

WINTER

# *Flower Bookings*

2023 GUIDE

*growing transformations*

SPRING  
CREEK  
GROWERS

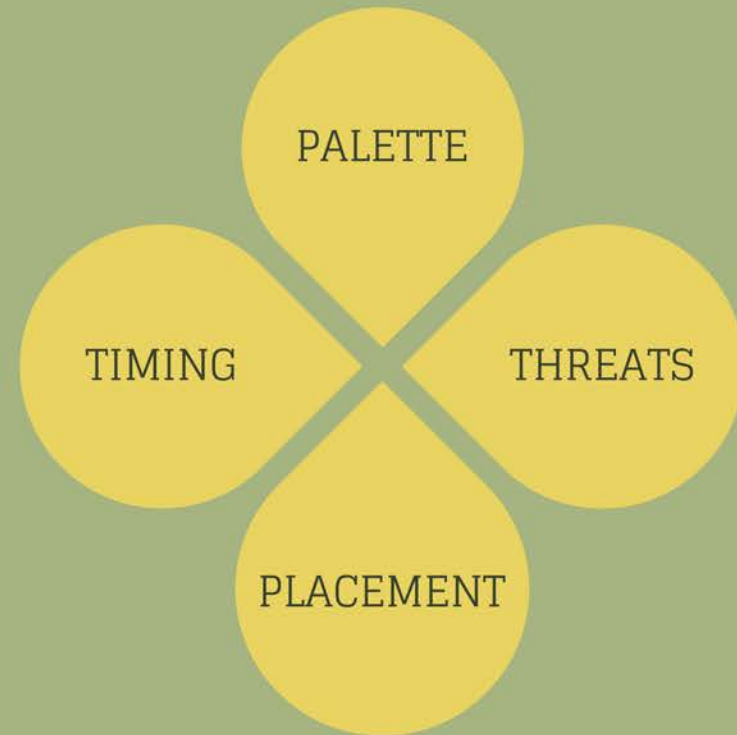


# Plan

Consider these 4 petals when planning a successful seasonal color change out. Well-thought-out schemes get noticed, so take your properties on a colorful ride this season and make it look effortless. Planning saves time and money during the busy season!

- Install week
- Holidays/Events
- Minimums
- Day length
- 2x vs 3x per year

- Color favorites
- Color wheel opposites
- Bloom structure complements
- Historical successes



- Deer
- Drainage
- Disease & Pest

- Tiered/ stair-stepped planting
- Cottage mix
- Plant spacing
- Bed measurements
- Sign restrictions

# Palette

Annual color is an opportunity to be creative!

Flowers will set the tone for the property all season, so make it memorable. The suggested palettes in this deck are just for ideas. Pull out 1-2 elements and mix and match what works for you and your property.

## Favorites

Winter is a great opportunity to use strong **blues** because there's not many blue shades during Spring or Summer. Keep in mind hardscape surroundings, business logos and maybe your client's alma mater. We pulled some of the best performing colors within a genus to take out the guesswork.

## Opposites

Elementary art comes in handy with a color wheel. Pick your favorite color and then take a look at the other side of the color wheel for the perfect complementary shade. Thinking blue? Opposite pinks and yellows and oranges.



## Blooms

Contrast the bold size of larger flowers with smaller flowers and/or foliage to add textural interest and allowing each component to shine. Large blooms look great against clusters of smaller flower types. Example: large-flowered Pansy against small-clustered Dianthus florets looks really great.

## History

Historical successes can be easily switched up to new colors or replacing one color component. Just came off a good year with Dianthus? Pick a new color and keep the rest the same. Also remember Thanksgiving is Nov 23, 2023.

# Color

What words does your client use to describe how they want the property to look? Do they use words like fresh or different or cheery? Take those descriptions and paint a palette to exactly what they want using color symbolism.

