

CELEBRATING 25 YEARS



GPN is now 25 years old and we
have so much to celebrate!

WE TAKE A
NOVEL APPROACH TO
ANTICIPATING
YOUR BUSINESS' NEEDS
WE GET TO *know* YOU



HOW HAS GPN EVOLVED OVER THE PAST 25 YEARS? CHECK OUT A TIMELINE OF OUR CHANGING MAGAZINE COVER:

1990



2015



Pleasant View

GROWING SUCCESS



25 REASONS YOU NEED TO READ GPN IN 2016

1) Fresh new look and logo coming in January.

2) New and improved website with mobile-friendly design.

3) Editorial contributions and insight from past 40 Under 40 honorees.

4) New column “Crossroads” authored by A.R. Chase and Mike Zemke.

5) A quarterly column focused on the rapidly growing edibles category.

6) You can now find out what’s “trending” on gpnmag.com.

7) Our editorial staff has new email addresses and phone numbers, save them! You can reach us at:

- Tim Hodson, Editorial Director,
thodson@greatamericanpublish.com, 616.520.2161;

- Jasmina Dolce, Managing Editor,
jdolce@greatamericanpublish.com, 616.520.2162;

- Abby Kleckler, Retail Editor,
akleckler@greatamericanpublish.com, 616.520.2163.

8) Expanded new variety coverage.

9) You want healthy plants? Even more focus on plant health!

10) Need to reference an old GPN article, news story or product? Use our new search tool on gpnmag.com!

11) A brand-new e-newsletter, Let’s Talk, which will bring you the latest news on a specific category with each issue. Topics will include: lighting, edibles, pest control and more.

12) Revamped photo gallery on gpnmag.com for your viewing pleasure.

13) Our e-newsletters are getting a makeover, and they’re mobile friendly.

14) We’ve got a new Hort TV YouTube channel.

15) Learn about five innovative growing operations in our supplement, Big Grower, in 2016.



16) Think our magazine is too large and takes over your mailbox? Problem solved, we’re shrinking the size of GPN! JUST KIDDING...that’s never going to happen, our readers love the tabloid size!

17) Can’t make it to the 2016 Spring Trials? No worries, you can learn all about the new introductions and trends in Jasmina’s new CAST blog series.

18) Learn more about the 2016 GPN/Nexus Intern of the Year.

19) Meet horticulture’s rising stars: GPN’s 40 Under 40 Class of 2016.

20) The Big Grower Executive Summit heads to Charlotte, North Carolina, and Metrolina Greenhouses, Feb. 21-23.

21) Can’t make it to all of the plant trials? We’ve got extensive regional trial coverage, from poinsettias to bedding plants to combinations.

22) Under new ownership, we have new sister publications — Vegetable Growers News and Fruit Growers News. Look forward to exciting collaborations!

23) We’ll be including coverage on emerging markets to help you diversify your business.

24) Keep up to date on greenhouse technology with Erik Runkle’s “Technically Speaking” column.

25) Regular contributions on pest management from our very own Dr. Bugs, Raymond Cloyd.



WHICH 25 CROPS WILL YOU GROW IN 2016 AND BEYOND?

- 1 Interspecific impatiens
- 2 Interspecific begonias
- 3 Lavender for fragrance
- 4 Drought-tolerant crops
- 5 Culinary herbs
- 6 Even more mixed combinations
- 7 Sophisticated foliage
- 8 Salvia for pollinators
- 9 Natives
- 10 Miniature fruit
- 11 Premium roses
- 12 Medicinal crops
- 13 Cacti and succulents
- 14 New groundcovers
- 15 Annualized perennials
- 16 Flowering shrubs, suited to region
- 17 Painted plants
- 18 Forced bulbs
- 19 Chocolate-colored blooms
- 20 Shade perennials
- 21 Variegated crops
- 22 Indoor plants
- 23 Microgreens
- 24 Vines and trellis plants
- 25 Border plants



WHAT 25 #HASHTAGS WILL YOU SEE BEING USED IN THE NEXT 25 YEARS?

- 1 #LowWaterUse
- 2 #VerticalGardening
- 3 #PerennialGarden
- 4 #SolarPoweredEverything
- 5 #UrbanLandscape
- 6 #LandscapePerformance
- 7 #MultiColoredBlooms
- 8 #BiologicallyTreated
- 9 #BackyardFarm
- 10 #MiniatureGardens
- 11 #GreenhouseRobotics
- 12 #MobileConsumer
- 13 #WorkLifeBalance
- 14 #KeepItEasy
- 15 #RooftopGardener
- 16 #LocallyGrown
- 17 #PollinatorFriendly
- 18 #LowMaintenance
- 19 #GardenToTable
- 20 #SchoolhouseGarden
- 21 #PlantsThatHeal
- 22 #Gardentainment
- 23 #HomeGrownHydroponics
- 24 #OnlineGardenShop
- 25 #WirelessGreenhouse



