The Pursuit of Beauty

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The PURSUIT of BEAUTY
Dear Friends,

The demand for high quality landscaping plants never goes out of style. Indeed, for discerning consumers who will always value beauty and reliable garden performance, the Monrovia green pot is the gold standard.

This excellent reputation is built on decades of craftsmanship and plant selection that came long before me, and it is one that all of our craftsmen, myself included, are dedicated to upholding. When Harry Rosedale, Sr. opened his small 10-acre nursery in Monrovia, California, nearly 100 years ago, he had a passion and vision: to grow plants stronger and more beautiful for the home gardener. Harry nurtured plants with improved features and influenced the industry in so many ways, most especially in creating a culture dedicated to the pursuit of beauty and quality in everything we do.

Today, Monrovia Nursery Company is thousands of acres strong and spread out around the country. Each and every craftsman is still dedicated to the principles that Harry pioneered long ago: to carefully select the best plants and nurture them with care. This dedication to quality in all parts of our growing practice is the Monrovia difference, and it's what makes our plants so valued for the home gardener.

It’s my pleasure to present our Distinctive Selections in this guide, and to thank you for your interest in Monrovia.

Jonathan Pedersen
CEO and Plantsman
Monrovia

“Monrovia has been growing landscaping plants for almost 100 years. During that entire time, it’s always been about the pursuit of beauty and quality.”
“Because we have four separate nurseries across the country with very different climates, we can offer an unmatched diversity and depth with more than 4,000 plant varieties and the ability to ship year-round.”

JONATHAN PEDERSEN | CEO AND PLANTSMAN

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Our Philosophy

THE WAY WE GROW PLANTS IS TRULY A CRAFT—a blend of art and science developed over decades of observation and innovation. Our desire is to grow plants so healthy and beautiful that they will improve the land wherever they are planted. We strive to grow in three ways:

GROW BEAUTIFULLY™
We know that growing a beautiful garden isn’t just about growing plants—it’s about growing our human connection to nature. We use our hearts, minds, and hands to grow the finest selection of plants for every need, indoors and out. Our passion for plants, careful touch, and years of expertise results in plants that everyone can grow beautifully, sharing in the satisfaction that comes from nurturing living beauty at home to create their dream landscape.

GROW CONFIDENTLY
We believe there is a science to growing beautifully. That’s why we work with breeders and plant explorers throughout the world and select varieties with the best genetics to grow stronger, healthier plants. Our incomparable propagation and growing techniques, exclusive soil mixes, and encouraging advice based on experience help ensure success in the garden.

GROW RESPONSIBLY
We follow nature to develop our practices and techniques, to evaluate the evolution of plants, to watch for beautiful adaptations, and to learn the best way to provide whatever a plant may need. We use beneficial insects, compost, and natural microorganisms, and strive to reduce the use of insecticides and fertilizers. We work with nature to bring a plant’s beauty to life.
West Coast Nurseries

WITH THEIR MILD CLIMATES, our growing locations in California and Oregon can ship year round. We've recently expanded our color program with the addition of more than 35 acres of greenhouses to meet the demand of more on-time color.

CALIFORNIA

In California, we grow our legendary camellias, as well as offer the largest selection of our exceptional topiaries—the fullest and most uniform plants in the market. The long growing season allows us to prune these plants several times before they begin to grow dormant, resulting in full and fresh-looking topiary ready when our customers want them. We also grow a wide variety of edibles, drought-tolerant selections, and pollinator perennials available earlier thanks to mild winters. Our exclusive hydrangeas, bougainvilleas, hibiscus, and mandevillas thrive in this Mediterranean climate.

OREGON

In Oregon, we can grow the best selection of early flowering shrubs, peonies, clematis, Japanese maples and our acclaimed Dan Hinkley collection of plants. The Willamette Valley climate is perfect for growing our large selection of consistently full and uniform dwarf and hardy conifers. We also take great pride in growing outstanding blueberries here, with little to no chemical applications. Our large selection of perennials is staged for late spring/summer and early fall. The abundant selection of hydrangea and clematis are unparalleled.

East Coast Nurseries

THE ADDITION OF OUR TWO NURSERIES in Connecticut and Georgia allows us to quickly and conveniently ship early color when garden centers demand it. We can ship regional favorites for the East and South, including tropics and early season color as well as later season perennials.

CONNECTICUT

In Connecticut, we are known for our early blooming flowering shrubs, trees, ornamental grasses, and late spring and summer color. We have a wide selection of rhododendron, and our Japanese maples are grown longer than those produced on the West Coast, resulting in a heavier plant with more compact branching. The rhododendrons benefit from hand-pinching to ensure compact growth with heavy buds. This East Coast location is convenient for garden centers in the East to place those smaller orders for late season color.

GEORGIA

In Georgia, we have early availability of tropical plants, colorful patio trees, and perennials and houseplants. We excel in lagerstroemia, from shrub to tree. Our trees have five stems to create a fullness and uniform stem structure not found from other producers. We also offer a sublime selection of magnolias, broadleaf evergreens, conifers, roses, hydrangeas, ferns and other plants that thrive in hot, humid climates.
The SCIENCE of BEAUTY
“There is a science to beauty and quality. We believe better genetics make for better plants, and greater success for the home gardener. We test and trial in all four regions of the country. The secret to quality is in every step of the growing process.”

GEORGIA CLAY | NEW PLANTS MANAGER
Testing and Consistency

“We have hundreds of plants going through trial at any given time, knowing that only the very best will make it to market.”

GEORGIA CLAY | NEW PLANTS MANAGER

IN THE BULLPEN
When we trial plants in our nursery “bullpens,” we do very little intervention. We really want to see how the plant will grow with minimal pruning and care. For many plants, we’ll trial for several years to ensure that foliage, bloom, and habit remain consistent for multiple seasons.

We’re looking to see how quickly a plant grows, whether the blooms appear as described, how prone to disease it may be, and other data. Out of hundreds of varieties we trial, only two or three will make it to widespread production.

ON TISSUE CULTURE
When we identify a plant that we think is superior, we want to ensure that we grow it consistently from the very beginning of the growing process. Often, this means we turn to tissue culture. We use tissue culture more than most growers—it’s more expensive, but this micropropagation process yields more uniformity in branching, robustness, and other key characteristics. All of our rhododendrons, blueberries, hostas, and hundreds of other plants are grown in this way, in our state-of-the-art lab in Oregon.

Case Study: A Stronger Rose

The story of Grace N’ Grit™ Roses and Nitty Gritty™ Roses is a great example of the way we work.

OUR DEEP RELATIONSHIPS WITH BREEDERS allow us to see opportunities in the market before others might. “We were noticing a lot of categories of roses needed a refresh, more disease resistance, and a way to make them lower maintenance. The busier consumer was not as interested in fussy roses,” says New Plants Manager Georgia Clay.

We collaborated extensively with breeders, trialing hundreds of roses in our search for a rose that possessed low-maintenance beauty, would be easy to propagate, and stayed true to type. “A lot of roses are going to look good only in a few areas or specific climates,” says Georgia. “We were looking for roses that wouldn’t need a lot of intervention to perform beautifully.”

Two clear favorites emerged from our extensive testing: Grace N’ Grit™ Rose, a shrub type with floribunda blooms that did exceedingly well in both landscape and container situations, and Nitty Gritty™, a groundcover rose that stays lower, has a light fragrance, and beautiful spray type blooms. The roses launched into market in 2018, and are now available in sizes from 2-gallon to patio tree forms. “Demand is growing,” says Georgia. “We clearly found a winner.”
The NATURE of BEAUTY
Our Soil

“It all starts with the soil. A healthy plant starts with good roots. And that’s why we have more than 40 different soil mixes to give a plant what it needs from the roots up.”

IRMA CARRANZA | PLANNING PRODUCTION

OUR SOIL MIXES
Each and every plant requires a soil mix that enables it to grow at its best, so we tailor our soil to the plant’s needs. We custom blend our forty soil mixes to ensure the right water holding capacity, acidity/alkaline balance, and compost ratio for each plant type. A plant that’s grown in the right soil will establish itself quickly in the container and perform better in the garden, as healthy vigorous roots will expand and explore the surrounding soil.

USE OF COMPOST AND FUNGUS
We add a nutrient rich soil compost made in-house to our soil mixes to improve plant performance. Each plant also gets the benefit of mycorrhizae, a beneficial fungus that enables water and nutrient uptake from the soil. That mycorrhizae will help the plant transplant well in the home garden.

BARK TOPPERS
During our plant canning process, we add a bark topping to help suppress weed growth. This enables us to use considerably less chemical herbicide, and acts as a mulch to help retain soil moisture.

Environmental Practices

GROWING RESPONSIBLY
We are committed to growing responsibly at all four of our nurseries. As a large grower, this means constantly pioneering new sustainability practices. We were the first major grower to recycle irrigation runoff in the 1970s, for example, and even operate a constructed wetland at our nursery in Cairo, Georgia. Today we are continuing this commitment to reduce water use with more drip irrigation, and exploring ways to reduce plastic use within our industry.

Biological Controls

BENEFICIAL INSECTS AND SAFE ALTERNATIVES
We utilize an integrated pest management system that includes the use of beneficial insects and other cultural controls. Ron Tuckett, an industry leader in IPM practices and longtime Monrovia craftsman, oversees our guidelines based on a philosophy that greater plant diversity supports a broad selection of beneficials. We strive to prevent pest infestations at our nurseries through vigilant scouting, and are leaders in the introduction of more pest-resistant varieties.
Finding Plants in the Wild

“Working with Monrovia has been remarkable, because they understand both my process and what ships well to customers. My plants are so beautifully grown here.”  

- DAN HINKLEY | PLANT EXPLORER

AROUND THE WORLD

Legendary plant explorer Dan Hinkley began collaborating with Monrovia in 2007. Together we have produced a line of plants based on seeds he has collected from India, Vietnam, China, and in the wild in the US to offer truly distinctive and innovative plants to the home gardener. “No one makes the kind of investment that Monrovia does on bringing notable plants to such a wide audience,” says Dan Hinkley.

