



**Get The Word Out
2005**



VIVA! is The Home Depot Brand

What's new this year? VIVA! is expanding to Premium Color, Perennials and other flowering categories

The Home Depot dedicates resources to the VIVA! program:

- Publicity
- Catalog
- Branding
- Public Relations
- Media



What's New?

Have you ever seen a pot like this?

Plastic pot looks like a picture

- New color printing is unique at Home Depot in 2005

- Customer friendly package!



Easy to understand info

- Sun or Shade

- Color coded pots for easy sales

- Plant name right on the pot

Turn the VIVA! pot around for sales!

No one has a package like this except THD!!



Easy to understand care icons

Bi-lingual care information

'Favorite Garden Plan' shows planting ideas

'Planting Guide' with 'how to' info

Companion Plant ideas for added sales

VIVA! website: gardening, recipes, newsletter and more





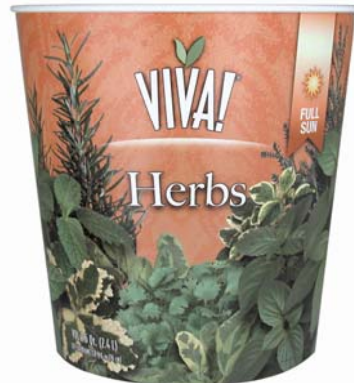
You can do it.
We can help.

Unique VIVA! Pots

Items are categorized by color



VIVA! Veggies



VIVA! Herbs



**VIVA!
Premium Color**



VIVA! Geranium



VIVA! Lavender



**VIVA! New Guinea
Impatiens**



VIVA! Gerbera



VIVA! Perennial

What's New?

VIVA! P-O-P



VIVA! Premium Color tag



Clear tray with VIVA! pots and price card



Bench Card



Price Card



VIVA! Herbs and Veggies Header Board



VIVA! Flowers Header Board



VIVA! Track Sign 7' x 40"

For metal tables



VIVA! skirting



VIVA! Merchandising Action Plan



Choose a VIVA! destination in your store, in a high traffic area

Group Herbs and Veggies together

- A minimum of 8 linear feet of table space
- March through May: 16 linear feet
- Keep separate by SKU



Group 4" flowers together

- On front table in main aisle
- Separate by price point and SKU



2-Tiered Board and Block



Feature 1-gallon items:

- End cap
- Store-front displays
- Aisles

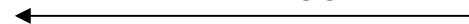
Additional Display Designs



3-Tiered Metal Display
Premium Color and Geraniums



3-Tiered Metal Display
Herbs and Veggies





www.vivagarden.com



Consumer site is specific to VIVA!

- Store locator
- Recipes
- Planting tips
- Favorite Garden Plans
- Planting Guides
- Cultural tips
- Herb uses
- Bi-Monthly Newsletter
- FAQ's



A great tool - associates can recommend site to consumers.



VIVA! AND VIGORO



The Home Depot's brands support each other

VIVA! and VIGORO will be cross marketed on signs

- VIVA! bench cards recommend VIGORO Plant Food

VIVA! Displays to cross merchandise VIGORO products

- VIVA! bench displays set two rows of VIGORO Plant Food
- Merchandised by VIGORO reps





The Home Depot sponsors VIVA! Garden for Schools Program



Since 2003, over 200,000 children have received VIVA! plants for their school gardens.



Program Sponsors:





VIVA! Program Information

Participating Suppliers

VIVA! Herbs and Veggies – this program is required in every store with dedicated space. POP package is required and will be supplied by Altman Plants. Altman Plants will be the exclusive supplier for Herbs and Veggies.

VIVA! Flowers – color items will be offered by many vendors (see the attached grid). You can buy these items from your current suppliers just like you have been. This is Home Depots national program and is required in every store. POP package is required and will be supplied / installed by either Altman, Color Spot or Hines (depending on market).



VIVA! Program Information

SKU	ITEM	SUPPLIER	UPC	CONDITIONAL SALE
335-521	Herb VIVA! 1 Pint (4")	Altman Plants	855511000007	Yes
335-863	Veggie VIVA! 1 Pint (4")	Altman Plants	855511000021	Yes
122-122	Veggie VIVA! 2.6 Qt. (1G)	Altman Plants	855511000076	No
579-426	Premium Color VIVA! 1 Pint (4")	Altman Plants, Colorama, Color Spot, Hines Chino, Hines Fresno, Kawahara, Martinez	855511000090, 855511000144	Yes
578-714	Geranium Ivy VIVA! 1 pint (4")	Altman Plants, Colorama, Color Spot, Grandview, Hines Fresno, Hines Chino, Woodbridge, Quality	855511000373	No
578-535	Geranium VIVA! 1 Pint (4")	Altman Plants, Colorama, Color Spot, Grandview, Hines Fresno, Hines Chino, Woodbridge, Quality	855511000106	No
183-351	Geranium VIVA! 2.6 Qt (1G)	Altman, El Modeno, Colorama, Hines, Color Spot, Quality, Grandview, Zalinda	855511000281	No
579-085	Gerber Daisy VIVA! 1 Pint (4")	Altman, Martinez, Hines Fresno, Color Spot, Colorama	855511000113	Yes
579-093	Gerbera Daisy VIVA! 2.6 Qt (1G)	Altman, El Modeno, Coloramam, Hines, Hines Fresno, Color Spot, Martinez	855511000298	No
579-106	Primrose VIVA! 1 Pint (4")	Altman, Martinez, Kawahara, Colorama, Hines Fresno, Hines Chino, Color Spot, Reiveridge	855511000168	Yes
579-071	Impatiens New Guinea VIVA! 1 Pint (4")	Altman, Martinez, Hines Fresno, Color Spot, Woodbridge	855511000120	Yes
580-284	Lavender VIVA! 2.6 Qt (1G)	Altman, El Modeno, Colorama, Hines, Hines Fresno, Color Spot, Martinez, Woodbridge, Zalinda, River Ridge	855511000328	No



VIVA! Program Information

SKU	ITEM	SUPPLIER	UPC	CONDITIONAL SALE
Existing SKU's per variety	Perennial VIVA! 2.6 Qt (1G) Angelonia, Aquilegia, Armeria, Carnation, Coreopsis, Delphinium, Digitalis, Erysimum, Gaura, Heliotrope, Onethera, Rudebeckia, Shasta Daisy	Altman, El Modeno, Hines, Colorama, Color Spot, Kawahara, Woodbridge, Bordiers, Zalinda	Each vendor to use existing	No
Existing SKU's per variety	Premium Color VIVA! 2.6 Qt. (1G) Bacopa, Nemesis, New Guinea Impatiens, Osteospermum, Verbena	Altman, Martinez, El Modeno, Hines, Colorama, Color Spot, Kawahara, Woodbridge, Bordiers, Quality, Zalinda, River Ridge	Each vendor to use existing	No
<i>This is a list of the current VIVA! Suppliers. Additional suppliers may be added.</i>				