



VIVA!®

And All That Jazz!

Get the Word Out 2010

Get The Word Out!

Get the Word Out was created as a training tool for store associates, grower merchandisers and sales reps – or anyone else that wants to learn more about the VIVA! program.

Get the Word Out has four sections:

- 2010 Plant Line Up
- POP and Tagging
- Merchandising Tips
- Online Support

Feel free to cut and paste this document to suit your specific needs.



The Best New Varieties Available Only at THE HOME DEPOT

The VIVA! brand is positioned as the “BEST NEW” plants

- VIVA! searches the world over for NEW items
- Only the very best of the new items will make the cut into VIVA!
- Every VIVA! flower will have a story to tell
- VIVA! branded plants can only be found at The Home Depot



VIVA! 2010 Items

The “BEST NEW”
VIVA! plants offered nationally this year

Argyranthemum ‘Miss Daisy’
Asiatic Lily ‘Lily Looks’
Coleus ‘Henna’
Dahlia ‘Fireworks’
Echinacea – premium varieties
Geranium ‘BIG ORANGE’
Geranium ‘BIG RED’
Geranium ‘TexMex’
Pennisetum ‘Fireworks’

Petunia ‘Crème Brulee’
Petunia ‘inc-RED-ible’
Petunia ‘Lemon Zest’
Petunia ‘Orange Zest’
Petunia ‘Rhythm & Blues’
Rudbeckia ‘Tiger Eye’
SunPatiens®
Vinca ‘SuperVinca’



Argyranthemum 'Miss Daisy'



This daisy is the picture of springtime. With multicolor blooms, it is a ready made bouquet!

Home Depot Channel
Exclusive Plant

Stand Alone 2.6 qt. pot





Asiatic Lily 'Lily Looks'



Best genetics available in Asiatic Lilies with more buds, longer lasting flowers, a compact habit.

Easy to grow.

Stand Alone quart and 2.6 qt. pot



Coleus 'Henna'



The unique leaf pattern is reminiscent of henna body art.

Chartreuse foliage with copper and burgundy accents is on trend with popular colors in fashion and home design.

Stand Alone 2.6 qt. pot

Dahlia 'Fireworks'



Each flower is unique with unexpected and sometimes wild color variations.

Home Depot Channel Exclusive Plant

Stand Alone 2.6 qt. pot



Geranium 'BIG ORANGE'



Strikingly bright orange flower is related to the widely successful 'BIG RED'

Innovative cross between an upright potted type and hanging basket type. It grows well either way!

Home Depot Exclusive Name

Stand Alone 2.6 qt. pot and hanging basket

Geranium 'BIG RED'



First True Deep Red Flower on a Geranium

Innovative cross between an upright potted type and hanging basket type. It grows well either way!

This plant has created the most buzz of any geranium in years.

Home Depot Exclusive Name

Stand Alone 2.6 qt. pot and hanging basket

'TexMex' Geranium

This plant is one hot tamale! It is more heat tolerant than most geraniums and lasts into summer. The blooms do not shatter.

Striking red and pink blooms with a touch of white

Home Depot Exclusive Plant

Stand Alone quart, 2.6 qt. and hanging basket



VIVA!
2010



Pennisetum 'Fireworks'

Explosive color that will brighten up any garden or patio. Bold and brassy multicolor leaves make this an easy highlight. Good for dry locations such as gravel beds and rock gardens.

Stand Alone 2.6 qt pot

Hardy in zones 8-11

Considered an annual in most climates



VIVA!
2010



Petunia 'Crème Brûlée'™



Unique bloom coloration makes this plant an interesting addition to any garden

Nice mounding growth habit

Home Depot Exclusive Plant

Stand Alone 2.6 qt. pot and hanging basket



VIVA!
2016



Petunia 'Lemon Zest™'



Fresh squeezed color for the garden. The vibrant yellow blooms create visual POP! in the landscape.

The yellow color of the blooms is a relatively new development in petunia breeding.

Nice mounding growth habit

Home Depot Exclusive Plant

Stand Alone quart, 2.6 qt.
and hanging basket



Petunia 'Orange Zest'TM



Fresh squeezed color for the garden. The vibrant orange blooms go well with sister plant 'Lemon Zest'.

Nice mounding growth habit

Home Depot Exclusive Plant

Stand Alone 2.6 qt.
and hanging basket

Petunia 'Rhythm & Blues'TM



Striking blue and white blooms have a distinctive scalloped edge.

Home Depot Exclusive Plant

Stand Alone 2.6 qt.
and hanging basket



Petunia 'inc-RED-ible'TM



Inc-RED-ible vibrant color for the garden. This petunia stands out in the landscape or in a container. The striking red blooms are great for adding curb appeal.

Nice mounding growth habit

Home Depot Exclusive Name

Stand Alone 2.6 qt. and hanging basket



Rudbeckia 'Tiger Eye'



This annual rudbeckia blooms like crazy!

The flowers are so large and perfectly formed that some people have mistaken them for silk plants.

Home gardeners and trial gardens all over North America are “roaring” with approval at the garden performance of this plant.

Stand Alone 2.6 qt pot



Unique breeding has resulted in an impatiens that thrives in full sun and heat!

Each year, more and more customers come to the Home Depot and ask for this plant by name.

