



2026 Spring
Merchandising





Welcome to Jeffery's Greenhouses Merchandising Team!

Jeffery's Greenhouses Inc. is a wholesale distributor of spring bedding and potted plants grown exclusively for sale to the Home Depot stores in Canada and in the United States. Jeffery's Greenhouses has two farms located in St. Catharines and Jordan, Ontario. More information about our company can be found on our website: www.jefferysgreenhouses.com

As our In-Store Merchandising Representative, you are responsible for creating and maintaining displays of our product that are visually impacting and encourage sales of our product. In so doing, you must meet our merchandising standards as well as the merchandising guidelines set by Home Depot.

As a Jeffery's Representative, it is important that you build and maintain good working relationships with the Home Depot staff and other vendor reps as well as provide customer service and promote the Jeffery's product to the Home Depot customer as required.



Welcome to Jeffery's Greenhouses Merchandising Team! – cont'd

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- In order to be effective in this role you will need to have an understanding of the terminology used by both Jeffery's and Home Depot. Knowing these terms make communicating with your supervisor and store staff easier and effective.
 - A general knowledge of the product that Jeffery's supplies to the Home Depot stores is also necessary. Being able to visually identify the annuals we sell, as well as provide basic care and planting instructions to the customer is essential to your role as our representative. As customers approach you looking for plants that will suit their garden environment, knowing which plants do well in sun and in shade conditions, as well as basic care and planting instructions, will enable you to provide better service and increase sales. On non-delivery days, take time to read the care tags for each plant. On these you will learn their light requirements, height, and bloom time.
 - We have provided in this Handbook a listing of the annuals you will find in the garden center and their light requirements. We have also provided you with a list of terms that you will use regularly.

Petunia



Merchandising Terminology:

- **Monster Cart:** the large metal display bench (10 feet long and 3 tiered) that is on wheels and is typically used for outdoor displays in prominent areas.
- **End Cap:** Will be either 2 steel 4' sections together or half circle steel. No Brick & board End Caps.
- **Rack/Rolling Rack:** These shipping racks are used to transfer product from Jeffery's to the Home Depot stores. They are the property of Jeffery's and once they are emptied, they should be rolled to a designated area for pick up. Please report the number of empty racks awaiting pick up at the end of each shift on the Jeffery's website which is electronically sent to the Jeffery's Head Office.
- **Front facing:** The act of bringing product from the back of the shelf to the front of the shelf
- **Condensing:** The act of grouping like product together to create more space for incoming product
- **Plan-o-gram:** Often referred to as "**POG**" for short, this is a diagram which illustrates where and how products are to be displayed in the garden center broken down by vendor.

- **Racetrack:** The aisle that runs across the front of the store where the cashiers are.
- **Seasonal Main Aisle** - which is the aisle going out to the garden center. This is the dedicated space for indoor programs like Easter, poinsettias, tropical plant fest
- **Power Aisle:** Also referred to as the 'light bulb' aisle inside the store. Typically, wider than the other aisles and it is the first aisle in front of you when walking into the store.
- **Front Apron:** This is the area found in front of the store directly outside the garden center. The front apron is the first thing customers see so it is **priority** to keep full and fresh looking.
- **Waterfall:** Create visual impact by merchandising color in vertical lines (like a waterfall)
- **Rainbow:** Create visual impact by merchandising color symmetrically on both sides of the benches to create a 'rainbow' effect
- **Dead-heading:** The act of removing dead flower heads from plants to improve their appearance.
- **Culling:** Is the act of removing dead or unsalable product from the shelves. If you would not purchase the plant for a gift, then it should be culled.
 - For **indoor product** (Christmas and Easter) a **MOD cull sheet** is to be filled out and signed by the MOD.
 - For **outdoor product** (spring and garden mums), we are to use the **'fillable' cull sheet** on the Jeffery's website which is electronically sent to the Jeffery's Head Office.



Geranium

Home Depot Lingo:

- **PBS: Pay By Scan** is Vendor Owned Product. PBS applies to (outdoor) spring and garden mum product.
- **Host or Purchase Order:** Home Depot owned product. Poinsettias and Easter (indoor) product is Purchase Order product.
- **On AD or On PROMO:** refers to items that are in the current flyer. New flyers are released every Thursday and end Wednesday night the following week.
- **RTV:** Return to Vendor (applies to Host/Purchase order product (Poinsettias/Easter))
- **SM:** Store Manager
- **DSM:** Home Depot **District Store Manager**
- **MOD:** Home Depot **Manager on Duty**. Dial 300 to speak to the MOD
- **ASM:** Assistant Store Manager
- **DS:** **Department Supervisor** who manages a designated department.
- **DLGA:** Designated Live Goods Associate. This is the Home Depot employee that has been designated as in charge of the live goods within the garden center.



