

SUMMER

*Flower  
Bookings*

2025 GUIDE



*growing transformations*

**SPRING  
CREEK  
GROWERS**

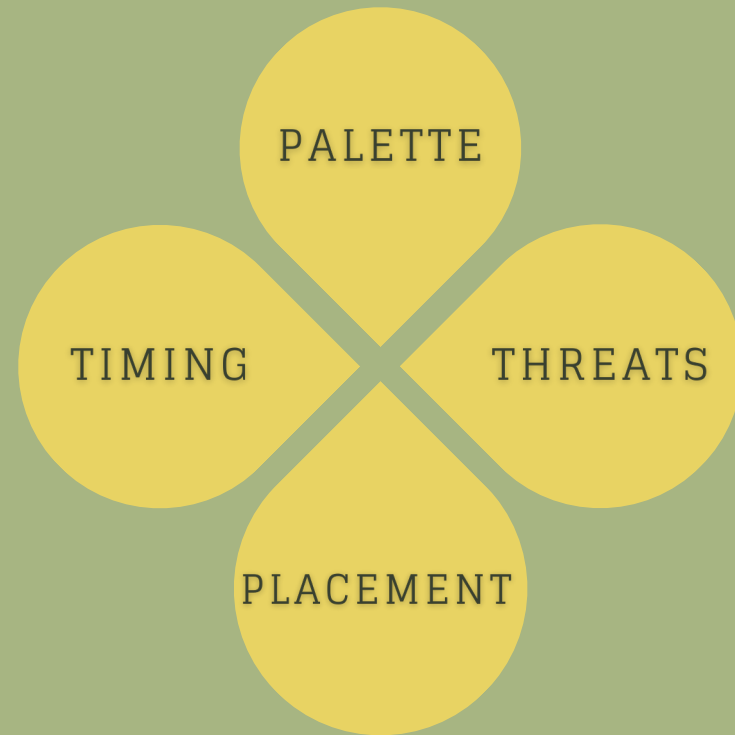
# Plan

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.

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

*planning saves time & money during the busy season!*

1. Color favorites
2. Color wheel opposites
3. Bloom structure complements
4. 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 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

Summer is a great time to use bold colors. Lantana and Zinnias come in fresh yellows that pair well with hot pinks and purples of Pentas and Vinca. 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: Clusters of Pentas against Vinca.

## HISTORY

Historical successes can be easily switched up to new colors or replacing one color component. Just came off a good year with Vinca? Pick a new color and keep the rest the same. Also remember July 4th is the big Summer show-off.



# 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

Vinca, Pentas, Purslane, Coleus,  
Zinnia

Vinca, Pentas, Angelonia,  
Purslane, Zinnia

Zinnias, Purslane

Lantana, Purslane, Zinnias

Salvia, Angelonia

Salvia, Angelonia, vinca



# 4 'D's

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 4 'D's.

## 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.

## 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.

**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 color spacing. Larger growing Angelonia 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% Pentas w/ 6" Centers
- 40% Angelonia w/ 8" Centers
- 25% Coleus 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 Vinca Cora XDR White  
Around 5-10 flats

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

### Order:

55 Pentas Lucky Star White  
35 Angelonia Serena Waterfall Mix  
25 Coleus VINO *uh oh, below min!*  
10 Vinca Cora XDR Mix- *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.

## 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 May to early July is peak season for Summer change outs. See the schedule below for the 3x change outs. Vinca will begin Week 17.

**3/Year  
Spring**

Week 10-15

March 8 - April 17

**Summer**

Week 23-27

June 5 - July 3

# 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 Nov. 15

Winter Change Out in  
late October      Due June 7

## 3 CHANGE OUTS

Spring Change Out in March      Due Oct. 31

Summer Change Out in  
June      Due Jan. 15

Winter Change Out in early  
November      Due June 7

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.

# Change & Cancellation Policy

These are the policies and disclaimers we've got to do. Stuff happens, and we get it, so here's how we can work around unforeseen scenarios to be the best partners in color.

## Cancel or Modification Prior to Sowing

### \$100 Change fee.

We put some time into ordering/forecasting and production planning, so this covers these costs. If we can still cancel with our vendor suppliers, then we don't pass along any input costs.

