



# YOUR GARDENCENTER BUYERS GUIDE



# LUURTSEMA SALES STAFF



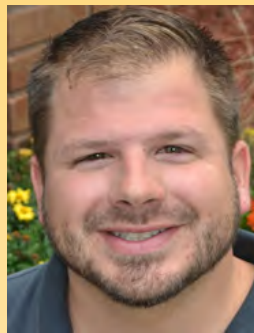
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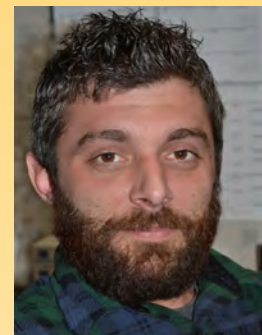
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*We would love to sit  
down with you  
and discover how  
Luurtsema Sales  
can help your  
Garden Center grow!*



# GETTING ACQUAINTED WITH LUURTSEMA SALES

## ***Our Story:***

*In 1946, Henry Luurtsema established Luurtsema Sales and it has remained a family business for three generations.*

*Relationship building has been at the core of our business plan.*

*Many of our customers have been with us for over 30 years. The foundation of our business is consistently delivering high quality and innovative products.*

## ***Our Goal:***

*We are here to be your garden center solution. Every retail location has unique needs and opportunities. We will help meet those needs and opportunities with our product line and services. Allow us to work with you to create a customized program. Since 1946 the Luurtsema family has been known for our quality, service, and integrity. We believe in the USA, so we have invested in molds to move an increasing portion of our container production to USA. We offer a recycling program with POP, free of charge to our customers to encourage recycling.*

## ***Our Solution:***

*We offer a full line of annuals, perennials, vegetables, succulents and much more. Our quality, and our service gives you an advantage over your competition. We have small minimums, short lead times.*

*\*We never charge delivery fees, drop charges, or fuel surcharges. We have 2,285,000 sq ft of greenhouse space near our 51,000 sq ft distribution facility designed to provide the best quality and freshest product on the market. We have invested in technology to improve our process from order to delivery. This has increased our ability to provide quality and accuracy of your orders.*

*\* when minimums are followed*



# SHIPPING SCHEDULE, MINIMUMS, RACKS

## Shipping Schedule

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Chicago	Chicago	Chicago	Chicago	Chicago	Chicago
	Indiana	Central IL	Indiana	Indiana	Indiana
	Quad Cities	Indiana	Wisconsin	Quad Cities	
	Eastern, WI		Kentucky		

## Minimums

We have a two rack minimums\*

\*Check with your sales rep if you have questions on determination of racks

## Racks

- Four types of racks
- All racks have a metal sign with our name and phone number
- NEW Galvanized 5, 6 shelf racks
- All racks are the same size: 90" Tall x 32" Wide x 61" Deep
- All Racks have 4 swivel casters 2 with wheel locking levers

**11 - Shelf Bedding Rack**



Number of shelves: 11  
Avg. shelf height: 8"

**6 - Shelf Specialty Rack**



Number of shelves: 6  
Avg. shelf height: 16"

**5 - Shelf Specialty Rack**



Number of shelves: 5  
Avg. shelf height: 20.25"

**Adjustable Shelf Specialty Rack**



Number of shelves: 2-11  
Avg. shelf height: adjusts w/n 4"

# 2023 NEW LIMITED PRODUCTS

## 12" Thriller Container

- Six great combinations and colors
- Cannova Canna is center will ship without Canna in flower
- Full sun, likes 4-6 hrs sun, likes fertilizer so add to sales, and place by your display



## 6" Venti Dahlia pk 6

- Great choice of colors provides beauty and color all summer long!
- Sized for a table top pop of color and texture.
- Product is great in ground, has nice spread and will fill out more in ground.



QR Code



New shelf talker, with QR code to bring your patron to a webpage for that specific product with helpful growing tips, recipes, and gardening tips to help them succeed.

Icon on tag and shelf talker answer basic questions at a glance.

Color coding makes sorting and stocking quick and easy

## Backyard Classic Vegetables and Herbs

- 4 Inch Pots Color Coded for easy sorting on bench, save labor time.
- Shelf talkers and tags are color coded  
Blue = Hybrid, Orange = Heirloom, Red = Herb
- Farm tested varieties considerably lower price point.