Home Depot Lingo: cont'd

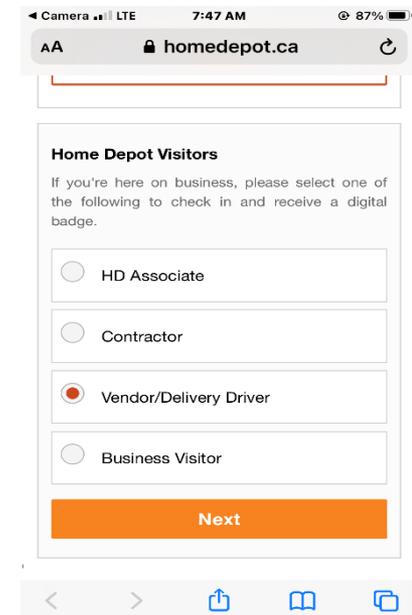
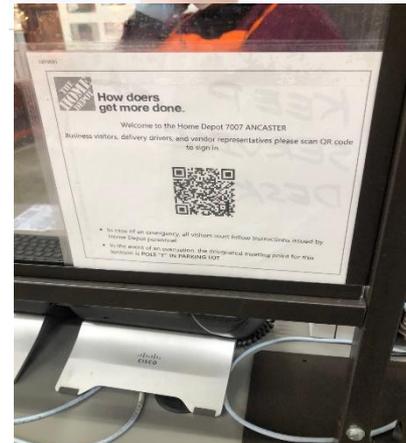
- **DS: Department Supervisor** who manages a designated department.
- **DLGA:** Designated Live Goods Associate. This is the Home Depot employee that has been designated as in charge of the live goods within the garden center.
- **Article Number:** is the ten-digit number that Home Depot and vendors use to identify products. Ex: (1000736592 identifies 10" Hanging Basket)
- **D28:** Department 28 is the Seasonal Department at Home Depot
- **MET team: Merchandising Excellence Team.** These are associates who travel between Home Depot stores and ensure product is merchandised to standard.
- **Code Green:** Term used when there is the threat of temperatures close to or below +5°C. Could include the threat of frost and/or snow. Procedures to follow are provided in this Handbook.
- **C3:** A Program provided by Home Depot for Jeffery's to book deliver dates & times where assistance with a forklift is required outside or for cold sensitive plants that need to be off-loaded through the Loading Dock directly into the store.
- **New digital visitor log-** Visitors to Home Depot stores will be able to scan QR code signs with their mobile device to sign-in and sign-out, eliminating the need to visit the service desk or receiving upon arrival and departure.

Electronic Vendor Sign in Process

- All vendor reps and supervisors are required to use the new electronic sign/in process when visiting stores.

Steps include:

- The **QR code** is posted at customer service or at seasonal desk
- Open your **camera app** and hold your device so that the QR code appears in the viewfinder in the Camera App.
- Tap the **Safari browser notification** that will pop up and follow the prompts to sign in
- Select **Vendor/Delivery Driver** and click **Next**



Electronic Vendor Sign in Process

Proceed to fill in

- First name ***Mandatory***
- Last name ***Mandatory***
- Email address ***Mandatory***
- Organization ***Mandatory***

- Your manager's name ***Optional***
- Your manager's email address ***Optional***
- Once mandatory fields are filled in you can click **'NEXT'**
- Brings you to a list of items we must acknowledge/adhere to

Camera LTE 7:48 AM 87%
homedepot.ca

 Check In  FR

I acknowledge that I will:

- Work in compliance with all provincial health and safety legislation and public health guidelines in the prevention of workplace accidents and the spread of the COVID-19 virus.
- Wear CSA-approved foot protection with Grade 1 toe and sole protection (green triangle), face mask/covering and all other personal protection equipment required for the job.
- Maintain physical distancing of 2 metres (6 feet) to avoid close contact and frequently wash or sanitize my hands.
- Complete (or have completed) a health check and do not have any symptoms prior to entering a Home Depot location. (Common COVID symptoms include cough, breathing difficulty, flu-like symptoms, headache, sore throat, recent loss of taste or smell, or a fever of 38°C/100.4°F or higher.)

To complete the health check, please visit <https://ca.thrive.health/covid19/en>

 Privacy - Terms

- Immediately advise Home Depot management in-



Electronic Vendor Sign in Process

- After **checking the box** that you acknowledge the safety requirements you will get to this screen showing '**Check in Successful**'
- An email will be sent to you confirming the check in confirmation and digital badge
- Keep the safari browser page open
- When ready to sign out, simply hit "**Sign Out**" to complete the sign out procedure

QUICK TIP enable 'autofill' in your Safari browser settings to speed up the filling out process

Go to :

>settings

>safari

>autofill

>use contact info OR my info

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homedepot.ca

✓

Check in was successful.

Valid Until: **09:48 PM EST**
Tuesday, March 02, 2021

Visitor's Name: **Brian Bajuk**
Store Name: **ANCASTER #7007**

Your digital badge and sign out link will be sent to **brianb@jefferysgreenhouses.com**

Keep this page open to sign out at the end of your visit.

