

# Temperennials

By our own definition, temperennials are plants that are hardy in warmer parts of the country, but are generally not hardy in the north. Northern gardeners may grow them as annuals or houseplants, while southerners may be able to overwinter them successfully outdoors. See individual plant listings for specific hardiness information.



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Temperennials**  
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Temperennials**  
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**Succulent  
Temperennials**  
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## Temperennial Key:

- S = Succulent  
Temperennial
- T = Tropical  
Temperennial
- G = General  
Temperennial

## Finishing DIGIPLEXIS®

DIGIPLEXIS® grow vigorously to fill a 2-Gal container in 8-10 weeks, and we recommend that size for most growers due to their large, bulky crown. Finishing in a 1-Gal container is only recommended if you plan on a quick turn for a big spring weekend.

In frost-free climates, DIGIPLEXIS® can be grown outdoors in early spring at 45-60°F. If growing indoors, greenhouse temperatures should be maintained at 50-60°F. This is a tender plant—do not let temperatures fall below 38°F during production! Flowering occurs within 6-8 weeks after plants are rooted out.

Need more detailed growing information? Look under Grower's Corner for Cultural Sheets on [www.WaltersGardens.com](http://www.WaltersGardens.com) for growing information on DIGIPLEXIS® and other genera we offer.

### DIGIPLEXIS® 'Berry Canary' PPAF

#### WGI Exclusive Introduction

DIGBC72 (Foxglove) One of the longest blooming plants we offer. Hot pink flowers with creamy yellow, burgundy speckled throats are borne all the way around the stout spikes. Improved compact habit. Forms smaller rosettes of large, glossy, dark green leaves.

G/2ft/LSp-MFa/Z8/72ct ⓘ

Asexual propagation prohibited.

Recommended Finish Size: Premium 1-Gal to 2-Gal



## General Temperennials

Temperennial DIGIPLEXIS® requires vernalization to bloom. The plants you receive from Walters Gardens, Inc. have already been chilled sufficiently for blooming.



**DIGIPLEXIS®  
ILLUMINATION® 'Flame' PPAF**

### DIGIPLEXIS®

#### ILLUMINATION® 'Flame' PPAF

DIGIF72 (Foxglove) One of the longest blooming plants we offer. Flaming magenta pink flowers with cantelope orange, magenta speckled throats are borne all the way around the stout spikes. Very large landscape sized plant; forms multiple rosettes.

G/3ft/LSp-MFa/Z8/72ct ⓘ

Asexual propagation prohibited.

Recommended Finish Size: Premium 1-Gal to 2-Gal



**DIGIPLEXIS® 'Berry Canary' PPAF**

# Tropical Perennials



**Colocasia esculenta**  
ROYAL HAWAIIAN® 'Black Coral' PP23896



**Cordyline terminalis**  
'Cherry Cordial' PPAF



**Colocasia gigantea** 'Thailand Giant'

**Colocasia esculenta** ROYAL HAWAIIAN® 'Black Coral' PP23896

COLBC20 (Elephant Ear) One of the darkest leaved Colocasias. Huge, glossy, jet black leaves with deep blue veins are produced on jet black stems. Makes an extraordinary specimen in containers or pond side. Colors up well even without direct UV exposure.

T/3½-4ft/Z7b-11/20ct ①

Asexual propagation prohibited.

Recommended Finish Size: 1-Gal

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**Colocasia gigantea**  
'Thailand Giant'

COLTG20 (Giant Elephant Ear) Gigantic seedling selection from *C. gigantea* seeds collected in Thailand by Petra Schmidt of Plant Delights Nursery. Glaucous green leaves up to 5ft long by 4ft wide each; grows even larger in warm zones. Fragrant, white, lily-like flowers. A must-have for your display garden. Incredible impulse sales item!

T/9ft/Z8-10/20ct ①

Recommended Finish Size: 2-Gal

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**NEW! Cordyline terminalis**  
'Cherry Cordial' PPAF

**WGI Exclusive Introduction**

CORCC72 (Ti Plant) This sport of 'Chocolate Queen' shares the same attributes as its parent but with vibrant red coloration. Mahogany leaves are streaked with olive green and bright red. This plant forms an upright stalk of wider than typical, strap-like foliage.

T/18-24in/Z10-11/72ct ①

Recommended Finish Size: 4-in to 1-Gal

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# Succulent Perennials



**Agave bracteosa**  
'Monterrey Frost'



**Agave 'Cream Spike'**

**Agave bracteosa**  
'Monterrey Frost'

**WGI Exclusive**

AGAMF72 (Squid Agave) Rare form. Ribbon-like, arching, narrow leaves have light green centers and creamy white, smooth edges compared to its spiny cousins. Makes a stunning specimen in containers. Prefers partial to bright shade.

S/12in/Z8-10/72ct ①

Recommended Finish Size: 1-Qt

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**Agave 'Desert Diamond'** PPAF

**WGI Exclusive Introduction**

AGADE72 (Variegated Butterfly Agave) Sport of 'Kissho Kan' with more vivid variegation. Green leaves have bright cream margins lined with cinnamon spines. Forms a remarkably symmetrical, small, rounded rosette that remains small. Excellent for troughs and dish gardens.

S/12-15in/Z9-10/72ct ①

Asexual propagation prohibited.

Recommended Finish Size: 1-Qt

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**Agave 'Desert Diamond'**  
PPAF



**Agave gypsophila**  
'Ivory Curls'

**Agave 'Cream Spike'**

AGACS72 (Hardy Century Plant) Forms a small, symmetrical, solitary rosette of blue-green to olive green leaves with wide, cream margins. Leaves are lined and tipped with deep brown spines. Produces offsets. Perfectly suited for troughs and rock gardens.

S/4in/Z8-10/72ct ①

Recommended Finish Size: 1-Qt

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**Agave gypsophila 'Ivory Curls'**

AGAIC72 (Gypsum Century Plant) A variegated form of *A. gypsophila* but with half inch wide, ivory margins. Wavy, spined, blue-gray leaves. Best color in full sun; greener in part shade. From Stan Walkley.

S/24-36in/Z9-11/72ct ①

Recommended Finish Size: 1-Qt

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# Succulent Perennials

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**New!**

**Agave neomexicana**  
**'Sunspot'**



**Agave ovatifolia**  
**'Frosty Blue'**



**Agave parryi ssp. truncata**



**Agave romanii**  
**'Shadow Dancer'**



**Agave schidigera**  
**Queen of White Thread**  
**('Shira ito no Ohi')**



**Agave xylonacantha**  
**'Frostbite'**



**Echeveria 'Black Knight'**



**Echeveria shaviana**  
**'Pink Frills'**

**NEW! Agave neomexicana 'Sunspot'**

AGASU72 (New Mexico Agave)  
A yellow margined sport of the small-scaled *A. neomexicana*. Dark blue-green glaucous leaves have long brown terminal spines and creamy yellow margins to form a rigid rosette. From David Salman of High Country Gardens.

S/10-12in/7b-10/72ct ⓘ  
Recommended Finish Size: 1-Qt  
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**Agave ovatifolia 'Frosty Blue' WGI Exclusive**

AGAFB72 (Whale's Tongue Agave)  
One of the most cold hardy Agaves. Forms a solitary rosette of short, broad, cupped leaves lined with small teeth and tipped with steel grey, terminal spines. Its distinctive powdery grey foliage has a near-turquoise cast. From Cistus Nursery.

S/2-3ft/Z7b-10/72ct ⓘ  
Recommended Finish Size: 1-Qt  
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**Agave parryi ssp. truncata**

AGATR72 (Hardy Century Plant)  
Often described as the most beautiful of all Agave species. Forms a perfectly symmetrical rosette of wide, rounded, blue-grey leaves tipped with a short, dark spike. At maturity, it produces an incredible 20ft tall flower spike.

