

# Botanical INTERESTS® Buyer's Guide

## Seed gardening is here to stay ...and so are we!

Supporting stores for over 28 years p.4

**New varieties** p.3

**Eco-Friendly Seed Starting Options** p.18

**Header cards** with every display p.17

Discover more than seeds!  
Gifts for gardeners p.26



**TOMATO BUSH CHERRY**  
*Patio Choice Yellow*  
*Solanum lycopersicum* (hybrid)

FROST SENSITIVE  
45 DAYS from transplanting after last chance of spring frost  
DETERMINATE TYPE

These compact cherry to...

**COSMOS**  
*Apricotta*  
*Cosmos bipinnatus*

ANNUAL FULL SUN  
Blooms summer to frost  
32"-42" tall

Delicate, apricot-pink blossoms adorn robust cosmos plants. This award winner offers months of garden color and beautiful cut flowers for bouquets.

**34 NEW VARIETIES!**

**MUSTARD**  
*Sai Choy*  
*Brassica subsp. integrifolia*

FROST TOLERANT  
45 DAYS from transplanting  
early summer

Botanical INTERESTS®

Botanical INTERESTS®



# Never a Better Time to Seed Garden

It has been an absolute pleasure seeing the surge in seed gardening over the last few years, and the joy it has brought to people during these difficult times. We love sharing our passion with you and new gardeners all over the country, helping people start organic vegetable and herb gardens from seed. As personal household budgets are squeezed, gardening by seed is sure to draw customers to your store who are looking to reduce their grocery shopping expenses.

Because of this renewed interest in seed gardening, we have improved our operations to address increasing store needs. Every process from seed availability, order fulfillment, and order shipments has been reimagined and implemented to serve our retail store partners. Our customer service representatives are here for you to answer your questions when you need them. Online reordering has also been improved to further expedite the ordering process.

## What you'll love about us!

### 2023 NEW VARIETIES p.3

Reasonably priced packets and more organics for your eco-conscious consumers.



### PACKET DESIGN THAT CONSUMERS LOVE! p.6

Our packets are better than ever with consistently updated growing information!



### THE BI DIFFERENCE p.7

Hundreds of organics, natives, heirlooms, and open-pollinated varieties, and everything is Non-GMO Project Verified!



### DISPLAY OPTIONS p.8

A varied selection of primary displays, attachments, and caddies to accommodate every footprint. All made in the USA.



### SEED STARTING GARDEN PRODUCTS p.18

Inspired Solutions garden products designed by the Botanical Interests owners—real solutions for real gardeners' needs.



### REGIONAL BEST™ p.4

Regional Best™ display assortments include varieties specifically chosen for your area's gardens.



# NEW varieties

From vibrant beauties to delicious edibles, we cover your customers' seed needs!





You may also notice some packet price changes this year. Periodically, we conduct an analysis to make sure our prices are not only value-driven for the customer, but are optimally priced for your profits as well. We have listened to our store partners and improved our pricing to give your square footage the best returns.

Botanical Interests is here to support you in our shared passions, including:

- Growing from seed
- Organic, non-GMO, and sustainable gardening
- Kitchen, container, and pollinator gardens
- Kids gardening
- Microgreens & sprouts

These subjects have never been more relevant; make the most of customers' interests by letting us help with marketing material for your store.

**Sign up at: <https://bit.ly/3BuaM9j>**

And be sure to check out our new varieties this year! Fabulous veggies, beautiful and uniquely colored cosmos, dazzling zinnias, and more value large packets will be hitting the shelves July 2022!

Sincerely,



Curtis and Judy, Co-Founders



**34 NEW VARIETIES!**



# We're here to help!

## Supporting Stores'

### Top Customer Service

*Switching to Botanical Interests has given us more control of inventory and therefore a better selection for the customer. Because of their great variety, wonderful packaging, and top notch customer service, we have been more than pleased, and feel we are offering our customers a win-win product.*

~ Aaron Ingram  
The Feed Store

Botanical Interests prides itself on top-notch customer service. Our customer service team is at-the-ready to place your order, connect you to your sales rep, and answer any questions you may have about products and your order. Store reps also can place your orders and they will ensure that your display is fully maintained all year.



### Regional Best™ Seed Assortments

We use sales data, customer and sales rep feedback, university research, industry trends, and regional specificities to create a well-balanced assortment that is **best for your region**.





Every seed assortment on the order form contains a targeted mix of certified organic, heirloom, and conventional varieties of flowers, vegetables, and herbs. The result is an assortment that maximizes your sales volume and sell-through with the varieties that your customers want.

### FREE Marketing Content

Delivering quality, timely information and dependable products is one of the most effective ways to build customer trust and loyalty. Our team of marketing professionals keeps up with gardening trends, looks for gardening questions that need answers, and understands marketing strategies to engage customers with content. We bring that marketing information right to you!

Marketing content includes product features to help you sell what's in your store, social media posts with gardening tips, videos to help teach consumers, and many gardening articles and blogs on seasonal topics such as transplanting, when to sow, and seed starting.

Stay connected  
and grow the  
love of gardening  
together!