BALL SEED'S 25 TO GROW IN 2016

www.ballseed.com

1. Kolorscape Rose
2. Rhythmix Combos
3. Cannova Canna
4. Easy Wave Yellow Petunia
5. 'Solar Power' Tomato
6. SteakHouse Tomato
7. Night Sky Petunia
8. Intenz Celosia
9. Summer Romance Mandevilla
10. Starship Lobelia
11. Grave Sunset Calibrachoa
12. Valiant Vinca
13. Jolt Dianthus
14. Marquee Coleus
15. Black & Bloom Salvia
16. Little Zin Hibiscus
17. Campfire Coleus
18. Bounce Impatiens
19. Foxlight Digitalis
20. UpTown Zinnia
21. Hot Pak Marigold
22. Sombrero Echinacea
23. Flirtini Trixi
24. Presto Geranium
25. Bandera Lavender



BallSeed[®]

25 GREAT REASONS TO DO BUSINESS WITH BIOSAFE SYSTEMS

www.biosafesystems.com

1. BioSafe Systems is proud to be a family-owned manufacturer of sustainable disease-control products since 1998.
2. In 2014, BioSafe Systems became an MPS-certified manufacturer of environmentally safe products.
3. At BioSafe Systems, we pride ourselves on our customer service. We have product specialists ready and waiting to answer your call.
4. Over the years BioSafe Systems has donated over \$30,000 to community organizations such as FoodShare and the American Cancer Society.
5. Our national sales team is comprised of educated individuals, including two Ph.D.s, two certified pesticide applicators and five PCA-certified West Coast representatives.
6. After extensive testing for the EPA, BioSafe Systems' flagship product ZeroTol 2.0 was listed as a product that can be applied to areas used by or in contact with humans, bees, pets, birds and wildlife.
7. In addition, BioSafe Systems offers our customers special promotional and discount programs — visit BioSafeSystems.com to see what current programs are available today!
8. BioSafe has on staff Vijay Choppakatla, Ph.D., our in-house plant pathologist. Vijay works hard to develop new products, coordinate research trials and ensure the best chemistries for our customers.
9. BioSafe prides itself on not having many restrictions as a corporate structure, and gives employees a lot of freedoms to share and collaborate on new ideas.
10. We proudly offer TerraGrow for growers looking to improve soil characteristics, plant stress tolerance and vigor for a wide variety of crops including ornamental, food crops and hydroponics.
11. Most algaecide/fungicides need time to be effective against harmful organisms; ZeroTol 2.0 provides an immediate knockdown of organisms that could harm turf and ornamentals.
12. John McEverett, owner of Etowah Orchids, North Carolina, says, "As a grower of orchids, I have found ZeroTol 2.0 to be a really useful tool against bacterial and fungal diseases when used on our plants, including the blooms. It leaves the plants and blooms residue free which is very important to my customers. ZeroTol 2.0 stores well and is very effective and easy to use."
13. BioSafe Systems doesn't just service greenhouses and nurseries. We also offer top-of-the-line, sustainable products for the agricultural, aquatics, meat and poultry and retail industries.
14. Oliver of Flowerwood Nursery says, "I like ZeroTol 2.0 tank mixed in my spray rotation. It helps out with disease protection on my crops, plus it has 0 hour REI."
15. Our TerraGrow product is a perfectly balanced, 100 percent soluble powder of a proprietary blend of beneficial bacterial and fungal spores.
16. Juan Garcia of Country Pines says, "I like ZeroTol 2.0 in propagation, sterilization, crop protection and cleaning liners. I also use it for dipping cuttings and spraying roses once a week for mildew control and for bacterial blight on Indian Hawthorn."
17. BioSafe employs the best of the best. Our technical sales representatives have diverse backgrounds within the industry. From former growers to distributor salespeople, they are seasoned veterans who stay in the forefront of the ever-changing industry.
18. We're continually investing in research to study and evaluate our products to ensure the best possible results for our customers.
19. We know how to thank our customers by throwing a great party at the Cultivate trade show each year.
20. Sustainability is not only the mission of BioSafe Systems but a passion for many of our staff. Our employees and their families use BioSafe products throughout their own small farms and gardens.
21. Rob Larose, the owner and founder of BioSafe Systems, can still be found in the office every day getting involved in projects across all markets.
22. All BioSafe Systems' products are proudly made in the USA.
23. BioSafe not only has products that are pet friendly, but our corporate office is too! At any given time, you can be greeted by Bentley, Aries and occasionally Molly, the dogs of BioSafe.
24. BioSafe Systems provides commercial-strength, proven effective solutions for homeowners — so they too can grow like the pros!
25. We have grown to 11 warehouses and five manufacturing plants to be able to service all of our customers in a timely manner. We even offer same day shipping within the U.S.



BioSafe Systems[®] LLC
Simply Sustainable. Always Effective.

