



2026 Spring
Season

2026 Plant of the Year- Sequel



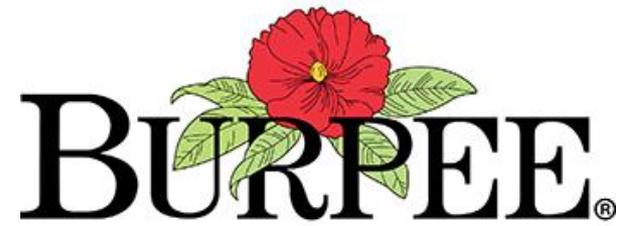
BUZZ-WORTHY BLOOMS

The Dahlia Summer Bees series combines aesthetic charm with bee-friendly design for vibrant, long lasting colour in any garden.



EXCLUSIVE • EXCLUSIVITÉ

Vegetable and Herb Program



Sustainable Pots 4" and 6"

- These pots are 100% biodegradable pot
- Made from equal parts -peat & wood pulp & a little lime to adjust PH
- The decomposing time depends on the temperature, available nitrogen, humidity, and microbial flora – higher temperatures and humidity and more available nitrogen will make the process go faster.
- **Made in Canada! In New Brunswick**
- **NEW 3" Burpee pot – Promo early season**



2026 Burpee Vegetable of the Year- Mad Hatter Pepper

2026 Burpee
150 Year Anniversary



Mad Hatter peppers are a unique, AAS winning hybrid of the South American Bishop's Crown pepper, known for their distinctive hat-like shape and sweet, citrusy flavor. They are very mild, typically ranging from 500 to 1,000 Scoville Heat Units, making them roughly 3 to 16 times milder than a jalapeño.

These peppers feature a flattened, three-sided disc shape with lobes or wings that resemble bishop's hat or a "smushed" flying saucer.

The flesh is **sweet, crisp, and crunchy** with a refreshing floral and citrusy scent.

While mostly sweet, they can occasionally express a "twinge of warmth" specifically near the seeds. Perfect to use in raw in salads, pickled, or stuffed with cheese.

Best to plant in-ground with support.

Height: 91-122cm

Spread: 61-91cm

Days to maturity from transplant (ripe): 75-90

Plant Habit: Vigorous and bushy, often producing 40-50 peppers per plant

FLOW POT



RECYCLED PLASTIC



OCEAN-BOUND PLASTIC



Post-consumer plastic

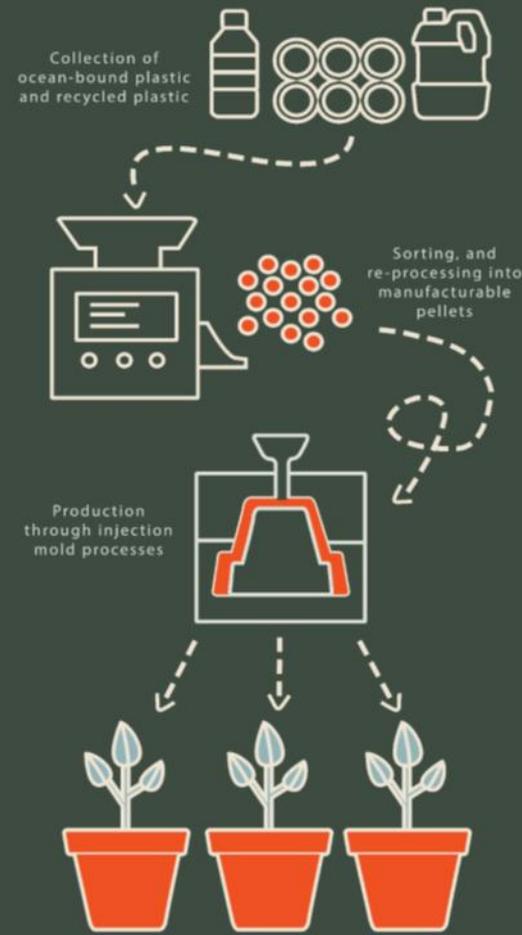


Stops plastic waste before it reaches our oceans

Indonesia and The Philippines

Empowers vulnerable communities

Provides safe, secure and traceable sources of income



Burpee Farmers Market

2026- Goals

Amp up our game on Edibles!!!

Home Depot has challenged us and stores to create a Farmers Market area.

With the subclass colour coding we will be able to create a clean look.

More time spent on merchandising for Burpee, keep clean and organized.