-  /BotanicalInterests
-  /botanical\_interests
-  /user/BotanicalInterests
-  /botanicalseeds



# Sales for over 28 years

## Online Partnership Program

Even if you don't display our full line, you can sell all of Botanical Interests seed and products from your store! Set up a unique link for your website or newsletter and receive 35% commission on every sale. You'll also get free marketing materials. Learn more on the back cover.



## Ordering is Easy!

Convenient reordering in 3 ways! Initial order form can be found on p. 27, where you can order Regional Best kits or create custom orders. Reorders can be submitted via fax, phone, or online. Use pre-selected Regional Best kits or create a custom order. Learn more on p. 30.



## Diverse Display Options

With over a dozen display options, we have ensured that there is a display perfect for every store's needs. The Durango can be expanded or condensed for seasonal fluctuations, while caddies can fit on store shelves or register counters for impulse buys. All displays are made in the USA.



# The packet design consumers love!



## Large and vibrant art!

Fade-resistant ink on brilliant white stock keeps the packets looking brand new and means your customers enjoy beautiful, accurate illustrations even in greenhouse settings.

## Frost or not?

Simplified language on the front of each vegetable seed packet indicates if that variety is frost sensitive or frost tolerant, so that your customers can choose the right varieties for their garden.

**FROST SENSITIVE**  
80 DAYS from transplanting after last chance of spring frost

## Picture this...

The illustration of the seedlings are on the plant tag for quick and easy reference while your customers' gardens grow.

Our plant tag continues to include detailed instructions on how to sow seeds.

TOMATO  
*Cherokee Purple*



Seedling

Days to Emerge:  
5 - 10 Days



## We're still LEADER OF THE PACKET

- UPC by variety is handy for tracking sales and inventory.
- Certified organic designation with USDA symbol and green bar across top of organic packets.
- Friendly and conversational detailed gardening information in an improved, easier-to-read size. Specific to each variety to ensure your customers' success.
- Recipes, historical information, and botanical facts.



# The Botanical Interests Difference

## High-Quality Seed

Guaranteed satisfaction for your customers

We select varieties that perform best for home gardeners and market growers. All of our seed is germination tested by a third party to ensure home gardeners are successful. Further, our seed mixes do not contain fillers, and all of our seed is untreated.

## Certified Organic

Customers care about certified organic seeds



Customers choose certified organic products for their health, their communities, and the environment. With Botanical Interests, you get a large selection of certified organic seeds with organic gardening methods included inside the packets.

## Non-GMO Project Verified



Gardeners appreciate performance

Customers asked, and we answered!

Your eco-conscious customers are looking for this logo on their food and beverage items, and we're proud to offer this on our seed packets!

## Signature Mixes

Greater value with regular and large packet mixes

We carefully assembled over 130 blends, exclusive to Botanical Interests, to delight gardeners of all types. Customers recognize the value and appreciate the selection.

## Eco-Friendly Garden Products

Simple seed-starting solutions

Inspire customers with eco-friendly paper pots and biodegradable garden stakes.

## Microgreens, Baby Greens, and Sprouts

Indoor gardening

Give customers a way to garden year-round with our exclusive line of products for growing healthful microgreens, baby greens, and sprouts from the convenience of their kitchen.





# Spinners

*Spinners showcase an appealing selection of seed in a small space.*

Customers can quickly shop one of our spinner options for their favorite varieties, while also discovering something new and fun to grow.

All spinners come with a stationary floor base and a beautifully designed header card to complement your seed assortment. (Optional rolling base available.)



## Colorado

7½" H x 2'6" diameter

Dimensions include header card and base

#9023

216 pockets

54 pockets per wing (4 wings)

Features a large assortment in a small space.

AVAILABLE SEED ASSORTMENTS:

Balanced	Veg/Herb
1-2	1

## SEED ASSORTMENTS

All spinners and seed panels come in a variety of seed assortments.

- Balanced
- Organic Balanced
- Veg/Herb
- Organic Veg/Herb
- Flowers

Numbers in the charts indicate the amount of displays you can order without duplicating varieties.



### Rolling Base for Spinners

Add mobility to your Spinner display. Available for an additional charge.

#9024





## Large Packet

7½"H x 17" diameter  
Dimensions include header card and base  
#9100

**36 pockets**  
6 pockets per wing  
(6 wings)

A balanced selection of large packets.

AVAILABLE SEED ASSORTMENTS:

Balanced	Veg/Herb
1	1



## Aspen

7½"H x 17" diameter  
Dimensions include header card and base  
#9055

**144 pockets**  
36 pockets per wing  
(4 wings)

Compact, revolving metal display is great for limited space.

AVAILABLE SEED ASSORTMENTS:

Balanced	Veg/Herb	Flowers
1-2	1	1
Organic Balanced	Organic Veg/Herb	
1	1	

Maximize profits in a small footprint



## Trinidad

7½"H x 2'6" diameter  
Dimensions include header card and base  
#9012

**190 pockets**  
(162 regular)

54 pockets per wing  
(3 wings)  
28 large pockets  
(1 wing)

Features our complete organic selection.

AVAILABLE SEED ASSORTMENTS:

Balanced	Veg/Herb
1-2	1
Flowers	Organic Balanced
1	1

← Large Packet wing!



