

PCF Marketing Program Information

American Beauties:

- **0 – 199 plants: Benefits:** Not a program level. Plants will be potted in AB pots and tagged with AB tags. No mention on PCF, AB, or NWF website. Posters and handouts available on a purchase basis.
- **200 – 399 plants: Benefits:** Lowest program level. (100) handouts and (1) poster included at no charge. (1) merchandiser visit to set up program. Listing on PCF, AB, & NWF websites equipped with Zip Code search capability. Individual AB promotional package can be created for each garden center to help pre-sell customers in local areas (optional).
- **400 – 700 plants: Benefits:** (100) handouts and (1) poster included at no charge. (1) merchandiser visit to set up program along with (2) others during the season to maintain display. Listing on PCF, AB, & NWF websites equipped with Zip Code search capability. Individual AB promotional package created for each garden center to help pre-sell customers in local areas. Individual AB promotional package can be created for each garden center to help pre-sell customers in local areas (optional). **Wooden benching is available through PCF on a purchase basis for any program level.**

Sara's Superb Herbs:

- **Program Level:** Pre-book (325) plants. **Benefits:** Receive 10% discount off \$4.65 NET price. Receive (1) poster and (125) Sara's handouts at no charge. All plants potted in distinctive branded Sara's pots and tagged with the most unique, informative herb tag in the industry. Included in all regional advertising. Listed on PCF and Sara's Superb Herb websites equipped with Zip Code search capability. **Wooden benching is available through PCF on a purchase basis.**

White Flower Farm:

- **Program Level:** Pre-book (200) plant initial start up order of plants ready for sale in April and early May. Commit to selling minimum of (800) plants during the full year. **Benefits:** Receive (2) posters at no charge. (1) merchandiser visit to set up benching for initial order and a minimum of (2) additional merchandising visits included at no charge during the season. Inclusion in all White Flower Farm regional advertising. Inclusion in White Flower Farm e-mails directed at garden center customers tied to deliveries during the season. Listing on PCF and WFF websites equipped with Zip Code search capability. **Wooden benching and WFF planting guide booklets are available through PCF on a purchase basis.**

Hardy New American Garden:

- **Program Level:** Pre-book (175) plant minimum. **Benefits:** Receive (1) free poster for display. All plants specially tagged with Hardy New American Garden program tags. Delivery can be set up to receive plants at regular intervals to allow for weekend promotion and sales. Listing on PCF website equipped with Zip Code search ability. **Wooden benching is available through PCF on a purchase basis.**

Pink Ribbon Plants:

- **Program Level:** Pre-book (175) plants. **Benefits:** Receive (1) program poster at no charge. All plants in colorful Pink Ribbon pots and tagged with distinctive Pink Ribbon Program tags that explain the program to customers. Delivery can be set up to receive plants at regular intervals to allow for weekend promotion and sales. Listing on PCF website equipped with Zip Code search ability. **Wooden benching is available through PCF on a purchase basis.**

Volcano Phlox:

- **Program Level:** Pre-book (200) plants mixed between varieties and sizes. **Benefits:** Receive special pricing for pre-booked plants, \$6.70 NET for #2 & \$4.70 NET for #1. Receive (1) Volcano Phlox poster at no charge. Inclusion in any regional advertising generated through Anthony Tesselaar. Extensive spring 2010 advertising schedule on HGTV for Volcano Phlox. Delivery can be set up to receive plants at regular intervals to allow for weekend promotion and sales. Listing on PCF website equipped with Zip Code search ability. **Wooden benching is available through PCF on a purchase basis.**

Easy Elegance Roses:

- **Program Level:** Pre-book (125) assorted Easy Elegance Roses. **Benefits:** A reduced price of \$10.95 NET for each rose pre-booked. Receive (1) Easy Elegance poster at no charge. Listing on PCF website and the Easy Elegance Rose website equipped with Zip Code search ability. **Wooden benching for display is available through PCF on a purchase basis.**

Flower Carpet Roses:

- **Program Level:** Pre-book (200) plants, mix & match varieties and sizes. **Benefits:** Special pricing of \$9.10 NET for #2 and \$8.50 NET for 8" for this pre-book level. Inclusion in any regional advertising generated by Anthony Tesselaar. Extensive spring 2010 advertising schedule on HGTV for Flower Carpet Roses. Listing on PCF website equipped with Zip Code search ability. **Wooden benching is available through PCF on a purchase basis.**

David Austin Roses:

- **Program Level:** Pre-Book (125) plants. **Benefits:** Receive special pricing of \$11.75 NET for all pre-booked roses. All plants potted and tagged with distinctive David Austin square, branded pots and branded tags. Listing on PCF website equipped with Zip Code search ability. **Custom David Austin Rose wooden display poster unit available along with wooden benching through PCF on a purchase basis.**