**Quality  
&  
Value**

# RECYCLING



*Free  
Promotional Sign  
by request while  
supplies last*

Luurtsema Sales will leave one delivery cart at your location with the first delivery of the season. Use that cart to collect the plastic pots, trays, and baskets. We will pick up the recyclables with the next delivery and leave another empty cart. The plastics are returned to our facility where they are sorted; we reuse as many items as possible.

- *Great for the environment*  
eco friendly - reuse or remold of plastic.
- *Lowers disposal costs*  
great for bottom line and keep clutter down in garden center.
- *Easy to implement*  
with no cost to you.
- *Recycling plastic keeps cost down*  
reusing shuttle trays is cheaper, and helps keep product costs lower.
- *Encourage patrons return*  
to recycle plastic, and opportunity for more sales.



# GERANIUMS

*Available in a rainbow of colors providing beautiful texture and color to your guests containers.*



Color of Geranium is listed on the pot

4" Seed Geranium w/handle pk 10

Item # 420 Available Mar 26-June 4

5" Cutting Geraniums pk 8

Item # 520 Available April 2-June 5

6" Martha Washington pk 6

Item # 603 Available March 19-April 16

10" Cutting Geranium w/spike

Item # 651 Available March 26-May 15

10" Cutting Geranium

Item # 651 Available March 26-May 15

12" Calliope Geranium

Item # 6762 Available April 16-May 28



**NEW**  
Container





# BASKETS



Scroll Design Basket  
Item #336 Apr 17-May 8



10" Premium Basket  
Item #310 Apr 9-Jun 11



12" Decostone Basket  
Item 327 April 30-May 28



12" Nature's Premium  
Item #331 Apr 30-May 14



10" Fern Basket  
Item 314 April 16-May 14



12" Fiber Basket  
Item 330 April 23-May 14



14" Deluxe  
Fiber Basket  
Item 323 April 30-May 14



Flower Pouches  
Item 325 April 9-May 29

*Proper spacing in the greenhouse, quality plant material,  
and careful handling during shipping make  
Luurtsema's baskets the right choice for your customers.*

# EARLY SPRING PRODUCTS



6" Martha Washington  
Geranium pk 6

*Get your season  
started off right with early  
color and texture  
and the scents of spring!*



10" Primavera Planter

## Available in:

### 5" Phlox

Item # 8073 Available April 19-23

### 6" Pansy Planter

Item # 604 Available Mar 19-May 2

### 6" Martha Washington Geranium

Item # 603 Available April 9-23

### 10" Primavera Planter

Item # 667 Available April 9-23

### 10" Scrumptious Pansy

Item # 6681 Available Mar 12-Apr 2

### 10" Early Spring Annual Bowl

Item # 698 Available Mar 19-Apr 16



6" Scrumptious Pansy



5" Phlox



10" Early Spring Annual Bowl



10" Scrumptious Pansy  
Bowl



# CONTAINERS



10" Red, White Blue Pot w/Flag  
Item # 654 Avail May 14-28



8" Square Planter  
Item # 6401 Avail April 23-May 14



Premium Planter Box  
Item # 670 Avail April 16-May 21



12" Butterfly Planter  
Item # 657 Avail April 23-May 14



12" Butterfly Planter NEW  
Item # 6578 Avail May 14-28



24" Deck Rail Planter  
Item # 6381 Avail April 30-May 16



12.5" Petal Planter  
Item # 653 Avail April 23-May 14



10" Annual Pot  
Item # 650 Avail April 30-May 21



14" Mixed Color Bowl/Insert  
Item # 641 Avail May 21-28



10" Sunflower Planter  
Item # 6375 Avail May 21-28



15" Premium Combo Planter  
Item # 642 Avail April 30 - May 14



10" Zinnia Planter  
Item # 656 Avail May 21-28

*Great selection of sizes, price, colors, and textures to ensure your customer's satisfaction*



# LIVING TEXTURES



Living Textures Watering Can  
Item 8083  
Available April 16 - May 21



3.5" Living Texture Starters  
Item 8087  
Available April 3-May 17

*Living Textures™*

*Trending  
Succulent products  
to differentiate you  
from your  
competitors!*