## Symbolism

Red

bold, passionate, confident,  
ambitious, excitement, youthful

Pink

love, playful, admiration

Orange

friendly, cheery, fun

Yellow

fresh, optimistic, warm

Blue

calm, trustworthy, strength

Purple

creative, unconventional, luxurious

## Flowers best in Show

Dianthus, Snapdragons

Dianthus, Snapdragons

Calendula, Pansy, Snapdragon, Viola

Calendula, Pansy, Snapdragon, Viola

Pansy, Viola

Dianthus, Pansy, Snapdragon, Viola



# Threats

In the world of commercial horticulture, we work with Mother Nature to create unforgettable transformations, but there are a few villains out to threaten our creations. Consider any new changes to property configurations that could throw off your game. These are the infamous 3 'Ds.'

## Deer

Almost all annual color could be a free ticket to Candyland for deer and rabbits. We hesitate to recommend a component could be truly *deer-proof* (someone let us know if one REALLY exists!) Generally Dusty Miller, Cabbage/Kale are safer choices, but we all know if deer get hungry enough, they'll find a way grab a snack.



## Drainage

Color changes are a great time to analyze irrigation methods and moisture outputs. No color bed likes wet feet or standing water, so ensure everything is well-drained in case of a rainy Fall season. Too much moisture applied in any form can encourage fungal and rotting issues.

## Disease & Pest

Remember that bed that has a history of going downhill quickly? Maybe it's time for a soil test prior to change out. Use all the preventative granulars for bed prep to prevent pop-ups. Pests like thrips and snails can throw off a gorgeous colorbed, so be prepared for all the well-known Springtime insects. Chosen components may have the same or different susceptibilities. Know each component's biggest threats.

Let your Spring Creek sales rep know if you need a site visit!

# Placement

Giving each flower the right space in the right bed is crucial for an eye-catching drive by. Consider all the beds within the property as most of them won't have the same exact sun exposure and pick components that will help the variances look cohesive.

## Tier

Stairstepped plantings are popular with commercial applications because big, bold blocks of color make a statement and get noticed. Consider growth habits and mature height through the entire season. Look at bed slopes and where the driest & wettest areas will be for each tier. Two or three tiers look good and we suggest an accent plant here and there for a little pop. Component percentages could be 25%-40%-35% depending on spacing and plant habit. Middle tiers typically have higher percentages and carry the weight of the palette.

## Mixes

Mixed plantings have been trendy for an effortless, flower-child look. If a couple flowers die, it's easy to replace and pop in as needed. Good mixes have a lot of different heights and visible textures in odd numbers - minimum of five, but seven is better. Choose solid colors of each component - you want a thoughtful mix, not a hot mess! Pro tip: install several items green or non-flowering to budded allowing a long window of flowering cycles.

## Spacing

6" - 8" spacing is typical for most Winter color spacing. Larger growing Dianthus (Amazons) will need more space to shine-up to 12" apart. Look at each component and plan for the color visibility. Are there any areas to keep in mind for signage? Some properties have signs for cars that need to be kept visible. Taller accent plants can be used on the sides. Spacing for Winter color can be closer together than Spring & Summer because plants will grow more slowly during cool Fall/Winter weather.

## Square Ft.

Got new beds? Do you have one that could be an experimental spot to try something new? Factor the square footage, allocate spacing for each component and use a plant calculator for total 4-inch 18-count flats needed.



# Calculate

## SPACING

6" Centers

8" Centers

10" Centers

12" Centers

14" Centers

## SPACING MULTIPLIER

plants per square foot

4 to 4.6

2.25 to 2.6

1.45 to 1.67

1

0.5

## EXAMPLE CALCULATION

Client chose Palette #1 with a bed of 600 square feet. Client likes the beds full quickly and wants maximum flower power, so we'll go with the upper limit on the spacing multiplier.

