

SPRING

*Flower
Bookings*

2024 GUIDE



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VIEW THE DECK

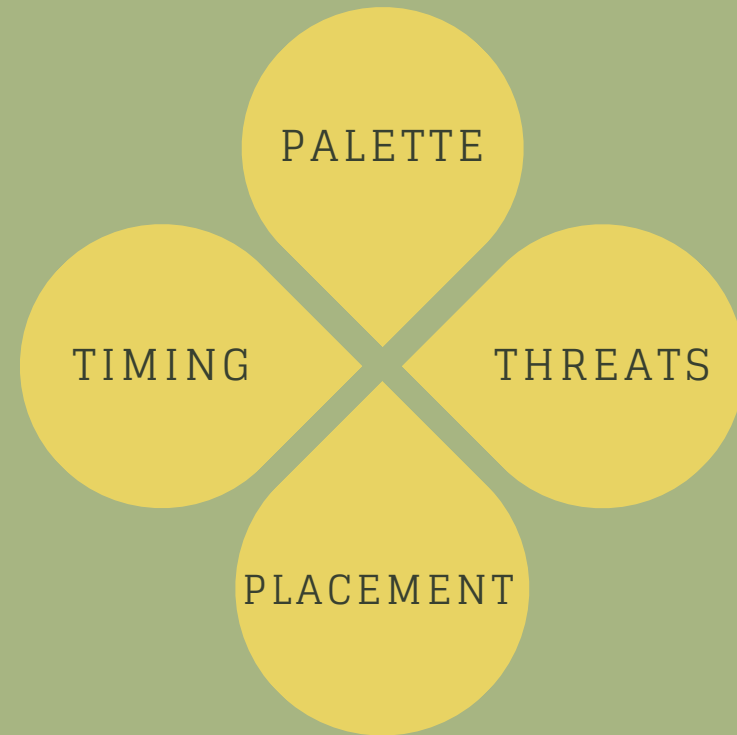
Plan

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 suggestion. Pull out 1-2 elements and mix and match what works for you and your client.

FAVORITES

Spring is a great opportunity to use strong Yellows. Marigolds or Zinnias come in fresh yellows that pair well with hot pinks and purples. 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 is coming 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. See how hot pink & purple are opposite of yellow?



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 marigolds against blue salvia.

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 Easter time is the big springtime show-off - the week of April 9th.

Color

What words does your client use to describe how they want the property to look? Do they use words like fresh 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

BEST IN SHOW

Salvia Mojave , Zinnias, Pentas

Petunia, Zinnia, Pentas

Marigolds, Zinnias

Marigolds, Zinnias

Angelonia, Salvia

Dianthus, Angelonia, Pentas,
Salvia Mojave

2024
COLOR OF THE YEAR

'Apricot
Crush'

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 marigolds, salvias, vinca, pentas and zinnias 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 spring season. Too much moisture applied in any form can encourage fungal and rotting troubles.

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 color bed, so be prepared for all the well-known springtime insects. Chosen components may have the same or different susceptibilities for crop maintenance. Know each components biggest threats.

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

Placement

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

8"-10" spacing is typical for most spring color spacing. Larger growing Dreamland Zinnias 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 spring and summer color can be a little wider apart than winter because plants will grow faster during warmer 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.

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.

Calculate

This chart helps calculate how many plants you'll need to fill in the space. Different selections may require different centers or make it easy on your planting crews and match all the same centers. Average is generally 8" for most annual color plantings, but accents or special schemes may need more or less. Note: this chart will give you POTS, so remember to divide by 18 to get your total FLATS needed. All flats come as 4-inch 18-count. All numbers can be adjusted and tweaked as needed.

