benchcards drive decisions at product level.
- All POP features Burpee Garden Coach, the only interactive mobile web app for gardeners – it's another free service you can offer with every plant purchase!

Endcaps inspire!

Keep plants in easy reach

Lead them to your Burpee area

Dress up your block 'n board

Always display a price

*Versus non-branded packaging. Ipsos Consumer Research Study, 2010

Maintain the display

- Appoint an in-store Burpee expert to keep displays tip-top.
- 80% of shoppers who pick up a product buy it – keep plants in easy reach!
- Keep plants clean and healthy, and restock and face plants daily.
- Change displays weekly – shoppers who discover something new at every visit keep coming back!

Inspire customers

- Brainstorm new ideas with your team in weekly meetings.
- Host veggie tastings and planting demos.
- Sell a project, not a product: holiday themes, shady places, salsa and pizza gardens, color palettes.
- Download 25+ fun benchcards...customize with your logo and message...spice up your displays in minutes!

Download your own benchcards

Keep plenty of product on the shelf

Entice shoppers with store events

Create cool displays

Set up a farmer's market

More inspiring "how-to" ideas at BurpeeRetailIdeaCenter.com

Start your Burpee 2012 program today!

BURPEE HOME GARDENS®

FREE Burpee Success Kit

SIGN UP now for even more ways to **SET UP**, **DISPLAY**, **INSPIRE** and **MAINTAIN**! Includes apron, button, garden guides, recipe cards and more. ($55 value)

Ask for yours today at **burpeeretailideacenter.com** before supplies run out!

Not in the program? It's easy to start!

Ask your grower for Burpee *In-A-Snap* flowers and veggie kits. One easy order gets you all the plants, packaging and POP you need to set up an 8-ft. (2.4-m) display.

Burpee Home Gardens brings you hundreds of varieties hand-picked for garden success.

- **NEW** flower program
- **NEW** BOOST first-ever high-antioxidant veggies
- 94 incredible exclusives
- Time-tested vegetables and herbs

Get in on the 2012 program – call your grower or Ball Seed sales rep today!

Our combined 2010 ad & PR efforts reached over 500 million consumers.

Ball Seed®

Ball Horticultural Company
800 879-BALL
Fax: 800 234-0370
Order at ballseed.com

SNAP IT FOR SELLING SUCCESS!

get the free mobile app at:
http://gettag.mobi

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