## Cancel or Modification After Sowing

### 30% Restocking Fee.

Once seed has dropped, we are unable to cancel on our suppliers, so we will receive the liner/plug inputs. This fee covers the required costs we have to pay.

## Cancel of Modification After Planting

### 50% Restocking Fee

Once we receive and plant the booked product, we have significant costs to grow it. Labor, production and allocated greenhouse space, plus soil, pots, flats, tags and fertilizer. Because we believe booked product is customer-owned, changes at this stage are very difficult to make.

We will be good partners and try to sell them elsewhere to lesson the burden as much as possible, but the fees will still apply.



# Palette 1

Bright whites contrast with deep purples to create a bed that is surely serene. Drifts of Angelonia Serena Waterfall Mix look great backed by the dark foliage of Vino Coleus.



## Side Accents or Clusters

### PENTAS LUCKY STAR WHITE



Height 12-14"  
Width 12-16"

Profuse bloomer that stays shorter and more compact than Graffiti.

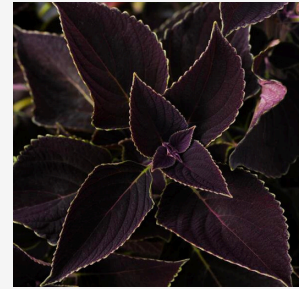
### ANGELONIA SERENA WATERFALL MIX



Height 16-20"  
Width 12-14"

Spikes of Blue, Purple and White blooms create a cool look for the hottest days.

### COLEUS VINO



Height 20-30"  
Width 24-28"

Deep purple foliage that is low maintenance. Thrives in heat. Use in full sun and/or cluster in areas that have more shade to tie in a multi-exposure property for a consistent look.

### VINCA CORA XDR WHITE



Height 12-16"  
Width 12-14"

Large, pure white blooms all summer long with superior disease resistance. Space closely for a full look.

OPTIONAL ACCENT

## Palette Notes:

### Exposure



Full Sun

### Irrigation



Drip Line Preferred. Check overhead sprays for Vinca being well drained.

### Bed Prep



Well-Drained  
pH = 6.2-6.5

### Planting Tips



Apply fungicide regularly to Vinca and spray for thrips on Angelonia.

### Height Note:

Growth habits are similar, so take care planting on slopes so everything can be seen.

# Palette 2

This bright and cheerful color palette will be sure to brighten up your client's day. Add Electric Lime Coleus as an accent where height is needed, or in shady pockets underneath trees. Overall this palette could be considered our lowest water usage.



**PURSLANE  
PAZZAZ NANO YELLOW**



Height 3-5"  
Width 10-12"

Great, newer variety of Purslane with larger flowers that open earlier in the day. More compact than other purslane and will need less trimming.

**VINCA  
CORAXDR HOTGENTA**



Height 12-16"  
Width 12-14"

Large, solid cherry blooms all summer long with superior disease resistance. Space closely for a full look.

**SALVIA  
EVOLUTION VIOLET**



Height 16-20"  
Width 16-20"

Spikes of Violet-Blue flowers bloom profusely. Tends not to lose lower foliage as much as other Salvias.

**COLEUS  
HEARTBREAKER**



Height 16-28"  
Width 18-36"

Magenta to chocolate purple, to lime green foliage. Use in full sun and/or cluster in areas that have more shade to tie in a multi-exposure property for a consistent look.

OPTIONAL ACCENT

## Palette Notes:

**Exposure**



Full Sun

**Irrigation**



Drip Line Preferred. Check overhead sprays for Vinca being well drained.

**Bed Prep**



Well-Drained  
pH = 6.2-6.5

**Planting Tips**



Use of fungicides in damp, humid weather will keep disease away from Vinca & Salvia.



**Exposure Note:**  
Ensure this palette has all day full sun to look its best.

# Palette 3 Custom SCG Mix

A Spring Creek Growers custom mix of Vinca Cora XDR. Grown as a seeded custom mix of all 3 colors in every flat. Bright White, a light pastel pink, an ombre pink, and dark pink make for an eye-catching mix for any sun beds.

← **Mixed solid planting** →

VINCA CORA XDR  
CRANBERRY, DEEP STRAWBERRY, LIGHT PINK



**Custom Mix  
Minimum:  
175**

Height 8-10"

Width 8-10"

Large, dark pink, ombre pink, and light pink blooms all summer long with superior disease resistance. Space closely for a full look.

