



Frost to FrostTM PERENNIAL PROGRAM BUILDER

Guide to Sequencing Perennials, Building Endcap Displays, and Keeping Perennial Color at Retail Season to Season



Plan for Frost to Frost[™] Color

A little planning goes a long way. Build stunning endcaps by choosing ahead of time what perennials you will be featuring throughout the year. Sequencing a different set of perennials to show color in each of the four core seasons will ensure the high value areas of your garden center are always looking nice, and keep things fresh for returning visitors.

Sales Window Key

Early Spring (Weeks 15-22)	Late Spring (Weeks 23-27)	Early Summer (Weeks 28-33)	Late Summer (Weeks 34-38)							
Multi Season (Fabulous Foliage, Weeks 19-38)										
Multi Season (Trim & Rebloom, Weeks 19-38)										

Early Spring (Weeks 15-22) - These plants bloom from April - May and tend to be on the early end of the Spring rush. Perennials in this category include Dianthus and spring blooming types of Phlox.

Late Spring (Weeks 23-27) - June is perennial month, and that is when you will usually find these plants in flower. With forcing these plants may be ready in May. Perennials in this category include Baptisia and Monarda.

Early Summer (Weeks 28-33) - Spanning July to mid August. Plants in this category include Heliopsis, Hibiscus, and Echinacea.

Late Summer (Weeks 34-38) -These plants are among the slowest plants to mature, coming into flower in mid August to September. Japanese Anemones are a good example of this type of perennial.

Multi Season - Fabulous Foliage (Weeks 19-38) - These plants are grown primarily for their foliage and so look good all summer long. Use these plants to fill in a gap between flowering nursery stock. Perennials in this category include Heuchera, Hostas, and Ferns.

Multi Season - Trim & Rebloom (Weeks 19-38) - These plants typically flower in Late Spring or Early Summer and with a trim will flush back out to show late season color. Use these plants with their second sales window to supplement late summer and fall programs. Perennials in this category include Shasta Daises, Nepeta, and Salvia nemorosa.

Start with a Theme

Take things to the next level by adding a theme, such as Pollinator Plants, Deer Resistant, or Shade Perennials. Plants that solve problems are often among the first off the shelves.

An example of this would be building a Proven Pollinators® table. Starting with a display Paint the Town Dianthus in Early Spring, transitioning to Leading Lady Monarda in Late Spring, COLOR CODED™ Echinacea in Early Summer, and finishing the summer off with FALL IN LOVE™ Anemone.



