



## The 2018 Ball Seed New Varieties Catalog Is Here

Expanded product offering includes breakthrough breeding in annuals, perennials, vegetables, potted plants and more.



WEST CHICAGO, IL – The **2018 New Varieties Seed & Vegetative catalog** is available now from Ball Seed. The 96-page guide supplements the full Ball Seed Catalog and features an expanded product offering of breeding breakthroughs in annuals (Lucky Star Pentas and Mysty Salvia), perennials (Rose Marvel Salvia), vegetables (Burpee Collections), potted plants (Ornamental Peppers) and more.

In addition to breeding, the catalog showcases advances in technology, including new Precision Multi-Pellets, as well as effective sales tools with mixed container recipes and programs. Customers will also find valuable marketing support materials (pots, tags and signage) to assist new-product promotion.

“Every plant counts, as each of us works to maximize the potential of each square meter, each hour of labor, and each product selection,” says **Jim Kennedy**, Director of North American Sales for Ball Seed. “The 2018 New Varieties Seed & Vegetative Catalog is THE guide to a successful season filled with impressive products. We’re excited to get this new season started. Our devoted sales team and Ball WebTrack are ready.”

All Ball Seed literature, including the 2018 Ball Seed New Varieties Seed & Vegetative Catalog, can be found online at [www.ballseed.com/catalogbrochures](http://www.ballseed.com/catalogbrochures). To request a printed copy, contact your Ball Seed sales rep or Ball ColorLink specialist.

*Ball Seed is North America's leading wholesale horticultural distributor. It combines extensive experience, innovative thinking and world-class customer service to ensure professional growers have the best products, most efficient tools and dynamic growing solutions. Online availability and ordering is offered through Ball WebTrack and the WebTrack To Go app. Visit [ballseed.com](http://ballseed.com) for more information.*