## Cottage

7½"H x 17" diameter  
Dimensions include header card and base  
#9050

**122 pockets**  
(108 regular)

36 pockets per wing  
(3 wings)  
plus 14 large pockets  
(1 wing)

A space-efficient way to feature both regular and large packets.

AVAILABLE SEED ASSORTMENTS:

Balanced*	Veg/Herb	Flowers
1-2	1	1
Organic Balanced	Organic Veg/Herb	
1	1	

← Large Packet wing!



# Starting your panel order is as easy as...

# 1

## CHOOSE YOUR PANELS

Select the right panels for your store and customers.

We offer up to seven seed and product panels that easily adapt your display from season to season.

# 2

## CHOOSE A SEED ASSORTMENT



### Regional Best™ Assortments

While we accept custom orders, we've also taken the guesswork out of selecting varieties for your display.

Best sellers are the foundation of every regional assortment with a targeted mix of certified organic, heirloom, and conventional vegetables, herbs, and flowers.

See Ordering Options p.5

# 3

## CHOOSE A FRAME

Create an easy and high-impact shopping experience.

Botanical Interests' displays are versatile and adaptable. Choose from three frame styles with one-, two-, or four-sided options.

# Panels



**SEED ASSORTMENTS**

All spinners and seed panels come in a variety of seed assortments.

- Balanced
- Veg/Herb
- Flowers
- Organic Balanced
- Organic Veg/Herb

Numbers in the charts indicate the amount of displays you can order without duplicating varieties.

### Regular Packets

#9027A

60 pockets\*

SEED ASSORTMENTS:

Balanced	Veg/Herb	Flowers
1-8	1-4	1-3
Organic Balanced	Organic Veg/Herb	
1-2	1-2	

\*NOTE: The 60-pocket and 54+5-pocket panels cannot be combined if the same **Regional Best™** assortment is chosen.



## Large and Regular Mix

#9041A

54+5 pockets  
54 regular  
5 large pockets on top row\*

SEED ASSORTMENTS:

Balanced	Veg/Herb	Flowers
1-8	1-4	1-3
Organic Balanced	Organic Veg/Herb	
1-3	1-2	



## Large Packets

#9035

35 pockets

85 large packet varieties to choose from.

SEED ASSORTMENTS:

Balanced
1

EACH SINGLE PANEL  
4"10"H x 22"W x 3 3/4"D



# Panels

## Microgreens and Baby Greens

#9038

20 large pockets +  
2 growing tray shelves



## Garden Products

#9146

Holds 12 each of  
1½", 3", and 4"  
recycled paper  
pots, and  
30 garden stakes

## Sprouts

#9038

20 large pockets +  
2 sprouter shelves



## Microgreens, Baby Greens, and Sprouts

#9038

20 large pockets +  
1 sprouter shelf and  
1 growing tray shelf





# Frames

**Sturdy Design!**

## Vail Frame

METAL  
6'9 1/4"H x 24"W x 15 1/2"D  
(foot depth)  
Height includes header card  
#9039  
Holds one or two panels.

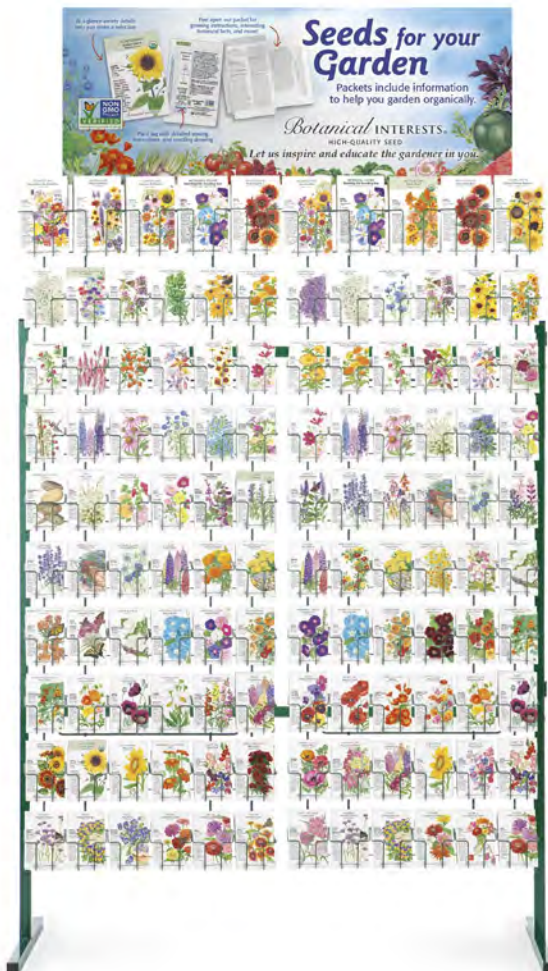


## Durango Frame



## Boulder Frame

METAL  
6'7 3/4"H x 46"W x 15 1/2"D  
(foot depth)  
Height includes header card  
#9028  
Holds two or four panels;  
more panels for multiple-  
customer shopping.



All of our attractive  
"garden green" wire  
displays are durable for  
year-after-year use and  
are all made in the USA!

All Displays  
Made in the  
**USA**



All Displays  
Made in the  
**USA**

# DURANGO

*Expand and condense  
with the seasons!*

Grow your selection! The **Durango's** metal design can hold four, six, or eight panels so you can mix and match your panel choices depending on your seasonal needs.