Allocating the following percentages for each layer:

25% Viola w/ 6" Centers

40% Pansy w/ 8" Centers

35% Snapdragon w/ 8" Centers

$600 \text{ sq ft} \times .25 = 150 \text{ sq ft} \times 4.6 = 690 \text{ units} / 18 = 39 \text{ flats}$

$600 \text{ sq ft} \times .40 = 240 \text{ sq ft} \times 2.6 = 624 \text{ units} / 18 = 35 \text{ flats}$

$600 \text{ sq ft} \times .35 = 210 \text{ sq ft} \times 2.6 = 546 \text{ units} / 18 = 31 \text{ flats}$

Cluster pockets of Dianthus: Around 5-10 flats

Round-up to increments of 5 for easy check in delivery & have a couple extras for fill-ins.

Order:

39 Viola Penny Deep Blue

35 Pansy Matrix Yellow

31 Snapdragon Snapshot Orange - *uh oh, below min!*

10 Dianthus Floral Lace Crimson- *uh oh, below min!*

Then I go sell Palette #1 to 4 other clients to ensure all minimums are met and the planting crews have consistency.

# Timing

Isn't it everything? Compile the totals needed by week so each flower is at the perfect stage for install. Use the notes section of the booking form to outline any specifics on required bloom stages.

## Day Length

Did you know many annual flowers are considered sensitive to photoperiod hours? The number of sunlight hours is critical for plants like Dianthus and Snapdragons to initiate flowers and keep it going. Daylengths from Fall into Winter progressively get shorter, meaning it takes longer to flower up. Have you ever noticed Snapdragons are really pretty in March? It's the daylength hitting the right spot for them to bloom. If full flowers are a necessity by Thanksgiving, install the last week of October to allow for ample time to build photoperiod hours. Pansies and Violas are day-length neutral and will flower during long or short days.

## Install

Plan install for the "week of." Mother Nature's sunlight, clouds and temperatures can affect crop scheduling plus or minus a 7-10 day variance. All crop scheduling and production is planted by week with custom assigned grow times to be perfect for a professional install.

**2/YEAR**

Week 42-45  
Oct. 16th-Nov. 6th

## Minimums

45 flats is the required minimum for bookings per line item per week. Easily hit minimum by offering the same schemes to multiple properties. Below min numbers will be placed on an open - stock, unconfirmed order.

**3/Year**  
**Fall**

Week 35-39  
Aug. 28 - Sept 25

**Winter**

Week 42-46  
Oct. 16th-Nov. 13th

## Week #

Late October through early November is peak season for Winter change outs. See the schedule below for the 2x and 3x change-outs. Pansies will begin Week 42.



# Schedule

## 2 CHANGE OUTS

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Spring Change Out in April      Due Nov. 15

Winter Change Out in  
late October      Due June 1

Plan ahead for the next season and beyond. Mark your calendar for each change out and never miss out on your favorite picks. Due dates and lead times allow for tiny seeds to be harvested and grown to perfection making your color installs a predictable breeze!

## 3 CHANGE OUTS

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Spring Change Out in March      Due Oct. 31

Summer Change Out in  
June      Due Jan. 15

Winter Change Out in early  
November      Due June 1

Disclaimer: Recommendations based on genus color performance, average heights and traditionally expected growth habits. Other variables such as bed preparation, amendments, irrigation frequency and application, fertilizer variability and mother nature events such as rain and/or sunshine and day length all have a role in overall plant health, vigor and performance. Other maintenance measures may be needed for pest and disease prevention as well as dead-heading to maintain viability and longevity. Schemes are ideas based on historical plant performances. Certain colors within a plant genus perform much better than others. Listed turn in dates are not a 100% fulfillment guarantee as seed failures and production losses throughout the supply chain could result in communication of an advisable and similar substitution. All bookings are considered a contracted intent to purchase and receive within a 10 - day window of booking. Restocking fees and cancellation fees apply.

# Palette 1

Primary focus! This palette is fairly short overall, perfect for plantings under signage and shrubbery. Start the front with a Deep Blue Viola, then blend into Bright Yellow Pansy and ombre to Orange Snapshots and Crimson Dianthus. Dianthus Floral Lace Crimson is a must-use in clustered plantings or a back row.

VIOLA PENNY  
DEEP BLUE



Height 6-8"  
Width 6-8"

Small, true blue blooms cover compact mounds.