AT OUR OWN NURSERIES

Many of our most popular new introductions have come from the observant work of our own craftsmen. As sports from the field of existing stock, these new introductions are carefully trialed and monitored to ensure consistency and quality before they are production ready. Little Rick™ Mugo Pine (at left) for example, is a compact, dense variety discovered at our Oregon nursery and selected for its ability to stay green through the winter.

IN YOUR BACKYARD

Several notable finds in recent years have come to us from landscape designers and even home gardeners who bring us exciting discoveries. We use the same regional trialing process to ensure the plant has truly improved features before moving to mass production. This Velvet Viking™ Japanese Maple, for example, was first identified by a landscape designer in Minnesota. Introduced in 2020, it’s our hardiest Japanese Maple, zones 4-9.
The DESIGN of BEAUTY
“I have always noticed that Monrovia plants were the best quality. They’re beautiful, they’re healthy. Our priority right now is on climate appropriate plants. It’s one of the wonderful things about working with growers like Monrovia, they cultivate plants from all over the world that are going to thrive here.”

JUDY KAMEON | LANDSCAPE DESIGNER
**Trend Forecasting**

“The environments we live in are deeply meaningful. They can change how we feel and how we perform and how we live our lives.”

**JUDY KAMEON | LANDSCAPE DESIGNER**

**BEAUTIFYING OUR LANDSCAPES** is not just about beautiful plants. It’s also about stress-relief, creativity, making a personal statement, entertaining, growing our own food, and taking care of the Earth. Gardening and plant trends are informed by travel, food, art, fashion, science, and certainly, home.

With savvy former home and garden journalists and style makers leading our marketing team, we are experienced in scanning media and other influences on our market to spot the trends that will be shaping our industry for years to come.

By forecasting these trends, Monrovia is able to provide the right plants at the right moment in the market, and create valuable content to educate and inspire consumers and design professionals.

**Consumer Insights**

**MONROVIA RESEARCHES EXTENSIVELY** and formulates predictions on consumer gardening and buying habits. This informs our plant selections and marketing. We invest in data gathering tools that analyze the motivations and behaviors of affluent, garden-interested homeowners across the U.S. We offer consumers the opportunity to review our plants which are published at monrovia.com and help us identify garden challenges and moments of pride. Our research-based tools and inspiration guides—and plant collections—are geared to today’s busy consumers seeking garden knowledge.

Ask your Monrovia sales representative for information on these insights.
Website

**OUR ONLINE DATABASE** of thousands of plants is recognized as one of the most comprehensive and helpful websites for gardeners, landscape professionals, and industry experts. The My Plantfinder tool makes it easy to find plants perfect for your climate zone. Find A Garden Center matches each consumer to their closest retailers by zip code. To inspire shopping and planning, our blog is an online garden magazine that features the most beautiful gardens, container ideas, planting plans, and design lessons from leading landscape designers.

Email

**MORE THAN 100K NEWSLETTER SUBSCRIBERS** stay up to date on new plants, design ideas, and trends through our Grow Beautifully email and special plant promotions. Email inspires planning and shopping at garden centers. Our open rates are enviably high (65%), and we can conduct regular surveys with this highly engaged audience on every topic from desired features in new plants to interest in sustainability. Ask your Monrovia sales representative about how our email surveys can help you learn more about your customer.
**Our DISTINCTIVE Selections**

This selection of plants represents the very best of what we seek to offer gardeners: special plants with superior genetics that we deem our best performers.
Our ANNUALS

“We are interested in finding and bringing to market annual color that has big impact. That could mean varieties with larger flowers, or that bloom through the fall. We’ve been very selective about the annuals we choose to grow because our consumer trusts that they’ll be special.”

JONATHAN PEDERSEN | CEO AND PLANTSMAN

SunBelievable™ Sunflowers

A SUNFLOWER UNLIKE ANY YOU HAVE SEEN BEFORE. One plant produces 1,000 blooms, flowering continuously from spring to first frost. Sterile blooms allow the plant to put more energy into flower production. Attracts bees and other pollinators while standing up to the hot, dry weather of summer. A great alternative to mums in autumn.

UNIQUE SUNFLOWER
SunBelievable™ Brown Eyed Girl Helianthus
Helianthus x annuus ‘TMSNBLEV01’ PP #31,423
Compact habit to 32” tall and 40” wide. Full sun.
SKU 43002 | ZONE: ALL

SUNNY YELLOW BLOOMS
SunBelievable™ Golden Girl Helianthus
Helianthus x annuus ‘TMSNBLEV16/1’ PP #33,172
Compact habit to 32” tall and 40” wide. Full sun.
SKU 43085 | ZONE: ALL
Our EDIBLES

SUPERLICIOUS® BLACKBERRY
RUBUS X 'A-2500T' PPAF
SELF POLINIZING
KiWi Ma GiC
Actinidia arguta (Male)
Actinidia arguta 'Issai' (Female)
a fruit-producing variety and a male pollinator together in the same container, providing
a higher yield of small, delicious smooth-skinned fruit. A vigorous vine with fragrant white
blooms in early summer. Stems to 25' long. Partial to full sun. Deciduous
SKU #42411 | ZONE: 4-8

SELF-FERTILE
SWEET N' SOLo™ KiWi
Actinidia deliciosa 'Renact' PP #23,457
The only high-quality fruiting kiwi we have found that is self-fertile, this vigorous vine
produces juicy fruits on a single plant once established. It typically fruits within three years.
Sweet 'N' Solo™ is positively perfect for a trellis, pergola or south-facing wall. Climbs to 16'.
Fall tan. Deciduous
SKU #41463 | ZONE: 7-9

A SOUTHERN BLUEBERRY
BountifuL™ Delight Blueberry
Vaccinium corymbosum 'ZF06-051' PP #29,437
An excellent blueberry for warm climates, this selection features outstanding heat tolerance
and only 300 to 500 hours of chill. It fruits early to midseason, bearing aromatic, sweet
berries. Its new growth emerges with red tints, adding ornamental appeal. 3' tall and wide.
Full sun. Deciduous
SKU #09409 | ZONE: 8-10

LARGE CLUSTERS OF GOLDEN GREEN GRAPES
ZES TfuL™ Golden Chalice Grape
Vitis 'IFG Twenty-eight' PP #30,089
Commercial-quality grapes brought to the home garden. Well-suited for the warmer regions
of the United States. Sets very large clusters of crisp champagne-colored fruits in summer.
Nearly completely seedless. Climbs 10 to 25' each year. Full sun. Deciduous
SKU #41548 | ZONE: 7-9

PATIO PERFECTION
fiGnoMenaL
Ficus carica 'PT-DF-14' PPAF
This small fig is perfect for urban gardens, or growing in containers inside or out, reaching
only 28 inches tall and wide. Medium-sized, deep brown fruit is pink-red on the inside and
deliciously sweet. Fruits heavily throughout the year. 28" tall and wide. Full sun. Deciduous
SKU #45113 | ZONE: 7-10

COMPACT AND THORNLESS
suPerLiCious™ Blackberry
Rubus x 'A-2500T' PPAF
A thornless dwarf bursting with large, juicy berries in summer! Fruits more reliably than
similar varieties. Compact habit is perfect for pots. In most regions, this will produce twice in
one season. 4' tall and wide. Full sun. Deciduous
SKU #44033 | ZONE: 4-10

ELONGATED GREEN GRAPES
ZES TfuL™ Waterfall Grape
Vitis 'IFG Twenty-nine' PP #29,651
Unique, sweet and delicious finger-like green grapes hang in long, loose clusters on this fast-
growing vine. Seedless fruits are produced in abundance, ripening in late summer. Well-suited
for the warmer regions of the U.S. Climbs 10 to 25' each year. Full sun. Deciduous
SKU #41549 | ZONE: 7-9

FLAVORFUL RED GRAPES
ZES TfuL™ Lollipop Grape
Vitis 'IFG Twenty-seven' PP #29,963
Perfect for vineyard growing, the fast growing vine produces good-sized clusters of
fancy, deep red, seedless grapes. One of the best tasting grapes, either fresh or dried into
raisins. Ideally suited for the warmer regions of the U.S. Climbs 10 to 25' each year. Full sun. Deciduous
SKU #41550 | ZONE: 7-9

E X T R A S
Our
EVERGREEN SHRUBS
and CONIFERS
GOLD COAST® PITTOSPORUM
Pittosporum tenuifolium ‘GCP11’
Gorgeous golden-green variegated foliage grows on upright clones that thrive in this upright variety. Fabulous in contemporary gardens, 10’ tall, 6’ wide. Full sun. Evergreen.

SEASON-LONG INTEREST
JADE ENCHANTRESS® CHERRY LAUREL
Prunus laurocerasus ‘JENP1’
A versatile shrub with a rounded, compact form. New leaves emerge with dark red tones. Spikes of creamy white, fragrant flowers are followed by small black, ornamental fruit. 7’ tall, 4’ wide. Partial to full sun. Evergreen.

COLORFUL NEW LEAVES
ORANGEUM® VACCINIUM
Vaccinium brevipedicellatum ‘HINOGV’
Bright orange-red new growth holds color all summer, is tidy and handles heat, rocky soils well. Clones well into a hedge. 4’ tall and wide. Partial to full sun. Evergreen.

ELEVATED EVERGREEN
BURLY BLUE® JUNIPER
Juniperus horizontalis ‘BBH1’
A striking, fast growing evergreen with a conical form. Bright evergreen new growth holds color all summer. Tidy and handles heat, rocky soils well. Clones well into a hedge. 4’ tall and wide. Partial to full sun. Evergreen.

COLORFUL NEW GROWTH
SPRUCE SUNBURST™ BLACK HILLS SPRUCE
Picea pungens ‘SPB10’
Deep green foliage forms a dense, pyramidal form. Spire-like growth is perfect as a hedge or screen. Tightly packed, partly shade tolerant. 10’ tall, 9’ wide. Full sun. Evergreen.

