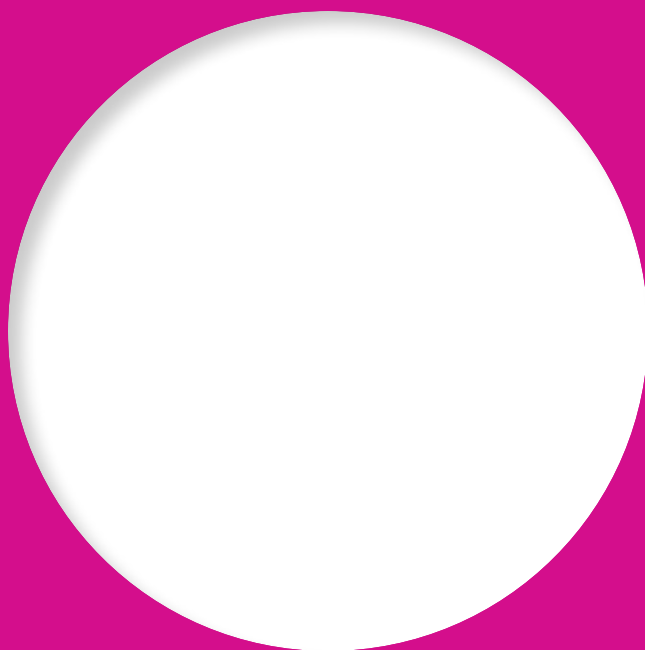


easy spreading color



Nothing sells like a Wave® Petunia...



...except a Cool Wave™ Pansy!



Profit from the Wave® brand
in Spring, Summer and Fall.

NEW Cool Wave™



NEW Mixture



Cool Wave Spreading Pansies perform so well from bench to garden, they deserve to carry the Wave name!

This game-changing new series redefines the entire pansy class...offers exciting decorator opportunities...is the single biggest intro to the Wave Brand since its 1995 launch...and is generating huge excitement as word spreads.

Available in 4 colors & a mix...see page 4.

Pansy



NEW Frost



NEW White



► Watch the Cool Wave video online
at panamseed.com/PASTV ◀



4 & 6-in./10 & 15-cm
Pots



Hanging basket of
your choice

RECOMMENDED COOL WAVE PACKAGING

Cool-season

Cool Wave pansies are *the best spreading pansies* on the market...extensive worldwide trials prove it.



NEW Yellow



NEW Frost



NEW Violet Wing*

*Natural variation and color interest.



NEW White

selling solutions!

Now you can extend
your growing and
selling season for
the in-demand Wave
Brand to Spring and
Fall, too!

NEW Violet Wing



NEW Yellow



NEW Mixture



► Watch the Culture video online
at panamseed.com/PASTV ◀

Shock Wave[®]



Spark Mixture



Pink Vein

The best for baskets!