S/18in/Z(7)8-9/72ct ⓘ  
Recommended Finish Size: 1-Qt  
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**Agave romanii 'Shadow Dancer'**

AGASD72 (Century Plant)  
A petite Agave with interesting coloration. Newest leaves are pale green with a thin, darker green margin. Centers lighten to near-white. Razor-thin mahogany brown margin edges the slightly cupped leaves. The dark edge really makes the color pop!

S/5in/Z8-10/72ct ⓘ  
Recommended Finish Size: 1-Qt  
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**Agave schidigera Queen of the White Thread ('Shira ito no Ohi')**

**Back by Popular Demand**  
AGAQQ72 (Century Plant)  
Striking specimen forms a solitary rosette of narrow, lance-shaped leaves lined with numerous white filifers. Dark green leaves have sharply contrasting, creamy yellow to white margins. Sharp, cinnamon terminal spines.

S/12in/Z8-10/72ct ⓘ  
Recommended Finish Size: 1-Qt  
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**Agave xylonacantha 'Frostbite' WGI Exclusive**

AGAFR72 (Century Plant)  
This rare, exciting selection offers incredible variegation and biting spines lining the scalloped leaves. Long, narrow, rigid leaves are dark green with creamy yellow to crisp white margins. Broad spreading, solitary rosette.

S/18-24in/Z8-10/72ct ⓘ  
Recommended Finish Size: 1-Qt  
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**Echeveria 'Black Knight'**

ECHBL30 (Mexican Hen & Chicks)  
So perfect looking, you'll want to touch it to see if it's real! Very deep blackish purple, thick, fleshy, pointed leaves form perfectly symmetrical rosettes. Beautifully contrasting, hot coral red flowers appear on slender stems.

S/5-7in/LSu-EFa/Z9-11/30ct ⓘ  
Recommended Finish Size: 1-Qt  
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**Echeveria shaviana 'Pink Frills'**

ECHPF30 (Mexican Hen & Chicks)  
Named for its bright pink, frilly edges, this plant transitions through a palette of mauve purple, silvery blue, and green as the foliage matures. Forms a central rosette surrounded by many offsets. Orange-pink flowers.

S/6-8in/MSu/Z9-11/30ct ⓘ  
Recommended Finish Size: 1-Qt  
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## Mad About Mangave™ Collection

As crosses between Agave and Manfreda, members of the MAD ABOUT MANGAVE™ Collection are the best of both worlds: the refined habit of Agave with the interesting patterns and quicker growth rate of Manfreda.

**NEW! Manfreda undulata  
'Mint Chocolate Chip' PPAF**

**WGI Exclusive Introduction**  
MANMC72 (Perennial Deciduous Agave) Long, silvery succulent, blue-green leaves with near-black spotting form a ground-hugging, low habit. Compared to 'Chocolate Chips', this plant has wider leaves, darker spotting, and more silvery blue leaves.

S/6-8in/Z7b-10/72ct ①

Asexual propagation prohibited.  
Recommended Finish Size: 1-Qt or 1-Gal



**NEW! Mangave  
'Inkblot' PPAF**

**WGI Exclusive Introduction**  
MAGIN72 (Perennial Mangave) Thick, wide, dark green leaves with blood red spotting arch downward to form a low, wide habit, perfect for framing decorative containers. More exposure to UV light will bring out the dark coloration and the spotting.

S/6-8in/Z(8)9-10/72ct ①

Asexual propagation prohibited.  
Recommended Finish Size: 1-Qt or 1-Gal



**NEW! Mangave  
'Kaleidoscope' PPAF**

**WGI Exclusive Introduction**  
MAGKA72 (Perennial Mangave) One of the very best! This sport of 'Jaguar' has many colors present on an arching habit. The long, lance-shaped leaves are deep green with bright rosy red dots and creamy yellow margins. A thin rosy red edge lines the margin, looking nearly orange. Best color is in direct sunlight.

S/20-24in/Z8-10/72ct ①

Asexual propagation prohibited.  
Recommended Finish Size: 1-Qt or 1-Gal



**NEW! Mangave  
'Lavender Lady' PPAF**

**WGI Exclusive Introduction**  
MAGLL72 (Perennial Mangave) A unique, feminine beauty with a solitary rosette habit and smoky purple coloration. In direct sunlight, smoky purple, ovate leaves are formed at the top of the rosette and have subdued burgundy purple dots. The leaves lighten to green with age. Tiny white, fairly benign marginal spines. Cinnamon brown terminal spine.

S/8-10in/Z(8)9-10/72ct ①

Asexual propagation prohibited.  
Recommended Finish Size: 1-Qt or 1-Gal



**Manfreda undulata  
'Mint Chocolate Chip' PPAF**



**Mangave 'Inkblot' PPAF**



**Mangave 'Kaleidoscope' PPAF**



**Mangave 'Lavender Lady' PPAF**

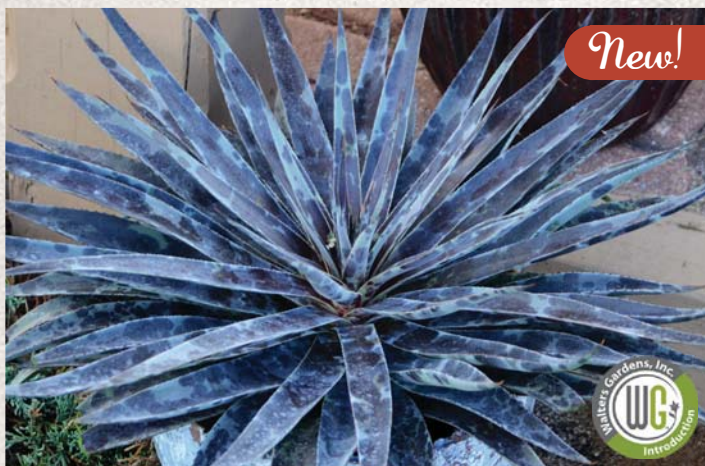
## Mad About Mangave™ Collection



**Mangave 'Man of Steel' PPAF**



**Mangave 'Mission to Mars' PPAF**



**Mangave 'Moonglow' PPAF**



**Mangave 'Pineapple Express' PPAF**

**NEW! Mangave 'Man of Steel' PPAF**  
**WGI Exclusive Introduction**  
 MAGMS72 (Perennial Mangave) Produces a tidy, refined rosette of narrow, sword-like leaves. Attractive silvery green leaves have a waxy coating. Leaves are lined with cinnamon orange margins that are slightly rough to the touch and matching terminal spines. Thinner leaves makes this succulent easy to handle.  
 S/6-8in/Z(8)9-10/72ct ①  
 Asexual propagation prohibited. Recommended Finish Size: 1-Qt or 1-Gal



**NEW! Mangave 'Mission to Mars' PPAF**  
**WGI Exclusive Introduction**  
 MAGMM72 (Perennial Mangave) An homage to the Red Planet due to the unique, intense red coloration from the leaves. Wide, green leaves form an arching habit and are heavily speckled with burgundy red, with spots that bleed into each other for an overall red appearance. Best color in direct UV light.  
 S/8-10in/Z(8)9-10/72ct ①  
 Asexual propagation prohibited. Recommended Finish Size: 1-Qt or 1-Gal



**NEW! Mangave 'Moonglow' PPAF**  
**WGI Exclusive Introduction**  
 MAGMO72 (Perennial Mangave) Cool-looking, silvery blue-green leaves practically glow with huge, contrasting dark purple spots. More UV light levels will enhance the spotting. Flat leaves are held rigidly straight from the base, forming a low, wide, and spiky habit. Relatively soft to the touch.  
 S/8-10in/Z(8)9-10/72ct ①  
 Asexual propagation prohibited. Recommended Finish Size: 1-Qt or 1-Gal