25 GREAT REASONS TO CONSIDER CHAMELEON PLASMA GROW LIGHTING

www.plasmagrowlighting.com

1. Produces a more organic, full spectrum of light nutrition (PAR) than any other grow light on the planet.
2. Produces more yield (per watt) than any other grow light.
3. Produces more chlorophyll, trichomes, terpenes, CBD and THC than any other grow light.
4. Is good for all states of plant growth (seed germination, vegetation and flowering).
5. Produces the recommended supplemental light level of $60 \mu\text{mol}\cdot\text{m}^{-2}\cdot\text{s}^{-1}$ known to accelerate rooting and increase stem diameter and branching along with increasing the number of flowers in ornamental plants.
6. Has brought lettuce to full term faster than traditional HID grow lighting (HPS or MH).
7. Requires 24 percent less electricity than 600w HPS or MH (that equates to a savings of \$195 a year — per light).
8. Produces 24 percent less electrical heat loading than 600w HPS or MH (that equates to a savings of \$137 a year — per light).
9. Requires zero lamp changes for 50,000 hours. (That's an incredible 12 hours a day for 12 years.)
10. #9 equates to a lifetime savings of \$720 in lamp change savings (\$60 lamp times 12 years).
11. Provides a total return on investment of \$4,704 for controlled environmental agriculture (over the rated lifespan), that's four times the initial cost of the equipment!
12. Is wet-location friendly (can take a direct hit from a water hose).
13. Is corrosion resistant (316 stainless steel construction, same material used on oil rigs in the North Sea).
14. Uses only the highest grade optics (See #15, #16 and #17).
15. Borosilicate glass (the same as the glass that is in high-end cameras).
16. Proprietary anti-reflective coating on both sides of the glass (reducing the typical light loss of 8 percent down to less than 0.25 percent).
17. 99.9 percent pure silver reflector coating with diffuse refraction for optimum canopy penetration.
18. Our products feature a 10-year limited warranty.
19. Our products feature a 90-day satisfaction guarantee.
20. Chameleon Plasma Grow Lighting has been in business since 1999.
21. Has been designed by aerospace engineers from Florida's Space Coast.
22. Has been validated by over 10 university level research programs.
23. Has doctorate level research scientists available for consulting services.
24. Is proudly assembled in the U.S. by veterans of the United States Military Services.
25. Prides itself on exceptional customer service (before, during and after the sale).



25 GREAT REASONS TO DO BUSINESS WITH MASTERTAG

www.mastertag.com

1. Our reputation — successful company for 66 years. Go ahead, ask around.
2. Our values — We believe others should be treated the way we wish to be treated. This includes fellow employees, customers, suppliers and the community.
3. Our mission — Satisfied customers, enjoyable employment, and fair and honest profits.
4. Our history — 3rd generation family business.
5. Our commitment to the customer and the industry.
6. Our unbeatable customer service.
7. Our quality — World Class!
8. Our delivery performance — The quickest turn time in the industry on our most popular tag shapes.
9. Our innovative products — Just when you thought it couldn't get better, we already thought of the next best thing.
10. We are your solution provider — we solve your difficulties so you don't have to.
11. Like a family, we're here for you.
12. You can count on us.
13. You matter to us.
14. Why choose them, when you can choose the MasterTag difference?
15. Follow the leader in the industry — It's us!
16. We love plants; you love plants!
17. We have so much in common.
18. Provide on-demand customizable service for your last minute needs.
19. At your command, MasterTag is On Demand, 24/7.
20. We are the experts in horticultural merchandising.
21. MasterTag is your source for success.
22. Our products are always designed with you in mind.
23. No overages — we only print, ship and invoice you for what you order.
24. We can manage your tag inventory. Managed inventory and fulfillment are at your service!
25. We can save you money! Early order discounts are available from July to October.



25 GREAT REASONS TO WORK WITH BENARY

www.benary.com

1. Benary is an independent, family-owned breeder/producer, so we control our own destiny.
2. Sustainable profitability is the foundation of our business.
3. We have doubled our budget for seed technology, making it even easier to grow our products.
4. Hann. Münden, Germany (where our international headquarters is located) is an amazing place to visit!
5. We have the most fun Spring Trials stop ever!
6. Developing and selling the highest quality flower seeds for your bedding plant production is our main focus.
7. BIG Begonias are easy to grow and thrive everywhere in North America!
8. Our varieties have proven themselves in trials across North America.
9. Nonstop was the first commercial series of tuberous begonias, and now Nonstop Joy is reinventing how tuberous begonias can be used!
10. We are now breeding seed in North America for North American conditions.
11. Let us help you make your Petunia programs a SUCCESS!
12. Request our Plug Source Guide at www.Benary.com.
13. We can create custom POP materials for your retail needs.
14. Benary introduced the first commercial hybrid begonia over 100 years ago.
15. You can order drop-shipped seed directly from our U.S. warehouse.
16. POP like posters, cart banners, shelf strips and tags are available for many of our products.
17. We love to have fun with our customers!
18. Our North American sales team can help you create profitable programs for your region.
19. You can print our brochures in any language from our website www.Benary.com.
20. Tom Linwick can help troubleshoot all your growing challenges.
21. Order our seed through your favorite broker.
22. Our seeds were used by Gregor Mendel in his historic research on genetics.
23. Our varieties have won over 23 All-America Selections Awards over the years.
24. Doreen in our U.S. Customer Service Department loves to talk with our customers!
25. We bring beauty to the world!