Excellent weather durability

Start your Wave sales early

8 colors & 5 mixes...see centerfold



4-in./10-cm Pot



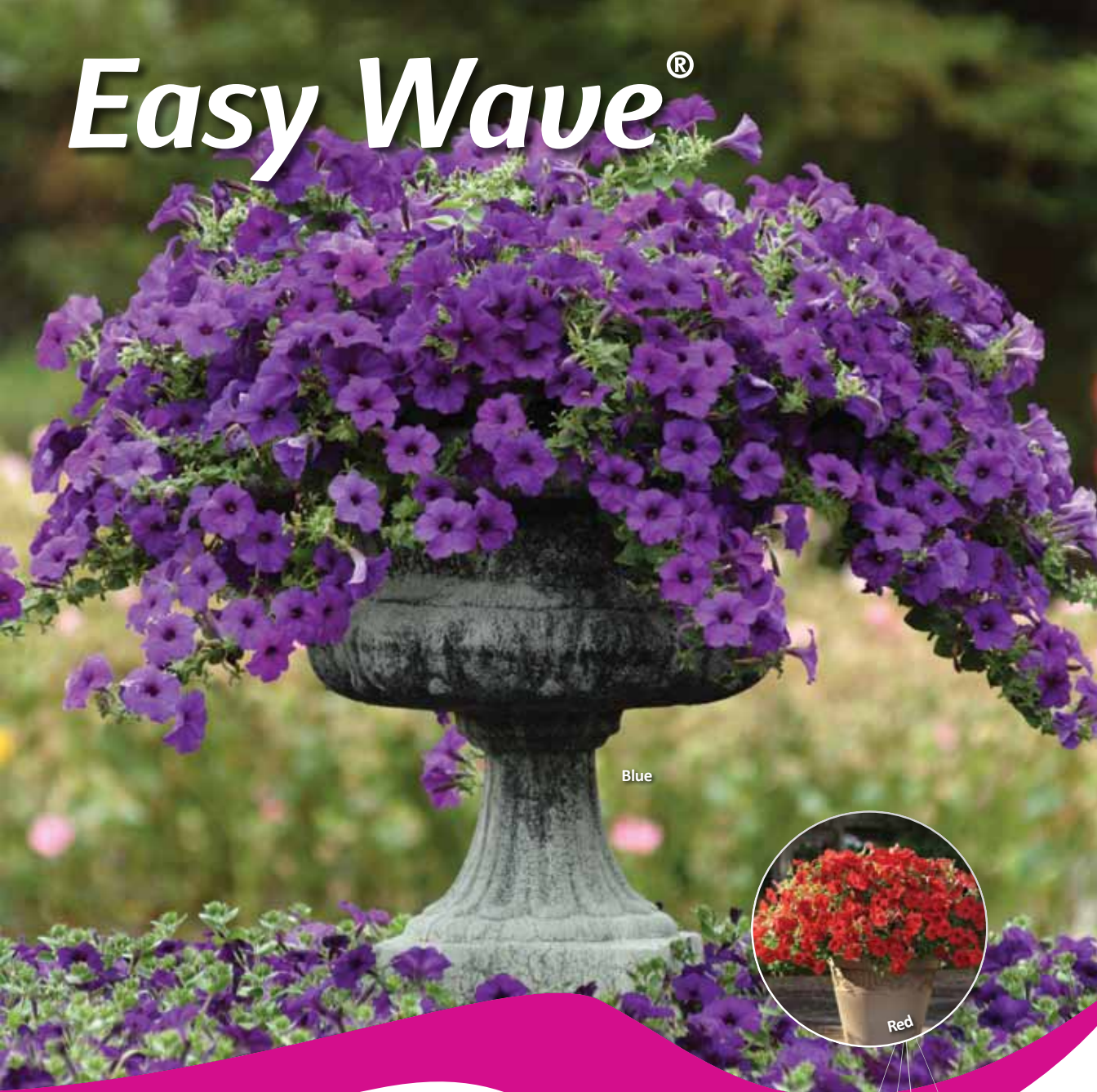
Pack Handle

Hanging Basket

306 Premium Pack

RECOMMENDED SHOCK WAVE PACKAGING

Easy Wave[®]



Blue

Red

Perfect for planters & gardens!

All-season salesmaker

Most versatile of all large-flowered spreading petunias

13 colors & 13 mixes...see centerfold



Pack Handle

306 Premium Pack

6-in./15-cm Pot

Hanging Basket

RECOMMENDED EASY WAVE PACKAGING

Wave[®]



Pink

Purple Improved

Makes a carpet of color!

