



Frost to Frost™

PERENNIAL PROGRAM BUILDER

Guide to Sequencing Perennials, Building Endcap Displays, and Keeping Perennial Color at Retail Season to Season



Plan for Frost to Frost™ Color

A little planning goes a long way. Build stunning endcaps by choosing ahead of time what perennials you will be featuring throughout the year. Sequencing a different set of perennials to show color in each of the four core seasons will ensure the high value areas of your garden center are always looking nice, and keep things fresh for returning visitors.

Sales Window Key

Early Spring (Weeks 15-22)	Late Spring (Weeks 23-27)	Early Summer (Weeks 28-33)	Late Summer (Weeks 34-38)
Multi Season (Fabulous Foliage, Weeks 19-38)			
Multi Season (Trim & Rebloom, Weeks 19-38)			

Early Spring (Weeks 15-22) - These plants bloom from April - May and tend to be on the early end of the Spring rush. Perennials in this category include Dianthus and spring blooming types of Phlox.

Late Spring (Weeks 23-27) - June is perennial month, and that is when you will usually find these plants in flower. With forcing these plants may be ready in May. Perennials in this category include Baptisia and Monarda.

Early Summer (Weeks 28-33) - Spanning July to mid August. Plants in this category include Heliopsis, Hibiscus, and Echinacea.

Late Summer (Weeks 34-38) - These plants are among the slowest plants to mature, coming into flower in mid August to September. Japanese Anemones are a good example of this type of perennial.

Multi Season - Fabulous Foliage (Weeks 19-38) - These plants are grown primarily for their foliage and so look good all summer long. Use these plants to fill in a gap between flowering nursery stock. Perennials in this category include Heuchera, Hostas, and Ferns.

Multi Season - Trim & Rebloom (Weeks 19-38) - These plants typically flower in Late Spring or Early Summer and with a trim will flush back out to show late season color. Use these plants with their second sales window to supplement late summer and fall programs. Perennials in this category include Shasta Daises, Nepeta, and Salvia nemorosa.

Start with a Theme

Take things to the next level by adding a theme, such as Pollinator Plants, Deer Resistant, or Shade Perennials. Plants that solve problems are often among the first off the shelves.

An example of this would be building a Proven Pollinators® table. Starting with a display Paint the Town Dianthus in Early Spring, transitioning to Leading Lady Monarda in Late Spring, COLOR CODED™ Echinacea in Early Summer, and finishing the summer off with FALL IN LOVE™ Anemone.



Walters Gardens

Home of Proven Winners® Perennials

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