Sign Out

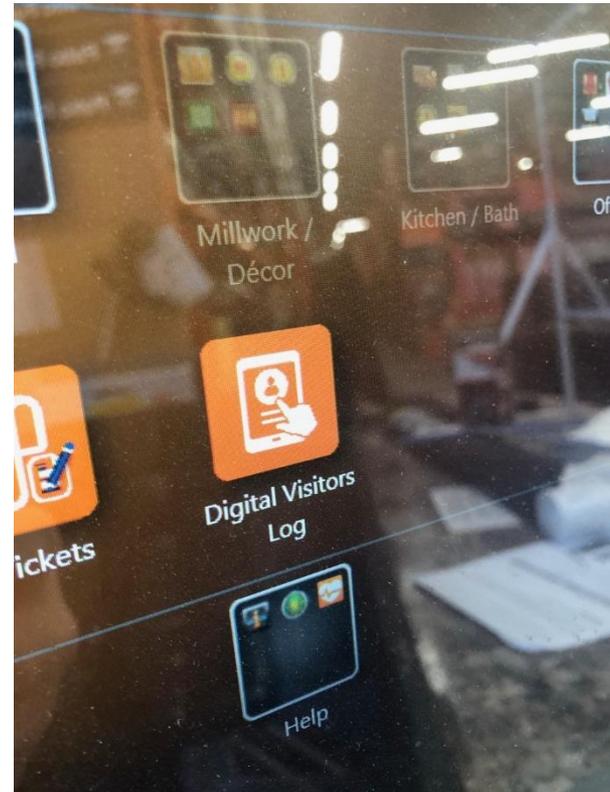
This pass is issued subject to the v agreement to observe and follow all app Home Depot health, safety and security

Privacy - Terms



Electronic Vendor Sign in Process

- For reps who **do not have a smart phone with a camera app**, this exact process can be accessed using the desktop at the seasonal desk, **however it requires a Home Depot associate to sign them in and out.**
- The following icon will be on the home screen on the Home Depot desktop.





Product terms you should know:

- **6 pack:** refers to six plugs of plants in one selling unit that a customer would purchase.
- **12" HB:** this is short form for our 12" Hanging Basket.
- **Herbs:** Plants valued for their culinary qualities, and medical properties.
- **Annuals:** A plant that completes its life cycle in one year. Does not come back year after year. Customers choose this type of plant for their wide variety of colors and varieties.
- **Perennials:** Flowering plants that return from their rootstock year after year. Often lack the color and variety of annual plants.
- **Tray:** the plastic tray that holds the individual sizes of annuals. We recycle these trays. Please gather empty trays and place them securely on the bottom shelf of a rack that is being returned to Jeffery's.

Other Live Goods Vendors:

- **Bloomworks:** is another merchandising company that represents some of the other vendors in the HD garden center
- **Foliera:** Is the vendor that supplies Indoor floral & tropical plants
- **Rosaire:** Is the vendor that supplies the perennials in some stores
- **Willowbrook:** Is the vendor that supplies the perennials in some stores
- **BTN: Brookdale Treeland Nurseries:** Is the vendor that supplies trees and shrubs in all stores

Get to know and maintain a good working relationship with the other vendor representatives.

We all work together to make The Home Depot garden centers successful!



IMPACTING

SALES:

DELIVERY DAYS

Make the Most of your Time...

- Sign in
- Remove the plastic wrap from all the racks and remove the product from the top shelves of all racks.
- Review your delivery i.e. what's new, what's needed ASAP, what do you have a lot of? Are the end caps and monster carts full?
- Plan... Take general inventory of your product and advise your supervisor of any issues: i.e. Low stock, watering issues, store traffic was busier than usual.
- Fill end caps (color block when possible)
- Merchandise new product and product on ad and sign accordingly



IMPACTING SALES:

DELIVERY DAYS

Take your breaks!

The product isn't going anywhere and will be waiting for you when you return.

- Merchandise planters (this is a high-ticket item and can be merchandised quickly)
- Hanging baskets: It is important to remove the plastic from all hanging baskets. Hang the baskets grouped by price point first and then by color or flower. Have a plan before you begin.
- Larger hanging baskets should be merchandised at the front of the tent or in a prime viewing area such as the front of the garden center. Take a look at the product in the hanging baskets: are they shade loving flowers or a tender plant? i.e. Begonia and New Guineas, Begonias and New Guineas should be merchandised in SHADED areas such as inside the greenhouse or on an inside run of the tent.

IMPACTING SALES:

DELIVERY DAYS

A customer asking for assistance is always your number one priority

The plants will wait; a customer asking for assistance will not.

- Prioritize the rest of the order based on the amount of work merchandising it. I.e., you have 2 racks of 12 packs and 2 racks of 6 packs. The 12 packs on the benches are spread out to look full and placing the 6 packs will require a lot of work because you have to make a big move to fit them. Work on the 12 packs first since it will take you less time to place them on the benches.
- Remember the veggies! Organize, fill and cull as necessary.
- Communication with your supervisor at the beginning and end of your shift is necessary to ensure issues are resolved quickly. This results in maximized sales and minimizes extra work for you.
- Sign out



IMPACTING SALES:

NON-DELIVERY DAYS

NON-DELIVERY DAYS CAN BE JUST AS BUSY AS DELIVERY DAYS. ON THESE DAYS WE NEED TO COMPLETE THE FOLLOWING:

- Sign in
- Take inventory of your product and advise your supervisor of any issues:
 - > **ARE THERE WATERING ISSUES?**
 - > Low Stock?
 - > Too much Stock?
- Make a plan & review your plan with your supervisor.

LOOK AT YOUR NEXT DELIVERY'S ORDER SUMMARY:

WILL YOU NEED TO ADJUST THE EXISTING PRODUCT TO MAKE ROOM ON THE BENCHES?

Taking 15 minutes to make a plan

- > *Minimizes the number of product moves you will need to make*
- > *Saves you time and energy.*

- Place Sale signs if applicable, ensure all areas are signed.
- Dead head spent flowers

REMEMBER A CUSTOMER LOOKING FOR ASSISTANCE IS ALWAYS YOUR PRIORITY

- Reorganize product on end caps to maintain fullness. The end cap attracts customers. Keep the end cap full according to the planogram. When stock levels do not support an attractive end cap re-merchandise with a similar product and color block for maximum effect.