## Durango Frame

METAL  
4 Panels  
6'10 3/4" H x 27 5/8" W x 23 1/2" D

6 Panels  
6'10 3/4" H x 50 1/4" W x 23 1/2" D

8 Panels  
6'10 3/4" H x 70 3/4" W x 23 1/2" D  
Height includes header card

#9090



**SMART STORAGE**



No need to take up valuable room in your storage areas. Unused panels can be stored inside the Durango frame.



Watch a demo online!  
[https://youtu.be/16AW5mh\\_i0](https://youtu.be/16AW5mh_i0)





Feature seed selections!

# Enhancements

Expand your seed selection by complementing your main display with sprouts, microgreens, and baby greens, or with **Regional Best™** choices.



## Regular Packet

3'11 1/4" H x 8 3/4" W x 3 3/4" D  
#9022

### 18 pockets

Use with Colorado, Trinidad, Aspen, and Cottage

SEED ASSORTMENTS AVAILABLE IN:

- Culinary Herbs
- Cutting Flowers
- Flower Mixes

See order form for the amount of assortments you can order without duplicating varieties.

Call for custom orders.



## Regular Packet Counter Display

20" H x 18" W x 9 1/2" D at base  
#9031

### 15 pockets

Attractive metal counter display to highlight a selection apart from your regular assortment of seed.

AVAILABLE THEMES:

- Culinary Herbs
- Cutting Flowers
- Flower Mixes
- Sunflowers

or customize your order; call for information.



**COLOR THEMES!**  
See pg. 25



## Large Packet

4'1" H x 4 1/2" W x 3 1/2" D  
#9011

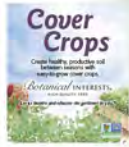
### 7 pockets

Use with Colorado, Trinidad, Aspen, and Cottage

SEE BELOW FOR AVAILABLE SEED ASSORTMENTS.



Attachment Header Cards to highlight assortments



## Large Packet

4'1" H x 9" W x 3 1/2" D  
#9150

### 14 pockets

Use with Colorado, Trinidad, Aspen, and Cottage



**SEED ASSORTMENTS**

Large packet attachments come in a variety of seed assortments.

- Balanced
- Organic Baby/Microgreens
- Flower Mixes
- Organic Balanced
- Veg/Herb
- Organic Sprouts
- Baby/Microgreens
- Organic Veg/Herb

All Displays Made in the USA



# Mix & Match Options

Create the best seed buying environment by mixing and matching displays and products. Try a store favorite: Fill the Vail and Boulder with up to 6 panels of seed packets and eco-friendly garden products.

Fill one side of the **Vail** frame with garden products and the other with sprouting, micro- and baby greens seeds, and growing trays.

Vail Frame Details p.13



## Spinner Combos



+



### Colorado Spinner with Four Large Packet Attachments

Add large packets to each wing of the Colorado Spinner for an even greater assortment.

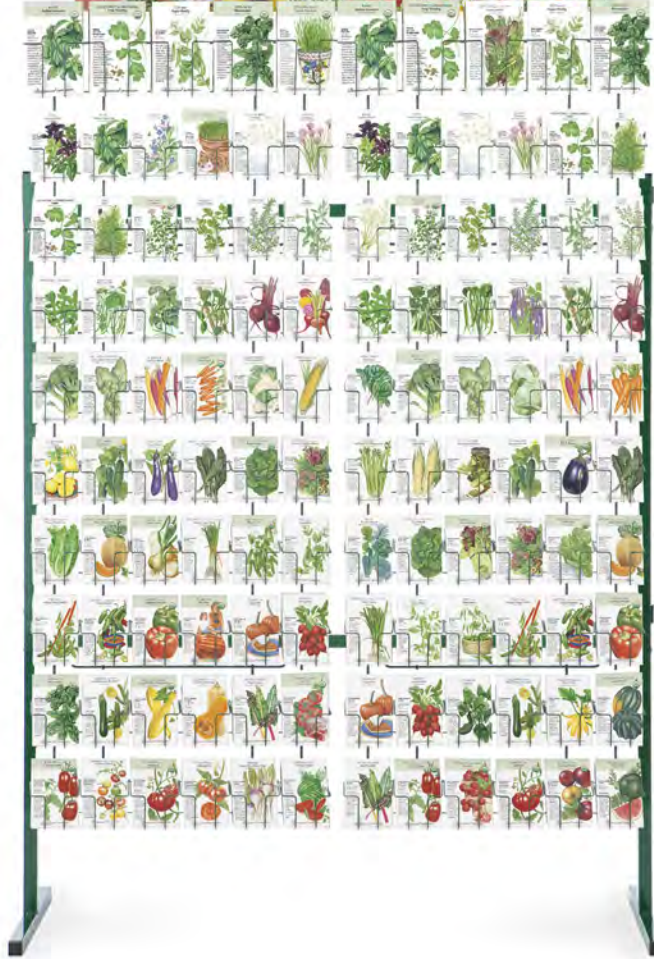
### Aspen and Large Packet

Two spinners—Aspen for good selection of packets (p.9) plus the best selection of popular large packets (p.9)





All Displays  
Made in the  
USA



2  
SIDED

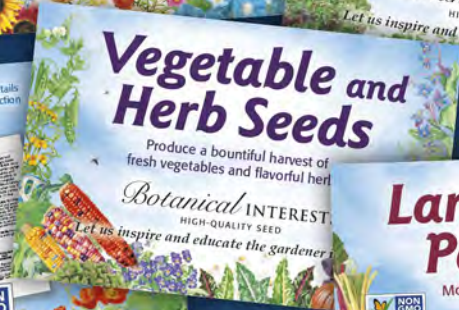
Boulder Frame Details p.13

The **Boulder** frame can hold an extensive selection of panels, two on each side, including flower mixes, herbs, and vegetables in regular and large packets.