## Palette Notes:

### Exposure



Full Sun

### Irrigation



Drip Line Preferred

### Bed Prep



Well-Drained  
pH = 6.2-6.5

### Planting Tips



Edges can be kept drier while Pentas/Angelonia and Coleus will need consistent moisture. Apply liquid feed 2 days post install and again 2 weeks post install. Spray for thrips on Angelonia.



# Palette 4

Texture, texture, texture! This palette offers great height variance and texture. Coleus French Quarter's multi-colored foliage adds great texture and color depth to a mixture of Pentas and light pink Vinca. Angelonia Serenita white offers an additional texture to add to your planting as side accents or used in clusters.



## PENTAS LUCKY STAR MIX



Height 12-14"  
Width 12-16"

Low growing Pentas with reliable blooms all Summer. More compact than Graffiti.

## VINCA CORAX ORCHID



Height 12-16"  
Width 12-14"

Heat and sun loving! Light pink colored petals with dark pink eye. Summer-long flowers on a superiorly disease resistant variety. Space closely for a full look.

## COLEUS FRENCH QUARTER



Height 36-48"  
Width 20-24"

Magenta to chocolate purple, to lime green foliage. Use in full sun and/or cluster in areas that have more shade to tie in a multi-exposure property for a consistent look.

## Side Accents or Clusters

## ANGELONIA SERENITA WHITE



Height 12-16"  
Width 12-14"

Tall white flowers on spikes. Summer-long blooms great used for additional texture in designs.

OPTIONAL ACCENT

## Palette Notes:

### Exposure



Full Sun

### Irrigation



Drip Line Preferred. Check overhead sprays for Vinca being well drained.

### Bed Prep



Well-Drained  
pH = 6.2-6.5

### Planting Tips



Use of fungicides in damp, humid weather will keep disease away from Vinca. Spray for thrips on Angelonia.

# Palette 5

Bright, golden yellow and paired with purples and magenta are the highlight of this friendly summer palette that takes on the summer heat with a bold statement! Ipomoea Blackie adds some color depth as well as versatility to use this palette in both containers, and landscape beds. This palette also works great in attracting pollinators!



**LANTANA LUCKY  
POT OF GOLD**



Height 12-16"  
Width 12-14"

A more compact variety covered in clusters of golden blooms on rounded plants.

**VINCA CORA XDR  
MAGENTA HALO**



Height 12-16"  
Width 12-14"

Magenta-pink blooms with white centers blooms all summer long with superior disease resistance. Space closely for a full look.

**GOMPHRENA  
GNOME PURPLE**



Height 12-18"  
Width 14-18"

Short compact plants produce spheres of pinkish-purple flowers. Loves heat and humidity.

**Side Accents  
or Edges**

**IPOMOEA  
BLACKIE**



Height 10-12"  
Width 24-36"

Spreading to creeping and trailing depending on where it is used. Full sun to full shade.

OPTIONAL  
ACCENT

## Palette Notes:

### Exposure



Full Sun

### Irrigation



Drip Line Preferred. Check overhead sprays for Vinca being well drained.

### Bed Prep



Well-Drained  
pH = 6.2-6.5

### Planting Tips



Line trim the Ipomoea to keep it from crowding other plants. Use of fungicides in damp, humid weather will keep mildew away.

### Planting Note:

Best planted in clusters so each plant can be shown.

# Palette 6

Sunset tones of golden yellow, fiery orange, and deep Red bring earthy warmth. A great palette for lots of height to fill!

← **Front**

**Back** →

**Far Back or Side Accents**

OPTIONAL ACCENT

**PURSLANE PAZAZZ  
NANO MANGO**



Height 3-5"  
Width 10-12"

Great, newer variety of Purslane with larger flowers that open earlier in the day. More compact than other purslane and will need less trimming.

**ZINNIA  
ZAHARA FIRE**



Height 8-14"  
Width 10-14"

Orange flowers cover an upright, mounded habit.

**COLEUS  
VULCAN**



Height 14-28"  
Width 14-28"

Rich red serrated foliage with yellow edges. 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.**

## 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.