NEVER BULL LITTLE BUCK® WUDE PINE
Pinus الاخبار ‘LLB33’
A pyramidal form has a denser growth habit and brighter blue needles. 12’ tall, 9’ wide. Partial to full sun. Evergreen.

NEVER BULL LITTLE BUCK® WUDE PINE
Pinusに入れ‘LLB33’
A pyramidal form has a denser growth habit and brighter blue needles. 12’ tall, 9’ wide. Partial to full sun. Evergreen.

CREATE A COLORFUL HEDGE
PRARIE PILAR® ARBOVITAE
Tsuga heterophylla ‘PRAPI’
Deep green foliage forms a dense, pyramidal form. Spire-like growth is perfect as a hedge or screen. Tightly packed, partly shade tolerant. 10’ tall, 9’ wide. Full sun. Evergreen.

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Our FABULOUS FOLIAGE and GRASSES
Easy-Care and Waterwise
Silver Shadow Astelia
Astelia ‘Silver Shadow’ PP 625195
Long, silvery-gray blades provide year-long texture. Metallic foliage is wind-sculpted, brightening shady areas. Waterwise, easy-care. 2 to 3’ tall, 3 to 4’ side. Partial sun. Evergreen. Aucuba japonica ‘MonHinschf’ PP #30,465

Indoor or Outdoor
Wine Ttalla™ Begonia
Begonia ‘Wine Ttalla™’
Wonderful contrast in the garden. This compact plant features white flowers in summer, followed by attractively red fruit. 6’ tall, 3 to 4’ wide. Partial to full sun. Evergreen. Gaultheria Pronta™ ‘Hianvnr’ PP #34,481

Color-Changing
Blackberries Big Bluestem
Andropogon gerardii ‘Blackhawks’ PP #27,949
This showy grass glows with golden spring leaves that age to light russet. Summer spikes produce purple fruit. 15’ tall and wide. Partial shade to full sun. Evergreen. Gaultheria Pronta™ ‘Hianvnr’ PP #34,481

Double Duty Tropical
Winged PhoeniX™ Hardy Schefflera
Haplopappus ternatum ‘Winged’
A handy shrub ideal for a tropical look, indoors or out. White umbels produce red berries. 6’ tall and wide. Partial shade to full sun. Evergreen. Gaultheria Pronta™ ‘Hianvnr’ PP #34,481

Glowing Foliage
Lumen Gold™ Fountain Grass
Pennisetum alopecuroides ‘JS Jommenik’ PP #27,435
This showy grass glows with golden spring leaves that age to light russet. Light, airy plumes late summer. This grass is perfect for bird feeders. 2’ tall, 3’ wide. Full sun. Evergreen. Gaultheria Pronta™ ‘Hianvnr’ PP #34,481

Great Indoors and Out
CamuFlage™ Variegated Japanese Aralia
Fatsia japonica ‘CamuFlage™’
Variegated foliage with dark green centers and creamy white outer edges. The sturdy, stiff leaves stay upright for less flapping. 4’ tall and wide. Partial shade to full sun. Evergreen. Gaultheria Pronta™ ‘Hianvnr’ PP #34,481

Repeate Blooming
Buttons ‘h. M.’ Charm Fringe Flower
Campanula medium ‘h. M.’
This hardy shrub blooms in early spring and renews throughout the year. 5’ tall and wide. Partial to full sun. Evergreen. Gaultheria Pronta™ ‘Hianvnr’ PP #34,481

Sturdy and Upright
Indigo Pearl™ New Zealand Flax
Phormium tenax ‘TREBLIK PEARL’
Outstanding foliage with dark green centers and creamy white outer edges. The sturdy, stiff leaves stay upright for less flapping. 4’ tall and wide. Full sun. Evergreen. Gaultheria Pronta™ ‘Hianvnr’ PP #34,481

Speckled Perfection
Specktacular Cast-Iron Plant
Aspidistra elatior ‘Spek-Tacular’
Outstanding foliage with dark plum centers and creamy pink outer edges. The sturdy, stiff leaves stay upright for less flapping. 4’ tall and wide. Full sun. Evergreen. Gaultheria Pronta™ ‘Hianvnr’ PP #34,481

Speculated Perfection
Spectacular Cast-Iron Plant
Aspidistra elatior ‘Spek-Tacular’
Outstanding foliage with dark plum centers and creamy pink outer edges. The sturdy, stiff leaves stay upright for less flapping. 4’ tall and wide. Full sun. Evergreen. Gaultheria Pronta™ ‘Hianvnr’ PP #34,481

Tropical Flair
Royal Mariana®-Wainui Elephant Ear
Colocasia esculenta ‘Waikiki’ PPAF
Glossy green and white leaves, vivid pink veins, dramatically dark stems. Bred to perform, a disease resistant container specimen. 4’ tall and wide. Partial to full sun. Evergreen. Gaultheria Pronta™ ‘Hianvnr’ PP #34,481

Perfect in Containers
Little Red Star Coreopsis
Coreopsis verticillata ‘Little Red Star’ LOB 37923

Color-Changing
Blackberries Big Bluestem
Andropogon gerardii ‘Blackhawks’ PP #27,949
Green foliage transitions in summer, darkening to deep purple by fall. Purple plumes in late summer. 4’ to 8’ tall with plumes. 6’ wide. Full sun. Perennial. Gaultheria Pronta™ ‘Hianvnr’ PP #34,481

Rosy Plumes
Prairie Dog Switch Grass
Chrysothamnus viscidifolius ‘Pink Camo’
Shiny, rosy-pink branches transition to deep purple in late summer. 1’ to 2’ tall, 2’ wide. Partial shade to full sun. Perennial. Gaultheria Pronta™ ‘Hianvnr’ PP #34,481
**Tectonic™ Begonias**

**FROM THE FORESTS OF INDIA**, these begonias collected by renowned plantsman Dan Hinkley each offer their own unique look, unlike any other on the market. Great in beds or in containers indoors or out, these uncommon species are a must-have for collectors and casual gardeners alike.

**Jurassic™ Fern Collection**

GATHERED THROUGHOUT ASIA BY DAN HINKLEY, this unique collection of ferns add a variety of textures to woodland gardens. With six distinctively different species, there is a variety that will thrive in nearly any type of shady location.
Our FLOWERING SHRUBS
**Early, Bright Blooms**

**Erica carnea** ‘SMERIC’ PP 930,551

Bright yellow early spring blooms cover the stems from bottom to top on a compact, mounded shrub. Only 2’ tall, 3’ wide. Partial sun. Full sun. Deciduous. SKU #00789 | ZONE: 4-9

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**Northwest Stunner**

**Chamaecyparis nootkatensis** ‘SMNCN’ PP 940,551

This charming shrub for the Northwest features a compact, upright habit. 18’ tall, 24’ wide. Partial to full sun. Evergreen. SKU #01444 | ZONE: 7-10

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**Heat Tolerant**

**Pleomele** ‘Tropical PP 825,574’

Provides year-round interest with glossy bronze red foliage in winter. 9’ tall, 24’ wide. Partial to full sun. Evergreen. SKU #02442 | ZONE: 7-10

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**Unique Foliage**

**Plu Ka Lui** PP 825,706

Bicolor lacecap summer flowers that do not fade and appear throughout the summer. Works well for the corner of the bed or used as a hedge. 3’ tall, 8’ wide. Partial shade to filtered sun. Deciduous. SKU #08936 | ZONE: 7-10

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**Creative Container Plant**

**Candy apple** ‘HYDRANGEA’ HYDRANGEA

Hydrangea macrophylla ‘SMHYD’ PP 826,708

These show-stopping bonsai-grown Plantas in nearly pure white. Blooms in early spring. SKU #01206 | ZONE: 7-10

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**Perfect Cut Flowers**

**Strawberry Shake** ‘HYDRANGEA’ HYDRANGEA

Hydrangea macrophylla ‘SMHYD’ PP 826,605

Perfectly chiseled support for large white perennials that mature to deep pink. It is a show-stopper in containers. 5’ tall, 4’ wide. Partial shade to full sun. Deciduous. SKU #04132 | ZONE: 7-10

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**Deer-Resistant Color**

**Cheesedears** ‘HYDRANGEA’ HYDRANGEA

Hydrangea macrophylla ‘SMHYD’ PP 826,605

Gorgeous look forward to bright, golden-yellow blooms in spring. Compact form has vermillion, deep red and rusty orange. 2’ tall and wide. Partial to full sun. Deciduous. SKU #05694 | ZONE: 4-9

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**Colorful and Compact**

**Crimson Kisses** ‘MEIGE’

Syringa vulgaris ‘SMVSK’ PP 922,614

This standard size variety is covered with oakleaf red flowers that remain on the plant. The flowers are showy in early summer. 3’ tall and wide. Full sun. Deciduous. SKU #09789 | ZONE: 4-9

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**Bright and Beautiful**

**Golden Jackpot** ‘MEIGE’

Viburnum dentatum ‘SMVDE’ PP 922,915

This variety has bright orange new foliage and vibrant scarlet flowers. It is an absolute showstopper. Its flower stalks are not easily overlooked. It tolerates full sun and partial sun. Deciduous. SKU #08935 | ZONE: 4-9

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**Attract Birds**

**Sparkler Arrowwood**

Viburnum dentatum var. japonicum ‘SMVDA’ PP 923,021

Here is a north american native with great fall color, white flowers and deep-black berries that delight birds. It is ideal for every garden. 10’ tall and wide. Partial shade to full sun. Deciduous. SKU #08936 | ZONE: 4-9
**Double Shot® Azaleas**

**COMPACT, REBLOOMING AZALEAS** that display large flowers twice a year! Four vibrant colors are available to be enjoyed in spring, and again in late summer. The vigorous, rounded habit with dense foliage exhibits better heat and cold tolerance than other varieties.

