



**MONROVIA®**  
*Grow Beautifully*

# Roses for Containers

A NEW PROGRAM FOR GARDEN CENTERS LOOKING FOR AN  
INNOVATIVE WAY TO MARKET ROSES



## FEATURES

- Showcases Monrovia exclusive roses in a totally new way: as container plants.
- Free signage provides helpful container design inspo and growing tips
- Flexible timing and plant mix: choose any combo of colors and types in #2 or #5 sizes

## ADVANTAGES

- Our compact rose varieties are highly promoted, sought-after, and selected for success.
- 79% of gardeners are purchasing more than one new container per year—this gives them a great new planting idea.
- Your choice of roses, offered at the right time for your region.

## BENEFITS

- Increases your selling opportunities for a top-promoted plant category for 2025.
- Increases impulse buys with a new way to market roses in an eye-catching display format.
- Increases sales and consumer confidence during peak planting time.

**TIMEFRAME** For delivery in Spring 2025

**RETAILER COMMITMENT** Purchase 1 rack (equivalent to 120 #2 or 80 #5) of Monrovia exclusive roses for delivery during Spring 2025. Can mix any variety, color, or combination of #2 and #5 sizes to meet quantity requirement.

**MONROVIA PROVIDES** Monrovia display poster or A-frame poster featuring QR code linked to care and design information.