Care-free...superior landscape performer

Carry sales through your main season

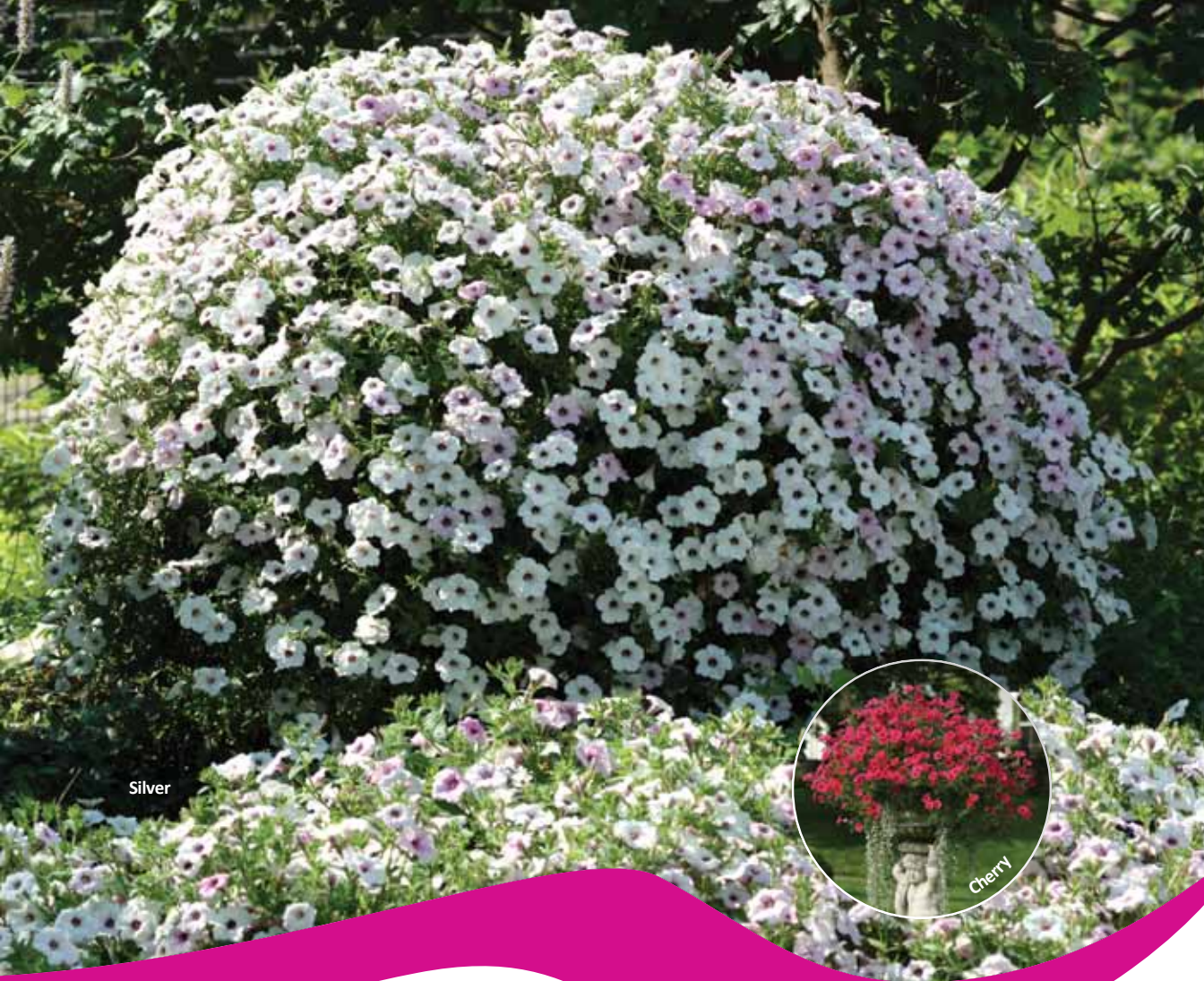
7 colors...see centerfold



6-in./15-cm Pot

RECOMMENDED WAVE PACKAGING

Tidal Wave®



Super-size color for big spaces!

Holds its excellent shrublike shape

Extend your season with this strong finisher

4 colors...see centerfold



8-in./20-cm Pot

RECOMMENDED TIDAL WAVE PACKAGING

Wave MedleysTM

Grow multicolor in 1 pot!



It's easy to create your own Wave Medleys...you place two to three 288-plugs in a single dibble hole to root together and grow to create an attractive blended look.

You get multicolors in one pot *without a royalty* from the world's best-known petunia brand!

Ideal for 6 to 8-in./15 to 20-cm pots and 10-in./25-cm baskets!