Walters Gardens

Variety	Input	Blooms	Proven Pollinator®	Deer Resistant	Drought Tolerant	Rebloomer	Lowest Main.	Made for the Shade	Nativar	Fabulous Foliage
Achillea Firefly Collection	BR, Liner	ESu - LSu	Χ	Χ	Χ	Χ				
Allium 'Serendipity'	BR	MSu - LSu	Χ	Χ	Χ		Χ			
Amsonia t. 'Storm Cloud'	BR, Liner	LSp - ESu		Χ			Χ		Χ	
Anemone FALL IN LOVE™ Series	Liner	LSu - EFa	Χ	Χ						
Aruncus 'Chantilly Lace'	Liner	ESu - MSu		Χ			Χ	Χ		
Baptisia DECADENCE® Series	BR, Liner	LSp - ESu	Х	Χ	Χ		Χ		Χ	
Bergenia 'Miss Piggy'	Liner	ESp - LSp		Х				Χ		Χ
Brunnera m. 'Jack of Diamonds' & 'Queen of Hearts'	Liner	MSp - LSp		Х			Х	Χ		Χ
Clematis 'Stand By Me'	BR	LSp - MSu	Χ	Χ		Χ				
Dianthus FRUIT PUNCH® Series	Liner	ESu	Х	Χ	Χ					
Dianthus Paint the Town Series	Liner	ESu	X	Х	Х	Χ	Χ			-
Dicentra 'Pink Diamonds'	Liner	LSp - EFa	Х	Х		Χ	Χ			
Echinacea COLOR CODED™ Collection	Liner	ESu - EFa	Х	Х	Χ	Χ	Х		Χ	
Echinacea LAKOTA™ Fire	Liner	ESu - EFa	Х	Х	Χ	Х	Χ		Х	
Gysophila p. FESTIVAL STAR®	BR, Liner	LSp - EFa		X	χ					
Heliopsis h. Tuscan Gold™ & 'Tuscan Sun'	BR, Liner	MSu - LSu	X			Х			Χ	
Hemerocallis RAINBOW RHYTHM® Collection	BR	ESu - LSu	X						**	
Heuchera DOLCE® Series	Liner	Foliage	,,	X				X	Χ	Х
Heuchera PRIMO® Series	Liner	Foliage		X				X	X	X
Heucherella FUN AND GAMES® Series	Liner	Foliage						X	X	X
Hibiscus SUMMERIFIC® Collection	BR, Liner	MSu - LSu	X	Χ			Χ	Λ	X	Λ
Hosta SHADOWLAND® Collection	Liner	Foliage	٨	Λ			X	Χ		Χ
Kniphofia PYROMANIA™ Collection	BR, Liner	ESu - LSu	X	Χ	Χ	X		Λ		
Lavandula a. SWEET ROMANCE®	Liner	ESu - EFa	Х	Х	Х	Х				
Leucanthemum s. AMAZING DAISIES® Collection	Liner	ESu - LSu		٨	٨	X				
Liqularia 'Bottle Rocket'	Liner	MSu	٨	Χ		Λ				
Monarda Leading Lady Series	Liner	ESu - MSu	Х	Х					Х	
Monarda d. Pardon My Series	Liner	MSu - LSu		Х					X	
Nepeta 'Cat's Meow' & 'Cat's Pajamas'	BR. Liner	ESu - EFa	Х	Х	Χ	V	Х		^	
,	, -				^	X				V
Origanum 'Drops of Jupiter'	Liner	LSu	X	X	V		Х		V	X
Penstemon 'Midnight Masquerade'		ESu - MSu		X	X				Х	Х
Perovskia a. 'Denim 'n Lace' & 'Sage Advice'		MSu - EFa		Х	Х	V	Х		V	
Phlox 'Cloudburst'	BR, Liner	ESu - LSu				X			X	
Phlox Opening Act Series		ESu - MSu				Х			X	
Phlox p. LUMINARY™ Collection		MSu - LSu							X	
Phlox Sprite & MOUNTAINSIDE™ Series		MSp - LSp					V		X	
Phlox s. SPRING BLING™ Series		MSp - LSp		V			X	V	X	V
Polemonium 'Heaven Scent'	Liner	ESu - MSu		X			X	X		X
Pulmonaria 'Spot On'	Liner	LSp		X			X	X		Х
Salvia COLOR SPIRES® Collection	BR, Liner	LSp - ESu		X						
Salvia n. Profusion Series		LSp = ESu		Х	.,	Х	.,			
Sedum ROCK 'N GROW® Collection	BR, Liner	EFa	X		Х		X			
Sedum ROCK 'N LOW™ Collection	BR, Liner	ESu - MSu			Х		X			X
Sedum ROCK 'N ROUND™ Collection	BR, Liner	LSu - EFa	X		Х		X			X
Tiarella 'Cutting Edge'	Liner	ESp - LSp					Х	Х	Х	X
Veronica MAGIC SHOW® Collection	BR, Liner	ESu - MSu	X	X		X	Х			
FERN - Athyrium p. 'Crested Surf'	Liner	Foliage					Х	Х		Х
grass - PRAIRIE WINDS® Collection	Liner	LSu - EFa		Х	Χ		Χ		Χ	Χ
strawberry - <i>Fragaria a.</i> BERRIED TREASURE™ Series	Liner	ESu - LSu								