IMPACTING SALES:

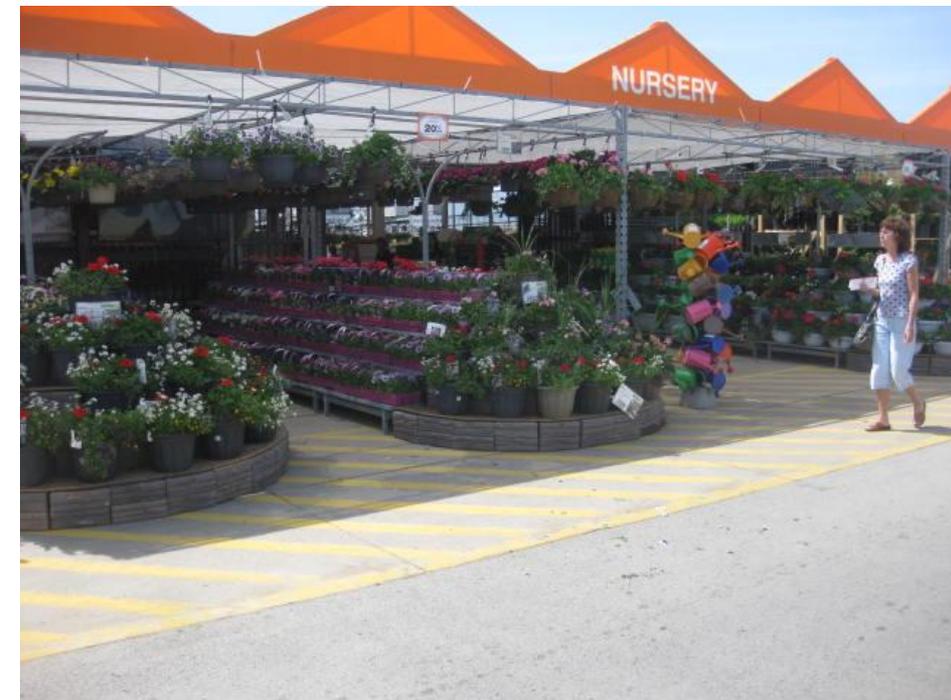
NON-DELIVERY DAYS

REMEMBER TO TAKE YOUR BREAKS!

- The monster carts attract customers the same way the end caps do. Treat them the same as an end cap. They should be full, color blocked, signed and watered.
- Remerchandise hanging baskets to keep front lines full, deadhead and cull as necessary
- Remerchandise the product on your benches to maintain an impacting display i.e. merchandise the trays lengthwise versus widthwise to fill more space with less product , dead head and cull as necessary
- Don't forget the veggies! Organize, fill and cull as necessary
- Communicate with your supervisor at the end of your shift. It is important to touch base with your supervisor at the end of your shift. Communication with your supervisor at the beginning and end of your shift is necessary to ensure issues are resolved quickly. This results in maximized sales and minimizes extra work for you.
- Sign out



Where to start when it's a mess?....



FLOWERS ARE IMPULSE PURCHASES
LOOKING GOOD = SALES

Start your day at the place the customer sees first...front apron

Front Apron



BEST MERCHANDISING PRACTICES



GROUP HANGING BASKETS TOGETHER
BY COLOUR



Planters and higher priced items go well on end caps, also
on the front apron.

KEEP COLOURS IN BLOCKS TO CATCH
CUSTOMERS' EYE



VERTICAL COLOUR STRIPING BY ARTICLE # MAKES IT EASY
TO SHOP



Spacing of product

- Product like **planters** and **hanging baskets** should have a good amount of space between each other
- Do not try to cram too many items into a section as this can lead to plant damage
- Having enough space between each product allows the full product to be showcased





KEYS TO SUCCESS

- PRESENTATION

- Keep the Garden Center NEAT, CLEAN & SWEEP
- A simple layout, with no clutter makes it easy for customers to shop

- MAINTAIN PLANTS QUALITY

- Plants need to be watered everyday > always keep soil moist
- Get plants off the carts > they will do better on the benches
- Remove spent blooms & dead product
- Remove from benches (cull) any product that does not look fresh or saleable

- DISPLAY PLANTS EFFECTIVELY-color sells

- Use 'COLOR' > create ribbons of color to catch customer's eye
- Create displays that make people walk around them
- Put items at different levels > from tall to short
- Place items where they can be seen > Planters on end caps
- Hang baskets where customers can reach them



KEYS TO SUCCESS

PROVIDE INFORMATION

- Greet and talk to your customers & provide information.
- Use care tags that come with the product to help with customers' questions
- If you need assistance answering questions, just give us a call
- Don't give your customer any reason to leave and shop elsewhere

BAR-CODES

- We operate by Pay-By-Scan (PBS) during the main season, so it is crucial that all items be scanned by cashiers for Jeffery's to get paid.
- **NOTE:** Especially important that each pot is scanned individually:
 - During BOGO (Buy 1 get 1 free) Sales
 - Burpee products > Herbs / Vegetables / Tomatoes each have their own bar code.
- Thursday mornings are the start of a new ad week – make sure anything on sale is scanning correctly. Make sure anything that was on sale the previous week is now scanning back at regular price.