► Watch the video online at panamseed.com/PASTV ◀

Shock Wave



Shock Wave Coconut



Shock Wave Coral Crush



New Shock Wave
Deep Purple



Shock Wave Denim

Easy Wave



Easy Wave Blue



Easy Wave Burgundy Star



Easy Wave Coral Reef



Easy Wave Lavender



Shock Wave



Easy Wave



Tidal Wave

Wave[®] petunias for



Shock Wave Pink Shades



Shock Wave Pink Vein



Shock Wave Red



New Shock Wave
Rose Improved



New Shock Wave
Amp Mixture



Mystic Pink



Easy Wave Neon Rose



Easy Wave Pink



Easy Wave Plum Vein



Easy Wave Red



Easy Wave

Wave



Wave Blue



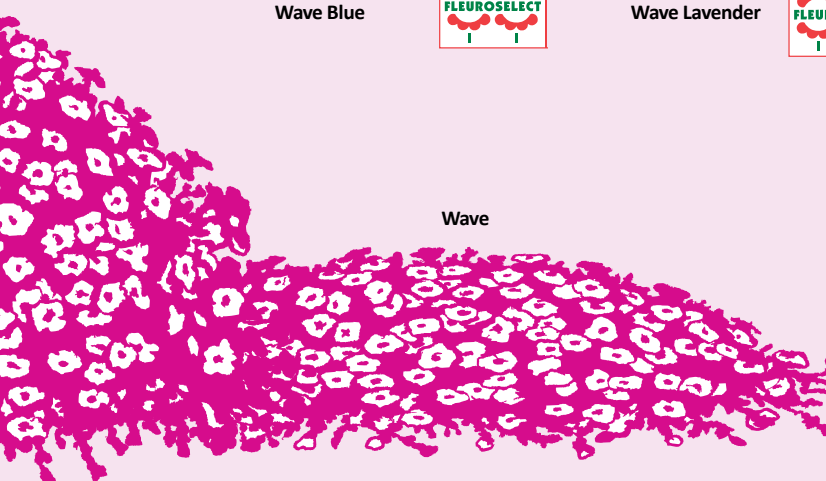
Wave Lavender



Wave Pink



Wave Purple



Wave

Tidal Wave



Tidal Wave Cherry

main-season sales



New Shock Wave
Buzz Mixture Improved



New Shock Wave
Power Mixture



Shock Wave
Spark Mixture



Shock Wave
Volt Mixture



Easy Wave Rosy Dawn



Easy Wave Salmon



Easy Wave Shell Pink



Easy Wave Violet



Easy Wave White



Wave Improved



Wave Purple Classic



Wave Rose



Wave Misty Lilac*
*Natural variation and color interest.



Tidal Wave Hot Pink



Tidal Wave Purple



Tidal Wave Silver





**Easy Wave
Beachcomber Mixture**



**Easy Wave
Formula Mixture**



**Easy Wave
Gelato Mixture**



**Easy Wave
Great Lakes Mixture**



**Easy Wave
O Canada! Mixture**



**Easy Wave
Opposites Attract Mixture**



**Easy Wave
Pink Marble Mixture**



**Easy Wave
Plum Pudding Mixture**



**Easy Wave
South Beach Mixture**



**Easy Wave
Starfish Mixture**



**Easy Wave
Sweet Tart Mixture**



**Easy Wave
The Flag Mixture**



**Easy Wave
Tropicana Mixture**



**NEW Shock Wave Coral Crush
& Shock Wave Rose Improved**



**NEW Shock Wave Coral Crush
& Shock Wave Denim**



**NEW Shock Wave Rose
Improved & Shock Wave Red**



**NEW Shock Wave Red, Shock Wave
Denim & Shock Wave Coconut**



**Shock Wave Denim &
Shock Wave Pink Shades**



**Easy Wave Violet &
Easy Wave Coral Reef**



**Shock Wave Coconut &
Easy Wave Burgundy Star**



**Easy Wave Violet &
Easy Wave Neon Rose**



**Easy Wave Mystic Pink
& Easy Wave Violet**



**Easy Wave Rosy Dawn
& Shock Wave Denim**

NOTE: Individual varieties are sold separately.



**Wave Medleys Easy Wave Neon Rose
& Easy Wave Mystic Pink**



**Download your free Wave Medleys benchcard
at wave-rave.com/ultimategardencenter.**

**Wave Medleys tags are available
from John Henry and MasterTag.**

Made with Wave®

Add value to your mixed combos



Free downloadable
benchcards at
[wave-rave.com/
ultimategardencenter](http://wave-rave.com/ultimategardencenter)



Contact MasterTag or John Henry
for Made With Wave tags.

Add Wave Petunias to your “everyday” combos – they grow compatibly with many familiar sun-loving classes, so it’s easy to make and sell premium Made with Wave combos.

Supported by the strong marketing and merchandising package that’s a big part of this most-asked-for plant brand!

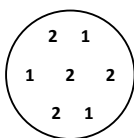


► Watch the video online at
panamseed.com/PASTV ◀



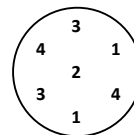
☀ Full Sun combos for 10 to 12-in. containers:

1. Easy Wave® Blue
2. Bidens



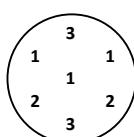
☀ Full Sun combos for 10 to 12-in. containers:

1. Easy Wave® White
2. Geranium
3. Lobelia
4. Euphorbia



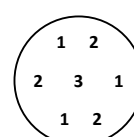
☀ Full Sun combos for 10 to 12-in. containers:

1. Wave® Misty Lilac
2. Wave® Purple Improved
3. Ipomoea



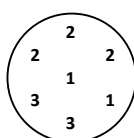
☀ Full Sun combos for 10 to 12-in. containers:

1. Easy Wave® Blue
2. Lobelia
3. Geranium



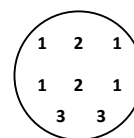
☀ Full Sun combos for 10 to 12-in. containers:

1. Shock Wave® Coconut
2. Helichrysum
3. Green Dichondra



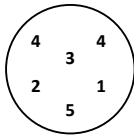
☀ Full Sun combos for 10 to 12-in. containers:

1. Shock Wave® Denim
2. Juncus
3. Silver Dichondra



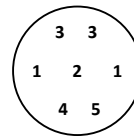
☀ Full Sun combos for 10 to 12-in. containers:

1. Shock Wave® Denim
2. Easy Wave® Neon Rose
3. Juncus
4. Helichrysum
5. Bacopa



☀ Full Sun combos for 10 to 12-in. containers:

1. Easy Wave® Coral Reef
2. Cordyline
3. Lobelia
4. Green Dichondra
5. Silver Dichondra



Harness the power



Distinctive Cool Wave packaging and POP let customers immediately know this is part of the popular Wave Brand!