**Mangave 'Pineapple Express' PPAF**  
**WGI Exclusive Introduction**  
 MAGPE72 (Perennial Mangave) Refined, spiky habit reminiscent of the top of a pineapple. One inch wide, dark green leaves are long and slender with pronounced burgundy spotting, brought out with UV light. Waxy coating gives the leaves a minty-green finish.  
 S/18-20in/Z9-11/72ct ①  
 Asexual propagation prohibited. Recommended Finish Size: 1-Qt or 1-Gal



# T Tiarella 'Jade Peacock' PPAF



**Tiarella 'Jade Peacock' PPAF**

## Tiarella 'Jade Peacock' PPAF

### WGI Introduction

TIAJP30, TIAJP72 (Foamflower) Low maintenance, evergreen shade perennial. Emerges chartreuse with a deep red center in spring; matures to glossy, jade green with a deep purple center. Compact, clumping habit. Creamy white flowers are borne prolifically without vernalization. 8-10in/12-14in/ESp-ESu/Z4-9/30 & 72ct ①

All propagation prohibited.

Proven Winners® label and container required.

Recommended Finish Size: Premium 1-Gallon



**Tanacetum 'Robinson's Red'**



**Thymus praecox 'Coccineus'**



**Tiarella 'Fingerpaint' PPAF**



**Tiarella 'Spring Symphony' PP12397**



**Tiarella 'Sugar and Spice' PP16738**



**Tradescantia AMETHYST KISS™ ('Radtrad' PP24733)**

## Tanacetum 'Robinson's Red'

### (Coccineum Group)

TANRRG1 (Painted Daisy) Scarlet-red to fuchsia, 2½ inch, daisy-like flowers with bright yellow centers. Ferny, green foliage much like that of yarrow. Plant in large groupings for plenty of cut flowers and for greatest impact in the landscape.

24-36in/LSp-ESu/Z3-7/G1 ⑤



## Thymus praecox 'Coccineus'

THYCOG1 (Red Creeping Thyme) A sun-loving herb valued as an ornamental groundcover. Forms a dense, flat mat of evergreen, dark green leaves that are smothered in bright magenta-red flowers. Bronze foliage in fall.

2-4in/ESu-MSu/Z3-8/G1 ①



## Tiarella 'Fingerpaint' PPAF

### WGI Exclusive Introduction

TIAFI30, TIAFI72 (Foamflower) This semi-running woodland perennial has bright green foliage in spring and is deeply lobed with pointy edges and an overall lacy texture. Burgundy blotches in the center of the leaves. Ivory flowers in spring.

9in/13in/ESp-ESu/Z4-9/30 & 72ct ①

Asexual propagation prohibited.



## Tiarella 'Spring Symphony' PP12397

TIASS30 (Foamflower) This small, clump forming selection produces a compact mound of deeply divided, green leaves with black-purple feathering in the center. The color is most pronounced in cool weather. Lightly fragrant, pale pink flowers appear in spring.

6in/10in/ESp-ESu/Z4-9/30ct ①

Asexual propagation prohibited.



## Tiarella 'Sugar and Spice' PP16738

TIASU30, TIASU72 (Foamflower) One of the very best Tiarella introductions by Terra Nova Nurseries. Forms a compact clump of glossy green, deeply dissected leaves with a prominent blackish purple blotch. Lightly fragrant, pink and white flowers appear in spring. Works well in containers and landscapes.

8in/13in/ESp-ESu/Z4-9/30 & 72ct ①

Asexual propagation prohibited.



## Tradescantia AMETHYST KISS™

### ('Radtrad' PP24733)

TRAACKG1 (Spiderwort) Longer blooming than older cultivars. Produces large clusters of sizeable, periwinkle blue flowers for months. From the same breeder as the Knock Out® Roses, Bill Radler. Very easy to grow; great choice for beginner gardeners.

12-18in/ESu-LSu/Z3-9/G1 ①



# Tradescantia 'Charlotte's Web' PPAF



New!



**Tradescantia 'Charlotte's Web' PPAF**

## NEW! Tradescantia 'Charlotte's Web' PPAF

### WGI Introduction

TRACWG1, TRACW72 (Spiderwort) Finally, a gold foliage Spiderwort that doesn't burn in sun! Grass-like, chartreuse foliage transitions to gold with more sun exposure. Small, three-petaled soft blue flowers cover the arching, bushy clumping habit.

16-18in/ESu-LSu/Z3-9/G1, 72ct ©

All propagation prohibited.

Proven Winners® label and container required. Recommended Finish Size: Premium 1-Gallon



### Tradescantia 'Concord Grape'

TRACGG1 (Spiderwort) Triangular, concord grape blossoms with sulphur yellow stamens. Blooms up to 8 weeks. This cultivar has frosted blue-green foliage which remains clean and compact all season long.

15-18in/ESu-MSu/Z3-9/G1 Ⓛ



### Tradescantia 'Red Cloud'

TRARCG1 (Spiderwort) Triangular, rose-purple blossoms. Blooms up to 8 weeks. The flowers are self-cleaning, eliminating the need for deadheading.

15-18in/ESu-MSu/Z3-9/G1 Ⓛ



### Tradescantia 'Zwanenburg Blue'

TRAZWG1 (Spiderwort) Triangular, blue-violet blossoms with sulphur-yellow stamens. Blooms up to 8 weeks. The flowers are self-cleaning, so deadheading is not necessary.

18-24in/ESu-MSu/Z3-9/G1 Ⓛ



### Tricyrtis formosana 'Autumn Glow'

TRIAG30 (Formosa Toad Lily) Improvement over 'Gilt Edge'; much more impressive variegation. Wide, yellow leaf margins are showier in the shade. Arching stems of orchid-like, reddish purple to blue violet speckled blossoms are great for late season interest.

24-26in/LSu-EFa/Z(4)5-9/30ct ©



### Tricyrtis hirta 'Miyazaki Hybrids'

TRIMI30 (Common Toad Lily) Beautifully arching, hairy stems with green, lance-shaped leaves. Small, white, orchid-like flowers heavily spotted with purple appear all along the stems. Plant where the unique flowers can be viewed up close.

36in/LSu-EFa/Z4-8/30ct Ⓢ



### Trollius chinensis 'Golden Queen'

TROGQ30 (Chinese Globeflower) A striking and colorful element for the garden. Golden-orange, 2-3in wide, bowl-shaped flowers with prominent, upright stamens stand in stark contrast against the dark green foliage.

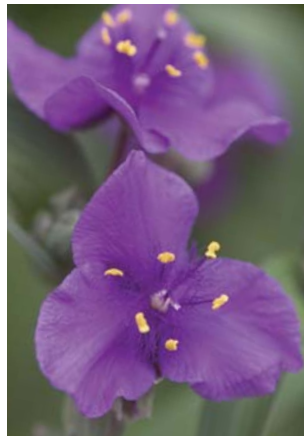
24-36in/LSp-MSu/Z3-7/30ct Ⓢ



### NEW! Vernonia 'Southern Cross'

VERSCG1 (Ironweed) Unlike taller Vernonia species, this produces a relatively short, vase-like habit of long, thin leaves. The attractive, textured deep green leaves are broader than its parent (*V. lettermanii*). Produces an airy dome of small purple flowers.