KEYS TO SUCCESS

MAKE SURE ALL PRODUCTS HAVE SIGNAGE AND UPC'S!

- Make sure all displays, and racks have signage
- Point-of-Purchase (POP) signage is provided.
 - >Branded **Extra Large Bench Signs** for Easter Drop-N-Bloom, Cool Wave Pansy, Wave Petunia, & Burpee ****SAVE THESE TO RE-USE NEXT YEAR****
 - >Branded **Rack Signs** for Cool Wave, Wave, Vigoro, VIVA, Proven Winner, Burpee, & Burpee Organic.

GARDEN CENTER SEASON IS FAST AND FURIOUS--PLAN AHEAD OF TIME

- It's a busy time with lots of opportunity
- Being fully stocked right before the weekend is KEY!
- Nice weather = increase garden center customer traffic
- We need to work together to create a WIN/WIN situation
- Treat every day as a Big Selling Day!



Sun Loving

6 Hours of Sunlight

- ☀ Alyssum
- ☀ Argyranthemum
- ☀ Celosia
- ☀ Dianthus
- ☀ Dusty Miller
- ☀ Geranium
- ☀ Lobelia
- ☀ Marigold
- ☀ Pansy
- ☀ Petunia
- ☀ Portulaca
- ☀ Salvia
- ☀ Snapdragon
- ☀ Verbana
- ☀ Zinnia



Shade Loving

2-4 Hours of Morning or Late Afternoon Sun

- ☁ Begonia
- ☁ Coleus
- ☁ Impatiens



Deer Resistant

- | | |
|--------------|------------|
| Angelonia | Asters |
| Lantana | Heliotrope |
| Snapdragons | Lavender |
| Marigold | Alyssum |
| Zinnia | Rosemary |
| Dusty Miller | Thyme |
| Cleome | Salvia |



Annuals that Attract...



Humming Birds

- Salvia Splendens
- Verbena
- Petunia
- Zinnia
- Dianthus



Butterflies

- | | |
|----------|---------|
| Alyssum | Petunia |
| Dahlia | Verbena |
| Dianthus | Lantana |
| Penta | |

Determinate and Indeterminate Tomatoes

What are they?

- Tomato suckers are smallish shoots that grow out of the joint where a branch on the tomato plant meets the stem.



Should you remove them and what are the benefits?

- Yes, you should remove these because it allows more fruit to ripen towards the end of the crop.
- There are two types of tomatoes: **DETERMINATE** and **INDETERMINATE**.
- For **DETERMINATE** tomatoes, it is generally not necessary to sucker because the plant will not continue to set new fruits late into the season.

<u>Type</u>	<u>Variety</u>	<u>Growth</u>	<u>Remove Suckers ?</u>
Bush	BUSH CHAMPION	Determinate	NO
Italian	FRESH SALSA		
Salad Slicer	CELEBRITY		
	HOMESLICE		
	TASTI LEE		
Beef	BIG BEEF	Indeterminate	YES
	STEAK SANDWICH		
Cherry	CHERRY PUNCH		
	POWER POPS		
	SUNGOLD		
	SWEET 100		
Grape	RED GRAPE		
Heirloom	BRANDY BOY		
	BRANDYWINE PINK		
	MARIANNA PEACE		
	MORTGAGE LIFTER		
Italian	BIG MAMA		
	SAN MARAZANO		
	SUPER SAUCE		
Salad Slicer	EARLY GIRL		
Yellow	LEMON BOY		
Cherry	MIGHTY SWEET	Semi-Determinate	NO
Orange	SOLAR POWER		

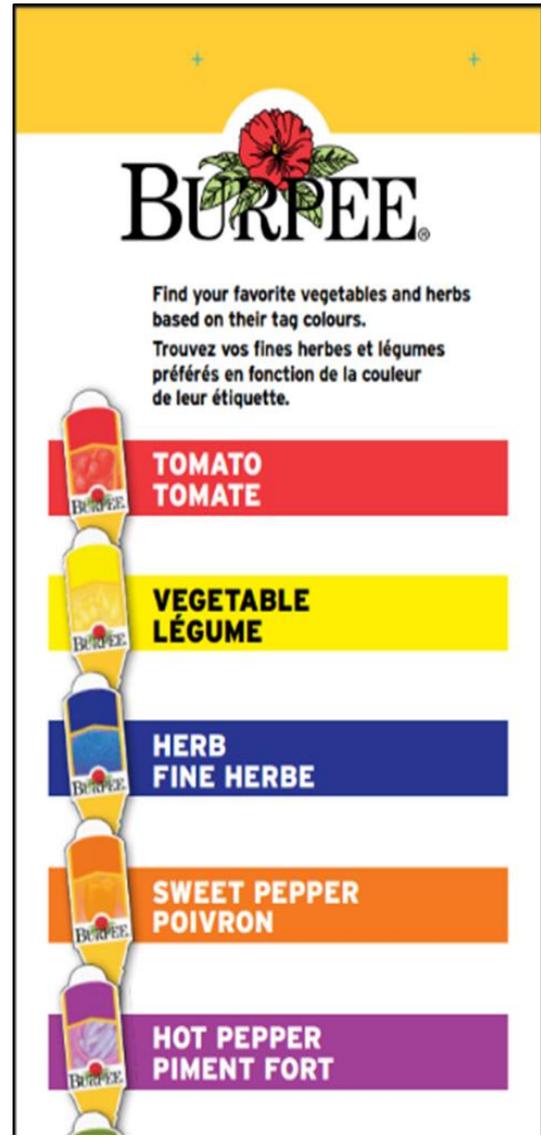
Home Depot Brands



Burpee- Directional Signs

Size:23.5" x 52"