Tags & Pack Handle from your preferred supplier.



11 x 7-in./22 x 17-cm
Benchcard



19 x 52-in./48 x 132-cm
Cart Banner



45 x 24-in./115 x 60-cm Outdoor Banner



16 x 30-in./40 x 75-cm Poster
Sets (2 versions)

of the Wave® brand



The Wave Petunia family will be wearing a fresh new look for Spring 2013!



45 x 24-in./115 x 60-cm Outdoor Banner



16 x 30-in./40 x 75-cm Poster Sets (2 versions)



19 x 52-in./48 x 132-cm Cart Banner



Tags & Pack Handle from your preferred supplier.



11 x 7-in./22 x 17-cm Benchcard

Full marketing

National garden-related publications



Focused network cable TV flights



60,000,000 total impressions for the Wave Brand in 2012...including 30,000,000 to create excitement for all-new Cool Wave pansies.

Targeted to reach garden enthusiasts at their peak buying times...supports growers & retailers...will build awareness & create excitement across the U.S. & Canada.

National media initiatives plus high-impact in-store POP & post-store support drive up sales!

support

Interactive internet ads on 100+ websites



Targeted presence on leading garden-specific home pages, forums and e-newsletters



Consumer support



Ideas, tips & how-to at wave-rave.com

Look for these consumer ads in 2012!



Grow the Wave[®] Brand



"Bordine's LOVES Waves.
We grow more than an acre
of the pink 306-pack and about
33,000 10 and 12-inch baskets.
They're so easy, require nothing and
people love them!"

*Brian Parker, Head Grower &
Production Planner, Bordine's,
Grand Blanc, Michigan*

Now you can grow the Wave Brand in Spring, Summer & Fall!

History repeats itself! Wave petunias pushed tradition aside...and now the all-new Cool Wave series is striking the same attitude in pansies!

The most color, season & packaging options

Hassle-free growing info at panamseed.com

Sell the Wave® Brand



1

Find fresh POP & easy DIY display ideas in the Wave Ultimate Garden Center.

2

Turn your staff into "Certified Wave Experts" with our online quiz.

3

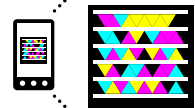
Host inspiring in-store Wave events & build outreach programs.

Branded packaging boosts sales...product stands out & moves faster

The Wave Ultimate Garden CenterSM is your online guide to selling more of the most-asked-for plant brand ever!

It's easy... List your business at **wave-rave.com** to drive customers to your store

Visit wave-rave.com/ultimategardencenter



Get the free mobile app at <http://gettag.mobi>

Spec the Wave[®] Brand



"Our client at a local shopping center needed a plant that could handle its dry conditions and really spread out due to their budget restraints. The Waves here were more like a tsunami and created traffic-stopping color all summer long!"

*Melissa Scherb, Vice President,
Landscape Concepts Management,
Chicago, Illinois*

Fills in fast...heavy-duty performers...virtually care-free all season

The "55 MPH" color your landscape clients demand

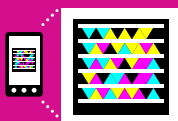
Wave & Cool Wave choices for virtually every residential & commercial situation

Carried by most plant suppliers...order early to ensure you have the finest every season

**Order Wave Petunia and Cool Wave Pansy
seed, plugs and plants through your preferred
distributor or call PanAmerican Seed.**

**Find complete growing information in our
Culture Library at panamseed.com**

**PanAmerican Seed
630 231-1400 or 800 231-7065
Fax: 630 293-2557
panamseed.com
wave-rave.com**



Get the free mobile app at
<http://gettag.mobi>

Wave by the numbers

25%

awareness – consumers know Wave by name

55

distinctly different Wave & NEW Cool Wave choices expand retail footprints

72%

of consumers look for Wave-Pink pots and packs when they shop

5,700

registered retailers

30,000

passionate fans & followers

60,000,000

impressions in 2012 – cable TV, online and in print

Wave is the most known and branded bedding plant.