4-4½ft/LSu-EFa/Z4-9/G1 ©



**Tradescantia 'Concord Grape'**



**Tradescantia 'Red Cloud'**



**Tradescantia 'Zwanenburg Blue'**



**Tricyrtis formosana 'Autumn Glow'**



**Tricyrtis hirta 'Miyazaki Hybrids'**



**Trollius chinensis 'Golden Queen'**



**Vernonia 'Southern Cross'**

Photo courtesy of Intrinsic Perennials

# Veronica

When to  
Plant

**Northern Regions**  
Plant 72s in MSu-LSu  
Plant G1s in LWi-ESp

**Southern Regions**  
Plant 72s in LSu  
Plant G1s in LWi-LSp



## Veronica MAGIC SHOW® Collection



**Veronica MAGIC SHOW® 'Enchanted Indigo' PP26603**



**Veronica MAGIC SHOW® 'Hocus Pocus' PP23853**

**Veronica MAGIC SHOW® 'Enchanted Indigo' PP26603**  
**WGI Introduction**

VEREIG1, VERE172 (Spike Speedwell) Versatile, upright type of Veronica. Forms a fairly short, compact clump of bright green, glossy foliage topped with deep royal purple flowers in summer and again in fall. Benefits from but does not require vernalization to bloom.

16-18in/ESu-MSu, EFa/Z4-8/G1, 72ct ☉

All propagation prohibited.



**Veronica MAGIC SHOW® 'Hocus Pocus' PP23853**  
**WGI Introduction**

VERHPG1, VERHP72 (Spike Speedwell) Everything you want in a Veronica: incredibly showy flowers, uniform habit, clean foliage, and branched flowers which extend the bloom time. Very long, vivid violet purple flower wands top the short, wide spreading green foliage.

16-20in/ESu-MSu/Z4-8/G1, 72ct ☉☉

All propagation prohibited.



Proven Winners® label and container required. Recommended Finish Size: Premium 1-Gallon Container (G1), Trade 1-Gallon Container (72ct)



New!



**Veronica MAGIC SHOW® 'Pink Potion' PPAF**

**NEW! Veronica MAGIC SHOW® 'Pink Potion' PPAF**

**WGI Introduction**

VERPNG1, VERPN72 (Spike Speedwell) A better performing pink flowering Veronica; replaces 'Sweet Lullaby'. Baby pink flowers cover the top half of the plant. Deep green foliage forms a rounded, low habit that is packed full of flowers. Requires vernalization to bloom.

14-16in/ESu-MSu/Z4-8/G1, 72ct ☺

All propagation prohibited.



**Veronica MAGIC SHOW® 'White Wands' PPAF**

**WGI Introduction**

VERWWG1, VERWW72 (Spike Speedwell) The best white Veronica on the market! Produces pure white flower wands that top the short, dense clump. Well-branched flowers comprise half of the plant's height. Dark green, glossy leaves are disease resistant. Vernalization is beneficial, but not required.

14-16in/ESu-MSu/Z4-8/G1, 72ct ☺

All propagation prohibited.



**Veronica MAGIC SHOW® 'White Wands' PPAF**

Proven Winners® label and container required. Recommended Finish Size: Premium 1-Gallon Container (G1), Trade 1-Gallon Container (72ct)

New!



Veronica 'Blue Skywalker' PPAF

New!



Veronica 'Royal Rembrandt' PPAF

New!



Veronica 'Perfectly Picasso' PPAF

**NEW! Veronica  
'Blue Skywalker' PPAF**  
**WGI Exclusive Introduction**

VERBSG1, VERBS72 (Spike Speedwell) This taller perennial provides height in the garden without too much horizontal space. Lavender blue flower spikes cover the top half of an incredibly upright, dense habit of dark green leaves.

28-30in/ESu-LSu/Z4-9/G1, 72ct ©  
Asexual propagation prohibited.



**NEW! Veronica  
'Royal Rembrandt' PPAF**  
**WGI Exclusive Introduction**

VERRG1, VERRR72 (Spike Speedwell) Discover your new speedwell staple! Violet purple flowers cover the top half of the plant, showcasing its dark green foliage. A remontant variety; sheering will encourage rebloom later in the season.

18-20in/ESu-LSu/Z4-9/G1, 72ct ©  
Asexual propagation prohibited.



**NEW! Veronica  
'Perfectly Picasso' PPAF**  
**WGI Exclusive Introduction**

VERPEG1, VERPE72 (Spike Speedwell) Paintbrush-like spikes produce white buds that open to medium pink flowers, creating a bicolor look. Attractive flowers cover the top ½ of the plant, showing off its healthy medium green leaves on a beautifully rounded habit.

22-26in/ESu-MSu/Z4-9/G1, 72ct ©  
Asexual propagation prohibited.



**Veronica  
'Very Van Gogh' PPAF**  
**WGI Exclusive Introduction**

VERVVG1, VERVV72 (Spike Speedwell) A posh perennial with a unique color palette. Paintbrush-like, rosy purple flowers appear on well-branched scapes; many secondary spikes extend the bloom time. Bright green, upright clumping foliage.

18-20in/MSu-LSu/Z4-8/G1, 72ct ©  
Asexual propagation prohibited.



Veronica 'Very Van Gogh' PPAF

**Veronica spicata 'Red Fox'**

VERRFG1 (Spike Speedwell) Bright fuchsia pink flower spikes top compact mounds of dark green foliage over a long period beginning in midsummer. Compact, dwarf habit; great for the front of the border or in containers.

12-15in/MSu/Z4-8/G1 ©



**Viola 'Etain'**

VIOET30, VIOET72 (Violet) Lightly fragrant, 1 3/4in, pale yellow flowers with lavender-purple margins. Blooms heaviest in spring then sporadically until fall. Clump former.

6-8in/LSp-EFa/Z(5)6-8/30 & 72ct ©



**Viola 'Painted Porcelain' (Cornuta Group)**

VIOPP30 (Tufted Violet) Large, creamy white flowers with upper petals infused with lavender purple. Deeper purple central markings. Delicate-looking flowers are as beautiful as "painted porcelain". Clump former.

6-8in/LSp-MSu, EFa/Z5-8/30ct ©



**Yucca filamentosa 'Excalibur'**

**'Excalibur'**

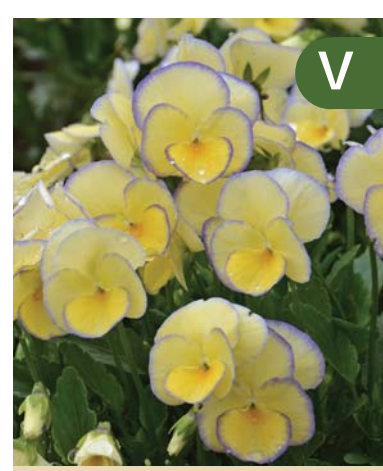
**WGI Exclusive Introduction**

YUCEXG1 (Adam's Needle) An improvement over the species; much more uniform, compact habit. Forms a spiky clump of evergreen, blue-green to glaucous grey-green leaves lined with an extraordinary number of curly white filaments. Sturdy spikes of white flowers.

1 1/2-2ft/4-5ft/ESu-MSu/Z(4)5-10/G1 © ©



Veronica spicata 'Red Fox'



Viola 'Etain'



Viola 'Painted Porcelain'



Yucca filamentosa 'Excalibur'

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## **What does PPAF mean?**

This stands for US Plant Patent Applied For. Once the patent has been granted, it is assigned a PP#. Propagation without a license and export outside of North America is prohibited for all US patent-pending and patented plants.

## **What does CPBRA mean?**

This stands for Canadian Plant Breeders' Rights Applied For. It is similar to US PPAF. Plants protected by Breeders' Rights (CPBR#) or with Breeders' Rights pending (CPBRA) may not be propagated or hybridized in Canada without a license.