- 2026 tray talkers will be colour coded
 - This will help customers find varieties, under 5 subclasses.
 - Help us merchandise group like varieties together
 - Retail & Size has been removed from the tray talker.
- Large directional color sign 23.5" x 52"



Burpee Farmers Market

2025- 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

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

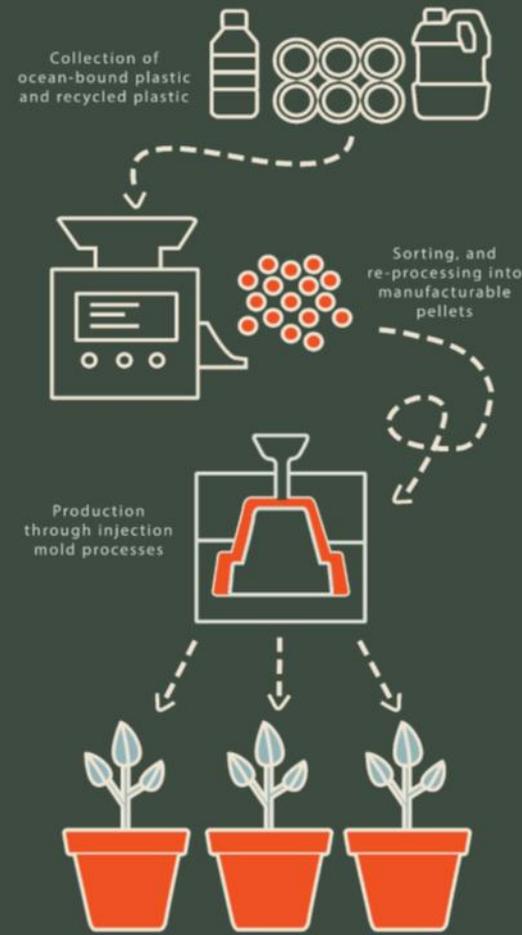


Stops plastic waste before it reaches our oceans

Indonesia and The Philippines

Empowers vulnerable communities

Provides safe, secure and traceable sources of income



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.

“Vigoro Family” – 3 National Mixes- for 2026

Selected for Advertising feature

13” Planter & 12” Hanging Basket

Option #1

GC-Geranium Mix

Zonal Geranium

Lysimachia

Dracaena Spike (for planter)



Option #2

Danzinger

Wine Spritzer

Lobelia Glow White Lightning

Petunia Capella Mulberry

Calibrachoa Eyeconic Cherry Blossom Imp.



Option #3

Beekenkamp

“SHADE MIX”

Beekenkamp

Begonia- Vermillion Red

Rex Begonia- Spacestars Select Leda

Black Ipo



Plant of the Year 2019-2025

2019

THE HOME DEPOT Plant of the Year

More colour for your garden

Large, happy flowers, and tons of them

Colour your shade

I'CONIA
GARDEN BEGONIA

2020

2020 Plant of the Year
Plante de l'année 2020

Easy Wave® Rose Fusion Spreading Petunia Home Depot Exclusive!
Easy Wave® Rose Fusion Pétunia Rampant Exclusivité Home Depot!

Spreads up to 3 feet
S'étend sur jusqu'à 90 cm

Sun loving • Low maintenance
Easy to grow • All-season color
Aime le soleil • Peu d'entretien
Facile à cultiver • Fleurit toute la saison

CELEBRATING 25 YEARS 1995-2020

wave
PETUNIAS

Take home great color for beds, balconies and containers
Prenez de belles couleurs pour plates-bandes, balcon et conteneurs

2021

Exclusively available at The Home Depot

SUNNY DAZE
Calibrachoa

An abundance of bright, sky blue flowers with bursts of sunshine-yellow rays. So easy to grow in containers, raised beds, and hanging baskets.

Naturally attracts butterflies!

THE HOME DEPOT

2021 PLANT OF THE YEAR

2022

PLANT OF THE YEAR

2023

Introducing **CABANACHOA**

A dreamy summer palette of easy-to-grow blooms in bold, tropical combinations that embody your staycation paradise.

Présentation de **CABANACHOA**

Une palette estivale de rêve de fleurs faciles à cultiver dans des combinaisons tropicales audacieuses qui incarnent votre paradis de vacances.

PLANT OF THE YEAR 2023
PLANTE DE L'ANNÉE

THE HOME DEPOT

2024

Wild ROMANCE

SHADE LOVING

Double New Guinea Impatiens

Create extraordinary beauty for shaded spaces in your outdoors with these exclusive petal-packed double flowering New Guinea Impatiens.

Créez une beauté extraordinaire pour les espaces ombragés de votre extérieur avec ces Impatiens de Nouvelle-Guinée à double floraison exclusives et abondamment fleuries.

