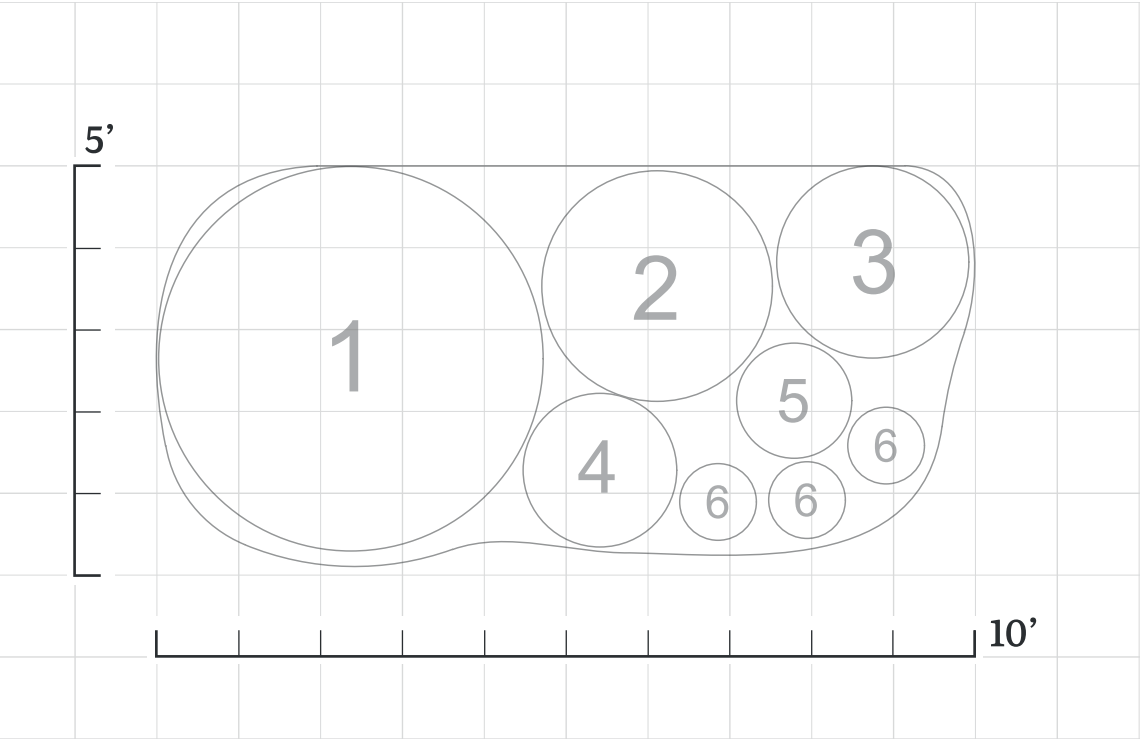


Pollinator Paradise

The "Pollinator Paradise" garden is expertly designed to create a vibrant and eco-friendly haven for local pollinators, combining landscape design principles of rhythm, symmetry, and balance. This layout features a harmonious blend of tall centerpiece plants, mid-height flowers, and low-growing groundcovers, ensuring continuous blooms and diverse habitats throughout the season. Each planting location is thoughtfully selected to provide visual interest and accessibility for bees, butterflies, and birds. Suitable for USDA hardiness zones 5-8, the garden uses commonly available plants, making it easy for gardeners to recreate this balanced, pollinator-friendly oasis in their own yards.



Layout

- ①

Location 1: "Towering Blooms"
- ②

Location 2: "Showy Middleground"
- ③

Location 3: "Bright Borders"
- ④

Location 4: "Shrub Haven"
- ⑤

Location 5: "Edging Delight"
- ⑥

Location 6: "Groundcover Gems"



Plant Menu

Location 1: "Shrub Haven" 4-5 feet mature width

- Loropetalum Purple Diamond®

A compact shrub with vibrant burgundy foliage and bright pink, fringe-like flowers that attract pollinators.

Summer to early fall

Pink, Purple

Full sun to partial shade

Goldenrod

Bright and showy ‘fireworks’ of yellow blooms that attract all types of pollinators.

Late summer to early fall

Yellow

Full sun

Hydrangea White Wedding®

A popular hydrangea with large, white blooms that attract bees and butterflies.

Summer to early fall

White

Full sun to partial shade

Russian Sage

Silvery foliage with lavender-blue flowers; attracts bees and butterflies.

Summer to Fall

Purple

Full sun

Summersweet

A compact, fragrant shrub with white, bottlebrush-like flowers that attract butterflies, bees, and hummingbirds.

Mid-Summer

White

Full sun to partial shade

Location 4: "Front And Center" 1.5-2 feet mature width

Gardenia Diamond Spire®

A compact gardenia with elegant white flowers and a sweet fragrance that attracts pollinators.

Late spring to summer

White, fragrant flowers

Full sun to partial shade

Black-Eyed Susan

Bright yellow flowers with a dark center; attract bees and butterflies.

Summer to Fall

Yellow

Full Sun

Lantana Little Lucky™ Hot Pink

A compact lantana with clusters of hot pink flowers that draw in butterflies and hummingbirds.