## **What does COPF mean?**

COPF stands for Canadian Ornamental Plant Foundation. It is a non-governmental organization that charges voluntary royalties and passes a portion back to the hybridizer or originator. Propagation without a license is prohibited for these plants in Canada.

All advertisements (including electronic) for patent pending and patented plants must list the US and Canadian patent information. In addition to listing the patent information, labels for patent pending and patented plants must also state that propagation is prohibited.

## Frequently Asked Questions

### **Q. Do tags automatically come with every plant I order?**

**A.** Labels DO NOT automatically come with non-patented and non-branded items and should be ordered when you place your plant order. Labels for patented, patent pending, and Proven Winners items are automatically sent. Label prices are listed in the back of this catalog. **Any label orders received less than 10 business days prior to shipping will be billed at the Level 1 rate and charged a \$25 admin fee.**

### **Q. Is there a minimum order?**

**A.** There is no minimum dollar amount required. Please order plants in the multiples specified on our price list.

### **Q. How do I know what is currently available?**

**A.** Our availability list is updated weekly. Sign up to have it e-mailed to you automatically each week by contacting our Customer Care Department: [sales@waltersgardens.com](mailto:sales@waltersgardens.com). It may also be viewed online at [www.WaltersGardens.com](http://www.WaltersGardens.com). Please give us a call if you would like a copy faxed to you: 1-888-925-8377.

### **Q. What is required when I order Proven Winners® Perennials?**

**A.** Proven Winners labels and branded containers are required for all Proven Winners Perennials. The cost of the stake labels is included in the variety license fee amount. Premium square labels, stakes, and containers are priced separately. For your convenience, a recommended container size is listed with each Proven Winners Perennial in this catalog.

### **Q. When is the best time to order?**

**A.** We strongly suggest ordering early, especially with new and top selling items. It's a good idea to place your order as soon as our New Item List is published since these plants tend to sell out quickly. Likewise, place your summer and catalog orders as soon as you receive these publications. If an item is sold out, we will be happy to enter a future order for you.

### **Q. Can I place my order online?**

**A.** Yes! Current customers who order direct or through an independent sales representative may place their plant orders online through our customer login 24 hours a day/7 days a week. Go to [www.WaltersGardens.com](http://www.WaltersGardens.com) for more information.

### **Q. Can I make changes to my order?**

**A.** Yes, we would be happy to accept your order changes up to 10 business days before your requested ship date. To ensure accuracy, we prefer to receive any changes in writing via fax or email, but will also accept changes by phone.

### **Q. What if the item I want is sold out?**

**A.** Be the first in line for next season by placing a future order.

### **Q. Why did I only receive labels for part of my order?**

**A.** Most likely, you had Proven Winners® or patented plants on your order for which labels were required. If you would like labels for all of your plants, please request them when you place your plant order.

### **Q. How will my order be shipped?**

**A.** We use the best, most efficient methods of shipping possible. Smaller orders are shipped by UPS. Palletized and rack orders are shipped by LTL (Less Than Load) and private carriers. See p. 201 for more information.

### **Q. What time of year do you typically ship?**

**A.** We ship plants year round, nationwide and into Canada. Many items in this catalog begin shipping in mid-July. See the price list for details.

### **Q. What do you charge for shipping?**

**A.** Shipping costs can range from 5-25% of the order total. There may be exceptions for smaller orders and those being shipped to the far western states or Canada. Please call us for rates to your area.

### **Q. How do I establish credit with Walters Gardens, Inc.?**

**A.** Simply fill out the credit application on p. 209-210 of this catalog and fax or mail it in with your order. Credit applications may also be submitted online at [www.WaltersGardens.com](http://www.WaltersGardens.com).

# Contact Us



Walters Gardens, Inc. office staff including Sales, Customer Care, and Accounting pictured left to right. *From the Left:* Julie Zylstra, Heather Verdoorn, Ruth DeVries, Evan Elenbaas, Lori Frick, Barb Balgoyen, Darren Barshaw, Janet DeVries, Staci Cain, Troy Shumaker, Jan Arendsen, Jill DeRoo, Jodi Munoz, Lisa Sleamon, Tim Anderson, Megan Bennett, Bev Hop, Nancy Windemuller.

## Walters Gardens, Inc.

### Customer Care Dept.

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616-741-0024

24hr Fax: 800-752-1879  
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Zeeland, Michigan 49464-0137

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### ORDER ONLINE AT

[www.WaltersGardens.com](http://www.WaltersGardens.com)

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24hr Fax: 800-272-6996  
616-741-0028

E-mail: [accounting@waltersgardens.com](mailto:accounting@waltersgardens.com)

## Grower Question? Ask Away

We succeed together. If you have a question about growing or finishing any of our product please give us a call and one of our experienced growers will be more than happy to help you out.



### Barb Balgoyen

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### Jeremy Windemuller

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## Meet Our Sales Staff

Our veteran sales staff is more than happy to take your call and give you a few recommendations to fill out your order or help you out with pricing, promotions, and other programs we have going on.



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New England

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E-mail: [jacques.bougie@videotron.ca](mailto:jacques.bougie@videotron.ca)  
Quebec, New Brunswick, Nova Scotia

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E-mail: [newellssi@msn.com](mailto:newellssi@msn.com)  
Colorado, Utah, Wyoming, Eastern  
Montana

## Brokers

### BALL HORTICULTURAL COMPANY

West Chicago, IL  
Phone: 800-879-2255

### BALL HORTICULTURAL – CANADA

Kleinburg, ON  
Phone: 905-696-9005

### EASON HORT RESOURCES, INC.

Ft. Wright, KY  
Phone: 800-214-2221

### EXPRESS SEED

Oberlin, OH  
Phone: 800-221-3838

### FLORASOURCE, LTD.

San Clemente, CA  
Phone: 941-498-1131

### FRED C. GLOECKNER & CO., INC.

Harrison, NY  
Phone: 800-345-3787

### GERMANIA SEED CO.

Chicago, IL  
Phone: 800-380-4721

### GRIFFIN

Lisle, IL  
Phone: 800-323-7253

### HENRY F. MICHELL'S

King of Prussia, PA  
Phone: 800-422-4678

### HOLTEX ENTERPRISES

Trumbauersville, PA  
Phone: 215-536-9327

### JVK

St. Catharines, ON Canada  
Phone: 905-641-5599

### MCHUTCHISON, L.L.C.

Wayne, NJ  
Phone: 800-943-2230

### MID ATLANTIC PLANT COMPANY

Newark, DE  
Phone: 302-366-0349

### PARK SEED WHOLESALE

Greenwood, SC  
Phone: 800-845-3366

### RAYMOND PERRI COMPANY

Pine Bush, NY  
Phone: 845-744-6801

### VANDEMBERG BULB CO.

Howell, MI  
Phone: 800-955-3813

### VAUGHAN'S HORTICULTURE

Naperville, IL  
855-864-3300

## Our Guarantee

Walters Gardens, Inc. guarantees to ship healthy, viable plants which are true to name. We hold ourselves in readiness, upon proper proof, at our discretion, to either replace all plants that prove otherwise or refund the amount paid. We shall in no case be liable for any sum greater than the amount originally received for said plants.

## Ordering Guidelines

### Minimum Order

- There is no dollar minimum. Please order plants in the multiples specified on our price list for each variety.

### Availability

Our availability is updated weekly. For a current copy, visit [www.WaltersGardens.com](http://www.WaltersGardens.com). You may also sign up to receive our weekly availability by e-blast, email, or fax. Please contact our customer care department at 1-888-925-8377 or [sales@waltersgardens.com](mailto:sales@waltersgardens.com).