WITH EVERY PRODUCT FROM BIOWORKS COMES ...

www.bioworks.com

1. Expertise
2. Support
3. Trust
4. Leadership
5. Assistance
6. Responsiveness
7. Information
8. Advice
9. Confidence
10. Peace of Mind
11. Help
12. Product Support
13. Care
14. Guidance
15. Customer Service
16. Training
17. Communication
18. Knowledge
19. Flexibility
20. Convenience
21. Efficiency
22. Control
23. Competence
24. Credibility
25. Reassurance





25 GREAT REASONS TO DO BUSINESS WITH MCHUTCHISON

www.mchutchison.com

1. At McHutchison, you talk to the owner ... no matter who you are talking to.
2. We cultivate supporting, long-term relationships with our customers.
3. Our team of sales representatives come from a diverse group of backgrounds and encompasses a broad range of knowledge and talents.
4. The McHutchison portfolio of products is one of the broadest worldwide.
5. We have an unsurpassed team of sales reps, customer service reps and management support.
6. As an employee-owned company, McHutchison offers a higher level of employee engagement with customers.
7. We're the most integrated company in the nursery business.
8. The support, teamwork and industry knowledge
9. Our teams combine extensive experience and creative thinking to make sure you always have the best suppliers and most sustainable solutions to build your business.
10. Our IT systems are the best in the business and tie our customers closer to the vendors they value.
11. The helpfulness and knowledge of people working together
12. We continue to grow our staff, both inside and outside of our office walls, to make sure that you always have the support structure in place to make your business more successful.
13. A reliable team of sales representatives working together.
14. Longstanding honest relationships with employees, customers and vendors.
15. We have the broadest selection of ready-to-grow liners and plugs in North America.
16. Innovative ways of servicing customers.
17. A sterling reputation with suppliers and customers
18. We take pride in our ability to maintain a future vision filled with growth and opportunities for our customers.
19. A passion for service.
20. Good will and teamwork.
21. We partner with our grower customers to design vendor programs around profit and sustainability.
22. Our employee-owned culture means that every employee in our company values your business as much as you do.
23. From unrooted cuttings to boxed trees, there's rarely a plant we can't deliver.
24. We unveiled a new, more modern look for McHutchison in July of 2015.
25. We're rolling out a brand new mchutchison.com in 2016!



25 GREAT REASONS TO GROW WITH PROVEN WINNERS

www.provenwinners.com

1. Amazing genetics.
2. We reach the consumer in so many ways to help you build your business.
3. Consumer print advertising.
4. Consumer radio advertising.
5. Consumer outdoor billboard advertising.
6. Consumer events to help build the brand.
7. A complete program – annuals, perennials and shrubs.
8. Outstanding trial results.
9. Comprehensive culture database.
10. Staff members who are available, and who care.
11. Professional newsletter.
12. Branded containers.
13. Scholarship program to help encourage future leaders in our industry.
14. Roadshows.
15. Professional fertilizer, consumer soils and plant foods.
16. Photo database with 10,000+ free images for your use.
17. Key rewards program for growers.
18. Combination search online.
19. National combinations.
20. Social media outreach.
21. Consumer newsletter.
22. Relationship with P. Allen Smith.
23. Strong sampling program.
24. Informative tags.
25. The #1 Plant Brand.