11" Succulent Planter



11" Succulent Planter  
Item 8081  
Available April 3-May 17

# SPECIALTY ANNUALS



#1 Pot Landscape Plants - 3 Grasses,  
3 Shade Textured, 8 Flowers pk 6



5" Canna Cannaova  
F1 Plant - 6 Colors  
Item # 595  
Avail April 30-May 28



6" Venti Dahlia

Great for indoor color now  
and beauty in ground later

Item # 626  
Available April 30-May 28





# SPECIALTY PLANTERS

## Premium Designer Begonias



8" Designer Begonia  
Item # 6592  
Available April 30-May 14



Great as desktop planter or great size  
to create your own container around.



Premium Designer Begonia  
Fern/Begonia Combo  
2.38 gal 9.0l  
Item # 6594  
Available April 30-May 14



Available Colors

## PROVEN WINNERS



*Inspiring your customer's to make their world more beautiful. Proven Winner is nationally advertised.  
#1 Plant Brand, follow them on Facebook, Instagram or Twitter, for great gardening videos and DIY Ideas.*



Proven Winner Grande Pot pk 10  
Item # 445  
Available April 9-May 28



**PW**  
PROVEN  
WINNERS®

# WAVE PETUNIAS



4" Wave pk 10  
Item # 454 Avail April 16-May 21



EZ Wave 3/06 with handle  
Item # 458 Avail April 16-May 21



12" Wave Container  
Item # 676 Avail April 23-May 21



10" Wave Basket  
Item # 310 Avail April 16-June 5

easy spreading color

**wave**®

## Easy Wave Series

- Grow beautiful containers and beds fast and easy
- Height: 6 to 12 inches
- Spread: 2.5 to 3 feet

## E3 Wave Series

- Flower with 10 hrs daylight
- Height: 6 to 12 inches
- Spread: 25-30 inches

## Shock Wave Series

- Petite flowers in high voltage color for small area
- Height: 7 to 10 inches
- Spread: 2.5 to 3 feet

## Wave Series

- Creates a ground hanging carpet of color
- Height: 4 to 6 inches
- Spread: 3 to 4 feet



## \*E3 Wave Colors

Coral  
Lavendar Sky Blue  
Pink  
Pink Cosmo  
Red  
White

## Easy Wave Colors

Blue  
Burgandy Star  
Burgandy Velour  
Great Lakes Mix  
Lavender Sky Blue  
Neon Rose  
Opposites Attract Mix  
Pink Passion  
Silver  
South Beach Mix  
Violet  
The Flag Mix

## Shock Wave Colors

Coral Crush  
Purple Deep  
Purple Tie-Dye  
Rose  
Spark Mix  
Volt Mix  
White

## Wave Colors

Purple Classic

\* Indicates New



# ESSENTIAL ACCENTS

## Thrillers:

Big bold accents that use their tall height and distinct form to create the "centerpiece" of a combination

## Fillers:

Build the bridge between the tall, bold accents and the cascading or spiller plants. Fillers add lush shape, texture, and visual balance to the pot.

## Spillers:

Accents that cascade over the container and soften its edges while connecting the plants to the pot.

Item # 363

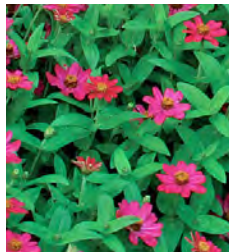
Available March 12-May 28



Pk 18 per flat 13.0 oz  
384 ml per unit



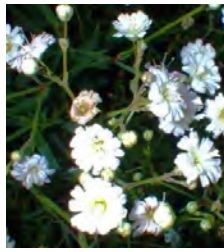
Purslane  
Magenta (shown)  
Scarlet, Yellow