# Header Cards

## Bright and Colorful!

Make your display POP with a variety of categories and themes that cater to your customers' interests.





# Seed Starting

## Easy & Eco-Friendly

Pots and stakes biodegrade!



It is easy to remember which varieties you planted when you label them with Botanical Interests Garden Stakes!

Each stake includes a space for noting the variety name and date planted.



The extra large size reduces the chances that your labels will get "lost" in the garden.

A green alternative to peat and plastic products.

Made from 100% recycled materials and sustainably manufactured.

Ideal for varieties sensitive to root disturbance.

Space saving design takes up less room than traditional plastic seed starting products.

Perforated bottom for easy tear away and transplant.

Simply "pop" open the paper pot, fill with soil, and sow your favorite Botanical Interests seed!

Biodegrades in the garden!



1 1/2" pots,  
12 pots, 1 tray per unit  
24 units per case  
#4739



3" pots  
6 per unit  
24 units per case  
#4730



4" pots  
4 per unit  
24 units per case  
#4737

Our USA-manufactured stakes are made from a sustainable and renewable source of white birch grown and harvested in New England.

12 wood stakes per unit  
24 units per case  
#4735







## Prepacked Hardgoods Display

Convenient display solution for our eco-friendly products. Easily stores on shelving next to the rest of your garden products

#4756

**Holds all 4 eco-friendly garden products**

1 1/2" Paper Pots, 6 units per display  
 3" Paper Pots, 7 units per display  
 4" Paper Pots, 6 units per display  
 Wood Garden Stakes, 7 units per display

**All Prepacked Hardgoods Displays:**

20"H x 12 1/2"W x 13 1/2"D  
 Height includes header card  
 (14"H without header card)

All Displays Made in the USA



**Wood Garden Stakes Display**

#4755

39 units per display

**3" Paper Pot Display**

#4753

3" Paper Pots  
 42 units per display



**4" Paper Pot Display**

#4754

4" Paper Pots  
 24 units per display



**1 1/2" Paper Pot Display**

#4752

1 1/2" Paper Pots plus tray  
 12 units per display



#9146

**Display Panel**

12-1 1/2" Recycled Paper Pots  
 12-3" Recycled Paper Pots  
 12-4" Recycled Paper Pots  
 30 Wood Garden Stakes

**Sell more pots in a smaller space!**





# Keep Your Customers Sprouts

## Seed Sprouter

6"H x 7 1/2"W x 7"D

#4708

6 units per case

(Sprouting seed sold separately)



Made in the USA



Booklet with instructions and recipes

Water-diffusing lid



Two stackable trays

Drain base



Removable tray dividers



USDA ORGANIC

#9038

Each panel contains 20 large pockets of sprouting seeds, and can hold up to 12 Botanical Interests seed sprouters (sold separately).

20 large pockets + 2 shelves



TOP SELLER!

## Sprouter Gift Set

5"H x 13 7/8"W x 6 3/4"D

#4710

4 per case





# Growing Year-Round

## Microgreens and Baby Greens

Includes domed lid and tray with reusable liner.



### Growing Tray

2 3/4" H x 21 1/4" W x 11" D

#4745

### 6 units per case

(Microgreens and baby greens seed packets sold separately)



#9038

Each panel contains 20 large pockets, and can hold up to 12 Botanical Interests Growing Trays (sold separately).

20 large pockets + 2 shelves



## CUSTOMER FAVORITE MIX

Want to offer microgreens, baby greens, and sprouts together? We've got a panel for that!

Each panel contains 20 large pockets, and can hold up to 6 Seed Sprouters and 6 Growing Trays (sold separately).

20 large pockets + 2 shelves

More Info See Page 12

All Displays Made in the USA



# Prepacked Displays

## Space-Saving simple set-up

Excellent choice for specialty food stores. The **Golden's** thin frame fits anywhere, and the prepacked trays make set-up simple. Includes shopping bags so seed packets won't fall through gaps in shopping carts!