**Rich Double Blooms Double Shot® Salmon Azalea**  
Hibiscus syriacus ‘Minsymacwhi1’ PP #31,266  
Fast growing: 6’ tall, 4’ wide. Partial to full sun.  
Deciduous  
Sku #40950  |  Zone: 5-9

**Soft Purple-Pink Hue Double Shot® Lavender Azalea**  
Hibiscus syriacus ‘Minsypin3’ PP #31,304  
Fast growing: 6’ tall, 4’ wide. Partial to full sun.  
Deciduous  
Sku #40952  |  Zone: 5-9

**Vibrant Single Blooms Double Shot® Grape Azalea**  
Hibiscus syriacus ‘Minsyre10’ PP #31,305  
Fast growing: 6’ tall and wide. Full shade to partial sun.  
Deciduous  
Sku #40954  |  Zone: 5-9

**Frilly Deep Pink Flowers Double Shot® Watermelon Azalea**  
Hibiscus syriacus ‘Minsymacwhi1’ PP #31,266  
Fast growing: 6’ tall and wide. Full shade to partial sun.  
Deciduous  
Sku #40947  |  Zone: 6-9

**Chateau™ Rose of Sharon**

**GORGEOUS VIOLET-BLUE BLOOMS CHATEAU™ DE VERSAILLES ROSE OF SHARON**  
Hydrangea macrophylla ‘CAMFRE29’ PPAF  
Black stems. Partial sun. Deciduous  
Sku #43342  |  Zone: 9-11

**CLEAR WHITE BLOOMS WITH CRIMSON CENTERS CHATEAU™ DE CHANTILLY ROSE OF SHARON**  
Hydrangea macrophylla ‘CAMCHO45’ PPAF  
Crisp pure-white lacecap blooms are held on black stems. Partial sun. Deciduous  
Sku #43645  |  Zone: 9-11

**LOVELY PINK BLOOMS WITH RASPBERRY CENTERS CHATEAU™ DE AMBROISE ROSE OF SHARON**  
Hydrangea macrophylla ‘HORTMAVI’  
Bold, pink-red mophead blooms are not influenced by soil pH. Partial sun. Deciduous  
Sku #09668  |  Zone: 4-9

**ROSE PINK BLOOMS WITH DEEP RED CENTERS CHATEAU™ DE CHAMBORD ROSE OF SHARON**  
Hydrangea macrophylla ‘HORTMAVI’  
Sweeping lacecap blooms are edged with deep purple-blue when grown in acidic soils, deep pink when grown in neutral or alkaline soils. Partial sun. Deciduous  
Sku #44458  |  Zone: 6-9

**CRYSTAL CUBE HYDRANGEA**  
Hydrangea macrophylla ‘CAMBERLY’  
Friso pure-white lacecap blooms are held on black stems. Partial sun. Deciduous  
Sku #43342  |  Zone: 6-9

**GLACIER BAY HYDRANGEA**  
Hydrangea macrophylla ‘SABRE’  
Crisp pure-white lacecap blooms are held on black stems. Partial sun. Deciduous  
Sku #43339  |  Zone: 6-9

**NEWPORT HYDRANGEA**  
Hydrangea macrophylla ‘SABRE’  
Crisp pure-white lacecap blooms are held on black stems. Partial sun. Deciduous  
Sku #43330  |  Zone: 6-9

**MARTHA’S VINEYARD HYDRANGEA**  
Hydrangea macrophylla ‘SABRE’  
Bold, pure-white lacecap blooms are not influenced by soil pH. Partial sun. Deciduous  
Sku #09666  |  Zone: 6-9

**Seaside Serenade® Hydrangeas**

**YOU’LL SWOON FOR OUR EVER-EXPANDING** Seaside Serenade® collection of superior hydrangeas. With sturdier stems and thicker foliage, Seaside Serenade® hydrangeas tolerate heat, humidity, and wind. Flowers rebloom throughout the season. Tidy shrub, 3’ tall and 4’ wide.

**Rich Double Blooms Double Shot® Salmon Azalea**  
Hibiscus syriacus ‘Minsymacwhi1’ PP #31,266  
Fast growing: 6’ tall, 4’ wide. Full shade to partial sun.  
Evergreen  
Sku #40950  |  Zone: 6-9

**Soft Purple-Pink Hue Double Shot® Lavender Azalea**  
Hibiscus syriacus ‘Minsypin3’ PP #31,304  
Fast growing: 6’ tall, 4’ wide. Full shade to partial sun.  
Evergreen  
Sku #40952  |  Zone: 6-9

**Vibrant Single Blooms Double Shot® Grape Azalea**  
Hibiscus syriacus ‘Minsyre10’ PP #31,305  
Fast growing: 6’ tall and wide. Full shade to partial sun.  
Evergreen  
Sku #40954  |  Zone: 6-9

**Frilly Deep Pink Flowers Double Shot® Watermelon Azalea**  
Hibiscus syriacus ‘Minsymacwhi1’ PP #31,266  
Fast growing: 6’ tall and wide. Full shade to partial sun.  
Evergreen  
Sku #40947  |  Zone: 6-9

**Chateau™ De Versailles Rose of Sharon**

**GORGEOUS VIOLET-BLUE BLOOMS CHATEAU™ DE VERSAILLES ROSE OF SHARON**  
Hydrangea macrophylla ‘CAMFRE29’ PPAF  
Fast growing: 6’ tall, 4’ wide. Partial to full sun. Deciduous  
Sku #43342  |  Zone: 6-9

**CLEAR WHITE BLOOMS WITH CRIMSON CENTERS CHATEAU™ DE CHANTILLY ROSE OF SHARON**  
Hydrangea macrophylla ‘CAMCHO45’ PPAF  
Fast growing: 6’ tall, 4’ wide. Partial to full sun. Deciduous  
Sku #43645  |  Zone: 6-9

**LOVELY PINK BLOOMS WITH RASPBERRY CENTERS CHATEAU™ DE AMBROISE ROSE OF SHARON**  
Hydrangea macrophylla ‘HORTMAVI’  
Fast growing: 6’ tall, 4’ wide. Partial to full sun. Deciduous  
Sku #43342  |  Zone: 6-9

**ROSE PINK BLOOMS WITH DEEP RED CENTERS CHATEAU™ DE CHAMBORD ROSE OF SHARON**  
Hydrangea macrophylla ‘HORTMAVI’  
Fast growing: 6’ tall, 4’ wide. Partial to full sun. Deciduous  
Sku #43339  |  Zone: 6-9

**CRYSTAL CUBE HYDRANGEA**  
Hydrangea macrophylla ‘CAMBERLY’  
Crisp pure-white lacecap blooms are held on black stems. Partial sun. Deciduous  
Sku #43342  |  Zone: 6-9

**GLACIER BAY HYDRANGEA**  
Hydrangea macrophylla ‘SABRE’  
Crisp pure-white lacecap blooms are held on black stems. Partial sun. Deciduous  
Sku #43339  |  Zone: 6-9

**NEWPORT HYDRANGEA**  
Hydrangea macrophylla ‘SABRE’  
Crisp pure-white lacecap blooms are held on black stems. Partial sun. Deciduous  
Sku #43330  |  Zone: 6-9

**MARTHA’S VINEYARD HYDRANGEA**  
Hydrangea macrophylla ‘SABRE’  
Bold, pure-white lacecap blooms are not influenced by soil pH. Partial sun. Deciduous  
Sku #09666  |  Zone: 6-9

**Jazzy Jewel® Hibiscus**

**THIS COLLECTION OF SHRUBS ADDS BEAUTY** and a touch of the tropics to gardens everywhere. Naturally well-branched plants provide more blooms that last longer. The glossy, deep green foliage has improved resistance to pests and disease.

**Sensational Blooms with Hues of Red and Pink JAZZY JEWEL® RUBY HIBISCUS**  
Hydrangea macrophylla ‘SABRE’  
Fast growing: 6’ tall and 5’ wide in the landscape. Full sun. Evergreen in frost-free areas  
Sku #41201  |  Zone: 6-9

**Beautiful Deep Saffron Blooms JAZZY JEWEL® AMBER HIBISCUS**  
Hydrangea macrophylla ‘SABRE’  
Fast growing: 6’ tall and 5’ wide in the landscape. Full sun. Evergreen in frost-free areas  
Sku #41203  |  Zone: 9-11

**Striking White Flower with Deep Red Center JAZZY JEWEL® ORAL HIBISCUS**  
Hydrangea macrophylla ‘SABRE’  
Fast growing: 6’ tall and 5’ wide in the landscape. Full sun. Evergreen in frost-free areas  
Sku #41202  |  Zone: 6-9
Red-backed dark green foliage and red berries
Floralberry® Sangria St. John’s Wort
Hypericum x inodorum ‘KOLSAN’ PPAF
3’ tall and wide. Partial shade to full sun. Deciduous
SKU #41800 | ZONE: 5-9

Earliest flowering summerlasting® raspberry crape myrtle
Lagerstroemia indica ‘HOCH631’ PP #33,208
3’ tall and wide. Full sun. Deciduous
SKU #43916 | ZONE: 7-10

 Loads of blooms summerlasting® strawberry crape myrtle
Lagerstroemia indica ‘HOCH1065’ PP #33,178
3’ tall and wide. Full sun. Deciduous
SKU #43903 | ZONE: 7-10

St. John’s Wort

ORIGINALLY BRED FOR THE CUT FLOWER INDUSTRY, these varieties were selected for their excellent form in the landscape. Buttery yellow flowers produce clusters of lovely summer berries on well-branched, rust-resistant plants. Trimming off the first flush of berries promotes a second bloom.