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:

- 35% Petunia w/ 6" Centers
- 40% Zinnia w/ 8" Centers
- 25% Pentas w/ 8" Centers

$600 \text{ sq ft} \times .35 = 210 \text{ sq ft} \times 4.6 = 966 \text{ units} / 18 = 54 \text{ flats}$
 $600 \text{ sq ft} \times .40 = 240 \text{ sq ft} \times 2.6 = 624 \text{ units} / 18 = 35 \text{ flats}$
 $600 \text{ sq ft} \times .25 = 150 \text{ sq ft} \times 2.6 = 390 \text{ units} / 18 = 22 \text{ flats}$

Cluster pockets of Coleus Wasabi: Around 5-10 flats

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

Order:

55 Petunia Madness Sky Blue
35 Zinnia Profusion Red and Yellow Bicolor
25 Pentas Graffiti Red Velvet - *uh oh, below min!*
10 Coleus Wasabi - *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 photo period hours? The number of sunlight hours is critical for plants like Dianthus and Snapdragons to initiate flowers and keep it going. Spring time is awesome because the days progressively get longer, opening up the flowering windows of more species. Have you ever noticed Snapdragons are really pretty in March? It's the daylength hitting the right spot for them to bloom. Only a few are of concern in early March: Petunia and Dianthus typically put on more color mid-**late** March depending on available sunlight.

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 and custom assigned grow time to be perfect for a professional install.

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. Open stock availability will be there for the less than 45 flat-ers.

WEEK

Late March through April is peak season for spring change outs. See the schedule below for the 2x and 3x change outs. Vinca will begin Week 17.

2/YEAR

Week 16-19
April 19 - May 15

3/Year

spring

Week 10-15

March 8 - April 17

summer

Week 24-29

June 14 - July 20

Schedule

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!

2 CHANGE OUTS

Spring Change Out in April Due Oct. 31

Winter Change Out in Due May 15
late October

3 CHANGE OUTS

Spring Change Out in March Due Oct. 31

Summer Change Out in Due Jan. 15
June

Winter Change Out in early Due May 15
November

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

Best Installed:

Week 14 - Week 17

April 1st - April 29th

Bright and bold! Hot pink, blue and bright yellow layers for a statement-making look. Coleus Wasabi's serrated foliage adds texture and color depth.

PETUNIA
MADNESS SKY BLUE



Height 8-12"
Width 8-10"

Light Blue flowers cover mounding to semi-trailing plants.

ZINNIA
ZAHARA YELLOW



Height 12-14"
Width 12-14"

Double bright yellow flowers cover an upright, mounded habit.

PENTAS
GRAFFITI LIPSTICK



Height 12-18"
Width 12-15"

Hot pink clusters of blooms top upright plants.

COLEUS
WASABI



Height 16-28"
Width 18-36"

Vibrant green, serrated foliage. Full sun to full shade. Cluster in at least (3) 4" pots. Use in full sun and/or cluster in areas that have more shade to tie in a multi-exposure property to look consistent.

OPTIONAL

Palette Notes:

Exposure



Full Sun

Irrigation



Drip Line Preferred

Bed Prep



Well-Drained
pH = 6.2-6.5

Planting Tips



Pinch Coleus as white flowers appear to create fuller foliage.

Palette 2

Best Installed:
 Week 14 - Week 17
 April 1st - April 29th

Pretty in PINK! This choice makes a bright, flirty statement designed to brighten the LOVE to any property.

**PETUNIA
 MADNESS ROSE**



Height 8-12"
 Width 8-10"

Bright pink flowers cover mounding to semi-trailing plants.

**CELOSIA
 FLAMMA ROSE**



Height 8-12"
 Width 6-7"

Upright spikes of fluffy rose top compact foliage.

**PENTAS GRAFFITI
 OG PINK**



Height 12-18"
 Width 12-15"

Light pink clusters of blooms top upright plants.

**ANGELONIA
 SERENA ROSE**



Height 12-18"
 Width 12-18"

Deep pink, large blooms. Upright.

OPTIONAL
 ACCENT

Palette Notes:

Exposure



Full Sun

Irrigation



Drip Line Preferred

Bed Prep



Well-Drained
 pH = 6.2-6.5

Planting Tips



Apply liquid feed 2 days post install and again 2 weeks post install.

Palette 3

Sunset tones of Orange, Yellow and Red bring earthy warmth.

Best Installed:

Week 11 - Week 19
March 11th - May 20th

ZINNIA ZAHARA
BONFIRE MIX



Height 10-14"
Width 10-14"

Yellow, Red and Orange flowers cover an upright, mounded habit.

SALVIA
VISTA RED



Height 12-16"
Width 10-12"

Electric red flower spikes. Upright habit.