PANSY MATRIX  
YELLOW



Height 8"  
Width 8-10"

Vibrant solid yellow blooms cover mounded plants.

SNAPDRAGON  
SNAPSHOT ORANGE



Height 10-12"  
Width 10-12"

Short, bushy habit with deep orange flowers.

DIANTHUS FLORAL  
LACE CRIMSON



Height 8-10"  
Width 8"

Vibrant true red blooms cover tops of dense foliage.



## Palette Notes:

Exposure



Full Sun

Irrigation



Drip Line Preferred

Bed Prep



Well-Drained  
pH = 6.2-6.5

Planting Tips



Regular use of fungicides in damp, humid weather will keep mildew away.



# Palette 2

Pretty Pinks. This palette starts with a solid White Pansy at the front, leading into a Rose and White bi-colored Dianthus, and Bright Pink Snapdragons at the back. Dianthus Dash Mixture as an optional accent is great to add in clustered pockets, or rows at the back. The perfect palette to focus on the Color of the Year!

PANSY MATRIX  
WHITE



Height 8"  
Width 8-10"

Solid white blooms cover compact mounds.

DIANTHUS TELSTAR  
PICOTEE



Height 10"  
Width 9"

Rose and white bi-colored blooms on dense plants.

SNAPDRAGON  
SONNET ROSE



Height 18-22"  
Width 10-12"

Vibrant Pink stalks of tubular blooms on cluster habit plants.

DIANTHUS DASH  
MIXTURE



Height 15-20"  
Width 12-14"

Pink, Red and White mixture of cluster blooms top high above compact foliage.

OPTIONAL  
ACCENT

## Palette Notes:

Exposure



Full Sun

Irrigation



Drip Line Preferred

Bed Prep



Well-Drained  
pH = 6.2-6.5

Planting Tips



Regular use of fungicides in damp, humid weather will keep mildew away.

2023  
COLOR OF THE YEAR  
'Viva  
Magenta'

*growing transformations*

**SPRING  
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# Palette 3

Effortlessly pretty. This mixture begins with a White to Purple ombre of large-flowered Dianthus, steps up to a wave of sweet Lavender Pansy and tiers up to Sonnet White Snapdragons. The optional accent of Flowering Cabbage is a nice addition in clusters or on sides of plantings.

DIANTHUS CORONET  
WHITE W/PURPLE EYE



Height 8-10"  
Width 8-10"

Large, white to purple ombred blooms on upright mounded plants.

PANSY MATRIX  
LAVENDER SHADES



Height 8"  
Width 8-10"

Light purple to lavender blooms on mounded plants.

SNAPDRAGON  
SONNET WHITE



Height 18-22"  
Width 10-12"

Solid white stalks of tubular blooms on upright stems.

FLOWERING CABBAGE  
PIGEON PURPLE



Height 8-12"  
Width 12-14"

Dusty purple foliage grows in rosette shapes. Great for side accents in this palette.

OPTIONAL  
ACCENT

## Palette Notes:

Exposure



Full Sun

Irrigation



Drip Line Preferred

Bed Prep



Well-Drained  
pH = 6.2-6.5

Planting Tips



Regular use of fungicides in damp, humid weather will keep mildew away.



# Palette 4

Set your Autumn on FIRE! Fresh and cheery colors grab attention in this Fall planting. Yellow Violas complement Red/Yellow bi-colored short Snapdragons, and a third tier of tall Yellow Snapdragons. Dash Crimson Dianthus add a bold, Dark-Red accent.

**VIOLA SORBET  
YELLOW**



Height 6-8"  
Width 6-8"

Small, bright yellow blooms on mounds of foliage.

**SNAPDRAGON SNAPSHOT  
RED BICOLOR**



Height 10-12"  
Width 10-12"

Vibrant red and yellow bi-colored blooms on dense plants.

**SNAPDRAGON  
SONNET YELLOW**



Height 18-22"  
Width 10-12"

Yellow tubular blooms grow in clusters on bushy plants.