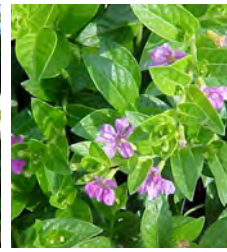
Zinnia Zahar



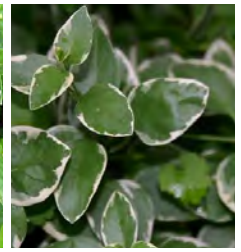
Hypoestes  
Pink (shown),  
Red, White



Gypsophila



Mexican Heather



Vinca Vine  
2 colors



Coleus  
Raspberry Tart (shown)  
9 varieties



Sweet Potato Vine  
4 varieties



Grasses  
Optical(shown)  
9 varieties



Spikes



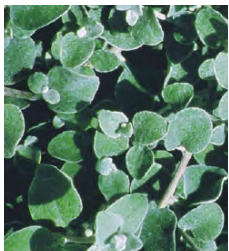
Sprenger



Melapodium



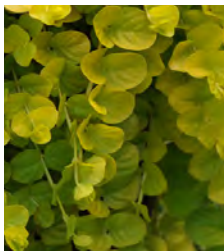
Assorted Ivy  
6 varieties



Licorice  
White (shown)  
Licorice Petite



Wandering Jew  
2 varieties Purple,  
Red



Goldilocks  
Lysmachia



Lamium  
White Nancy



# BEDDING ANNUALS & VEGETABLES



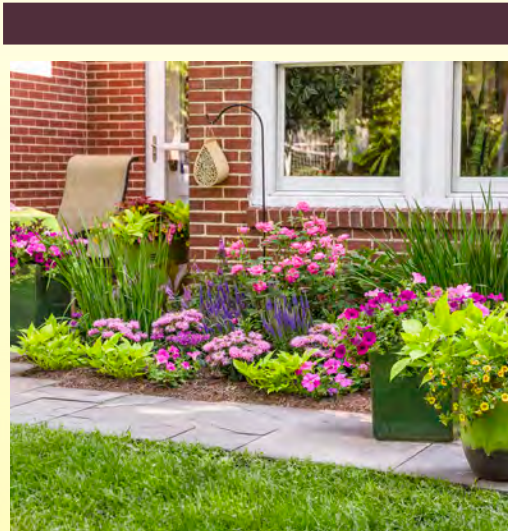
**6/06 Bedding Annuals**

Item # 250  
Available March 12-June 5



**8/04 Fruit/Vegetables Pk 4**

Item # 258  
Available April 16-May 21



Ageratum  
Alyssum  
Begonia Green  
Celosia  
Coleus  
Cosmos  
Dahlia  
Dianthus  
Dusty Miller  
Gazania  
Impatiens  
Lobelia  
Marigold  
Moss Rose  
Nicotiana  
Pansies  
Petunia  
Salvia  
Snap Dragon  
Stock  
Torenia  
Verbena  
Vinca  
Viola  
Zinnia

## Assorted Veggies

Beans-  
Broccoli  
Brussel Sprouts  
Cabbage  
Cantaloupe  
Cauliflower  
Celery  
Cucumber  
Eggplant  
Greens -  
Kale  
Kohlrabi  
Lettuce,  
Onion  
Pickles  
Spinach  
Squash  
Sweet Corn  
Swiss Chard  
Watermelon  
Zucchini

## Sweet Bell

Better Belle  
Golden Cal Wonder  
California Wonder  
Keystone Giant Green  
Purple Beauty  
Red Beauty  
Yolo Wonder Red

## Sweet Non Bell

Banana Sweet  
Cubanelle  
Pimento

## Hot Peppers

Cayenne Long Slim  
Habanero  
Hungarian Hot  
Jalapeño  
Poblano  
Red Chilli  
Serrano

## Tomatoes

Beefmaster  
Better Boy  
Better Bush  
Big Boy  
Big Beef  
Celebrity  
Champion  
Early Girl  
Jet Star  
Jubilee  
Lemon Boy  
Patio  
Pineapple  
Red Cherry  
Roma  
Rutgers  
Sugar Rush  
Super Fantastic  
Sweet 100's  
Yellow Pear



Item # 258  
Available April 16-May 21

# PREMIUM ANNUALS 5" PK 8

Angelonia Archangel  
Caladium limited  
Coleus Flame Thrower  
Dahlia Dahlietta  
Dahlia City Lights  
Dragon Wing Begonia  
Fiesta Double Impatiens  
Fuchsia Upright- Sunbeam  
Gerbera Daisy  
Geranium Cut  
Geranium - Ivy  
Gryphon Begonia  
Kong Coleus  
Lantana  
New Guinea Impatiens