### Order Changes

- You may make changes to your order up to 10 business days prior to your requested ship date.
- To ensure accuracy, we prefer to receive your order changes in writing via fax or email. However, we will accept order changes by phone.
- We do our best to ship your order as complete as possible. However, if an item is not ready on your requested ship date, it will be shipped when it is ready unless you instruct us not to backorder.

### Restocking Charge

If an order is cancelled after it has been prepared for shipment or if an order is shipped and returned, a minimum restocking fee of 15% will be charged including any shipping charges and the cost of any plants that cannot be restocked. **Returns will not be accepted without prior authorization.**

### Custom Orders

A 25% cancellation fee will be charged for the cancel of any custom order. Up to 10% of a custom order may be cancelled without penalty.

### Online Ordering

Place your order online at your convenience on [www.WaltersGardens.com](http://www.WaltersGardens.com). Current customers who order direct or through an independent sales representative may place their plant orders online through our customer login 24 hours a day, 7 days a week. You will need a login and password to access this part of our website.

If you do not have one already, register online today!

## Pricing

### Volume Pricing

- The more you buy, the more you save with our simplified volume pricing system.
- Your volume discount will be based on your total gross purchases last year or your new gross purchases this year, whichever is greater. New customers' discounts will be based on their first order.
- If you place more than one order with us during the year, your order totals will be combined and your new discount level will be reflected on your future orders.
- Seven price levels are available:

Price Level	Total Gross Purchases	Discount
1	less than \$4,999	Catalog Price
2	\$5,000-\$14,999	2%
4	\$15,000-\$29,999	4%
6	\$30,000-\$59,999	6%
8	\$60,000-\$89,999	8%
9	\$90,000-\$124,999	9%
10	\$125,000 or more	10%

- Volume discounts may be combined with other promotional offers such as our Summer Selections, Early Summer Stock Up, or Early Order Discount.
- Variety license fees, marketing fees, freight, and net quoted prices do not qualify for any discounts.
- Your discount will be factored into each line item on your order.

### General Pricing Information

- The prices listed in this catalog are the base prices from which all discounts will be calculated. Variety license fees, marketing fees, tags and container prices are listed separately.
- There is no additional charge for packing or handling.
- Prices are subject to change without notice.

## Programs and Promotions

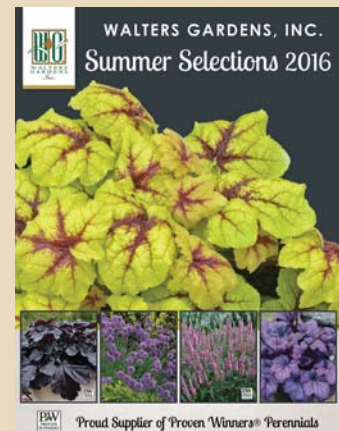
### Early Order Discount

- **Save 2% on your order of \$5,000 or more when you place your order by 10/1/16.**

- Orders must be shipped between 11/7/16 and 5/12/17 to qualify for discount.
- Only items ordered by the 10/1/16 deadline will receive the 2% early order discount.
- Early order discount will be taken in addition to your volume pricing discount.
- Early order discount may not be combined with Early Summer Stock Up or Summer Selections discounts.
- Only plants are eligible for the early order discount. Variety license fees, marketing fees, Proven Winners® containers, labels, freight, and net quoted prices do not qualify for the early order discount.

### Summer Selections Program

- This is the kickoff to our new season! The majority of our catalog items are offered for the first time in our Summer Selections.
- Order by October 12th to save up to 10% on hundreds of varieties of perennials.



- This freshly grown and dug product ships from July 5 to October 24, 2016.

### Early Summer Stockup

- Details of the 2017 Early Summer Stockup will follow at a later date.



## Terms and Conditions

- There is no dollar minimum order. Please order plants in the multiples specified on the order form.
- All accounts will be cash in advance or credit card until credit is approved and terms are established. To establish credit, please complete our credit application.
- Net 30 days on approved accounts. We



reserve the right to extend terms and change these terms if necessary.

- We accept Visa, MasterCard, Discover, and American Express. Contact our Accounting Department with your credit card number.



- All invoices are payable in U.S. funds.
- A finance charge of 2% per month is charged to past due accounts.
- An insufficient funds fee of \$35 will be charged for all returned checks.
- We reserve the right to suspend credit and delay or cancel shipments if your account is not maintained in good standing by paying within your pre-approved terms.
- Complete and return the Sales Tax Exemption Form prior to your first shipment.
- All orders are shipped FOB Zeeland, MI.
- Sorry, we do not accept COD orders.

## Shipping Information

### Pick Up Orders

- In order to provide you with the freshest product possible, Pick Up Orders will be scheduled on Wednesdays each week. If you need to pick up your order earlier in the week, please contact Customer Care 1 week prior to your ship week, so we can plan accordingly. We are open from 7:30am-4:30pm (EST) Monday-Friday.

### Shipping Methods

- We will choose the best, most efficient method of shipping your order.
- Smaller orders are shipped by UPS. Palletized and rack orders are shipped by semi-truck.
- If your order qualifies to ship by semi-truck, we will need to know if you can accept a semi at your location. Please be sure to indicate this on your order form.

### Truck Shipments

Qualifying orders may be shipped by semi-truck on racks or skids. This shipping method is of benefit to you because your plants will arrive in excellent condition, it's more economical and faster to unload.

To receive truck shipments on qualifying orders, you must be able to accept a semi-truck at your location. Please indicate this on your order form.

If you have any questions about our shipping methods, your independent sales representative, broker, or our customer care team will be happy to assist you when you place your order.



*Plants preparing to be shipped on wooden racks and a box skid.*



## Summer Orders

### Early Summer Stock Up Event

- Product sold during this timeframe is generally intended to be grown through the season, vernalized, and sold the following spring. Some items may be used for quick turns the same season.

### Summer Selections Program

- Product sold during this timeframe is generally intended to be grown through the fall, vernalized, and sold the following season.

### Fall Orders

- Many of the items offered in this catalog are available for fall shipping. See price list for availability dates.
- Bare root plants are fresh dug for fall orders. Little is dug on speculation. Therefore, if you will need a large number of a bare root items shipped to you during the winter months when our fields are frozen, we recommend that you book that order by early fall to allow time for harvesting before winter.
- Watch for additional new items to be introduced in fall. These are items that become available after the catalog is published but are available for the current shipping season.

### Winter/Spring Orders

- Most items shipped during the winter and early spring months are shipped dormant. Bare root items are typically stored frozen until shipping this time of year.
- Items that are sold for their foliage rather than their flowers, as well as a few other minor exceptions, may not be vernalized before shipping.
- We do our best to ship your order as

complete and fresh as possible on your requested ship date. However, during weeks of extreme cold, your shipment may be held back so that it will make it to you in good condition.

## Canadian Orders

- Walters Gardens, Inc. exports only to Canada.
- A minimum order of \$1,500.00, payable in U.S. funds, is required.
- There is a \$75.00 fee per order for the phytosanitary certificate and export preparation.
- All Canadian orders are shipped on wooden racks or boxed on skids. They are sent by common carrier or air freight and can also be picked up from our office. We do not ship FedEx or UPS into Canada.
- Due to import restrictions, we are unable to ship some items to Canada. This restriction is stated in the description for all affected plants in this catalog.
- Contact our customer care department for a list of restricted items and items which require an import permit. If an import permit is required, you must fax a copy to our office at least four weeks prior to your ship date.
- A customs broker must be designated, including the broker's phone and fax numbers, address, and contact person to allow for proper tracking of all orders.
- Should your order be held at any border for any reason, Walters Gardens, Inc. will not be responsible for any damages incurred.