COLEUS
RUBY SLIPPER



Height 14-24"
Width 14-16"

Rich red foliage. Mounded upright habit. Cluster in at least (3) 4" pots. Use in full sun and/or cluster in areas that have more shade to tie in a multi-exposure property to look consistent.

RUDBECKIA
INDIAN SUMMER



Height 36-42"
Width 18-24"

Giant 4-7" golden yellow blooms with dark eyes. Upright habit.

**Install plants green.
Blooms arrive in May.**

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. Deadhead Zinnias to promote flower production.

Palette 4

Best Installed:
 Week 11 - Week 17
 March 11th - April 22nd

Color wheel opposites work to show off each tier's texture and hue. An inviting and happy palette. Petunia Madness Orchid in this palette offers the Pantone Color of the Year in your design.

**PETUNIA
 MADNESS ORCHID**



Height 8-12"
 Width 8-10"

Lavender flowers with dark veins cover mounding to semi-trailing plants.

**ZINNIA
 ZAHARA YELLOW**



Height 12-14"
 Width 12-14"

Bright yellow flowers cover an upright, mounded habit.

**SALVIA
 MOJAVE PURPLE**



Height 12-16"
 Width 10-12"

Deep purple flower spikes. Upright habit.

**ZINNIA
 DREAMLAND CORAL**



Height 18-24"
 Width 10-12"

Add playful drama with bright coral orange giant blooms. Upright habit.

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. Deadhead Zinnias to promote flower production.

2024
 COLOR OF THE YEAR
 'Apricot
 Crush'

growing transformations

**SPRING
 CREEK
 GROWERS**

Palette 5

Best Installed:
 Week 11 - Week 17
 March 11th - April 22nd

Kick off Spring with bright shades of yellow, hot pink and blue for a wonderfully cheerful look.

**MARIGOLD
 BONANZA YELLOW**



Height 10-12"
 Width 6-8"

Bright yellow French Marigold.
 Upright habit.

**ZINNIA ZAHARA
 CHERRY**



Height 12-14"
 Width 12-14"

Deep rose pink flowers cover an
 upright, mounded habit.

**SALVIA
 RHEA**



Height 16-20"
 Width 16-20"

Bright blue stalks of blooms. Upright
 and spreading habit.

**PETUNIA
 MADNESS WHITE**



Height 8-12"
 Width 8-10"

True white flowers cover mounding to
 semi-trailing plants.

OPTIONAL

Palette Notes:

Exposure



Full Sun

Irrigation



Drip Line Preferred

Bed Prep



Well-Drained
 pH= 6.2-6.5

Planting Tips



Deadhead Marigolds to
 promote new flower
 production. Use
 fungicide regularly on
 salvia and zinnia to
 prevent mildew.

Best Installed:

Week 11 - Week 17

March 11th - May 7th

Palette 6 (for Shade)

A shade loving palette with bright white, vibrant red and neon greens that pop in shady spaces. A great shade option for Spring plantings.

**BEGONIA
PRELUDE SCARLET**



Height 8-12"
Width 8-10"

Glossy green foliage contrast well with true white blooms. Mounded habit.

**IMPATIENS
BEACON WHITE**



Height 8-14"
Width 12-14"

Shiny snow-white flowers cover deep green foliage. Mounded habit.

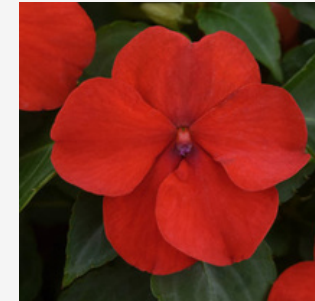
**COLEUS
ELECTRIC LIME**



Height 14-28"
Width 16-24"

Neon green with vibrant yellow veins. Mounded upright habit. Cluster in at least (3) 4" pots. Use in full sun and/or cluster in areas that have more shade to tie in a multi-exposure property to look consistent.

**IMPATIENS
BEACON BRIGHT RED**



Height 8-14"
Width 12-14"

Shiny red flowers cover deep green foliage. Mounded habit.

**OPTIONAL
ACCENT**

Palette Notes:

Exposure



Full to Part Shade

Irrigation



Drip Line Preferred

Bed Prep



Well Drained
pH = 6.2-6.5

Planting Tips



Prep with slug and snail bait in damp, shady areas. Working peat or humus to keep foliage dark green.