

WAVEBOOK

CELEBRATING

25 YEARS

1995

2020

wave[®]
PETUNIAS

Wave[®] Purple Classic starts it all...

Impressive debut gets the petunia world talking...

When this All-America Selections Winner was unveiled, it was soon apparent that the world of petunias would never be the same. The overwhelming reaction from gardeners, landscapers and professional growers everywhere: WOW...give us more Wave!

Wave petunia was born from an unlikely source: a breeder for a Japanese beer company noticed a wild petunia growing in their fields. He fine-tuned it, submitted it to All-America Selections trials, and this vigorous, trailing petunia from seed won with high honors! Recognizing the amazing potential, PanAmerican Seed[®] partnered with Kirin to produce and distribute this newcomer, Wave Purple Classic, across North America.

Wave Purple Classic rises above other petunias for its **incredible spread** up to 4 ft. in beds, well beyond the 15 in. of standard varieties. It also offers **care-free color**, with bold magenta blooms running the length of every branch.

Its **spectacular outdoor performance** is a game-changer, thriving through extreme Summer heat and wet conditions that stops other petunias in their tracks. The result: **color** and **growing success** for every gardener.

In just 4 years, **Wave** becomes the #1 selling petunia and one of the "Top 10" bedding plants in North America. In quick succession, the world meets **Tidal Wave[®]**, **Easy Wave[®]** and **Shock Wave[®]**. But why stop at petunias? The biggest intro to the Wave brand since its 1995 launch, **Cool Wave[®] pansy** delivers such spectacular performance that it's the first-ever "non-petunia" that deserves to wear the Wave name!

1995



Wave Purple Classic
one of only five
All-America Classics





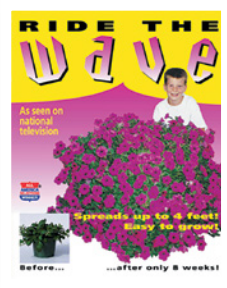
1999

Tidal Wave



Consumers tune in to HGTV to see the **1st Wave TV ad.**

Greenhouse Grower's **Medal of Excellence for Marketing** goes to the wave-rave.com marketing campaign.



1999

Brand new gardener-friendly website **wave-rave.com** hits the ground running.



2001

Wave Lavender & Tidal Wave Silver
All-America Selections
National Winners

Wave-Pink Packaging soon outsells black 6 to 1.

2002

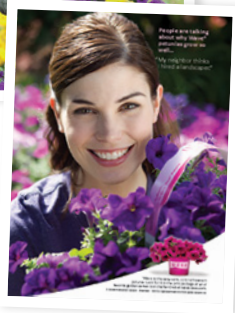
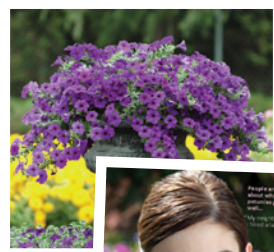
Easy Wave



The easy care and remarkable success of Wave petunias grabs consumer attention right away. Distinctive trademarked **Pink Packaging** makes it simple for shoppers to spot authentic Wave varieties in-store. Retailers build a consistent brand presence and benefit from Pink packaging outselling traditional black pots 6 to 1! Today, the Wave Brand offers a powerful, multi-faceted package of value-oriented containers, tags and point-of-purchase materials, all targeted at building grower and retailer success.

Inspiring gardeners year after year

2005
Wave Tree China
Pack Trials



2007
Shock Wave



Refreshed **wave-rave.com** delivers quick info to 10,000+ interested visitors each month.

2010
Wave website
refresh



2011

Wave Ultimate Garden
Center package created

The Wave **Ultimate Garden Center** puts a complete online marketing & merchandising package at retailers' fingertips.



Made with Wave® easy-care combos and Wave Medleys® provide multicolor Wave petunia mixes in one pot for a designer look in beds and containers.

2012

Made with Wave combos and Wave Medleys



All-new Wave Fan Club brings gardeners together online to share stories, get free stuff & learn about Wave.

2013

Wave Fan Club



2013

Cool Wave Pansies



Cool Wave redefines the entire pansy class & creates huge growing & selling opportunities for Spring & Fall.

The first "non-petunia" product that deserves to carry the Wave name, ground-breaking **Cool Wave spreading pansy** provides exceptional performance from bench to garden, redefining the pansy class. This outstanding series closes the gap for Wave branded products in early Spring through Fall, covering **three seasons of growing and selling** opportunities and proving that **everyone wins with Wave.**

2014

Wave Fuseables



With the increase in demand for easy-to-sow and grow combos, **Wave Fuseables®** are developed through the use of **Precision™ Multi-Pellets** for easy sowing and growing.



2015

Tidal Wave Red Velour
*An All-America Selections
National Winner*

Velvety Easy Wave Velours are on everyone's lips! These rich, bold colors debut with the development of the patented green alele gene. What a way to rev up the world's best-known petunia!



Delight with Cool Wave pansies for Easter and Wave petunias for Mother's Day!

WOW...a Yellow joins Easy Wave!



2017

Easy Wave Yellow



2018

Plug & Play combos

All-new Wave Plug & Play® combos and Wave Fuseables provide easy-care, colorful and consistent mixes from bench to garden.

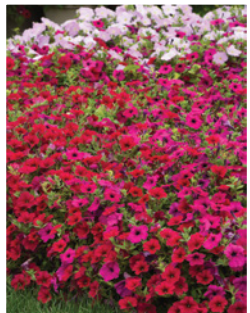
Happy Birthday, Wave®!

The world's best-selling petunia celebrates 25 years of innovative color and top garden performance.



2019

Wave Carmine Velour
An All-America Selections
National Winner



A national ad campaign invites growers to "get ready to celebrate 25 years of Wave".



2020

After 25 years of inspiring growers and gardeners alike, Wave continues to evolve, with new colors, new series, new programs and new promos, all while providing **easy spreading color** in home gardens around the globe. That's what has made Wave the brand known, bought and trusted by name.

Wave is known for its wide selection of colors and versatility in gardens, baskets and containers, which is why shoppers love it! With 4 petunia series, 1 pansy series and over 60 colors and mixes to choose from, Wave has the variety shoppers demand.



Easy Wave Lavender Sky Blue makes an impressive debut as an important blue tone in the assortment at a shorter daylength - only 9.5 hours!