EXCLUSIVE 2024 EXCLUSIVES

THE HOME DEPOT

2025

PLANT OF THE YEAR

SUMMER BEES
FOR A LONG COLLECTIVE GARDEN

BUZZ-WORTHY BLOOMS

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

FLEURS AU CENTRE DU BUZZ

La série Dahlia Summer Bees marie un charme esthétique à des fleurs favorables aux abeilles et aux espèces éclatantes et durables convenant à tous les jardins.

THE HOME DEPOT

EXCLUSIVE • EXCLUSIVES

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

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.



Drop N Decorate - *National Mixes*

Was selected for Advertising feature



NEW
6" DND

Confetti Mixes



8" DND

Wave
Easy Wave Neon Sky



10" DND

Dummen
Confetti- Rockin' Red



12" DND

Sakata
Sunpatiens Summer Salsa

Vigoro 1 Gallon – Call out Cannova Canna's Ball Seed

Cannova® Gold Leopard
Canna





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.®



Accents \$5.98 & Grasses \$8.98

- **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 Fairytale 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 Fairytale Bride.
- Grows to approximately 4 feet in width and height.
- Zone 5-9



Pro Bulk Items



- 2025 Yorkdale stores, June 19th.
- Lawrence Park Complete Garden Care- Company
- Returned to the stores twice in same day. Over \$1200 first purchase.
- Mainly Dummen 1 gal purchased



1201 Landscaper Trail 2026
May- June

Begonia, Impatiens, Petunia,
Marigold



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



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

6 Pack Wave buy 9 and get 10% OFF

2026 Let's talk to the Pro's in the stores, what are the Landscapers looking for?

2026 New Items

1-gallon Sunpatiens

Proven Winners

13" Fairy Trail Bride Hydrangea



12" Burpee
Salad Bowl



Colocasia Royal Hawaiian Aloha & White Lava 10" Planters



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Watering

Properly watered plants will look beautiful & attract customers, resulting in higher sales and less loss. Technique, timing and having the proper equipment are all essential.

Look, Touch, Water

- Use your senses!
 - Pick up the container: heavy =moist OR light =dry
 - Touch the soil: soft & sticks to finger =moist OR hard & doesn't stick = dry
 - Look at the soil : dark in color =moist OR light in color = dry
- Aim for soil- NOT flowers
- Spot water more often in high sun & windy areas
- Most material will need to be watered at least once a day
- Water with nozzle on “shower” or “gentle flooding”



Watering (continued...)

- Smaller pack sizes and product in the sun, dry out quickly
- Re-water wilted, very dry plants for longer periods of time until the soil holds the water
- Check to make sure wilt is from being dry. Overwatered plants wilt too when suffering from root rot
- Avoid stress > balance is important. Plants need to be moist, not saturated



Code Green

Sales Staff at Jeffery's Greenhouses monitor the weather conditions and temperature for the various regions throughout Ontario multiple times a day.

If the over night temperatures are expected to be below +5°C and/or there is the risk of frost/snow a “**CODE GREEN**” is put into affect.

Jeffery's Sales Staff send out an e-mail notification for the affected Ontario Regions to the Sales Supervisors – along with Home Depot Managers.

Once a **CODE GREEN** is in affect there are certain procedures that must take place before the end of the day.

Jeffery's Greenhouse recommends you follow along with the current weather conditions in your region of Ontario. It is a good practice to be able to anticipate when a **CODE GREEN** may be issued so you are better prepared.

Cold damage to plants is irreversible and can sometimes result in major losses when the proper steps are not taken to protect the product.

Protecting Annuals



Apron Sets:

- Secure Blue Tarps around perimeter of Shade Tents

Benching inside:

- Need to be covered completely – all sides– no air coming in.
- Use plastic or black landscape fabric

Baskets:

- Remove from inside runs & racked up to be rolled inside store

Standing Carts:

- Carts full of product should be rolled inside store

- The GOAL of **“Tarping the Apron”** and **“Covering the Benches”** is to keep as much Heat as possible Inside– like a Greenhouse – as AIR TIGHT as possible so the plants don’t freeze. Make sure everything is well sealed.
- The tenting should be done closer to closing time > 7-9pm
- Should not be removed until it is above freezing temperatures in the morning > 8-9am

FROST PROTECTION: Best Practices



DELICATE ITEMS – Can NOT be Outside

BELOW +5° CELCIUS

- **Potato vine (Ipomoea)**
In planters and in pots
- Basil
- Cucumbers
- Peppers
- Squash
- Herbs



These sensitive items need to be brought

INSIDE the store on racks,

as even covering them will not save them from cold damage

Advertising

- Home Depot Flyers break Thursday morning, every Thursday morning we need to check that the promo articles are scanning at the promo price.
- Monday's there might be an early release e-mail sent to garden club members with promo items listed.
- Home Depot promo signs will be posted on the Website Wednesday evenings. There will be 2 different sizes 5x8 & 7x11 available.
- A promo sign package will be included on product coming in the week of the promo. The rack will be identified via e-mail the day of.

The Home Depot Ad information is **confidential** and may be legally privileged. Any disclosure, copying, distribution or any action taken or omitted to be taken in reliance on it, is prohibited and may be unlawful.

We are **not** able to disclose any advertising details prior to shipping. We will provide a general overview the week of but not any earlier.





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.