25 GREAT REASONS YOU SHOULD BECOME A NEXUS CUSTOMER

www.nexuscorp.com

1. Once a Nexus customer, always a Nexus customer! Ever wonder why people keep buying from Nexus year after year?
2. Our engineers are licensed in 49 states to help you provide certified plans that meet local building codes ... don't you want to know why it is not 50?
3. The Nexus Dual Atrium provides total versatility for all crops at all stages. The roof vent opens to 85 degrees and can close in less than three minutes. This greenhouse has fewer obstructions than other full open roof style structures leading to higher light levels.
4. Jeff Warschauer is a true innovator and leader in our industry. Located in the Northeast, Jeff is vice president of sales, sharing his 27 years of insight and knowledge with his customers.
5. Tom "The Tinman" Tinsman has been the manager of the Rocky Mountain region for 32 years. He knows what customers in that climate need to be successful.
6. Al Sray is Nexus Midwestern manager. As a veteran and former industry magazine editor, he looks at your project differently than most. He is with his projects from beginning to end.
7. Jerry Bleckley began as a grower and greenhouse owner. Over 30 years ago he joined Nexus and has been responsible for the Southeast territory. He is a true southern gentleman who loves his customers.
8. Greg Ellis does not sell projects, he creates friends. Greg has 35 years in our industry including time as a head grower. He is in charge of the Western states.
9. Park Pittman knows what his Great Lakes customers need. Park is goal oriented and has a positive attitude. Park is a team player learned in his baseball career.
10. Phil Berezo has over 20 years in our industry. Located in the Western states, Phil is hardworking and has an eye for details.
11. Scott Thompson has a LINX greenhouse to help you start your plants. Call Scott and find out about Nexus high tunnels and portable retail structures.
12. Go to www.nexuscorp.com to see the most beautiful Nexus garden centers incorporating grand entryways and rooflines to exciting layouts and gorgeous features. The Nexus team will help you think outside the box for unique layouts and innovations customized around your customer.
13. A 50-year track record of high-quality structures, innovative designs and exceptional service.
14. Your new Nexus will be manufactured in one of two state-of-the-art manufacturing plants in Northglenn, Colorado, or Pana, Illinois.
15. Nexus sponsors industry accomplishments such as the GPN/Nexus Intern of the Year and GPN's 40 Under 40 and act as a Grow Partner.
16. You can visit us at many industry tradeshow around the U.S. including Cultivate'16. Visit our website for the next trade show on our schedule.
17. Grower experience in a Nexus Zephyr greenhouse indicates the ability to hold outside ambient temperature in the greenhouse without use of mechanical cooling. Hot air escapes at the highest point in the greenhouse. Top ridge vents allow for dehumidification even when snow is in the gutters.
18. Nexus engineering team has 200 ½ years of combined industry experience to help you design the right greenhouse structure (and that number is precise as only a Nexus engineer would state it).
19. We are asked to construct first-of-a-kind projects like the world's largest rooftop greenhouse, a floating classroom barge and many world famous botanical gardens. Go to our website to see even more.
20. Nexus works closely with heating, cooling, environmental controls and other equipment providers to bring all of the components together into one cohesive system.
21. Nexus is working with greenhouse industry stakeholders to help re-energize our industry.
22. The best customer service team ever put together with project managers Steaven Johnson, Linda Monasmith, Kristy Olson, Tanner Alberti, Griffin Strecker and Kevin Webber is answering every customer question and request.
23. The Nexus sales team has over 175 years of working in our industry ... they have seen every crop, every environment and are able to solve every puzzle with their creativity.
24. Nexus is affordable and can help you design a budget for your next project.
25. Nexus greenhouses are not good just for horticulture but are successful as structures for aquaponics, hydroponics, algae production, waste management projects and vegetable production.



25 GREAT REASONS TO DO BUSINESS WITH FOUR STAR GREENHOUSE

www.pwfourstar.com

1. **We are the largest supplier of Proven Winners liners** throughout the United States.
2. **Best liner availability** throughout the season — we offer hundreds of varieties of Proven Winners and Proven Selections annuals, grasses, perennials and ColorChoice shrubs. In peak weeks, we have an average of 5 million liners available.
3. **We're expanding our greenhouses** (again) to grow more Proven Winners perennials and ColorChoice shrubs.
4. **Four Star liners** meet every grower's needs, from Standard to quick-turn Supernova liners.
5. **110 – Number of years** our grower team (led by Dennis Crum, 2013 Grower of the Year) has worked at Four Star.
6. **25 – Number of years our in-house laboratory** has been used to help our growers practice advanced preventative methods for healthy crops
7. **Cultural support** is available in our 78-page Annuals Culture Guide, the 40-page Perennials & Shrubs Culture Guide or directly from our grower experts.
8. **We love combinations!** Choose from 235+ Bundled Combination Kits, which include liners and custom combination tags.
9. **Four Star has what you need** beyond liners — get the professional fertilizers, branded containers and retail soils and fertilizers you want, delivered with your plants!
10. **We listen.** We carefully review your shipping reply cards for comments and questions, and are always ready to hear your ideas by phone, letter or email.
11. **Find it on our website!** Order online through your broker with Epicas; learn all about our plants and find hundreds of great ideas on our website: www.pwfourstar.com.
12. **Real-life barcode** sales tracking at retail helps our grower and retail customers order products that are proven to sell — no guessing needed!
13. **GPN's 40 Under 40** honorees include our Retail Ready Sales Manager Amber Coch.
14. **Earn Key Account Rewards** with orders of 20,000 liners or more, and work with your own dedicated representative.
15. **No empty box spaces!** We'll contact you to make sure your shipping boxes are full — to maximize your freight dollar.
16. **We box better.** Four Star boxes are designed for greater stability, and liners are shipped with "safety nets" to hold them in place.
17. **We're ready for summer and winter!** Our summer and winter packing protocols include extra measures to make sure your plants arrive in great condition.
18. **Save on shipping** with our money-saving Supersaver rates. We drop ship to local hubs across the country to deliver your order in 24 to 48 hours from the time it leaves our facility.
19. **We guarantee all shipments** and have consistent, on-time, reliable delivery.
20. **99.8 percent** — Percent of all orders that are shipped without incident.
21. **Great educational opportunities.** We've hosted the Four Star University for growers, as well as numerous other industry educational events.
22. **Trends and ideas abound** in every issue of our newsletter "Proven Profits," in both digital and print versions.
23. **Free travel to Four Star events.** Double your Key Account Reward points toward free airfare, hotel, gas and more to visit us.
24. **See Proven Winners plant performance** in real-life conditions in our Display Garden, open every summer and during the Michigan Garden Tour.
25. **We're so easy to work with!** Our team of 17 sales and customer service experts is dedicated to make your Proven Winners buying experience as easy as possible.