4" Burpee Vegetable	1000732485	6-23390-49491-6
4" Burpee HOT Peppers	1001525548	6-23390-49412-1
4" Burpee Sweet Peppers	1001525549	6-23390-49411-4
4" Burpee Beefsteak Tomatoes	1001525550	6-23390-86611-9
4" Burpee Cherry Tomatoes	1001525551	6-23390-86612-6
4" Burpee Slicer Tomatoes	1001525552	6-23390-86613-3
4" Burpee Paste Tomatoes	1001525553	6-23390-86614-0
4" Burpee Herbs	1000732802	6-23390-59592-7
4" Burpee Basil	1001525554	6-23390-59591-0
4.3" Burpee Organics	1001041705	6-23390-67426-4
6" Burpee Vegetables	1000736873	6-23390-60603-6
6" Burpee Herbs	1000732754	6-23390-79794-9
606 Jumbo Cell Pack Veggie	1000736886	6-23390-60673-9
Veggie Planter & Cage	1000736838	6-23390-55234-0
VeggieTake 2- Combo Planter	1001104630	6-23390-55544-0
10" Burpee HB	1000736549	6-23390-55248-7
Herb planter	1000732601	6-23390-32222-6

POP for Stores



**4 Front Apron “Boats” / table in the Plan-o-gram for Brands Vigoro, DND, Dummen and Perennial.
18H” x 36” with 8 grommets, bilingual and coroplast material.**

- 1. Vigoro 12” Vigoro Hanging Basket & 13” Planter**
- 2. DND- Drop N Decorate – 8” , 10” , 12” , Grande Villa Hanging Baskets**
- 3. Perennial- POTY**
- 4. Dummen ‘O’- 12” Planters, 12” Hanging Baskets, 8” Bri POTY. Late season Garden Party.**

Grande Villa Family

SuperCal® Premium Coral Star Petchoa

When it comes to garden performance, SuperCal® and new SuperCal® Premium are uniquely superior to all other petunias. Part petunia, part calibrachoa, they are all-weather performers that can stand up to cold and heat. Plus, they can withstand heavy rains and bounce right back with little to no damage.





GARDEN Party

POOL Party

FOREVER Party

2026 National Combo's Pink Sand Beach & Icon Frida





National Combo – Moonlit lavender
12" Eastlake Basket
18" Flair Planter



4.3" Grandee Annual Call Out - Supertunia Hoopla Vivid Orchid



PW
PROVEN
WINNERS®
 The #1 Plant Brand.™



- **Cyperus –Queen Tut (small one)**
- **Cyperus – Prince tut (Medium Size one)**
- **Juncus**
- **Pennisetum Setaceum 'Rubrum® 'Fireworks'**
- **Purple Strobilanthes (Persian Shield)**
- **Sedum**
- **Vinca Maculata- Wojo Jem**

- **Tradescantia Zebrina Feeling Flirty™ *Purple Tradescantia***
- **Chlorophytum Comosum- 'Variegatum' *Spider Plant***
- **Plum Dandy – Alternanthera**
- **Hedera Helix – Glacier Ivy**
- **Dichondra argentea-Silver Falls™**



Proven Winners Fairytrail Bride Hydrangea

- First ever Cascade hydrangea with a horizontal trailing habit, it forms big lace-cap bloom clusters then entire length of the stem.
- Blooms last several weeks from late Spring through to Fall.
- Originally introduced as Runaway Bride hydrangea at the Chelsea Flower Show in 2018 - where it earned the prestigious Plant of the Year award - this fabulous plant is finally available in North America under the name Fairytrail Bride.
- Grows to approximately 4 feet in width and height.
- Zone 5-9



2026 - Pro Bulk Items

**BULK
PRICE**



- 6 Pack Wave Petunia
- 12 Pack Landscapers Annuals
- Let's talk to the Pro's customer in the stores and find out what are the Landscapers are looking for?



6 Pack Wave buy 9 and get 10% OFF



Bench Card
actual size: 11 X 7"
(shown at 70% of actual size)

1201 Landscaper Trial 2026 May- June
Begonia, Impatiens, Petunia, Marigold

Handle
actual size: 19w x 1.25h"
(shown at 70% of actual size)





Trays & Racks

Stack up all empty trays, PLANTERS, HANGING BASKETS and place on one of our rolling racks as we will reuse these the following year.



Racks

- ALL Racks must be secure from rolling. Shipping racks that are stored in designated areas ready for pick up, MUST be secured to prevent them from rolling away.
- Reps must use the Jeffery's website DAILY to fill in empty rack quantities.
- When many empty racks accumulate at a store supervisors please e-mail to office.