Striking red berries
Floralberry® Pinot St. John’s Wort
Hypericum x inodorum ‘KOLPINOT’ PPAF
3’ tall and wide. Partial shade to full sun. Deciduous
SKU #41805 | ZONE: 5-9

Bright yellow berries
Floralberry® Chardonnay St. John’s Wort
Hypericum x inodorum ‘KOLCHAM’ PPAF
3’ tall and wide. Partial shade to full sun. Deciduous
SKU #41802 | ZONE: 5-9

Creamy-white berries
Floralberry® Champagne St. John’s Wort
Hypericum x inodorum ‘KOLCHAM’ PPAF
3’ tall and wide. Partial shade to full sun. Deciduous
SKU #41801 | ZONE: 5-9

Rose-pink berries
Floralberry® Rose St. John’s Wort
Hypericum x inodorum ‘KOLPINOT’ PPAF
3’ tall and wide. Partial shade to full sun. Deciduous
SKU #41798 | ZONE: 5-9

Pure white summerlasting® coconut crape myrtle
Lagerstroemia indica ‘HOCH873’ PP #33,209
3’ tall and wide. Full sun. Deciduous
SKU #43918 | ZONE: 7-10

Earliest flowering summerlasting® raspberry crape myrtle
Lagerstroemia indica ‘HOCH631’ PP #33,208
3’ tall and wide. Full sun. Deciduous
SKU #43916 | ZONE: 7-10

VBright yellow berries
Floralberry® Chardonnay St. John’s Wort
Hypericum x inodorum ‘KOLCHAM’ PPAF
3’ tall and wide. Partial shade to full sun. Deciduous
SKU #41802 | ZONE: 5-9

St. John’s Wort

Buttery yellow flowers produce clusters of lovely summer berries on well-branched, rust-resistant plants. Trimming off the first flush of berries promotes a second bloom.

ROSE-PINK BERRIES
Floralberry® ROSE ST. JOHN’S WORT
Hypericum x inodorum ‘KOLPINOT’ PPAF
3’ tall and wide. Partial shade to full sun. Deciduous
SKU #41805 | ZONE: 5-9

BRIGHT YELLOW BERRIES
Floralberry® CHARDONNAY ST. JOHN’S WORT
Hypericum x inodorum ‘KOLCHAM’ PPAF
3’ tall and wide. Partial shade to full sun. Deciduous
SKU #41802 | ZONE: 5-9

CREAMY-WHITE BERRIES
Floralberry® CHAMPAGNE ST. JOHN’S WORT
Hypericum x inodorum ‘KOLCHAM’ PPAF
3’ tall and wide. Partial shade to full sun. Deciduous
SKU #41801 | ZONE: 5-9

STRIKING RED BERRIES
Floralberry® PINOT ST. JOHN’S WORT
Hypericum x inodorum ‘KOLPINOT’ PPAF
3’ tall and wide. Partial shade to full sun. Deciduous
SKU #41805 | ZONE: 5-9

Flowering shrubs
Our PERENNIALS
WE’RE USING DIFFERENT ENVIRONMENTS AT ALL OUR LOCATIONS, TIMING MARKETS, SO WE CAN SHIP BEAUTIFUL COLOR FROM MID-FEBRUARY THROUGH THE SUMMER MONTHS.”

JONATHAN PEDERSEN | CEO AND PLANTSMAN
**Sunstar™ Coreopsis**

THIS COLORFUL COLLECTION features vivid blooms from late spring nonstop through summer. Mildew-resistant foliage remains attractive when others suffer. Perfect for adding cottage charm.

**Evolution™ Sedum**

THESE MOUNDING SEDUMS WERE BRED for vigorous branching that will not fall open. The dense colorful foliage is cloaked with summer blooms that are adored by pollinators.

**Fiesta™ Lantana**

COLORFUL, STERILE FLOWERS ARE A FESTIVE ADDITION to gardens in warmer areas, or use as an annual where not hardy. Slightly trailing habit is perfect for hanging baskets and containers.

**Ice N’ Roses® Hellebores**

THESE IMPRESSIVE HYBRIDS have perked up the traditional drooping flowers of hellebores with blooms facing outwards, and even upwards, to greet the spring. A delightful way to add cool season color.
THESE IMPROVED VARIETIES REBLOOM throughout the summer, providing waves of color and thriving in a wide range of soils and conditions. Blooms sit just above the foliage on a compact plant that will fit any garden.

THESE BEAUTIFUL HEUCHERA FEATURE not only colorful foliage, but showy flowers, too. Blooms sit on shorter stems just above the dense mound of foliage for a tidy appearance.

Northern Exposure™ Heuchera

FLOWERS FOR POLLINATORS
NORTHERN EXPOSURE™ AMBER HEUCHERA
Heuchera 'TNHEUMABP' PP 439,837
14' tall, 20' wide. Full sun to partial sun. Perennial
SKU 863064 | ZONE: 4-9

INCREASED SUN TOLERANCE
NORTHERN EXPOSURE™ SIENNA HEUCHERA
Heuchera 'TNHEUMSAF' PP 425,640
14' tall, 15' wide. Full sun to partial sun. Perennial
SKU 863065 | ZONE: 4-9

BRIGHT PINK FLOWERS
NORTHERN EXPOSURE™ RED HEUCHERA
Heuchera 'TNHEUMREDP' PP 434,832
14' tall, 20' wide. Full sun to partial sun. Perennial
SKU 864060 | ZONE: 4-9

FROSTED FOLIAGE AND PINK FLOWERS
NORTHERN EXPOSURE™ SILVER HEUCHERA
Heuchera 'TNHEUMSILF' PP 439,836
14' tall, 20' wide. Full sun to partial sun. Perennial
SKU 864061 | ZONE: 4-9

BOLD FOLIAGE
SIRENS’ SONG™ DARN W’ BRIGHT HEUCHERA
Heuchera 'TNHEUMDSBF' PP 430,645
18' tall, 15' wide. Partial shade to partial sun. Perennial
SKU 862867 | ZONE: 4-9

COLOR FOR SHADE
SIRENS’ SONG™ ORANGE DELIGHT HEUCHERA
Heuchera 'TNHEUMODF' PP 430,646
18' tall, 15' wide. Partial shade to partial sun. Perennial
SKU 862866 | ZONE: 4-9

DARK, DRAMATIC COLOR
SIRENS’ SONG™ DARN NIGHT HEUCHERA
Heuchera 'TNHEUMDNF' PP 430,643
18' tall, 15' wide. Partial shade to partial sun. Perennial
SKU 862870 | ZONE: 4-9

Sirens’ Song™ Heuchera

SUNNY COLOR
SAFFRON SKYE™ DAYLILY
Hemerocallis 'MON9010' PPAF
18' tall and wide. Full sun. Perennial
SKU 864426 | ZONE: 4-11

GIANT BLOOMS
TITAN SKYE™ DAYLILY
Hemerocallis 'MON7091' PPAF
18' tall and wide. Full sun. Perennial
SKU 864428 | ZONE: 4-11

DRAMATIC CONTRAST
STORMY SKYE™ DAYLILY
Hemerocallis ‘MON6752’ PPAF
18' tall and wide. Full sun. Perennial
SKU 864427 | ZONE: 4-9

A BOLD STATEMENT
BLAZING SKYE™ DAYLILY
Hemerocallis ‘MON7082’ PPAF
18' tall and wide. Full sun. Perennial
SKU 864425 | ZONE: 4-9

BOLD FOLIAGE
SIRENS’ SONG™ DARN N’ BRIGHT HEUCHERA
Heuchera 'TNHEUMDSBF' PP 430,645
18' tall, 15' wide. Partial shade to partial sun. Perennial
SKU 862867 | ZONE: 4-9

COLOR FOR SHADE
SIRENS’ SONG™ ORANGE DELIGHT HEUCHERA
Heuchera 'TNHEUMODF' PP 430,646
18' tall, 15' wide. Partial shade to partial sun. Perennial
SKU 862866 | ZONE: 4-9

DARK, DRAMATIC COLOR
SIRENS’ SONG™ DARN NIGHT HEUCHERA
Heuchera 'TNHEUMDNF' PP 430,643
18' tall, 15' wide. Partial shade to partial sun. Perennial
SKU 862870 | ZONE: 4-9

Skye™ Daylilies

THESE IMPROVED VARIETIES REBLOOM throughout the summer, providing waves of color and thriving in a wide range of soils and conditions. Blooms sit just above the foliage on a compact plant that will fit any garden.
Our POLLINATOR Perennials
LONG BLOOM SEASON
PANDANUS RED CONEFLOWER Echinacea x 'Panda'
Enjoy deep red flowers with dark centers over a long bloom season on this short and compact variety. The slender size is great for containers. 14” tall and wide. Full sun. Perennial SKU #46002 | ZONE: 4-9

PINK AND ORANGE HUES
FRESCO APRICOT CONEFLOWER Echinacea (Echinacea Purpurea) Large light orange flowers top long stems summer through fall. The tall, narrow habit suits flowering perennial borders and gardens. 30” tall, 20” wide. Full sun. Perennial SKU #46002 | ZONE: 4-9

EARLIER BLOOMS
BEGONIACUS HUMMINGBIRD FALLS SALVIA (Salvia greggii ‘Hummingbird Falls’) A new early blooming hybrid that freely reseeds all season. Foliage maintains its rich color; clumping better than others. 3’ tall and wide. Partial to full sun. Perennial SKU #54012 | ZONE: 8-10

COMPACT CLASSIC
SHRIMPSTROPH SMASTYA CONEFLOWER Echinacea (Echinacea Purpurea) Classic daisy flowers on a compact plant with a tight, neat habit. Brilliant white petals with a rich yellow center. 15” tall and wide. Full sun. SKU #54007 | ZONE: 4-9

UNIQUE PETALS
SUNDIAL ZENITH CONEFLOWER Echinacea (Echinacea Purpurea) Short and sturdy with eye-catching blooms. Flowers form pompom-like tops surrounded by rays of curled petals for a unique look. Outer petals age to a creamy white. 16” tall, 18” wide. Full sun. Perennial SKU #54013 | ZONE: 4-9

LONGER BLOOMING
EVOLUTION COLORFUL CONEFLOWER Echinacea (Echinacea Purpurea) Bright blooms bring color late spring through fall, salling through the heat of summer.

LONG-LASTING BLOOMS AND A TIDIER HABIT make these coneflowers ideal for pots, beds, and borders. Lush foliage and sturdy, upright stems create a beautiful backdrop for other perennials.