5" pk 8 Premium Shade Annuals

Non-stop Begonia  
Osteospermum  
Petunia  
Portulaca-  
Sunpatiens -  
Thunbergia  
Whopper Begonia



Item # 501  
Available April 2  
June 5

5" pk 8 Premium Sun Annuals



Sun Plants in Terracotta Pots  
Shade Plants in Grey Pots

*Check order form on line for current availability!*



# 4" Backyard Classic vegetables & Herbs

## Grown for generations!



Blue Pots Hybrid Item #753  
Red Pots Herb Item #718  
Orange Pots Heirloom Item #697

**4" Diameter Pot**  
(1.00 pt/473ml)

Color coded to make easy to create attractive and organized display. Great for guests to locate plants quickly! Saves labor time in blocking benches.



Flat Talker is easy to read and help your patron pick the right variety.



QR Code, scan with phone to bring patron to great website with recipes, growing tips.



6 pack with Flat Talker Tag  
Available March 27-May 29



- 6 Pack allows for more diverse inventory.
- Flat Talkers gives customers confidence to buy!
- Broad selection of hybrid & heirloom fruits and vegetables.

## *Tried and true varieties that ensure success*

### BYC Heirloom Varieties

#### Tomatoes

Amish Paste  
Aunt Ruby's German Green  
Black Krim  
Box Car Willie  
Brandywine Red  
Cherokee Purple  
Garden Peach  
German Johnson  
Giant Belgium  
Japanese Black Trifele  
Matt's Wild Cherry  
Mortgage Lifter  
Principle Borghese  
Rutger  
Sausage  
Tigerella

#### Peppers - Hot

Bulgarian Carrot  
Hot Portugal  
Maule's Red Hot  
Tabasco

#### Peppers - Sweet

Antohi Romanian  
Corno Di Toro  
Greek Pepperoncini - NEW  
Jimmy Nardello's  
Tollie's Sweet

Quality  
&  
Value

### BYC Herbs

Arugula - NEW  
Basil, Cinnamon  
Basil, Everleaf Tower  
Basil, Holy  
Basil, Red Rosie  
Basil, Sweet Genovese  
Basil, Sweet Large Leaf  
Basil, Sweet Queen of Sheeba  
Catnip  
Chamomile  
Chives, Garlic  
Chives, Grass Onion  
Cilantro, (Coriander)  
Dill, Fernleaf  
Fernleaf, Lavender  
Lavender, Ellegance Purple  
Lemon Balm  
Lemon Grass

### BYC Vegetables

Beans, Carson Yellow - NEW  
Beans, Derby Green  
Broccoli, Desitiny  
Brussel Sprouts, Jade Cross  
Cabbage, Chinese Sweet Thang  
Cabbage(early)Fast Vantage  
Cabbage(late)Bravo  
Cabbage Red Acre  
Collards, Flash - NEW  
Cucumber - Speedway  
Cucumber, Marketmore  
Eggplant, Black Beauty  
Eggplant, Patio Baby - NEW  
Lettuce - Leaf

### BYC Herbs

Marjoram, Sweet  
Mint, Pineapple  
Mint, Peppermint  
Mint, Chocolate  
Mint, Mojito  
Oregano, Greek  
Oregano, Hot n Spicy  
Parsley, Curled  
Parsley, Italian Flat Leaf  
Rosemary, Prostrate  
Sage, Garden  
Sage, Golden  
Sage, Purple  
Stevia  
Tall Curry  
Tarragon, Russian  
Thyme, French  
Thyme, Golden Lemon

### BYC Vegetables

Lettuce, Head  
Lettuce, Romaine  
Muskmelon, Ambrosia  
Muskmelon, Hale's Best - NEW  
Onion, Yellow Sweet Spanish  
Peas, Sugar Snap - NEW  
Pickles, Homemade  
Squash, Acorn - NEW  
Squash, Butternut - NEW  
Squash, Spaghetti - NEW  
Spinach, Bloomsdale  
Swiss Chard, Bright Lights  
Watermelon, Crimson Sweet  
Watermelon, Sugar Baby  
Zucchini, Black Beauty

