



## See The Latest Garden Mums Catalog From Ball Seed

New format organizes garden mums by color, lists details to make your decision easier.



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WEST CHICAGO, IL – Ball Seed has released its most recent Ball Mums catalog for the 2018 growing season. It is the first full garden mums catalog since 2015, filled with exciting selections. With a great new look, it is the same great resource for growers. This edition is organized by color for quick reference. Habit, timing, bloom date and more is also provided for each variety to make your buying decision easier.

The expanding expert team behind Ball Mums is lead by **Ed Higgins** (“Mr. Mum”) who oversees trials and selection, and ensures timing information is updated every year. Through his experience and expertise, new garden mums are introduced and celebrated, like new **SKYFALL mums** for hanging baskets.

“The 2018 Ball Mums catalog features garden mums for all uses, from baskets to landscapes,” says **Joan Mazat**, head of new product development for Ball Ingenuity, the division in charge of Ball Mums. “The evaluations found inside, combined with Ball Seed’s top-notch customer service and technical teams, creates a partnership that supports you and your program.”

Additional catalog features include top-sellers and trends, designer mix options, “family” groupings for program sell-through, tech tips, and more. Visit [www.ballseed.com](http://www.ballseed.com) to see a digital version of the Ball Mums catalog. To request a printed copy, please contact your Ball Seed or Ball ColorLink representative.

*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. Visit [ballseed.com](http://ballseed.com) for more information, and check live availability and order through WebTrack®.*