Stand Alone quart, 2.6 qt. and hanging basket

Home Depot exclusive logo and packaging

VIVA!
2010

Vinca 'SuperVinca'



This annual vinca has the superhero-like ability to resist the disease that commonly affects garden performance of this plant. The result is a 'tough as steel' heat tolerant annual that thrives in the garden, even with a less than perfect growing environment.

New for 2010 is a trailing type for hanging baskets.

Home Depot Exclusive Name

Stand Alone quart and hanging basket

Echinacea 'Big Sky' Series

Big Sky series features large flowers
with great colors

Echinacea 2.6 qt pot with tag

Hardy to zone 3



Echinacea 'Crazy Pink'



Heaviest flowering coneflower ever with new, compact habit

Echinacea 2.6 qt pot with tag

Hardy in zones 4-9



Heuchera - Premium Varieties



Great new Heucheras with outstanding foliage color

Varieties include: Caramel, Pistache, Pinot Gris, Mocha, and others.

VIVA! 2.6 qt perennial pot with tag





2010 Point of Purchase Materials

Signage

Pots

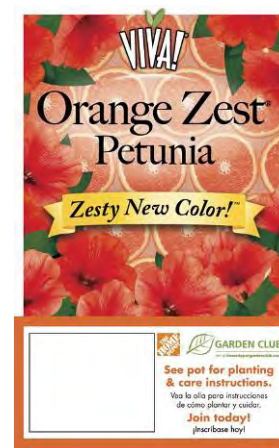
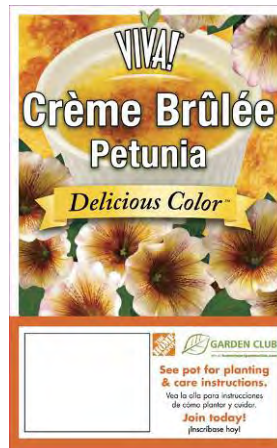
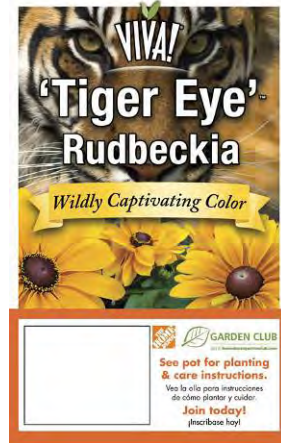
Tags

VIVA! Price Cards

Use these colorful VIVA! branded price cards to attract attention to your product.

These fit into the existing metal price card holders.

Add retail sticker in space allocated on card.



VIVA! Pots Have Great Information

- The Home Depot retains #1 spot as L&G packaging leader
- Consumer friendly and informative - enhances customer experience
- Bilingual



Sun or Shade

Eye popping graphics for increased sales

Plant or group name right on the pot

"Why it is special" banner

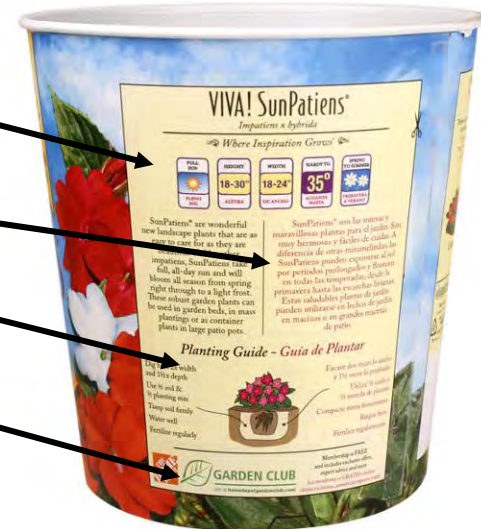
Turn the VIVA! Pot Around for Sales!

Easy to understand care icons

Bilingual care information

Planting Guide with how-to info

Home Depot Garden Club info



VIVA! website:
gardening,
variety info,
recipes, and
more

UPC with PBS
designation
right on the
pot



'Favorite Garden Plan' shows planting ideas

Companion Plants - ideas for added sales

Miracle Gro products suggested for
successful growing

Hanging Basket Tags

This basket tag design allows the tag to be attached to the hook or an arm of the hanging basket hanger, and to a plant stake.



The Versatile Hang Tag

Patio Pot Hang Tag

Hang tags and plastic picks can be purchased to label large containers



Hanging Basket Tag

Can be attached at the top hook of the hang tag

Or

On the vertical suspenders



Extra Large Stake Tags





Merchandising Protocols

VIVA! Merchandising Action Plan

Follow plan-o-gram or use a VIVA! destination in a high traffic area



- Bench and end-cap displays
- Group same items together
- Keep separate by SKU
- End cap
- Store-front displays
- Aisles

Cart Displays



- Dedicated space
- Premium location
- Keep carts lined up and even
- One variety per shelf
- One price card per variety, per display



Online Support

Consumer site is specific to VIVA!

- Link to HD Store locator
- Link to HD Garden Club
- Lots of variety info
- Planting tips
- Favorite Garden Plans
- Planting Guides
- Cultural tips
- Press Room
- FAQs



A great tool - associates can recommend site to consumers

Grower site for information anytime you need it

- Program overview
- Program details
- Component information
- Grower protocols
- Merchandising information
- Order forms
- UPC-SKU information
- Supplier contact information
- Press section
- Lots of images