CHARMING COLOR VARIATIONS
EVOLUTION EMBERS FEATHER CONEFLOWER Echinacea (Echinacea Purpurea) SKU #45004 | ZONE: 4-9

GLOWING COLOR
EVOLUTION EMBERS FIERY CONEFLOWER Echinacea (Echinacea Purpurea) SKU #45504 | ZONE: 4-9

LOVELY RELAXED PETALS
EVOLUTION EMBERS SPARKS CONEFLOWER Echinacea (Echinacea Purpurea) SKU #45104 | ZONE: 4-9
Harlequin™ Penstemon

**THIS EASY-GROWING, DISEASE-RESISTANT PLANT** with a bushy, compact habit and very long bloom period thrives even in poor, dry soils and loves full sun, fitting for Western regions.

- **VIVID COLOR**
  - Harlequin™ Magenta Bear Tongue
  - Phygelius ‘TNPHYCMT’ PPAF
  - 30” tall, 1’6” wide. Partial sun. Perennial.
  - SKU #42886 | ZONE: 6-10

- **ROSY PINK WITH WHITE THROATS**
  - Harlequin™ Pink Bear Tongue
  - Phygelius ‘TNPHYCPK’ PPAF
  - 30” tall, 1’6” wide. Partial sun. Perennial.
  - SKU #42886 | ZONE: 5-9

- **ROYAL PURPLE WITH STRIPED THROATS**
  - Harlequin™ Purple Bear Tongue
  - Penstemon ‘TNPENHPU’ PPAF
  - 22” tall, 16” wide. Full sun. Perennial.
  - SKU #43416 | ZONE: 5-9

- **DARK BUDS AND DEEP RED BLOOMS**
  - Harlequin™ Red Bear Tongue
  - Penstemon ‘TNPENHR’ PPAF
  - 22” tall, 16” wide. Full sun. Perennial.
  - SKU #43418 | ZONE: 5-9

- **CRISP LEMON LIME**
  - Harlequin™ Yellow Bear Tongue
  - Phygelius ‘TNPHYCY’ PPAF
  - SKU #42882 | ZONE: 6-10

- **DARK BUDS AND MAGENTA BLOOMS**
  - Harlequin™ Rose Bear Tongue
  - Phygelius ‘TNPHYCRO’ PPAF
  - SKU #42884 | ZONE: 6-10

Colorburst™ Cape Fuchsia

**YOU’RE LIKELY TO SEE HUMMINGBIRDS** flying about these delightful dangling flowers that bloom prolifically from midsummer to fall. Sturdy upright stems create a shrubby form with attractive, shiny green foliage. May remain evergreen in mild-winter areas.

- **LIKE A SUNSET**
  - Colorburst™ Orange Cape Fuchsia
  - Phygelius ‘TNPHYCMT’ PPAF
  - SKU #42886 | ZONE: 6-10

- **TRUE RED BLOOMS**
  - Colorburst™ Deep Red Cape Fuchsia
  - Phygelius ‘TNPHYCDR’ PPAF
  - SKU #43419 | ZONE: 6-10

- **ROYAL PURPLE WITH STRIPED THROATS**
  - Colorburst™ Purple Cape Fuchsia
  - Phygelius ‘TNPHYCMT’ PPAF
  - SKU #43417 | ZONE: 6-10

- **CRISP LEMON LIME**
  - Colorburst™ Yellow Cape Fuchsia
  - Phygelius ‘TNPHYCMT’ PPAF
  - SKU #42882 | ZONE: 6-10

- **DARK BUDS AND MAGENTA BLOOMS**
  - Colorburst™ Rose Cape Fuchsia
  - Phygelius ‘TNPHYCRO’ PPAF
  - SKU #42884 | ZONE: 6-10

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**YOU’RE LIKELY TO SEE HUMMINGBIRDS** flying about these delightful dangling flowers that bloom prolifically from midsummer to fall. Sturdy upright stems create a shrubby form with attractive, shiny green foliage. May remain evergreen in mild-winter areas.
Our ROSES

ITSY BITSY PEACH MINIATURE ROSE
ROSA 'MEIKAPETTE' 1967
Grace N’ Grit™ Shrub Roses

**THESE ROMANTIC ROSES GROW WITH THE EASE OF FLOWERING SHRUBS.** Proven to thrive coast-to-coast, Grace N’ Grit™ Roses have lived up to their name, thriving in heat and humidity as well as hot, dry summers. Self-cleaning and own-root with excellent disease resistance.

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**GLOWING PINK**
**GRACE N’ GRI T™ PINK SHRUB ROSE**
Rose 'Meicerafyn' PP #31,069
5' tall, 4' wide. Full sun. Deciduous
SKU #42116 | ZONE: 4–9

**STRIKING COLOR**
**GRACE N’ GRI T™ PINK BICOLOR SHRUB ROSE**
Rose 'Katherine' PP #958,844
5' tall, 4' wide. Full sun. Deciduous
SKU #43115 | ZONE: 4–9

**CLEAR YELLOW BLOOMS**
**GRACE N’ GRI T™ YELLOW SHRUB ROSE**
Rose 'Katherine' PP #958,844
5' tall, 4' wide. Full sun. Deciduous
SKU #41419 | ZONE: 4–9

**CONTAINER OR LANDSCAPE**
**GRACE N’ GRI T™ RED SHRUB ROSE**
Rose 'Meizygglie' PP #31,077
5' tall, 4' wide. Full sun. Deciduous
SKU #43156 | ZONE: 4–9

**NEWEST ADDITION**
**GRACE N’ GRI T™ WHITE SHRUB ROSE**
Rose 'Meidyceus' PP #32,903
5' tall, 4' wide. Full sun. Deciduous
SKU #44600 | ZONE: 4–9

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**Eau De Parfum™ Roses**

**BIG, DELIGHTFULLY FRAGRANT BLOOMS PROVIDE THE CLASSIC ROMANCE** of roses with the added benefit of disease resistance brought to you by modern breeding. The lush foliage makes these excellent shrubs in the garden. Blooms repeatedly from early spring until first frost, providing plenty of roses for bouquets.

---

**FUCHSIA-PURPLE PETALS**
**EAU DE PARFUM™ BERRY ROSE**
Rose 'Yachtsman' PP #947,766
4' tall and wide. Full sun. Deciduous
SKU #43155 | ZONE: 5–10

**VIBRANT FUCHSIA COLOR**
**EAU DE PARFUM™ BLUSH ROSE**
Rose 'Yachtsman' PP #947,766
4' tall and wide. Full sun. Deciduous
SKU #43157 | ZONE: 5–10

**CHAMPAGNE BLOOMS**
**EAU DE PARFUM™ BUBBLY ROSE**
Rose 'Yachtsman' PP #947,766
4' tall and wide. Full sun. Deciduous
SKU #43160 | ZONE: 5–10

**BLUSH PINK ELEGANCE**
**EAU DE PARFUM™ BLUSH ROSE**
Rose 'Yachtsman' PP #947,766
4' tall and wide. Full sun. Deciduous
SKU #43160 | ZONE: 5–10

---

**GRACE N’ GRI T™ Shrub Roses**

**Eau De Parfum™ Roses**

---

**THESE ROMANTIC ROSES GROW WITH THE EASE OF FLOWERING SHRUBS.** Proven to thrive coast-to-coast, Grace N’ Grit™ Roses have lived up to their name, thriving in heat and humidity as well as hot, dry summers. Self-cleaning and own-root with excellent disease resistance.

---

**GLOWING PINK**
**GRACE N’ GRI T™ PINK SHRUB ROSE**
Rose 'Meicerafyn' PP #31,069
5' tall, 4' wide. Full sun. Deciduous
SKU #42116 | ZONE: 4–9

**STRIKING COLOR**
**GRACE N’ GRI T™ PINK BICOLOR SHRUB ROSE**
Rose 'Katherine' PP #958,844
5' tall, 4' wide. Full sun. Deciduous
SKU #43115 | ZONE: 4–9

**CLEAR YELLOW BLOOMS**
**GRACE N’ GRI T™ YELLOW SHRUB ROSE**
Rose 'Katherine' PP #958,844
5' tall, 4' wide. Full sun. Deciduous
SKU #41419 | ZONE: 4–9

**CONTAINER OR LANDSCAPE**
**GRACE N’ GRI T™ RED SHRUB ROSE**
Rose 'Meizygglie' PP #31,077
5' tall, 4' wide. Full sun. Deciduous
SKU #43156 | ZONE: 4–9

**NEWEST ADDITION**
**GRACE N’ GRI T™ WHITE SHRUB ROSE**
Rose 'Meidyceus' PP #32,903
5' tall, 4' wide. Full sun. Deciduous
SKU #44600 | ZONE: 4–9

---

**Eau De Parfum™ Roses**

**BIG, DELIGHTFULLY FRAGRANT BLOOMS PROVIDE THE CLASSIC ROMANCE** of roses with the added benefit of disease resistance brought to you by modern breeding. The lush foliage makes these excellent shrubs in the garden. Blooms repeatedly from early spring until first frost, providing plenty of roses for bouquets.