## Shipping Restrictions

Walters Gardens, Inc. ships throughout the United States and across Canada. We do not ship outside of these areas. The following items have shipping restrictions:

### Canada

Aconitum  
Allium (allowed only with permit)  
Clematis (except **SERIOUS BLACK™**)  
Convallaria  
Crocsmia ('Lucifer' only)  
Dicentra ('King of Hearts', 'Luxuriant' only)  
Incarvillea  
Tree Peonies

### GA, ID, NV, WA

Allium

### Imperata Grass

May *only* ship to the following states: CA, CT, IL, MA, MI, NE, NV, OH, OK, OR, PA, VA, WA, WI, all Canadian provinces

## Claims and Returns

### Unsatisfactory Plants

If you have a concern about your shipment when it arrives, be sure to note any damages on the shipping documents when you sign. Digital photos of the damages are needed for us to process your claim. Please contact us immediately with any issues and your accompanying photos so we may render assistance. After notifying us of any problems with your order, you have up to three months from the date of receipt to file a claim for credit on unsatisfactory plants. Credit will be issued for plants and royalty only, no freight will be credited. Late claims made after three months may be respectfully declined. Exception: Any plants that are not true to name once mature will be credited or replaced, regardless of when the claim was filed. Please allow 2-3 weeks for processing your claim.

### Replacement Plants

If items being replaced are no longer available, substitutions may be made with items of similar value. You will not be charged freight on replacement orders. If only a small number of plants are being claimed, a credit will be issued instead of replacements.

### Shortages, damages, and delays

If your product arrives damaged, note the damage on the shipping documents, snap a few digital photos of the damage, and send them to us immediately. Also notify us immediately of any shortages or delays on your order so that we may render assistance. We will do our best to correct the problem.

If you have any questions or concerns that involve claims or returns, please contact your independent sales representative or broker. If you are a direct customer, please contact Janet DeVries: **1-800-925-8377 ext. 1206** or [jld@waltersgardens.com](mailto:jld@waltersgardens.com).

## Cultural Information

### Simple, Sensible, Solutions® A Grower's Guide to Finishing Perennials

To help our customers be more successful in finishing our plug and bare root liners, we offer our Simple, Sensible, Solutions® guide to growing and finishing perennials. This



FREE guide is available upon request and can also be viewed or downloaded from [www.WaltersGardens.com](http://www.WaltersGardens.com).

Included in the guide are:

- Timing chart for finishing perennials
- Growing tips for plugs and bare root liners
- Cultural recommendations for specialized plants
- Handy cultural reference chart
- Plant health information
- Overwintering tips
- Additional recommended resources

### Grower Cultural Sheets

Cultural sheets for most of the perennials we offer can be found on [www.WaltersGardens.com](http://www.WaltersGardens.com). They contain detailed information such as growing temperatures, soil pH, planting level, weeks to finish, watering, fertilizing, and pest and disease management recommendations.

### Bare Root Plants

- When your shipment arrives, open all boxes and inspect the condition of the bare root plants. They should be firm, relatively dry, and are typically light brown in color.
- If any roots are still frozen, allow them



to thaw slowly in a cool (40-50°F) room before handling. Do not put them immediately into a warm greenhouse.

- If any roots are dry, soak them in a tub of water containing a small amount of soluble fertilizer for one hour before potting. This will help plants get established more quickly.
- Transplant all bare root plants as soon as possible. If you are not able to transplant the roots immediately, store them in a cool (35-45°F) area for a limited time. Be sure to have all plant labels on hand when potting to ensure correct identification.
- The highest priority for transplanting should be bare root plants, beginning with all evergreen types such as Iberis, Lavandula, and Phlox *subulata*.

## Plug Products

- When your shipment arrives, open all boxes and inspect the condition of the plugs. Depending on the time of year and the variety, the plants will either be dormant or leafed out.



- If any plugs are frozen, allow them to thaw slowly in a cool (40-50°F) room before handling. Do not put them immediately into a warm greenhouse.
- If any plugs are dry when they arrive, water them immediately. Keep them sufficiently moist and then water the plugs again just before transplanting. **Watering plugs just before transplanting is a critical step not to be missed!**
- After your bare root plants have been potted up, the next order of priority should be potting up your plugs starting with the smallest size.
- Elle Plugs should be potted up at the same level as you would pot up a tradi-



tional potted or plug item.

You do not need to remove the paper sleeve of the Elle Plug. It will naturally disintegrate over time.

- Water in all plugs thoroughly after transplanting.



## Growing On

- We suggest potting up your new perennial liners in a well-drained potting mix for optimum growth. A number of excellent bark or peat-based, soilless commercial mixes are available.
- Most perennials grow best when potted with their crown at the soil surface. If the roots are too long to fit in the pot, they generally can be trimmed a bit to fit.
- For optimum rooting, most perennials should be grown in full sun. For shade loving plants such as ferns, hostas, Astilbe, and Dicentra, 50-70% shade is recommended.
- All recently transplanted perennials must be kept from freezing. If the roots are subjected to cold, wet conditions for an extended period of time, they may decline or rot. Do not put plants directly outside until all danger of frost is past. Losses due to frost, excessive rainfall, or overwatering are the customer's responsibility.
- Most perennials prefer to be grown at 48-55°F for 10-14 days after potting to promote root growth, and then grown at 55-60°F until they are finished. Lower temperatures may be used to delay or suspend growth, while warmer temperatures generally help to accelerate growth. For your convenience, a timing chart for finishing our product can be found on p. 11 of this catalog.

## Fall Planting and Overwintering

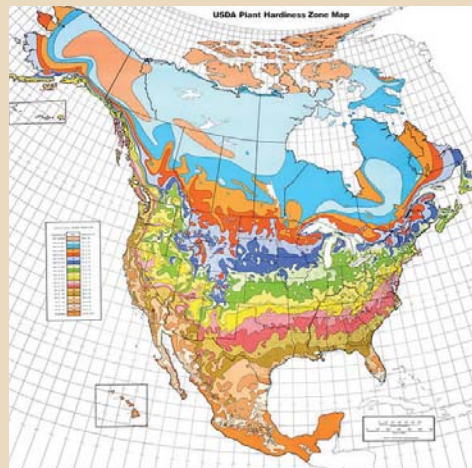
- Many factors such as soil moisture, temperature fluctuations, and root development in the container can affect plant survival. Since there are so many variables beyond our control, we do not guarantee survival of plants overwintered in containers or in the ground.
- Overwintering success depends on having well-rooted, established plants by the end of the growing season. Poorly rooted plants tend to overwinter poorly. Time the delivery of your bare root and plug perennials so they are well-rooted in their containers by the time winter arrives.
- Perennials with evergreen foliage should not be cut back going into winter, but perennials with dormant foliage should be cut back before overwintering.



- Most perennials prefer to have moist roots going into winter since the moisture helps to insulate the roots and prevent desiccation.
- When deciding when to cover your plants for winter, be sure to monitor weather conditions closely. Nighttime temperatures near freezing allow the plants to harden off before covering, but if the forecast predicts nighttime temperatures below 25°F, it's time to cover your plants. Do not cover plants before they are hardened off.
- It is important to keep your plants from freezing over the winter. There are several overwintering methods to choose from. See our Simple, Sensible, Solutions® guide or [www.WaltersGardens.com](http://www.WaltersGardens.com) for details.

## Hardiness Zones

- Zones listed in parenthesis ( ) in this catalog represent marginal hardiness with protection. For example, a plant listed as Z(4)5-9 would be marginally hardy with protection in zone 4, but should be reliably hardy in zone 5.
- The zones listed in this catalog are based on the 1990 USDA Hardiness Zone map, not the new 2012 map. The map we use is pictured below.