## Golden Spinner

6'H x 22"W x 9"D  
Height includes header card  
#9096

SINGLE PANEL  
3'10 3/4"H x 21 3/4"W x 3 1/2"D

96 pockets  
48 pockets per side  
(2 sides)

AVAILABLE SEED ASSORTMENTS:

Balanced	Veg/Herb	Flowers
1-2	1	1
Organic Balanced	Organic Veg/Herb	
1	1	





## Floorstand

6'8"H x 22"W x 18"D  
Height includes header card  
#9003

**SINGLE PANEL**  
3'10 3/4"H x 21 3/4"W x 3 1/2"D  
**48 pockets**

AVAILABLE SEED  
ASSORTMENTS:

Balanced	Veg/Herb	Flowers
1-6	1-2	1-2
Organic Balanced	Organic Veg/Herb	
1-2	1-2	

The right height  
and angle for  
easy shopping

## Denver Spinner

6'4"H x 2'2 1/2" diameter  
Height includes header card  
#9015

**SINGLE PANEL**  
3'10 3/4"H x 21 3/4"W x 3 1/2"D  
**192 pockets**  
48 pockets per side  
(4 sides)

AVAILABLE SEED  
ASSORTMENTS:

Balanced

1

Botanical Interests seeds are a top seller. The packaging is beautiful but the quality of the product is what brings people back for more. Often our customers would let us know their success and they'd want to try more. Botanical Interests is always proactive in substituting out of stock items.

~ Katie Reeve  
Bayview Farms



## SEED ASSORTMENTS

All spinners and seed panels come in a variety of seed assortments.

- Balanced
- Organic Balanced
- Veg/Herb
- Organic Veg/Herb
- Flowers

Numbers in the charts indicate the amount of displays you can order without duplicating varieties.

Easy set-up  
with prepacked  
cardboard panels  
and plastic pockets.



# Caddies



## Butterfly Collections

15 ¼"H x 9"W x 11 ¾"D

3 regional choices,  
4 packets per collection

Sets of 18 regional seed collections come in a handy, decorative, tabletop display with an eye-catching header card to attract sales.

Available themes each include two native milkweeds, a flower mix and a zinnia:

Eastern Breeze #4562

Midwest Flutter #4564

Western Glide #4566



## Large Packet Caddy

15 ¼"H x 9"W x 11 ¾"D

Holds up to  
6 different varieties

Prepacked theme caddies enhance your seed selection.

Choose from these available themes:



All Displays  
Made in the  
USA



Draw attention with

# Color Themes!

Monochromatic garden themes create eye-catching displays!

**Vibrant Oranges**  
 Energizing colors for the bold at heart!  
*Botanical INTERESTS.*  
 HIGH-QUALITY SEED  
 Let us inspire and educate the gardener in you.

**Sunny Yellows**  
 The radiant color of summer!  
*Botanical INTERESTS.*  
 HIGH-QUALITY SEED  
 Let us inspire and educate the gardener in you.

**Fiery Reds**  
 Scintillating color that makes a statement.  
*Botanical INTERESTS.*  
 HIGH-QUALITY SEED  
 Let us inspire and educate the gardener in you.

**Bright Whites**  
 Magical in the moonlight, calming accent by daylight.  
*Botanical INTERESTS.*  
 HIGH-QUALITY SEED  
 Let us inspire and educate the gardener in you.

**Dreamy Blues**  
 Cool blue tones to calm and refresh the day.  
*Botanical INTERESTS.*  
 HIGH-QUALITY SEED  
 Let us inspire and educate the gardener in you.

**Sweet Pinks**  
 Charming, romantic, and just plain sweet!  
*Botanical INTERESTS.*  
 HIGH-QUALITY SEED  
 Let us inspire and educate the gardener in you.

**Royal Purples**  
 Mystifying and electric, fit for a king or queen.  
*Botanical INTERESTS.*  
 HIGH-QUALITY SEED  
 Let us inspire and educate the gardener in you.



**Regular Packet Counter Display**  
 Details See Page 15



# Garden-inspired Gifts

Add a botanic flair to your store's gift department with items that every gardener will love.



9"H x 7 3/8"W x 9 5/8"D

**Holds 20  
Calendars**

Prepacked desktop calendars ready for display.

#4586

## Calendars

**20 per case**

Our desktop calendar is back for 2023! Botanically inspired design, with illustrations of our newly introduced varieties. This is one of our most requested items, as they are handy as well as beautiful, and make excellent gifts!

#8036

## Sprouter Gift Set

5"H x 13 7/8"W x 6 3/4"D

**4 per case**

Each beautifully packaged set contains a sprouter, instruction and recipe booklet, and four of our customer-favorite sprouting seed varieties.

#4710



Botanical INTERESTS  
Illustrated Notecards  
Featuring Art from our Seed Packets

9"H x 7 3/8"W x 9 5/8"D

**Holds 14 Sets**

Prepacked Illustrated Notecard sets ready for display.

## Notecard Set

**14 sets per caddy**

Customers will love sending garden-inspired notes to friends and family with colorful botanical art from Botanical Interests seed packets!

Each set includes six notecards: Glass Gem Corn, Sugar Magnolia Snap Pea, Candystripe Cosmos, Florist's Sunny Bouquet Sunflower, Lauren's Grape Poppy, and Bouquet Dill.

#4760



Notecards are 4.5" x 6.25"







# 2023 SEASON PAYMENT TERMS AND CONDITIONS FORM

*Botanical* INTERESTS®  
660 Compton St., Broomfield, CO 80020  
www.botanicalinterests.com

Fax to Email: 303-951-1961  
Fax: 303-464-6468  
Ph: 303-464-6464 or 800-486-2647  
general.sales@botanicalinterests.com

SHIP TO ▶ Business Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Store Contact: \_\_\_\_\_  
Website: \_\_\_\_\_  
 Email invoices to: \_\_\_\_\_  
 Email Excel files of all UPCs to: \_\_\_\_\_  
Ship Date for Order \_\_\_\_\_

BILL TO ▶ Business Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Contact (Accounts Payable): \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Resale# (Required): \_\_\_\_\_  
 This is the first time I have purchased from Botanical Interests.  
 I am interested in the Online Partnership Program.  
 I want to receive Marketing Content emails.

