



Your Garden Center Buyers Guide

Luurtsema Sales Staff



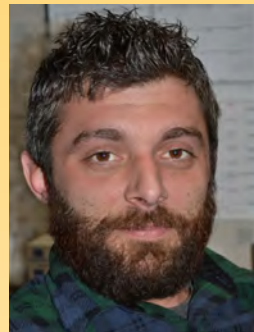
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Getting Acquainted with Luurtsema Sales

Our Story:

In 1946, Henry Luurtsema established Luurtsema Sales and it has remained a family business for three generations. Bill and his sons have expanded the business to include 2,200,000 sq. ft. greenhouse space in close in proximity to our distribution facility of 51,000 sq. ft. center. Relationships have 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 innovative high-quality products, and exceptional service.

Our Products;

We offer a full line of Annuals, Perennials, Grasses, Baskets, Containers, Flower Pouches, Vegetables, Herbs, Succulents and much more. Our team works with breeders to trial the latest plant varieties, to find the best plants available. Each of our growers specializes in producing the superb plants for your retail locations. We recognize the importance of top-notch containers, and that includes purchasing American containers as much as we can. We have invested in our own molds to assure our quality. Our distribution facility is designed to process multiple quality checks, so only excellent product hits your door. Our desire is to bring you a superior product for the value you deserve.

Our Services;

We strive to provide services that ensure your success. We have small minimums, short lead times, and with all the shipping ups and downs, we have never charged delivery fees, drop charges, or fuel surcharges. We offer a free recycling program that helps save disposal cost to you and your customer. Our goal is to reuse items as much as possible, reducing your carbon footprint. We have prioritized investing in technology to improve our process from order to delivery. These investments have increased our ability to provide quality and accuracy to your orders. We look forward to working with you, and building a lasting partnership.*

** 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"

2024 NEW Limited Products

NEW 12" Pansy Bowl



- New large bowl of spring color with complimentary 6" Pot of Pansies.
- Most will be mixed Pansies with some solid colors containers as well. **Great season opener!**

6" Pansy Pot

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.



NEW Container

10" Cone Basket

The Cone basket is a very unique product. Creates a WOW factor in Garden Center.

This is a Covid casualty and we are excited to have it return!

Great color shade and texture, filled with many premium plants.



Size in Cone Basket



NEW 10" Tabletensia Hydreanga

- Very limited super HOT pink and blue hydrangea.
- Fills this 10" bowl stays compact and colorful blooms that last weeks!
- Great table decora

Recycling



Free Promotional Sign by request while supplies last

Use Luurtsema Sales delivery cart to collect the plastic pots, trays, and baskets. We will pick up the recyclables with the next delivery, use another empty cart to collect again. The plastics are returned to our facility where they are sorted; cleaned and either reused or recycled in industry. Saving you money and being good caregivers of the earth.

- **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 wide variety 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



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" Cone Basket
Item #328 April 28 -May 12



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
Luurtssema's baskets the right choice for your customers.*

EARLY SPRING PRODUCTS



6" Martha Washington Geranium pk 6



10" Primavera Planter

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

NEW

Container



6" Scrumptious Pansy

Available in:

#1 Creeping Phlox

Item # 807 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

12" Pansy Bowl

Item # 6681 Available Mar 12-Apr 2

10" Early Spring Annual Bowl

Item # 698 Available Mar 19-Apr 16

NEW



#1 Creeping Phlox



10" Early Spring Annual Bowl



12" Pansy Bowl

NEW
Container

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
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



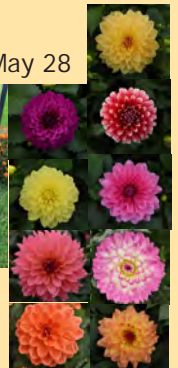
NEW
Container

Item # 626
Available April 30-May 28



6" Venti Dahlia

Great for indoor color now
and beauty in ground later



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



wave
PETUNIAS

*E3 Wave Colors

- Coral
- Lavender 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.

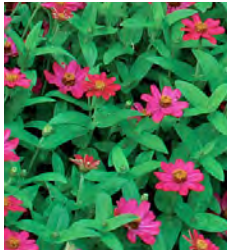
Item # 363
Available March 12-May 28



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



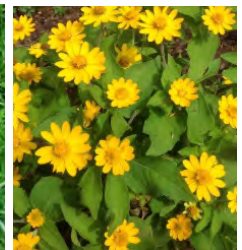
Grasses
Optical(shown)
9 varieties



Spikes



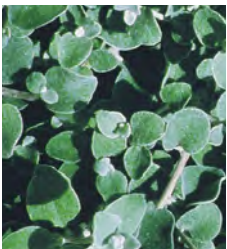
Sprenger



Melapodium



Assorted Ivy
6 varieties



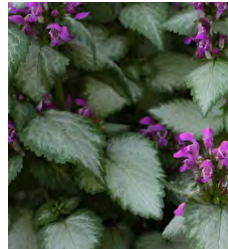
Licorice
White (shown)
Licorice Petite



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.

- 6 Pack allows for more diverse inventory.

- Flat Talkers gives customers confidence to buy!



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



- 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

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
Sriracha
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

Quality
&
Value

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
#1 Container
Item #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 - Item # 804
Ornamental Grass



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

Natural Pest
Deterrent Products



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

Variety lists available upon request or refer to the order form

Fall Products



Aster Item#925, Celosia Item#6111,
Flowering Kale #926, & Shasta Daisy Item #887



5" Mum Pk 8
Item #954



8" Mum
Item #907



10" Mum Item #909
12" Mum Item #904
14" Mum Item #901



10" Fall Combo Planter
Item#8983



10" Mum Basket
Item#902



10" Harvest Mum
Item #9092



Fall Planter Box-
Item #6251



13" Fall Combo
Item #9065

Available August - Mid September

HELPING GARDEN CENTERS SUCCEED

SINCE 1946

PROVIDING QUALITY

BEDDING

BASKETS

CONTAINERS

POTTED ANNUALS

VEGETABLES

HERBS

PERENNIALS

SUCCULENTS



www.luurtsema.com

1-800-253-2052

