



The gro getter™ App Is Here!

Ball Horticultural Company's product search app for smartphones and tablets puts thousands of plants in your pocket.

WEST CHICAGO, IL – The new **gro getter™** app from Ball Horticultural Company gives the industry access to thousands of plant details when and where they need it most. The app's take-it-with-you information includes all the photos, plant information, and culture sheets from Ball's printed and online catalogs – now in a mobile, more accessible format. Compatible with iOS, Android and Windows devices, it is available free of charge in the [App Store](#), [Google Play Store](#) and [Windows Phone Store](#).

Users of **gro getter™** can browse by keyword, or filter their plant search by category, color, exposure, and more. They can add plants to a "Favorites" list, and also take notes for a specific product, and email plant lists to colleagues and customers. After downloading the app, no wi-fi is needed for access, so users can be deep in the greenhouse, walking field trials, or traveling, and still get the information they need.

"The new **gro getter™** app is an important touch point for our customers who are looking for a digital alternative to our printed catalogs," says Tim Duffin, Ball's Marketing Communications Manager. "As our industry continues to go mobile, developing our plant search app was an important step to make it easier for growers and retailers to access all Ball has to offer, wherever and whenever they prefer."

App users will receive updates throughout the year as plant introductions are announced and new culture sheets become available. A feedback form is also included, to answer questions and make **gro getter™** even more useful to growers and retailers.

To learn more about gro getter™ visit www.grogetterapp.com. Search for and download gro getter™ in the [App Store](#), [Google Play Store](#) or [Windows Phone Store](#) today. It is compatible with iOS 7.1+, Android 4.4+, and Windows 8.1+ platforms.

About Ball Horticultural Company

Ball Horticultural Company is an internationally renowned breeder, producer and wholesale distributor of ornamental plants. A family-owned business since it was founded in 1905, Ball has introduced many innovative, award-winning varieties to the world of horticulture. The company has worldwide production, sales and marketing through its many subsidiaries on six continents. For further information, visit ballhort.com.