Send to email: \_\_\_\_\_

## Terms Options (select one)

Buyback and Consignment terms are only available to brick and mortar retail stores. Resale number is required. Stores CANNOT sell outdated seed per USDA regulations. We do not allow the sale of Botanical Interests products on the internet without a signed online retailer agreement. Prospective and current online retailers should contact Botanical Interests for further details.

**SEED TERMS CONSIGNMENT:**  
**40% discount off preprinted retail.**  
**50% minimum sell-through required.**  
**\$600 minimum initial seed order required.**  
*Consignment terms are not available for initial orders that ship after March 3, 2023.*  
A mid-season bill will be issued in April 2023 (net 15 days) for 50% of total dollars shipped plus any shipping and handling charges as of April 1, 2023. The end-of-season checkout will occur August through October of 2023. A final bill will then be issued for all purchases minus seed not sold and mid-season payment. This amount will equal no less than 50% of total invoiced during the season plus shipping/handling charges. Due 15 days from invoice. End of season checkout information must be received by October 27, 2023 or your account will be processed at 100% sell-through. **All seed is removed from store at checkout.**

**SEED TERMS BUY BACK:**  
**50% discount off preprinted retail.**  
**50% minimum sell-through required.**  
**\$600 minimum initial seed order required.**  
*Buy-Back terms are not available for initial orders that ship after March 3, 2023.*  
Initial orders & reorders are on net 30 terms from invoice date. The end-of-season checkout will occur August through October of 2023. A credit—equaling no more than 50% of the total packets invoiced during the season—will be issued for unsold packets. End of season checkout information must be received by October 27, 2023 or your account will be processed at 100% sell-through. **Credit can only be applied to seed shipped for the next season.** Unused credits, issued at the end of the 2022 season, expire at the end of the 2023 season. NO CASH or CHECKS will be issued in lieu of credit for product.

**SEED TERMS OUTRIGHT:**  
**65% discount off preprinted retail.**  
*For initial orders shipping after March 3, 2023, only Outright terms are available.*  
When purchasing on outright terms please note that there are **no end of season returns.** Net 45 days from invoice.

**SEED TERMS OUTRIGHT (S/H charges waived on displays):**  
**55% discount off preprinted retail.**  
*For initial orders shipping after March 3, 2023, only Outright terms are available.*  
When purchasing on outright terms please note that there are **no end of season returns.** Net 45 days from invoice.

**HARDGOOD TERMS:**  
**Items available at list cost only.**  
**No end-of-season returns.** Net 30 days from invoice.  
**Includes:** Sprouters, Sprouter Gift Set, Growing Trays, Paper Pots, Garden Stakes, Butterfly Collections, Notecard Sets, Calendars, Specialty Seed Promotions.

Terms and billing group cannot be changed after initial shipment.  
Sign here if terms have changed from previous season. \_\_\_\_\_

## Conditions

*A signature on the order form constitutes a personal guarantee by the owner(s) of the business.*

- Visa and MasterCard are accepted for payment - please call for information.
- Past due accounts will be billed a finance charge of 2% per month.
- Accounts sent to collection: The dollar amount sent to collection is the total delivered to the customer, plus any applicable charges for displays, shipping, accrued interest, and collection/attorney fees. Any credit for unsold seed will be voided. For accounts that have gone to collection, future purchases will be at outright terms, and require prepayment by credit card.
- Payment terms may not be changed after initial shipment.
- Billing group may not be changed after initial shipment.
- No cash or checks will be issued in lieu of credit for product. In order for a credit to be given for unsold seed packets, seed must have been available for sale in the display from the date received to the date of checkout. It is the responsibility of the retailer to stock reorders promptly upon receipt. Credit will not be given for any damaged or altered packets. Final 2023 reorders must be received before noon (MST) Friday, June 23, 2023. We will be closed for inventory for one week, June 26–30, 2023.
- Displays replaced before 3 years of use will be charged the display replacement charge.
- If you have used your display for the required 3 year minimum and need to replace it, you will be charged only the shipping/handling fee.
- Replacement parts will be charged a shipping/handling fee.
- Additional charges will apply on orders to Alaska and Hawaii.
- Orders refused or returned to Botanical Interests will be charged a 20% restocking fee.
- Charges for orders shipped other than FedEx Ground will be the responsibility of the customer.
- Initial orders require a 4 day approval process prior to shipment.

SIGNATURE INDICATES YOU HAVE READ AND AGREE TO THE TERMS AND CHARGES AS STATED IN THE 2023 “TERMS AND CONDITIONS”. YOU ARE CONFIRMING THAT YOU ARE A RETAIL STOREFRONT.

