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Supplement - 'Can't Miss' Marketing and Merchandising Strategie
Create the ultimate Wave garden center
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Use this program to boost sales to new heights.

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Large- and small-size retailers can benefit from the new Wave Ultimate Garden Center manual—an online DIY guide to selling even more of the most popular flowering annual ever!

When the first Wave petunia—All-America Selections winner Wave Purple Classic—debuted in 1995, it took the gardening world by storm with its unique spreading habit, exceptionally long bloom time, and superior weather resistance. Consumer appeal has been growing for 15 years!

Through the years, more series have arrived on the scene: Tidal Wave in 2000 ... Double Wave in 2002 ... Easy Wave in 2003 ... Shock Wave in 2008. In all, today's Wave family numbers five series and an amazing 55 color choices! Summer gardens have never been the same.

Thanks to the amazing all-season color and virtually care-free performance, millions of gardeners around the world count on the Wave family to turn their yard, patio or balcony into a lush, flower-filled oasis. Wave is the petunia they know, buy and trust.

Now the 3-tiered plan of the Wave Ultimate Garden Center online DIY guide offers sales- and loyalty-building solutions that are easy for you to use today and into the future.

What you'll find in the Wave Ultimate Garden Center:

- A complete lineup of fresh Wave POP coordinated to match TV, print and online ads.
- Ideas to create sales-inspiring Wave petunia displays.
- Online tutorials to train your team as "Certified Wave Experts."
- Instructions for PR and co-branding opportunities and events.
- And much, much more!

Level 1 starts out easy with the "Wave Successful Garden Center." These are simple and oftentimes FREE ways to grow your Wave sales, such as adding your garden center to the Wave Retailer Locator so customers can find you. In addition, tips on selling in pink packaging helps explain how customers recognize—and search for—the Wave brand. The use of POP tells customers you carry Wave: Download and print as-is, or customize your message by working through vendors with print-on-demand systems.

In Level 2, the "Wave Premium Garden Center," train your associates to be "Certified Wave Experts" through the online tutorial and quiz. Education about the Wave series is key. Another top Wave-selling success strategy is to send the right Wave series to market at the right time. Place Wave orders early to offer consumers a wide variety of colors and series, and to freshen your assortment throughout the season. In Level 2 you'll also learn how to put local media to work for you by promoting Wave with PR, merchandising and advertising opportunities.

Finally, the "Wave Ultimate Garden Center" in Level 3 builds on the previous levels and takes you a step further. Host in-store Wave customer events, spread Wave through your community with outreach programs, and participate in contest and co-branding opportunities with the national Wave-Rave Fan Club.

The Wave Ultimate Garden Center online manual is filled with suggestions to sell Wave all season. Begin your journey to the Ultimate Wave Garden Center by visiting www.Wave-Rave.com/ultimategardencentertoday.



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