## Visiting Walters Gardens, Inc.

Visitors are welcome year round at Walters Gardens, Inc. No matter when you choose to visit, there's always something interesting to see. We would appreciate if you would drop us a line and let us know when you'll be arriving.

Walters Gardens, Inc. is located at 1992 96th Ave in Zeeland, MI 49464 near the shore of Lake Michigan, about 25 miles southwest of Grand Rapids.



## Catalog and Photography Credits

**Catalog Design and Editing**  
Christa Steenwyk, Karin Walters, and Andrew Jager

### Photography Credits

We would like to thank the many individuals and companies who have shared their photography with us for this catalog. A photo credit is printed with each photo in this catalog that is not owned by Walters Gardens, Inc. These credits are also listed on our websites. We would also like to thank Walters Gardens, Inc. photographers including: Christa Steenwyk, Dave Williams, Susan Martin, Clarence Falstad, Amy Bergeron, Hans Hansen, and Andrew Jager.

# Marketing Support

## Label Policy

Labels are required for all Proven Winners® Perennials, patented, and patent pending plants. The cost of the Proven Winners® stake labels is included in the Variety License Fee. All other labels are not included in the price of the plants. Labels for non-patented and generic varieties are NOT automatically sent and should be ordered when you place your plant order.

Our standard policy is to ship one label for each plant shipped. However, for Asparagus, Strawberries, and Convallaria, we ship 25 labels for every 100 plants shipped. Labels are shipped 3-6 business days ahead of the plants. **Any label orders received less than 10 business days prior to shipping will be billed at the Level 1 rate and charged a \$25 admin fee.**

### Premium XL™ Labels

With such a wide variety of perennials available, informative color labels are essential for providing your customers with the information they need to make informed purchasing decisions. We offer Premium XL™ labels for all non-branded varieties.

#### Premium XL™ Label Prices

- Price Level 1: 18¢ each
- Price Level 2: 17¢ each
- Price Level 4: 16¢ each
- Price Level 6: 15¢ each
- Price Level 8: 14¢ each
- Price Level 9: 13¢ each
- Price Level 10: 12¢ each



### Proven Winners® Labels

Proven Winners® labels are required for all Proven Winners® Perennials. We offer a US (English/Spanish) version and Canadian (English/French) version for the stake style labels. Premium square labels are trilingual (English/Spanish/French).

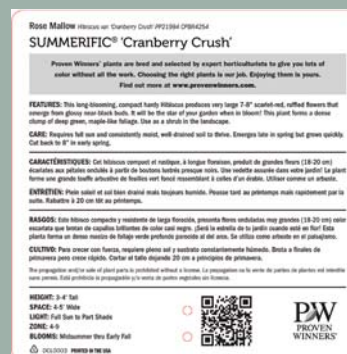
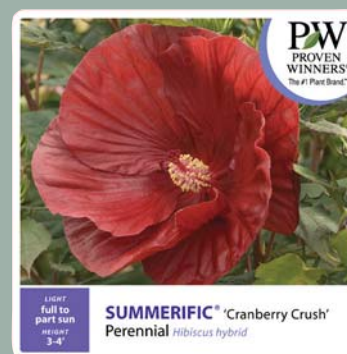
All varieties of Proven Winners® Perennials come with the stake style label which measures 7.25" tall x 2.25" wide. The cost for these labels is included in the RMT amount.

#### Proven Winners® Premium Square Label Pricing

Premium square hanging labels are now offered as an option for all Proven Winners® Perennials. See p.17 for details.

- Price Level 1: 25¢ each
- Price Level 2: 24¢ each
- Price Level 4: 23¢ each
- Price Level 6: 22¢ each
- Price Level 8: 21¢ each
- Price Level 9: 20¢ each
- Price Level 10: 19¢ each

8" Quick Klip display stakes are sold separately for 10¢ each. The stakes are sent automatically unless you request NOT to receive them.



Images, downloadable benchcards, presentations, and web services are available to our current customers through the login portion of our website, [www.WaltersGardens.com](http://www.WaltersGardens.com). If you do not yet have a login and password, go to our home page and click [Register Here](#).

## Online Image Library

Our self-serve image library is available 24/7 online at [www.WaltersGardens.com](http://www.WaltersGardens.com). Active customers in good standing and media professionals may use this service anytime without notifying us of your use. Both high and low resolution images are available.

In exchange for the use of our images, we ask that you agree to our terms and conditions online and include the appropriate photo credits with the images you use in your promotional materials. For your convenience, the photo credit is listed with every photo you download. Please note that you may not give, sell, or loan our images to any other party. If you have questions about the use of our images, please contact us.



## Free Locator Service Listing

Ensure online shoppers and other qualified leads find your business online by adding your company to our free locator service. People searching by zip code with this service will easily find your business.

Retail garden centers, landscapers, mail order companies, botanical gardens, and all other retailers are listed under the Find a Professional section of our consumer website, [www.PerennialResource.com](http://www.PerennialResource.com). Consumers looking to purchase our perennials are routinely sent here to find a retailer.

Wholesale growers are listed under the Grower Locator section of our industry website, [www.WaltersGardens.com](http://www.WaltersGardens.com). Businesses looking for finished product are routinely sent here to locate product.

## Free Downloadable Benchcards

Our benchcard files are available for free download from our website for those customers who do not wish to order our professionally printed benchcards. You will need a high quality color printer if you wish to print them yourself. Note that handmade benchcards will likely not last more than one season.



## Free PowerPoint Presentations



PowerPoint presentations of our new items and other topics are available for free download for all of our customers. You may download and adjust them to suit your own needs. You are welcome to use these presentations with your customers and staff. All text and images contained within the presentations remain the property of Walters Gardens, Inc.

Now more than ever, retailers need excellent POP materials to help their customers find the answers they need quickly to make informed purchasing decisions. Freshly designed, premium quality benchcards, posters, and banners are available from Walters Gardens, Inc. through MasterTag.



Signage is essential for strong sales!

- ☼ Helps customers find what they need quickly without having to ask for help
- ☼ Gives your retail establishment an organized, cohesive look
- ☼ Provides specific, accurate information about your products for your customers and staff
- ☼ Knowledge is power! Studies prove consumers spend more when armed with information.

## Professionally Printed Standard Benchcards



5x7" Standard Benchcard - \$2.90 each  
7x11" Standard Benchcard - \$5.60 each

Benchcards for all of the plants we offer are available in two industry standard sizes, 5x7" and 7x11".

Walters Gardens is proud to introduce MasterTag as our supplier for general Perennial Benchcards. MasterTag offers benchcards for all Walters Gardens perennials and prints on 100% waterproof poly-sign material specific for horticultural use.

Benchcards by MasterTag are offered exclusively online and can be ordered through [www.MasterTag.com/mtod](http://www.MasterTag.com/mtod). Further details about our partnership with MasterTag can be found on the benchcard page of [www.WaltersGardens.com](http://www.WaltersGardens.com)

## Professionally Printed Posters, Banners, Specialty Benchcards, and Fixtures

Walters Gardens, Inc. understands that signage is essential for strong sales and we noticed a gap in our industry for high quality, modern POP materials. To help our customers be more successful, we have developed a comprehensive set of new posters, banners, specialty benchcards, and fixtures. Choose from a large variety of different subjects with more being developed throughout the year.

All of our POP materials are available only through [www.MasterTag.com/mtod](http://www.MasterTag.com/mtod) and can be viewed there. Our POP materials can also be viewed at [www.WaltersGardens.com](http://www.WaltersGardens.com), but can only be ordered through Mastertag.



Specialty Display Cards  
7" x 11"



Small Posters  
18" x 24"



Large Posters  
24" x 36"



Vertical Banners  
18" x 36"