25 THINGS YOU SHOULD KNOW ABOUT VAUGHAN'S

www.vaughans.com

1. It's a great team to work with.
2. The support, teamwork and industry knowledge.
3. Access to an amazing assortment of vendors and products.
4. We fully understand the interaction between breeders, suppliers, order transactions and our grower customer needs.
5. Most comprehensive list of unrooted cuttings, plugs and liners and supplies of any brokerage firm in the industry.
6. Being independent from any breeding company means we can always offer the best genetics to our customers.
7. The collective knowledge base and connections makes the Vaughan's sales team second to none.
8. We're the world's best broker for unrooted cuttings, plugs and liners.
9. Our sales representatives add customer value to every transaction.
10. We're all owners, and we all treat the company as our own.
11. We are customer centric.
12. Value our vendor relationships.
13. We're a fast moving and innovative thinking broker team.
14. Creative thinkers.
15. We have the fastest order processing and most dependable fill rates.
16. We continually improve upon the customer experience and provide tools that allow our customers to do their jobs more efficiently.
17. We have the best customer service in the industry.
18. Our business is young and fresh with a long-term focus.
19. We have longstanding personal relationships with many folks throughout the industry.
20. Full service for all growers ... from the smallest of grower customers through the industry's largest production houses.
21. We have an incredibly diverse vendor base.
22. A dedicated, hardworking and knowledgeable team.
23. We have a best-in-class computer system that allows us to react quickly to our customers' needs and turn around results.
24. We develop new programs and services based on our customers' feedback and needs.
25. We're rolling out a brand new vaughans.com.



25 FUN FACTS ABOUT SUNTORY FLOWERS

www.suntoryflowers.com

1. Suntory Flowers launched with the introduction of Surfinia petunias in 1989. These vigorous varieties propagated from cuttings demonstrated superior garden performance and weather tolerance and became a global sensation.

2. Not only did Surfinia reinvent petunias, but it also paved the way for the revolution in vegetative annuals — filling large containers and hanging baskets versus small bedding plant packs and flats.

3. Surfinia was named for the surf, inspired by the way these vigorous petunias create large drifts of color in the landscape.

4. The new Surfinia Summer Doubles are the best double petunias on the market! Tightly held flowers shed water with ease as plants demonstrate outstanding heat and rain tolerance.

5. Surfinia Sumo is a super-sized new landscape petunia! Plants burst with big flowers to produce gorgeous mounds of color.

6. The next big hit from Suntory's flower breeders was Million Bells calibrachoa. Before Million Bells, there was no commercial market for calibrachoa. It was an obscure botanical interest.

7. Another genus Suntory revolutionized was verbena. All modern vegetative verbena genetics have been modeled after the Tapien and Temari series.

8. Another key seed annual genus to be reinvented by Suntory is torenia, with the introduction of the tough but graceful Summer Waves, which continue to be in demand for their versatility and sun and shade tolerance.

9. In tropics, Suntory fired up the mandevilla market when it introduced Sun Parasol Original Crimson. Sun Parasol varieties offer superior vigor and disease resistance in addition to the first breakthrough reds.

10. Sun Parasol Designer White offers new possibilities as a sturdy, upright non-vining shrub. Plants can be easily trained to create standards and trees.

11. When Suntory introduced Senetti, the plants took your grandma's cineraria to a whole new level of cool-weather landscape performance. Senetti is the first reblooming pericallis plant. Plants can be cut back for a fresh flush of blooms.

12. Surdiva scaevolae are a key product developed through Suntory's joint breeding venture in Australia with Oasis Horticulture called Bonza Botanicals. This award-winning series demonstrates outstanding heat tolerance and is compact and grower friendly.

13. In addition to offering gorgeous colors for Christmas, Princettia euphorbias have become the signature plant to promote breast cancer awareness in October. The vivid pinks have been a perfect fit.