### BYC Tomatoes

Beefmaster  
Better Boy  
Big Beef  
Big Boy  
Celebrity  
Dark Star  
Early Girl  
Golden Girl  
Health Kick  
Mountain Pride  
Patio  
Red Cherry  
Red Grape  
Roma  
San Marzano  
Sun Sugar  
Super Steak  
Sweet 100  
Sweet Casady  
Wisconsin 55

### BYC Peppers - Hot

Anaheim  
Carolina Reaper  
Cayenne  
Durango  
Garden Salsa  
Habnero  
Hungarian Yellow  
Jalapeno  
Nemex Big Jim  
Pablano  
Serrano  
Sirracha  
Super Chili

### BYC Peppers - Sweet

Baron Red  
Big Bertha  
Chocolate Beauty  
Golden Summer  
Marconi  
Shishito  
Better Bell  
California Wonder  
Cubanelle  
Gypsy  
Purple Beauty  
Snackabelle Red

# BACKYARD CLASSICS™

## Living Salad Bowl



Item #6651  
Available April 3-May23

- 14" bowl 3.4 gallons (12.87 l)
- Large Informative tag
- Great for people with limited space
- 5 great recipes, two with herbs, one kale one arugula
- A unique impulse item
- 48 to a shelf

## Cut.eat.grow.cut.eat.grow.cut.eat...

The Living Salad Bowl is an eclectic mix of popular herbs and lettuces growing in a large patio bowl. When placed in a convenient, sunny location and kept well-watered, the Living Salad Bowl will continue to grow all summer providing a full season of fresh salads!



## How Valuable is a Backyard Vegetable Garden?

200-400 Square feet is a good size garden for the intermediate gardener with a hectic schedule. It will yield adequate fresh produce for three to four people throughout spring, summer, and fall. You will have some produce left for preservation and canning. Two to three hours of work a week will be sufficient, with more time needed at the end of summer for preservation.

## 8" BYC Vegetable & Herbs

Great product for new gardener or the instant gratification crowd. Fruit will come earlier, so more time to enjoy!

We offer 8" Backyard Classic in great tasting **Tomato's, Peppers, Vegetables and Herbs**

Item #699 or #6993  
Available April 17- May 22



## BYC Container Garden

Item 747

Available May 14-28



- Container Garden allows limited space patrons the ability to grow their own healthy food
- Cage supports tomato plants and works great to move container around for sun and watering.
- Produces great tasting tomatoes faster.
- Offer cherry, slicer or paste type fruit.



# PERENNIALS & MORE



Qt. pk 12 & #1 Pot  
Assorted Daylilies  
Item #822 Qt  
Item #797 #1 Pot



Qt. pk 12  
Assorted Perennials  
Item #820



Qt. pk 12 & #1 Pot  
Assorted Hostas  
Item #824 Qt, #798 #1 Pot



Creeping Phlox  
5" Container  
Item #8073 5" 807 #1 Pot  
Available Mar 20-April 20



#1 Pot  
Assorted Perennials  
Item #806



#1 Pot  
Asiatic Lily  
Item #8063

Perennials Avail Mar 12-June 12

*We have worked hard to select  
the most popular varieties proven  
to perform well in the garden,  
assuring you the best selection  
for your guests.*



#1 Pot & 4" Lemon Grass  
Item # 718 4" pk 6  
Item # 800 #1 Pot  
Available April 30-June 4

Natural Pest  
Deterrent Products



#1 Pot - Item # 804  
Ornamental Grass



5" Citronella pk 8  
Item #585  
Available May 1-28

Variety lists available upon request or refer to the order form



# FALL PRODUCTS



#1 Pot Aster, Celosia, Flowering Kale  
& Shasta Daisy



5" Mum Pk 8



8" Mum



10", 12" & 14" Mum  
Container



10" Fall Combo  
Planter



10" Mum Basket



10" & 14" Harvest  
Mum



Fall Planter Box



13" Fall Blooms  
Barrel



HELPING GARDEN CENTERS SUCCEED

Since 1946

Providing Quality

Bedding  
Baskets  
Containers  
Potted Annuals

Vegetables  
Herbs  
Perennials  
Succulents



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