

2012 Mid America Horticultural Trade Show

Mid Am  
Trade Show

# Great Perennial Combinations

Winning Combinations to Inspire Customers and Spark Sales

Great Perennial Combinations - Goal:

- Create
- Inspire
- Sell

## Box Store Style Vs. Boutique

## At the Box Store:

- The elements are all here
- Everything is tidy (but boring)
- Inspiration is lacking!
- Novices may not be tempted to be adventurous

## At the Boutique:

- Style, not supply, is what you see first
- The novice looks for cocktail napkins, leaves with an antique decanter and a book on cocktails as well.

**“You can’t go wrong by imitating.”**  
~ C. Colston Burrell

- Show your customers perennial inspirations to imitate
- Simple but effective combinations offer recipes for success

**A Combination that Goes for the Gold (and Green)**







**Combination Display DO'S**

- DO group plants that grow well together
- DO group blooming plants that are blooming in season
- DO keep it simple, keep numbers small
- DO be creative






**DO group plants that grow well together**






**Compatible Growing Conditions:  
Moist Shade**




- Astilbe cultivars and Ferns: partial to full shade, moist soils
- Combo reinforces need for moisture for Astilbe blooms
- Pictured: Astilbe 'Rheinland' and Dryopteris marginalis (Leatherwood Fern)






**Compatible Growing Conditions:  
Partial Shade – A Packer Fan's Dream?**

- Hosta 'Paul's Glory'
- Alchemilla mollis
- Add a golden groundcover:
  - > Lamium 'Anne Greenaway'
  - > Lamium 'Aureum'
  - > Lysimachia 'Aurea'







**Compatible Growing Conditions:  
Full Sun, Dry Soils**

- Echinacea 'Hot Papaya'
- Asclepias tuberosa
- Full sun
- Well-drained soils









**DO group blooming plants that are blooming in season**





**Blooming in Season:  
Late Spring Colors**



- Allium 'Purple Sensation'
- Amsonia tabernaemontana
- Full sun to part shade
- Well-drained soils





**Blooming in Season:  
Mid Summer Colors**

- Coreopsis 'Golden Showers'
- Knautia macedonia
- Full sun
- Well-drained soils







**Blooming in Season:  
Early Fall Colors**




- Sedum 'Autumn Fire'
- Pennisetum alopecuroides 'Burgundy Bunny'
- Full sun, well-drained soils






**Basic Color Wheel  
~ Color Combos for Beginners**

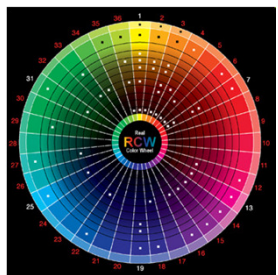
- Not good at colors?
- Back to basics with color theory
- Lots of web resources!









**Extended Color Wheel  
~ Extend Your Range**





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**DO keep it simple, keep numbers small**



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**Massed perennials in bloom - impressive, but...**



Overwhelming!

- Not enough space
- Not enough money
- Not enough time
- Not enough energy



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**One pot Salvia + Three pots Artemisia =**



"I can do that"

Salvia pratensis 'Eveline'      Artemisia schmidtiana 'Nana'  
Soft colors, soft textures create a dreamy tableau



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**Three Perennials + One Shrub = Instant Garden Color**




- Echinacea paradoxa
- Echinacea 'Hot Papaya'
- Asclepias tuberosa
- Physocarpus 'Centerglow'



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**DO be creative**



(most boring slide ever to promote creativity?)





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**Be Creative ~ Feature the Unusual**



- Aquilegia canadensis
- Heliopsis 'Lorraine Sunshine'
- Emerging foliage echoes the flower color
- As Heliopsis continues to grow and bloom, it will hide the tired Columbine foliage

### Something Old, Something New


- Buddleia davidii 'Royal Red' and Coreopsis 'Star Cluster'

### The Light and the Dark





- Brunnera macrophylla 'Jack Frost'
  - > Perennial Plant of the Year 2012
- Ajuga reptans 'Black Scallop'






### Theme Gardens





- Heuchera 'Caramel' and Ajuga 'Chocolate Chip' – where's my ice cream?
- Consider food themes, current events, names – use your imagination!


### Promote Your Combinations!



- Capture Great Photos
- Post to Facebook, Twitter, Blog
- Pinterest
- The Next Big Thing?






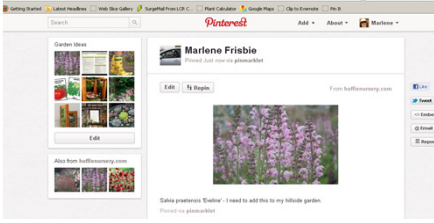



### Facebook Posting



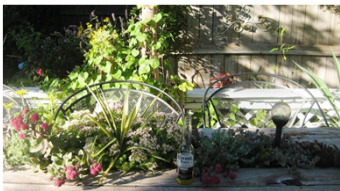






### Pinterest 'Pin'

Finally – The Perfect Combo



Enjoy Creating Great Perennial Combinations!



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