**DIANTHUS DASH  
CRIMSON**



Height 15-20"  
Width 12-14"

Red cluster blooms top high above compact foliage.

OPTIONAL  
ACCENT

## Palette Notes:

**Exposure**



Full Sun

**Irrigation**



Drip Line Preferred

**Bed Prep**



Well-Drained  
pH = 6.2-6.5

**Planting Tips**



Regular use of fungicides in damp, humid weather will keep mildew away.

# Palette 5

Simple. Successful. Classic with a twist. Complementary tones of Blue and Yellow bookend fronds of Silver on the Silverdust Dusty Miller. Neon Cherry Amazon Dianthus create more drama with their bright, tall blooms. Color of the year spotlight: Viva Magenta

VIOLA SORBET  
MORPHO



Height 6-8"  
Width 6-8"

Cute, blue to yellow ombred flowers on a mounding habit.

SNAPDRAGON  
SNAPSHOT YELLOW



Height 10-12"  
Width 10-12"

Neon yellow, tubular flowers bloom in clusters atop cluster habit foliage.

DIATNHUS AMAZON  
NEON CHERRY



Height 18-36"  
Width 10-12"

Hot Pink clustered blooms top high above compact foliage.

DUSTY MILLER  
SILVERDUST



Height 10-14"  
Width 10-12"

Soft silver foliage with oak-type leaves grow in spreading clumps.

OPTIONAL  
ACCENT

## Palette Notes:

Exposure



Full Sun

Irrigation



Drip Line Preferred

Bed Prep



Well-Drained  
pH = 6.2-6.5

Planting Tips



Regular use of fungicides in damp, humid weather will keep mildew away.

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# Palette 6

Romantic day and night. This mixture begins with a bright solid White Dianthus, blends into a romantic mixture of Burgundy/Rose, Yellow and White Pansy and tiers up to Sonnet Burgundy Snapdragons. The optional accent of Flowering Kale is a nice addition in clusters or on sides of plantings to add some extra texture.

DIANTHUS CORONET  
WHITE



Height 8-10"  
Width 8-10"

Large, solid white blooms cover dense foliage.

PANSY COLOSSUS  
ROSE MEDLEY



Height 8-10"  
Width 8-10"

Romantic mixture of blotches in deep rose, white with rose edges, and pale yellow with rose edges.

SNAPDRAGON  
SONNET BURGUNDY



Height 18-22"  
Width 10-12"

Dark burgundy tubular blooms grow in clusters on bushy plants.

FLOWERING KALE  
CRYSTAL SNOW



Height 8-10"  
Width 10-12"

Foliage accent with lots of texture.

OPTIONAL  
ACCENT

## Palette Notes:

Exposure



Full Sun

Irrigation



Drip Line Preferred

Bed Prep



Well-Drained  
pH = 6.2-6.5

Planting Tips



Regular use of fungicides in damp, humid weather will keep mildew away.

# Palette 7

Complementary color basics with a twist! Start low with the color of the year with Dianthus Coronet Rose in this Fall planting. True Blue Pansies complement the Rose Dianthus and bright Orange Calendula, and create a nice pop of color against a Silver backdrop of Dusty Miller.

**DIANTHUS CORONET  
ROSE**



Height 8-10"  
Width 8-10"

Bright rose blooms cover dense foliage.

**PANSY MATRIX  
TRUE BLUE**



Height 8"  
Width 8-10"

Very true blue blooms cover mounded plants.

**CALENDULA  
BON BON ORANGE**



Height 12"  
Width 10-12"

Large orange blooms on tall spreading plants.

**DUSTY MILLER  
SILVER DUST**



Height 10-14"  
Width 10-12"

Soft silver foliage with oak-type leaves grow in spreading clumps.

OPTIONAL  
ACCENT

## Palette Notes:

**Exposure**



Full Sun

**Irrigation**



Drip Line Preferred

**Bed Prep**



Well-Drained  
pH = 6.2-6.5

**Planting Tips**



Regular use of fungicides in damp, humid weather will keep mildew away.

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