Signature: \_\_\_\_\_ Print Name: \_\_\_\_\_

Order will not be processed without a signature! Customer ID \_\_\_\_\_

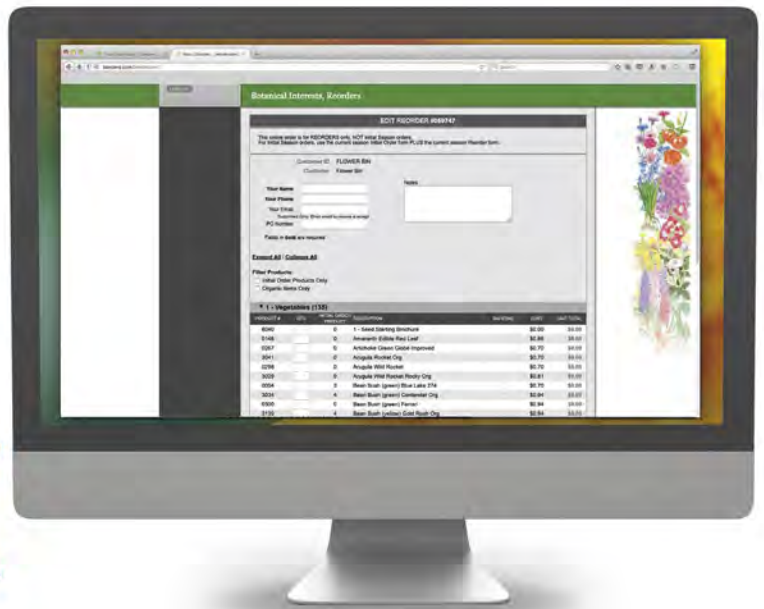






# Convenient online reordering!

[www.biorders.com](http://www.biorders.com)



After your initial order and when you are ready to reorder seed, Botanical Interests makes it easy.

**It's Easy!**

- **Get reorders done quickly and reliably.**
- **Less paper; more "green" way to reorder.**
- **No minimum quantity per variety. Reorder in "eaches"!**
- **Pick from the whole line regardless of what you currently carry.**
- **Reorders typically ship in 1-2 days.**

## Simple steps to place your reorder:

- 1 **Go to [www.biorders.com](http://www.biorders.com)**
- 2 **In the username box type your customer ID.**  
This can be found at the top corner of every invoice and packing list.
- 3 **Select "Place Reorders" from the main navigation.**
- 4 **You MUST enter your name, email address and phone number.**  
Provide PO as well, if required by your store.  
Enter your quantities per variety.
- 5 **Click "Save Order Progress" after completing each section.**
- 6 **Click "Save and Continue" to proceed to summary page.**
- 7 **Click "Submit Reorder".**
- 8 **An email confirmation will be sent upon order receipt.**

*If you have not set your payment terms for the 2023 season (begins July 5, 2022), you must complete, sign, and fax/email the 2023 Initial Order Form and Payment Terms and Conditions Form to us prior to being able to reorder online.*

## Plan ahead for your busy weekend!



FedEx ship times

- 1 day (Red)
- 2 days (Light Blue)
- 3 days (Yellow)
- 4 days (Light Green)

Reorders typically ship in 1-2 days.

Call about orders to Alaska and Hawaii. 1-800-486-2647



# Regional Support Teams



Our sales and customer service teams help you complete orders and provide “after the sale” service, in addition to sales reps who visit your store.

*We made the switch to carry Botanical Interests' seeds about 10 years ago and we are so happy we did! All seed packets are beautifully packaged with helpful sowing instructions. They have an excellent variety of seeds and offer new varieties of seeds each year. Not only are their seeds premium quality, but their customer service is exemplary. They are always quick to respond and helpful in times of need. Their online portal makes ordering fast and easy. Every year we see an increase in seed sales. If you are considering a new seed supplier, search no more! Botanical Interests is the best!*

~ Cecelia Lukas Waldrop  
Lucus Nursery

*I love working with Botanical Interests because their ordering process is straightforward and easy. There's no guessing if the products you need will ship because the order form clearly lists out of stock items, so you can make decisions and substitutions at order time. Botanical Interests has maintained better stock levels for popular items than other companies, and they continue to turn orders around quickly. We stock BI year round because the packaging makes it an attractive choice for gift giving, and with indoor sprouting kits, enthusiastic gardeners and cooks can grow year round.*

~ Regina Morrow  
Hick's Nurseries





# Online Partnership Program



Botanical INTERESTS.  
Can't find what you're looking for?  
ask about having it  
**SHIPPED DIRECT**  
to your house  
or visit our website  
www.BotanicalInterests.com  
We provide promotional materials for your store!

Offer Botanical Interests' entire line of seeds and products from your website, newsletter, or social media and earn a **35%** commission.



Program ads on your website

Ads on your social media

The image shows various promotional materials: a Facebook post for 'Your Local, Friendly Garden Center' featuring a 'Support us by shopping at Botanical Interests' ad; a mobile app interface for 'Your Town Garden Center' with a similar ad; and a website page for 'PLANT NURSERY' with a 'Decorate Your Life With Plants!' banner and a 'Support us by shopping at Botanical Interests' ad. Red arrows point from the text labels to the respective ad placements.

We inspire and educate the gardener within.™  
*Botanical* INTERESTS®

1-800-486-2647 • www.botanicalinterests.com • 660 Compton St., Broomfield, CO 80020