

Burpee®: Everything you need to succeed

We'll give you all the tools you need to grow your business using the Burpee brand!



Choose Burpee

The fresh, inviting look of the Burpee brand distinguishes it from other offerings. Our attention-getting branded pots, tags and POP will help you grow a successful Burpee program. It showcases Burpee's exclusive varieties of vegetables and herbs that fit the lifestyles of today's consumers. This exciting POP is free; you only pay for shipping.

Tools, support, rebates

Growers and retailers can get all the culture information and consumer marketing options they need from Burpee. You'll find the latest growing information, photos and instructional videos online at burpeehomegardensbrand.com. And feel free to contact the Burpee team for ongoing support.

Download free customizable POP materials, including:

- bench card signage
- in-store display and event ideas
- advertising samples

In addition, Burpee offers a Royalty Rebate Program for products bought and grown that did not sell at retail. Simply email BurpeeAdmin@ballhort.com for a Burpee Rebate Redemption Form or to request more information.

Exclusive varieties and programs

- Burpee's exclusive collections, including Space Savers, Foodie Fresh, Amazing Veggies, Organic and Herbs, will set you apart from the competition.
- BOOST Antioxidant Collection, the largest collection of high-nutrition vegetables, meets consumers' craving for higher nutrition - and boosts your sales!
- Hanging Basket Flower Program creates instant take-home decoration options for impulse shoppers.
- Many of our varieties are perfect for balconies, patios and window boxes, answering the need for small-space solutions.
- Find a full list of current varieties online, or ask your Ball Seed® or Ball ColorLink® sales rep.

Be part of the Burpee brand

- Contact your Ball Seed or Ball ColorLink sales rep to get a copy of our certified grower agreement or email BurpeeAdmin@ballhort.com.
- Read, sign and return the agreement to become a Burpee grower.

- Get pricing and ordering information from your Ball Seed or Ball ColorLink sales rep.
- Start ordering your Burpee product, pots and tags.
- *Already in the program? Growers who actively participate each year are automatically renewed!*

Ordering seed, plugs, liners and unrooted material

- Order seeds and plants through your Ball Seed or Ball ColorLink sales rep or online through WebTrack®.
- Seed varieties come in a range of package sizes, which are ordered and shipped from Ball.
- Our current plug, liner and unrooted material suppliers offer these Burpee products and product forms:
 - **Ball Tagawa Growers:** Limited offering of vegetables and herbs in Liner 102 and Plug 288.
 - **Bob's Market and Greenhouses, Inc.:** Limited offering of vegetables, herbs and flowers in Plug 288.
 - **George Sant & Sons Greenhouses:** Limited assortment of vegetables, herbs and flowers in Liner 50, Liner 102 and Plug 288.
 - **Knox Nursery:** Offering a nearly full line of exclusives and most best-selling vegetables and herbs in Plug 144 and a limited offering of vegetables in Plug 288 and 512.
 - **Tagawa Greenhouses:** Limited assortment of vegetables, herbs and flowers in Plug 128 and Plug 288.
 - **Van de Wetering Greenhouses:** Limited assortment of vegetables, herbs and flowers in Liner 50, Liner 102 and Plug 288.
 - **Van Wingerden Greenhouses, Inc.:** Limited offering of vegetables, herbs and flowers in Liner 50, Liner 102 and Plug 288.
- Unrooted material is available from Ball FloraPlant's URC production farms and can be ordered through WebTrack.
- *Get order forms and pricing from your Ball Seed or Ball ColorLink sales rep.*



Ordering tags and handles

- Standard tags and handles come in bundles of 50, Space Savers tags and hang tags in bundles of 25.
- Order tags and handles through your Ball Seed or Ball ColorLink sales rep or online through WebTrack.
- *Standard tags, Space Savers tags, hang tags and handles must be ordered separately through Ball and shipped from MasterTag.*

• Tagging requirements:

- All materials grown as part of the Burpee program require a Burpee-branded pot and tag.

Exclusive varieties may not be grown outside of the program.

- One standard tag per salable unit.
 - One tag per variety in a grower choice combination planter (i.e., three varieties in a planter require three tags).
 - One hang tag per hanging basket.
- Unused tags for varieties that have not been dropped from the program can be used for the following year and/or can be returned no later than one year from the date that they shipped.
- *Get tag dimensions, custom orders, order forms and pricing information from your Ball Seed or Ball ColorLink sales rep.*

Ordering POP

- POP is free! You just pay for the shipping.
- Order POP through your Ball Seed or Ball ColorLink sales rep or online through WebTrack.
- Recommendation for carts: Use vertical cart banner and cart/bench card.
- Recommendation for benches: Use vertical banners, bench cards and bench tape.
- *Download current POP order forms online or ask your Ball Seed or Ball ColorLink sales rep.*

Contact your Ball Seed or Ball ColorLink sales rep for ordering and pricing information.

Visit BurpeeHomeGardensBrand.com today to download our certification agreement, guidelines and order forms.

Ordering pots and trays

- You can order pots, packs and trays directly from your pot supplier.
- There is also a limited selection of pots and trays available direct from Ball. Contact your Ball Seed or Ball ColorLink sales rep or order online through WebTrack.
- Black trays are available for black 306 packs.
- Branded handles must be used for 306 packs, ordered from Ball and shipped from MasterTag.
- Use either Burpee-branded or Ball-approved sustainable pots.
- Use white or black trays or Ball-approved sustainable trays for Burpee plastic pots.
- Preferred suppliers include Summit, Landmark, East Jordan and Poppelmann.
- *Download supplier order forms and pot and tray information online or contact your Ball Seed or Ball ColorLink sales rep.*

Marketing tools and programs

- Free downloadable POP and retail inspirations are available on our Brand Support Page at **BurpeeHomeGardensBrand.com**.
- Populating your website? We're happy to share our photos and content - just ask!
- Ongoing PR events and programs inspire gardeners everywhere and help drive sales.
- Social media sites like Facebook, Twitter, Instagram, Pinterest and YouTube expand our brand reach to consumers.
- We also continue to develop and update digital tools for consumers, like our Burpee Coach and My Garden Designer mobile apps.



BallSeed®

Order product at ballseed.com/webtrack.

Talk to us.
Ball Seed: 800 879-BALL
Ball ColorLink®: 800 686-7380

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