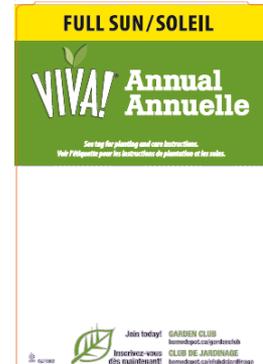


Racks

- 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.

Rack & Store Signs

All stores will be receiving pre-priced 5 x 8" rack signs on the racks.
A package of 7 x 11" signs will be provided to stores for the benches.



POP for Stores

7x11" Signs:

- Burpee- Veggie of the Year (VOTY) Mad Hatter Pepper
- Wave -Petunia
- BEACON- Impatiens
- Sunpatiens



Header Signs: **NEW HOME DEPOT CREATED 2026**

- Wave Petunia Header Sign
- Drop N' Decorate "Wave"
- Vigoro – Honey from Hollywood
- Painted Love Petunia

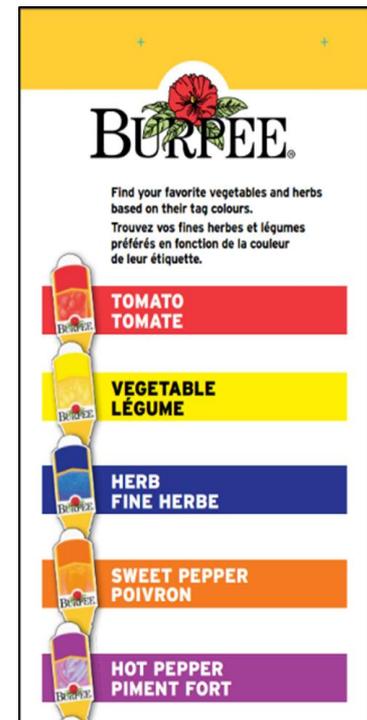
23H"x 47 with 23H" x 47" with 8 grommets, bilingual and coroplast material.



Burpee- POP Signs

- 2026 tray talkers will be colour coded
 - This will help customers find varieties, under 5 subclasses.
 - Help us merchandise group like varieties together
 - Retail & Size has been removed from the tray talker.
 - New Scoville meter on all tray talkers

- New Scoville 7x11 meter signs
- Large directional color Banner
- Burpee overhead location sign
- Burpee Veggie of the Year Bannor



NEW Size: 36" x 18"

Size:23.5" x 52"

Size:23.5" x 52"

Store Signs

Sign Package- needs assembly

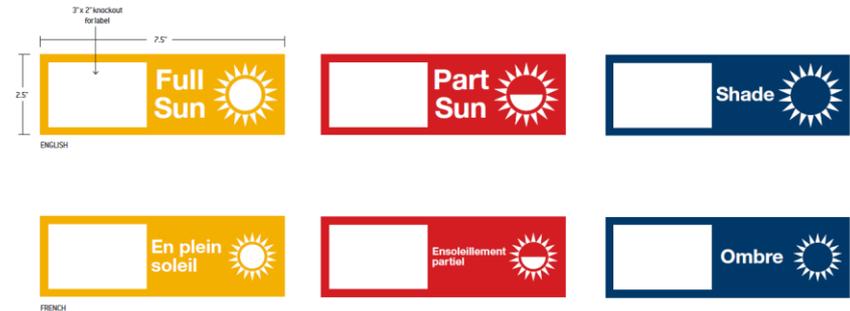
- Out Front= Metal Price Flip & Inside End Caps
- Out Front = End Cap Banners
- Sign Violators--=Inside Garden Center
- 3" x 2" Plastic Mudflap Signs= All benches Apron and inside
 - Full Sun, Part Sun and shade labels will be shipped to the greenhouse.

Record any missing components, need to submit to head office.





Price Signs 3x2" – AKA Mudflap signs
 Merchandisers to print business card
 price signs in store.





PHOTOS FOR VISUAL REFERENCE ONLY

END CAP BANNERS

<p>1</p>	<p>2</p>	<p>3</p>
<p>4</p>	<p>5</p>	<p>6</p>

Health and Safety

SAFETY TIPS

Avoid unnecessary bending and lifting whenever you can

- Place objects up off the floor-set something down on an elevated surface instead of lifting it off the floor.
- The best zone for lifting is between your shoulders and your waist. Avoid carrying anything that blocks your vision.
- Use the floral cart to move to your final destination instead of carrying objects one by one over a far distance.

Make sure the tow bar on the Jefferys Shipping Cart is always in the 'up' position and not laying on the floor to avoid someone tripping over it.

USE PROPER LIFTING TECHNIQUES

- By bending the knees, you keep your spine in better alignment.
- **DO NOT LOCK YOUR BACK.** Let your legs do the work. Rise slowly and smoothly with no jerking motions.
- Take a balanced stance with your feet about a shoulder width apart. Make sure your feet have proper traction.
- Squat down to lift the object but keep your heels off the floor. Get as close to the object as you can.
- Keep the load as close to your body as possible.
- Avoid twisting at your waist while carrying a load.
- Get help if the shape is too awkward or the object is too heavy for you to lift and move by yourself.
- Take short frequent breaks if you feel your back begin to tighten. Avoid doing too much all at once. Stretch if needed.
- When moving floral carts its best to maneuver it by walking beside the cart and pulling it as you walk. Always maneuver the floral cart with a clear view of your surroundings.

BEND YOUR KNEES



HUG THE LOAD



AVOID TWISTING



USE FOR
Hanging
Basket