---

**FUCHSIA-PURPLE PETALS**
**EAU DE PARFUM™ BERRY ROSE**
Rose 'Yachtsman' PP #947,766
4' tall and wide. Full sun. Deciduous
SKU #43155 | ZONE: 5–10

**VIBRANT FUCHSIA COLOR**
**EAU DE PARFUM™ BLUSH ROSE**
Rose 'Yachtsman' PP #947,766
4' tall and wide. Full sun. Deciduous
SKU #43157 | ZONE: 5–10

**CHAMPAGNE BLOOMS**
**EAU DE PARFUM™ BUBBLY ROSE**
Rose 'Yachtsman' PP #947,766
4' tall and wide. Full sun. Deciduous
SKU #43160 | ZONE: 5–10

**BLUSH PINK ELEGANCE**
**EAU DE PARFUM™ BLUSH ROSE**
Rose 'Yachtsman' PP #947,766
4' tall and wide. Full sun. Deciduous
SKU #43160 | ZONE: 5–10
Nitty Gritty™ Groundcover Roses


RUFFLY AND REGAL
Nitty Gritty™ Red Rose
Rosa x 'RUIRI0091A' PP #33,152
Fast growing; 3’ tall, 4’ wide. Partial to full sun. Deciduous
SKU #42052 | ZONE: 4–9

DARK, BOLD BLOOMS
Nitty Gritty™ Pink Rose
Rosa x 'RUIRI0109A' PP #33,134
Fast growing; 3’ tall, 4’ wide. Partial to full sun. Deciduous
SKU #42229 | ZONE: 4–9

CLASSIC VERSATILITY
Nitty Gritty™ White Rose
Rosa 'BOKRARUISP' PP #33,151
Fast growing; 3’ tall, 4’ wide. Partial to full sun. Deciduous
SKU #42041 | ZONE: 4–9

RUFFLY AND REGAL
Nitty Gritty™ Peach Rose
Rosa x 'RUIRI0023A' PP #33,585
Fast growing; 3’ tall, 4’ wide. Partial to full sun. Deciduous
SKU #42047 | ZONE: 4–9

DARK, BOLD BLOOMS
Nitty Gritty™ Yellow Rose
Rosa x 'RUIRI0125A' PP #33,135
Fast growing; 3’ tall, 4’ wide. Partial to full sun. Deciduous
SKU #42230 | ZONE: 4–9

CLASSIC VERSATILITY
Nitty Gritty™ White Rose
Rosa 'BOKRARUISP' PP #33,151
Fast growing; 3’ tall, 4’ wide. Partial to full sun. Deciduous
SKU #42041 | ZONE: 4–9

OTHER ROSES

RUFFLY AND REGAL
Nitty Gritty™ Red Rose
Rosa x 'RUIRI0091A' PP #33,152
Fast growing; 3’ tall, 4’ wide. Partial to full sun. Deciduous
SKU #42052 | ZONE: 4–9

DARK, BOLD BLOOMS
Nitty Gritty™ Pink Rose
Rosa x 'RUIRI0109A' PP #33,134
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SKU #42229 | ZONE: 4–9

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Nitty Gritty™ White Rose
Rosa 'BOKRARUISP' PP #33,151
Fast growing; 3’ tall, 4’ wide. Partial to full sun. Deciduous
SKU #42041 | ZONE: 4–9

TOUCH OF PINK
Seaside Swirl™ Blush Rugosa Rose
Rosa rugosa 'BORUIWHIVA' PPAF
3’ tall and wide. Full sun. Deciduous
SKU #42708 | ZONE: 3–9

SOLID PINK DOUBLE BLOOMS
Seaside Swirl™ Pink Rugosa Rose
Rosa rugosa 'RUIRJ0078A' PPAF
3’ tall and wide. Full sun. Deciduous
SKU #42703 | ZONE: 3–9

DEEP RED SINGLE BLOOMS
Seaside Swirl™ Red Rugosa Rose
Rosa rugosa 'RUIRJ0110A' PPAF
3’ tall and wide. Full sun. Deciduous
SKU #42706 | ZONE: 3–9

HEAVENLY ASCENT® Pink Climbing Rose
Rosa x 'Meictarus' PPAF
This little climber is in abundance throughout the growing season, with deep yellow and orange blooms with slight blushed of pink. Perfect in the garden or in containers, has excellent resistance to mildew and rust. 8’ tall, 8’ wide. Full sun. Deciduous
SKU #44901 | ZONE: 5–9

HEAVENLY ASCENT® Red Climbing Rose
Rosa x 'Meigunfla' PPAF
A smaller climber with large, very fragrant flowers. A wonderful classic look for cottage gardens, with abundant and continuous blooming. Own root with good disease tolerance. 8’ tall. Full sun. Deciduous
SKU #43154 | ZONE: 5–9

ITSY BITSY® Peach Miniature Rose
Rosa x 'Meikapette' PPAF
This little cutie blooms in abundance throughout the growing season, with deep yellow and orange blooms with slight blushed of pink. Perfect in the garden or in containers, has excellent resistance to mildew and rust. 30” tall, 30” wide. Partial to full sun. Deciduous
SKU #43152 | ZONE: 5–9

HEAVENLY ASCENT® Pink Climbing Rose
Rosa x 'Meictarus' PPAF
A smaller climber with large, very fragrant flowers. A wonderful classic look for cottage gardens, with abundant and continuous blooming. Own root with good disease tolerance. 8’ tall. Full sun. Deciduous
SKU #44901 | ZONE: 5–9

HEAVENLY ASCENT® Red Climbing Rose
Rosa x 'Meigunfla' PPAF
A smaller climber with large, very fragrant flowers. A wonderful classic look for cottage gardens, with abundant and continuous blooming. Own root with good disease tolerance. 8’ tall. Full sun. Deciduous
SKU #43154 | ZONE: 5–9

SEASIDE SWIRL™ Rugosa Roses

TERRIFIC AMOUNTS OF BEAUTIFUL BLOOMS on a smaller, far more compact plant than others of its kind. Blooms from mid-spring all the way into fall. A great, easy-care option for tough conditions, this extra-cold-hardy rose is tolerant of sea spray and road salt.

CLASSIC VERSATILITY
Nitty Gritty™ White Rose
Rosa 'BOKRARUISP' PP #33,151
Fast growing; 3’ tall, 4’ wide. Partial to full sun. Deciduous
SKU #42041 | ZONE: 4–9

OTHER ROSES

LUMINESCENT COLOR
Nitty Gritty™ Peach Rose
Rosa x 'RUIRI0091A' PP #33,152
Fast growing; 3’ tall, 4’ wide. Partial to full sun. Deciduous
SKU #42052 | ZONE: 4–9

SUNNY BLOSSOMS
Nitty Gritty™ Yellow Rose
Rosa x 'RUIRI0109A' PP #33,134
Fast growing; 3’ tall, 4’ wide. Partial to full sun. Deciduous
SKU #42229 | ZONE: 4–9

CLASSIC VERSATILITY
Nitty Gritty™ White Rose
Rosa 'BOKRARUISP' PP #33,151
Fast growing; 3’ tall, 4’ wide. Partial to full sun. Deciduous
SKU #42041 | ZONE: 4–9

TOUCH OF PINK
Seaside Swirl™ Blush Rugosa Rose
Rosa rugosa 'BORUIWHIVA' PPAF
3’ tall and wide. Full sun. Deciduous
SKU #42708 | ZONE: 3–9

SOLID PINK DOUBLE BLOOMS
Seaside Swirl™ Pink Rugosa Rose
Rosa rugosa 'RUIRJ0078A' PPAF
3’ tall and wide. Full sun. Deciduous
SKU #42703 | ZONE: 3–9

DEEP RED SINGLE BLOOMS
Seaside Swirl™ Red Rugosa Rose
Rosa rugosa 'RUIRJ0110A' PPAF
3’ tall and wide. Full sun. Deciduous
SKU #42706 | ZONE: 3–9

HEAVENLY ASCENT® Pink Climbing Rose
Rosa x 'Meictarus' PPAF
This little cutie blooms in abundance throughout the growing season, with deep yellow and orange blooms with slight blushed of pink. Perfect in the garden or in containers, has excellent resistance to mildew and rust. 8’ tall, 8’ wide. Partial to full sun. Deciduous
SKU #44901 | ZONE: 5–9

HEAVENLY ASCENT® Red Climbing Rose
Rosa x 'Meigunfla' PPAF
A smaller climber with large, very fragrant flowers. A wonderful classic look for cottage gardens, with abundant and continuous blooming. Own root with good disease tolerance. 8’ tall. Full sun. Deciduous
SKU #43154 | ZONE: 5–9

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Rosa x 'Meikapette' PPAF
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SKU #44901 | ZONE: 5–9

HEAVENLY ASCENT® Red Climbing Rose
Rosa x 'Meigunfla' PPAF
A smaller climber with large, very fragrant flowers. A wonderful classic look for cottage gardens, with abundant and continuous blooming. Own root with good disease tolerance. 8’ tall. Full sun. Deciduous
SKU #43154 | ZONE: 5–9
**COLORFUL FLUSHES OF FOLIAGE**
*Bougainvillea* ‘Monhar’ PP #34,247

A compact, bushy grower perfect for containers, hanging baskets, or garden beds. If fed monthly on a trellis, it maintains a bushy habit. 1 to 2’ tall. 2 to 3’ wide. 2’ tall on a trellis. Partial to full sun. Frost tender. Evergreen. Zones 10-11.

**LUSH CONTAINER VINE**
*Tropical Breeze™* Red Bougainvillea


**COMPACT VARIETY**
*Sunny Queen™* Bougainvillea

A compact, bushy grower perfect for containers, hanging baskets, or garden beds. If fed monthly on a trellis, it maintains a bushy habit. 1 to 2’ tall. 2 to 3’ wide. 2’ tall on a trellis. Partial to full sun. Frost tender. Evergreen. Zones 10-11.

**LUSH CONTAINER VINE**
*Tropical Breeze™* Red Bougainvillea


**EXOTIC FRAGRANCE**
*Heavenly Ascent™* Holboellia Vine

**COLORFUL FLUSHES OF FOLIAGE**
*Bougainvillea* ‘Monhar’ PP #34,247


**VERSATILE COMPACT VARIETY**
*Sunny Queen™* Bougainvillea

A compact, bushy grower perfect for containers, hanging baskets, or garden beds. 1 to 2’ tall. 2 to 3’ wide. 2’ tall on a trellis. Partial to full sun. Frost tender. Evergreen. Zones 10-11.

**EXTRA LARGE RED BLOOMS**
*SunVilla™* Giant Red Mandevilla


**CRISP, PURE WHITE**
*SunVilla™* White Mandevilla


**EYE-CATCHING VIBRANT PINK**
*SunVilla™* Pink Mandevilla


**DEEP RED WITH A YELLOW THROAT**
*SunVilla™* Red Mandevilla


**VERSATILE COMPACT VARIETY**
*Sunny Queen™* Bougainvillea

A compact, bushy grower perfect for containers, hanging baskets, or garden beds. 1 to 2’ tall. 2 to 3’ wide. 2’ tall on a trellis. Partial to full sun. Frost tender. Evergreen. Zones 10-11.