14. Princettia Max White is the whitest euphorbia on the market — as white as a sheet of paper. Most white poinsettia varieties are a cream color with a yellowish tinge.

15. Suntory's new Beedance bidens racked up awards around the globe as best new bedding plant introduction in Germany, the United Kingdom and Japan.

16. Sales of Beedance bidens cuttings will support honey bee health research through the Pollinator Partnership in 2016.

17. All new combinations featuring Beedance bidens will have bee names, starting with Bee Fabulous and Bee-utiful!

18. Soiree catharanthus represents the latest crop category to be reinvented by Suntory. Dramatically different in look, habit and performance than a standard bedding plant vinca, Soiree is available in three flower forms, including the first double.

19. Suntory Flowers has introduced revolutionary varieties to the cut flower trade, including Applause blue rose and the Moon carnation series in vivid shades of purple and blue.

20. Suntory Flowers is part of the much larger Suntory Group — a global alcoholic beverage and food giant based in Japan.

21. Suntory began nearly 100 years ago, when Suntory's founder, Shinjiro Torri, introduced fine whisky to Japanese people.

22. Suntory's global fame in whisky continues to grow, winning prestigious awards, including Distiller of the Year in the International Spirits Challenge.

23. Two years ago, Suntory increased its presence in the United States by acquiring Jim Beam. The new company, Beam Suntory Inc., is based in Deerfield, Illinois, near Chicago. The portfolio of fine spirits includes whisky, vodka, tequila and cognac.

24. This past spring, 1,000 Sun Parasol Garden Crimson mandevillas were planted at Maker's Mark distillery. The gorgeous crimson blooms are a perfect match for the product's signature red wax.

25. Suntory is always developing new products and markets to create new value. This spirit is captured in its corporate rallying cry, "Yatte Minahare!" which means "Go for it!"



25 GREAT REASONS TO PURCHASE A GREENHOUSE FROM RBI

www.roughbros.com

1. RBI has been in business for over 80 years producing and installing greenhouses and growing systems.
2. Seven knowledgeable regional sales accountants strategically cover North America.
3. Each regional sales accountant represents an average of 20 years experience designing and implementing growing systems.
4. In-house, industry-renowned vegetable horticulturist will assist with state-of-the-art production packages.



5. In-house product specialists to help design custom greenhouse facilities.
6. In-house licensed engineers offer certified prints and calculations for every state.
7. Project managers assigned to each project shipped ensure the smoothest installation possible.
8. RBI specializing in custom greenhouse designs — we aren't afraid to take on the tough jobs.
9. Proven industry track record of standing behind products and services.
10. Complete range of installation services ranging from detailed installation instructions, on-site installation supervision or turnkey installation services.
11. Largest U.S. greenhouse manufacturer.
12. Knowledgeable in designing environmental control packages.
13. Greenhouse designs range from competitively priced, entry-level cold frames to poly or polycarbonate glazed all the way up to sophisticated glass greenhouses.
14. Ventilation specialist — convection or mechanical designs.
15. Extensive lighting systems experience including HPS and LED designs.
16. Offering complete shading, heat retention and blackout systems.
17. Extensive insect inclusion solutions.
18. A variety of cooling and heating systems to meet any environment.
19. RBI offers only quality products.
20. System integration to ensure optimum solution and performance.
21. RBI's goal is to ensure client's success with long-term relations.
22. RBI is able to pair the right products for the best solution.
23. RBI products are found in a majority of the Top 100 Growers nationwide.
24. Excellent retail garden system designs.
25. Manufacturing facilities in Cincinnati, Ohio; Washington, North Carolina; and Temecula, California.



25 GREAT REASONS TO WORK WITH SEPRO CORPORATION

www.sepro.com

1. SePRO offers a complete line of insecticides, fungicides and plant growth regulators.
2. SePRO has been serving the ornamental industry since its inception 21 years ago.
3. We are a U.S. based company, headquartered in Carmel, Indiana.
4. SePRO's Ornamental Pinnacle Program offers huge savings now through Jan. 29, 2016!
5. Currently, SePRO offers 17 crop protection products to aid greenhouse and nursery growers.
6. Our entire insecticide portfolio consists of non-neonicotinoids chemistries.
7. Hachi-Hachi SC Insecticide is our newest product providing excellent thrips, aphid, mealybug and scale efficacy.
8. There are 11 SePRO specialists across the U.S. helping growers do their job better.
9. New Rycar Insecticide delivers outstanding, economical control of whitefly, aphid and mealybug.
10. SePRO offers six products that can be applied to greenhouse edibles.
11. Akari Miticide/Insecticide controls all life stages across a broad-spectrum of mite species.
12. SePRO is the U.S. leader in aquatic management.
13. We offer several solutions that can be used to treat nuisance weeds and algae in greenhouse/nursery settings.
14. SePRO offers water quality testing via our own ISO/IEC 17025:2005 accredited analytical laboratory.
15. SePRO is a family-owned business.
16. Our R&D is based at the SePRO Research & Technology Campus (SRTC), a 310-acre facility in Whitakers, North Carolina.
17. The SRTC is equipped to conduct research in greenhouse and nursery settings as well as turf, landscape and agriculture.
18. SePRO's affiliate, ParaPRO, LLC, is in the pharmaceutical industry.
19. Camelot O Fungicide/Bactericide and Preferal Microbial Insecticide are two OMRI-certified products with a four-hour REI.
20. Many SePRO products are manufactured and shipped from the SePRO Distribution Center (SDC) in Rocky Mount, North Carolina.
21. Talus Insect Growth Regulator is an excellent option for whitefly, mealybug and scale eradication on ornamentals and greenhouse edibles.
22. SePRO offers solutions for professionals in the ornamental, turf, landscape and aquatic industries.
23. Topflor Plant Growth Regulator is the preferred PGR option due to its versatility and no flowering delay.
24. The first product SePRO marketed in the ornamental market was A-Rest Plant Growth Regulator.
25. Earn substantial rebates through the Ornamental Pinnacle Program now through Jan. 29, 2016!