All American Daylilies:

- **Program Level:** Pre-book (200) plants mix & match from (10) available varieties. **Benefits:** Receive a special price of \$5.95 NET. (1) New introduction, 'Hemerocallis 'Toy TM Cameo'. Receive (1) All American poster at no charge. Listing on PCF website equipped with Zip Code search ability. **Wooden benching is available through PCF on a purchase basis.**

BooShoot:

- **Program Level:** Pre-book (100) Mix & Match BooShoot Bamboo plants from (9) varieties listed in PCF catalog. **Benefits:** 20% off NET pricing on all pre-booked plants. Special Boo-Shoot program tagging. Listing on PCF website equipped with Zip Code search capability.

Jeepers Creepers:

- **Program Level:** Pre-book (65) flats mix & match from the (50+) varieties in our selection. **Benefits:** Special pricing of \$29.70 NET for all flats pre-booked. Receive (75) Jeepers Creepers handouts at no charge. Listing on the PCF and Jeepers Creepers websites equipped with Zip Code search ability. **Point of purchase materials including poster, poster stand & Jeepers Creepers Ladybug stand w/base available through PCF on a purchase basis. Wooden display benching available through PCF on a purchase basis.**

Proven Winners:

Program Level 1

Pre-book (150) PW/CC plants, to be delivered before 6/1/09, Mix and Match any PW shrub or perennial on our order form.

- Take 15% off the catalog price on PW/CC pre-booked plants
- 📌 The assurance that PCF's exclusive 5-step program and extensive inventory will be able to re-supply you with the fresh PW plants you need when you need them throughout the year.
- 📌 Listing on the powerful Proven Winners web site Garden Center locator list and the opportunity to go to the "top of the list" as a Certified PW Garden Center.
- 📌 Distinctive PW POP to make your Proven Winners display stand out

Program Level 2

Pre-book (250) PW/CC plants, to be delivered before 6/1/09, Mix and match any PW shrub or perennial on our order form.

- Take 18% off the catalog price of on PW/CC pre-booked plants
- 📌 One (1) PCF merchandiser visits per month to help you organize
- 📌 The assurance that PCF's exclusive 5-step program and extensive inventory will be able to re-supply you with the fresh PW plants you need when you need them throughout the year.
- 📌 Listing on the powerful Proven Winners web site Garden Center locator list and the opportunity to go to the "top of the list" as a Certified PW Garden Center.
- 📌 Distinctive PW POP to make your Proven Winners display stand out

Program Level 3

Pre-book (350) PW/CC plants, to be delivered before 6/1/09, Mix and match any PW shrub or perennial on our order form.

- Take 22% off the catalog price of on PW/CC pre-booked plants

- The assurance that PCF's exclusive 5-step program and extensive inventory will be able to re-supply you with the fresh PW plants you need when you need them throughout the year.
- Listing on the powerful Proven Winners web site Garden Center locator list and the opportunity to go to the "top of the list" as a Certified PW Garden Center.
- Distinctive PW POP to make your Proven Winners display stand out
- Your garden center listed in regional gardening publications as a Proven Winner/Color Choice destination
- Two (2) PCF merchandiser visits per month to help you organize and upgrade your Proven Winners/Color Choice display

Program Level 4

Pre-book (500) PW/CC plants, delivered before 6/1/09. Mix and Match any PW shrub or perennial on our order form.

All the benefits of Program Level 3 PLUS:

- 50% off a distinctive 8', wooden, 3-tiered PW destination display from Maine Bucket. An \$850 value, yours for only \$325.
- Guaranteed pre-book and spring delivery* of (25) each of the 2010 Proven Winners Grand Slam plants (Syringa 'Bloomerang', Hydrangea 'Invincibelle Spirit', Hydrangea 'Incrediball', and Buddleia 'Lo & Behold, Blue Chip')

Program Level 5

Pre-book (1000) PW/CC plants, delivered before 6/1/09. Mix and Match any PW shrub or perennial on our order form.

All the benefits of Program Level 3 PLUS:

- A distinctive 8', wooden, 3-tiered PW destination display from Maine Bucket. An \$850 value yours FREE!
- Guaranteed pre-book and spring delivery* of (50) each of the 2010 Proven Winners Grand Slam plants (Syringa 'Bloomerang', Hydrangea 'Invincibelle Spirit', Hydrangea 'Incrediball', and Buddleia 'Lo & Behold, Blue Chip')

*In the unlikely event of crop failure or natural disaster, quantities may be pro-rated.

Wooden display benching available through PCF on a purchase basis