



2025 **Ball Seed** **Customer Days**

THURSDAY, JULY 24 • FRIDAY, JULY 25

BallSeed

Welcome to Ball Seed Customer Days at the Gardens at Ball!

We are excited to offer you the chance to see what's NEW and what WORKS for your business, up close and in person!

Things To Do and See:

- Pick up pro tips at our Tent Talks education sessions.
- Connect with 10+ breeders, here and ready to talk with you.
- Celebrate the 30th Anniversary of Wave® Petunia and Ball ColorLink®!
- Learn from our experts how to build successful programs and growing strategies for the 2026 season!

What's New This Year

- Tour our NEW Seed Distribution Center, remodeled this year and automated for maximum efficiency.
- Tour the Discovery Gardens designed by renowned garden architect Roy Diblik.
- Stroll through the newly redesigned Ball FloraPlant® and Selecta One® showcase, filled with 2026 annuals and combos on display.
- Take in the new sculptures decorating the Culverts.

2025 Schedule

Tours

NEW Seed Distribution Center.....8:30-11:00, 12:30-2:00
Tours start every 15 minutes.

Ball Helix Lab.....9:00, 9:30, 10:00, 10:30, 1:00, 1:30, 2:00, 2:30
Tours last approximately 20 minutes.

Ball Seed Premier Lab.....8:30, 9:00, 9:30, 10:00, 10:30, 11:00, 1:00, 1:30
Tours last approximately 60 minutes.

Demonstrations

Container Solutions (Demo Tent) 30 minutes each

Build Your Own Cut Flower Bouquet9:00, 12:30

Inspirational Perennial Combos9:30, 1:00

Annual Combos & Seed Inputs for Hanging Baskets.....10:00, 1:30

Wave's 30th Anniversary.....10:30, 2:00

TTA CuttingEdge Sticking Machine.....8:30-11:00, 12:30-2:00
Every 30 minutes in Ball FloraPlant Greenhouse

Tent Talks Education Sessions

Spotlight on Calibrachoa9:00, 1:00
Chris Ferguson and Nathan Jahnke, Ball Seed Technical Services

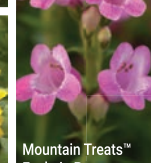
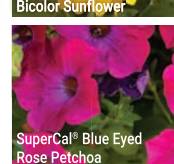
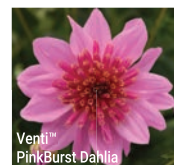
Cut Flower Production Practices and Crop Planning for Profit.....9:30, 1:30
Dave Dowling, Ball Cut Flowers

Merchandising: What Can a New SKU Do for You?10:00, 2:00
Candace Wilcox, Ball Seed Regional Business Manager

Labor-Saving Hacks for Your Greenhouse
Jim Kennedy, Ball Seed Senior Commercial Director.....10:30, 2:30

Tech On Demand LIVE Podcast
Bill Calkins, Senior Editor, Ball Publishing.....11:00

Must-See NEW Varieties



WELCOME!

2025 Ball Seed Customer Days



Restrooms



Water Refill Station



First Aid



1 DarwinPerennials



2 star



3 PanAmericanSeed



4 BallFloraPlant



5 selecta



6 BUNEE



7 BallSeed Exclusives



8 BallColorLink



9 BallSeed Containers



10 wave Skyframe



11 BallCutFlowers



12 All the Best Showcase:

DANZIGER

DUMMEN ORANGE

PW

SAKATA

syngenta

TAKI

PRESENTATIONS



Tours Start Here



Tent Talks Education Sessions



Container Solutions Demos



TTA CuttingEdge Sticking Machine Demos



A Entrance to the Gardens at Ball



B The Culverts, featuring NEW Sculptures



C Comparison Beds



D Landscape Beds



E The Windings



F Sun Containers



G The Pavilion



H Pond Display



I Garden Gateway



J Discovery Garden

Highlighting native plants and perennials grown together as a functional, natural landscape that thrives in this hardness zone and climate.

BallSeed

You are invited to explore 13 acres displaying 145,000 plants from 1,800+ varieties! This is an amazing opportunity to discover, learn and find inspiration!

Ask us where the nature path begins!



Thank you for stopping by Ball Seed Customer Days!

We're excited you could join us for a strategic day in the gardens planning for the upcoming season. Count on Ball Seed to help you with ordering, production planning and shipping of high-quality young plants. **See you next year!**

Like what you saw
today in the gardens?

**Scan to order
2026 new varieties
on WebTrack® now!**



BallSeed

BallFloraPlant

selecta^{one}

DarwinPerennials

PanAmericanSeed

BURNEE[®]