25 GREAT REASONS YOU SHOULD BE DOUBLE SCREENING WITH SVENSSON

www.ludvigsvensson.com

1. Double your ability to heat, cool and light on demand.
2. The best of both worlds — no choosing between shade or light
3. In a two-year European trial, greenhouses consumed 30 percent less on heating expenses compared to an average commercial greenhouse gas consumption.
4. More light and better temperature control, so less ventilation is needed during the day, and more CO₂ and moisture stay in the greenhouse.
5. Plants develop up to 15 percent faster.
6. Customize your climate by pulling one or both screens.
7. Avoid light pollution for environmental reasons.
8. Ability to control many different shade levels.
9. Flexibility to rotate different crops.
10. Apply different screens at different times depending on the sun position, light level and time of year.
11. Depending on the combination, use it for controlling flowering and crop times.
12. Maximize energy savings and light during the winter.
13. Respond quickly to regularly changing temperatures and light levels.
14. Better control when mixing cold and warm air.
15. Prevent crop shut down when cold air drops into the greenhouse early.
16. Combine diffuse light and shade to gain even more benefits.
17. Reduce summer plant temperature in the greenhouse by up to 4° C.
18. Eliminate white washing and fixed shading alternatives.
19. Manage humidity precisely with two curtains to adjust.
20. Combine with reflective blackout screens for maximum energy savings.
21. Diffuse light comes from the screens, lowering the glass cost.
22. Production is 25 percent higher with double screening compared to fixed screens.
23. Maximum light, minimum heat loss.
24. Quick payback in only a matter of years.
25. No cleaning glass chemicals, maximizing its life expectancy.

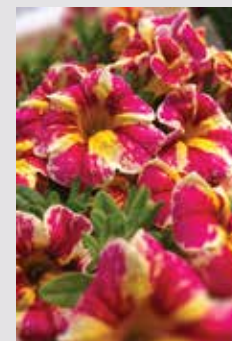


 **svensson**

25 GREAT REASONS TO GROW WITH WESTHOFF

www.westflowers.de

1. As Germany's largest finished plant grower, we breed for grower success.
2. Westhoff offers a complete line of vegetative flowering bedding plants.
3. Chameleon calibrachos are the coolest thing to happen to calibrachoa.
4. Crazytunia petunias are an international success with consumers.
5. We never forget to have fun.
6. Our Hot lobelia are internationally recognized as the most heat-tolerant lobelia available.
7. Candy Bouquet calibrachoa is a GPN Cover Girl.
8. We are an independent, family-owned and -operated, breeding company.
9. We are the easiest breeder to work with — no specific tag or container rules.
10. We have 15 unrooted cutting producers around the globe to make our products easier to source with options.
11. Beauty Yellow argyranthemum has won more trial garden awards than we can keep track of.
12. Lilac Falls is a completely unique perennial cross between stachys and lamium.
13. We have outstanding partnerships with our broker representatives.
14. The ColorBlast portulaca will completely change the class in 2017.
15. Our varieties are extensively retailed across six of the seven continents.
16. Hells Bells petunia has become a North American favorite for hanging baskets.
17. Our founder, Heinrich Westhoff, still shows up to work everyday.
18. All breeding is tested in our own finished production to make sure that all varieties are grower friendly.
19. Suntastic was the first yellow scaevola introduced to the market.
20. Karneval calibrachoa was an industry first for tricolor, single species combos.
21. We have a Leidenschaft für Blumen!
22. Fancy scaevola was the first commercially introduced protected variety of scaevola and still remains strong in our portfolio.
23. We have the best catering (and plant displays) at the Flower Trials.
24. Crazytunia Citrus Twist is the world's only orange and yellow striped petunia.
25. We are proud to have served this industry for 55 years.



 **westhoff**