



2006 POP

VIVA! – new formats, new POP
New items, SunPatiens

VIVA! Pots Have Great Information

and meet bilingual specifications of THD brands



“TURN the Pot Around” icon will be on header boards and bench cards, encouraging shoppers to pick up the product to find easy, helpful information.

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



← **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

Bilingual care information

Planting Guide with how-to info



'Favorite Garden Plan' shows planting ideas

Companion Plants - ideas for added sales

VIVA! website: gardening, recipes, newsletter and more

UPC right on the pot

New Pots in the VIVA! Program



VIVA! Herbs - new color



VIVA! Basil

New VIVA! Display P-O-P

VIVA! Posters



Herbs & Veggies



Color Programs

VIVA! Skirt



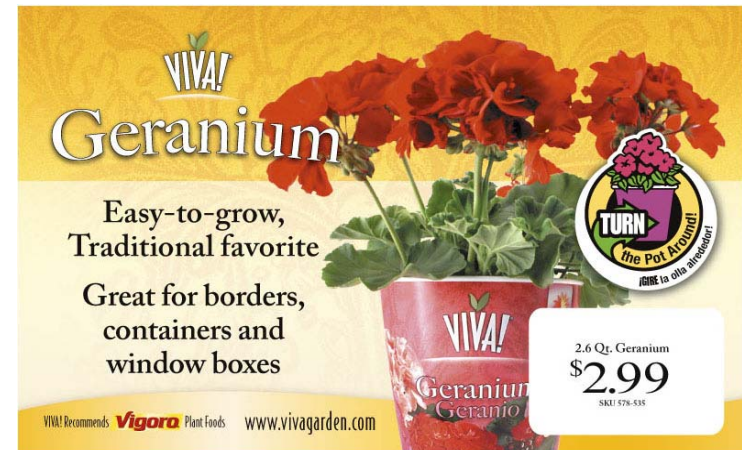
New 4" design to fit displays better -not used on metal bench displays

VIVA! Metal Channel Sign



Sign 7" x 40" - for metal display tables

VIVA! Bench Card



Informative, improved visibility, with 'Turn The Pot Around' icon

New VIVA! Product P-O-P



VIVA! Price Card with offset stake
allows increased visibility of product
- new, solid color



VIVA! Flat Talker with offset stake
makes a better, more informative
price card
-new item in some regions



**Bilingual
VIVA! Stake Tag**
colors match the
program pots
- new, fully bilingual



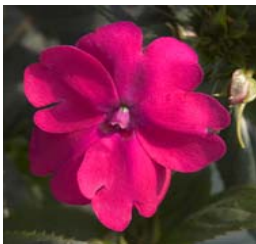
NEW VIVA! 2006 Introduction



- America's favorite shade flower for Full Sun!
- Only at The Home Depot!
- Informative, colorful VIVA! Pot
- Spring advertising in gardening magazines- get ready for the rush!
- Fun in-store POP



VIVA! SunPatiens™
2.6 Qt (gallon) pot



Magenta



Red



White



Orange

FUN P-O-P for 2006

2" Apron Button



SunPatiens Hang Tag

Hang tags and 24" picks can be purchased to label large containers (only POP item that requires purchasing)



Apron Card

SunPatiens on one side, VIVA! program highlights on the back



SunPatiens Wobbler

- can attach to header boards, bench cards, vertical beams



Poster



Bench Card



Simulated in-store display



Each VIVA! SunPatiens grower receives approximately the following POP for each store and associates in the store. Vendor merchandisers can also wear the buttons.

- 1 to 2 banners**
- 2 to 3 bench cards**
- 4 apron buttons**
- 2 wobblers**
- 4 apron cards**



SunPatiens Contest!!

Look cool while setting SunPatiens in the glaring sun!

There will be a contest for best merchandiser/sales rep of SunPatiens for each grower. Choose your best merchandiser and send a photo of his/her winning set. He/she will then receive a pair of Ray Ban Sunglasses from the SunPatiens promotion!



Style may vary from image.