**EXOTIC FRAGRANCE**
*Heavenly Ascent™* Holboellia Vine

Rare and exotic, this vine bears large, white, melon-scented flowers in spring. If pollinated, it puts on a second show with its edible, purplish-blue fruit. Twining stems to 20’ tall, with support. Full sun. Evergreen. Zones 8-10.

**COMPACT VARIETY**
*Sunny Queen™* Bougainvillea

A compact, bushy grower perfect for containers, hanging baskets, or garden beds. 1 to 2’ tall. 2 to 3’ wide. 2’ tall on a trellis. Partial to full sun. Frost tender. Evergreen. Zones 10-11.

**VERSATILE COMPACT VARIETY**
*Sunny Queen™* Bougainvillea

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Our WATERWISE Plants

SNOWY OWL DUSTY MILLER

CENTAUREA 'SNOWY OWL'
THESE AMAZING COLORS, NEVER BEFORE SEEN ON ANIGOZANTHOS, have been drawing eyes and creating buzz ever since their release. There are plenty of benefits beyond these fabulous blooms. This perennial is tough, durable, and drought-resistant, and the compact size is great for small gardens and containers.
Our

HOUSEPLANTS
**DWARF SWISS CHEESE PLANT**
Calathea Lancifolia 'Tauerii'
New leaves emerge covered with a bright red sheath for an extra splash of color. 2' tall. Filled sun.
SKU #45433

**BELIZE RUBBER PLANT**
Ficus elastica 'Belize'
A colorful variety with a dazzling array of greens, pink, and cream. 6' tall, 2' wide. Filled sun.
SKU #45407

**RAINDROP PEPPEROMIA**
Pepperomia argyreia
Protected for its easy of care and low water needs. 12' tall and wide. Filled sun to full shade.
SKU #45743

**TRIOSTAR STROMANTE**
Stromanthe sanguinea 'Triostar'
Brings bright color into the home. 3' tall, 2' wide. Filled sun to full shade.
SKU #04791

**MOUNT EVEREST BIG BLUE CHALKSTICKS**
Senecio ficoides 'Mount Everest' PP #22,188
A stunning upright form that will dwarf other potted succulents. 2' tall and wide in containers. Partial to full sun. 12 to 18" tall and wide. Filled sun.
SKU #43132

**BIRDS NEST FERN**
Asplenium nidus osaka
SKU #45535

**RABBIT'S FOOT FERN**
Davallia fejeensis
SKU #45536

**KANGAROO PAW FERN**
Microsorum diversifolium
SKU #45534

**TRICOLORED FERN**
Pteris crassiuscula 'Tricolor'
SKU #45537

**AISIANS COUNCIL TREE**
Ficus altissima 'Variegata'
SKU #45340

**FISSLE LEAF FIG**
Ficus lyrata
This popular indoor tree will be the focal point of any room. 10' tall, 3' wide. Filled sun.
SKU #44592

**PURPLE HEART**
Setcreasea pallida
The spreading stems are perfect for hanging planters. 12 to 18" tall and wide. Filled sun.
SKU #01188

**RAINBOW PEPPEROMIA**
Pepperomia argyreia
Protected for its easy of care and low water needs. 12' tall and wide. Filled sun to full shade.
SKU #45743

**TRIOSTAR STROMANTE**
Stromanthe sanguinea 'Triostar'
Brings bright color into the home. 3' tall, 2' wide. Filled sun to full shade.
SKU #04791
Our
Patio Trees
and
Topiaries
Patio Trees and Topiaries

MONROVIA CRAFTSMANSHIP IS MAGNIFICENTLY DISPLAYED in our many topiary forms and patio trees. We spend ample time at the nursery with frequent prunings and shaping to ensure a fuller, better branched plant when it ships to our customers. Many of our topiary craftsmen have been working at this art for decades, and our pride shines through in the consistency. Topiaries and patio tree forms are available for hundreds of plant varieties. See your Monrovia sales representative for details.
BRINGING BEAUTY

to the

GARDEN CENTER
Displays

WHEN CUSTOMERS ARRIVE at your garden center, is it easy for them to find Monrovia plants? In-store displays and signage that match our marketing can help you drive sales.

If you aren’t showing our brand off at your garden center, you may be missing an opportunity to reach the 61% of new gardeners who say that plant brands are important to them.

Hangtags and Specialty Tags

“Our newly designed labels make it easy to find the right plant for the right place in the garden.”

KATIE TAMONY | CHIEF MARKETING OFFICER
Large Display Posters

For larger tables and sections at your garden center, order informative and eye-catching Monrovia posters to attract your customers to the display. All posters are two-sided.
Lifestyle Posters

New trend posters, based on our research, highlight projects and experiences consumers want to have in their garden. They offer greater flexibility in choosing plants for the display.

Ask your Monrovia sales representative for the Display Guide.
Spotlight Posters

Smaller, spotlight posters to highlight Monrovia exclusives are perfect for plant groupings on the ground or on tables.
Shop Posters

INVITE YOUR CUSTOMERS to order more plants by displaying our new Shop Online posters.

Attract New Customers

SHOP MONROVIA DRAWS CONSUMERS to your garden center. They order plants online for diverse selection and easy shipping, and you keep the margin and the opportunity to upsell.

Shop Monrovia

Every Shop Monrovia plant arrives at your garden center easily identified and labeled with the consumer’s name. All you need to do is call when their order arrives.

“Love the selection I get and the service of having it delivered to my local nursery of choice.” LEE C. | ONLINE CONSUMER
**Topiary and Houseplant Posters**

*These special fixtures* use our magnetic topiary and houseplant posters. They are easy to fold and move around the garden center. Using our uniquely beautiful illustrations, these displays have helpful infographics for your most discerning customer.

**Bed Markers**

*When a consumer has been exposed* to Monrovia advertising and marketing, they’ll be looking for Monrovia plants and information at your garden center. Make it easier for them by ordering bed markers for popular plants. You can purchase in two styles: single or triple variety.

**Garden Gateway**

*We want to make it even easier* for garden centers to work with Monrovia. Garden Gateway is the customer portal that allows you to see your own ordering and availability information at a glance, track shipping, and communicate instantly with your Monrovia sales representative.
Monrovia Advertising

**OUR PRINT ADVERTISING** in national magazines and newspapers showcases our exclusive varieties and reaches millions of gardening consumers.

Create Your Own Monrovia Ad

**CATCH THE MOMENTUM OF OUR ADVERTISING** by using Monrovia template ads to promote plants at your nursery. Download templates and add your logo. Ask your Monrovia sales rep for details.

Digital Ads

**OUR DIGITAL MEDIA** and social media advertising is targeted to affluent consumers in your area, and drives them to find a local Monrovia garden center, where consumers will ask for our plants by name.
Innovative marketing programs that invite consumer interaction.

―

“We design around the consumer buying experience. We believe in memorable creative campaigns that deliver valuable information. Our marketing lives up to our plants.”

KATIE TAMONY | CHIEF MARKETING OFFICER

Our target consumer is a homeowner or landscaper who believes in buying the best quality plants they can find. Our goal in marketing is simply to share the story behind our obsession with growing the best quality plants. Through our website, blog, email, social media, advertising, plant tags, live webinars, and public relations, we tell the stories about our plants, and demonstrate that starting with beautiful, healthy plants makes it easier to achieve your dream landscape.

Utilizing video, stunning photography, and live experiences at our nursery locations around the country, we create content as inspiring as it is informative. We are constantly evolving our marketing strategy to ensure that it reflects how consumers are seeking and acting on information. Sometimes, that means a double-page spread ad in a national print magazine, sometimes that means a video collaboration with a regional garden expert. Marketing is rapidly changing every season, because our habits as consumers are continuously evolving. But what always stands out during times of transition is that keeping experiences simple—making it easier for consumers to simplify their shopping and selection of quality plants—is the key to earning their loyalty.

Let’s work together to simplify the consumer experience of gardening, making it easier and faster for them to find the perfect plant.

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Let’s work together to simplify the consumer experience of gardening, making it easier and faster for them to find the perfect plant.
OUR GREENHOUSES IN VISALIA, CALIFORNIA

BACK COVER PHOTO: PHOTO CRED HERE

HERB ‘TULPINK’ PP 925,954

MOST PHOTOGRAPHY THROUGHOUT THIS BOOK BY DOREEN MYNJA AND BRANDON FRIEND-SOLIS FOR MONROVIA

CONTACT US

OREGON:
13455 SE LAFAYETTE HWY
DAYTON, OR 97114
503.868.7941

CALIFORNIA:
32543 ROAD 196
WOODLAKE, CA 93286
559.564.1207

CONNECTICUT:
41 FLOYDVILLE RD.
GRANBY, CT 06035
800.343.3132

GEORGIA:
1579 T HWY 111 S.
CAIRO, GA 39828
229.377.3033

MONROVIA PRESIDENT
AND CEO:
JONATHAN PEDERSEN
JONATHAN.PEDERSEN@MONROVIA.COM
612.385.1040

MEDIA CONTACT:
KATHLEEN HENNESSY
KHENNESSY@AXIOCOM.COM
952.224.2939

MONROVIA NEW PLANTS
MANAGER:
GEORGIA CLAY
GEORGIA.CLAY@MONROVIA.COM
800.666.0111

MONROVIA CHIEF
MARKETING OFFICER:
KATIE TAMONY
KATIE.TAMONY@MONROVIA.COM
626.913.5246

TO BECOME A MONROVIA RETAILER, PLEASE VISIT:
MONROVIA.COM/NEW-CUSTOMER-FORM

MONROVIA Since 1926

BACK COVER PHOTO: PHOTO CRED HERE

HERB ‘TULPINK’ PP 925,954

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