Summer to frost

Hot pink flowers

Full sun

Garden Phlox

Fragrant clusters of flowers in shades of pink, white, and purple that attract butterflies and hummingbirds.

Summer to Early Fall

Pink, White, Purple

Full Sun to Partial Shade

May Night Salvia

A hardy perennial with deep purple-blue flower spikes that are highly attractive to bees and butterflies.

Late Spring-Summer

Deep Purple-Blue

Full sun

Location 2: "Nectar Source Nook" 2.5-3 feet mature width

Abelia 'Kaleidoscope'

A compact, colorful shrub with white flowers and variegated foliage that attracts pollinators.

Summer to fall

White

Full sun to partial shade

Purple Coneflower

Large purple flowers; provides nectar for butterflies and seeds for birds.

Summer

Purple

Full Sun

Gerbera Daisy Garden Jewels™ Frosted Hot Pink

A popular daisy known for its large, bright hot pink flowers that are a favorite of pollinators.

Spring to Fall

Frosted hot pink flowers

Full Sun

Sedum

Succulent foliage with pink flower clusters attracts a wide variety of nectar-seeking wildlife.

Late summer to fall

Pink

Full sun

Butterfly Bush

A compact shrub with large, fragrant blue flowers that attract butterflies, bees, and hummingbirds.

Summer-Fall

Blue

Full sun

Location 5: "Magic In The Middle" 1-1.5 feet mature width

Loropetalum Purple Pixie®

Low-growing groundcover with aromatic foliage and purple-pink flowers that attract pollinators.

Spring to summer

Bright pink flowers with deep purple foliage

Full sun to partial shade

Bee Balm

Vibrant flowers in red, pink, or purple that attract hummingbirds and butterflies.

Summer

Red, pink, purple

Full sun to partial shade

Nandina 'Lemon-Lime'

A compact nandina with striking lime-green foliage and delicate white flowers, perfect for brightening up small spaces.

Spring to early summer

Bright lime-green foliage

Full sun to partial shade

Shasta Daisy

Classic white daisies with yellow centers that bloom all summer long, providing a cheerful display.

Summer

White

Full Sun

Blanket Flower

A vibrant, long-blooming plant with daisy-like flowers that provide nectar for a wide range of pollinators.

Summer-Fall

Red, Orange, Yellow

Full sun

Location 3: "Compact Cornerstone" 2-2.5 feet mature width

Nandina Obsession™

A compact nandina with striking red-tinted foliage and white flowers that attract pollinators.

Spring to early Summer

White flowers with red-tinted foliage

Full sun to partial shade

Catmint

Soft blue flowers and aromatic foliage that attract and feed bees.

Summer

Blue

Full Sun

Lantana Little Lucky™ Pot of Gold

A compact lantana with bright yellow flowers that attract butterflies and hummingbirds.

Summer to Fall

Golden Yellow Flowers

Full Sun

Penstemon

White tubular flowers and dark foliage; great for butterflies and bees.

Mid-Spring to Early-Summer

White

Full sun to partial shade

Coreopsis

This long-blooming perennial produces soft yellow flowers that draw in a variety of pollinators.

Summer

Pale Yellow

Full sun

Location 6: "Groundcover Gems" 0.75-1.25 feet mature width or groundcover less than 2 feet

Carex EverColor® 'Everillo'

A bright, lime-green ornamental grass that adds vibrant color and texture to balance out colorful flowers.

None

Bright lime-green foliage

Partial shade to full shade

Ajuga

Attractive groundcover with glossy foliage and spikes of blue or purple flowers in spring.

Spring to early summer

Blue, Purple

Full Sun to partial shade

Nandina Flirt™

A dwarf nandina with rich red foliage and delicate white flowers that draw in pollinators.

Spring to early summer

White flowers with deep red foliage

Full sun to partial shade

Creeping Thyme

Low-growing with pink flowers; aromatic and attracts bees.

Late spring to early summer

Pink

Full Sun

Lamb's Ear

A soft-textured groundcover with silvery foliage and purple flower spikes that attract bees.

Late Spring-Early Summer

Purple

Full sun to partial shade

Transform Your Garden Center into a Community Hub

Educate Your Customers on Designing a Flower Garden

- **Interactive Learning:** Guide your customers through the creation of their own “Pollinator Paradise” or other themed gardens, using our easy-to-follow Plant By Number Classes.
- **Practical Knowledge:** Participants will gain hands-on experience in garden design, plant selection, and placement, empowering them to replicate the designs at home, or purchase a Plant By Number Garden Map to ensure success!

Cultivate Loyal Customers

- **Winter Interest:** Attract more foot traffic during the slower winter months by offering engaging, educational events that keep gardening top-of-mind for your customers.
- **Ongoing Engagement:** By engaging customers during the winter, you build a strong, loyal customer base that will return to your garden center throughout the year.
- **Exclusive Offers:** Provide early-bird discounts and promotions to class participants, encouraging repeat visits as they prepare for spring planting.

3 Partners / National Coverage



A Unique Collaboration Between Industry Leaders



- Plant By Number** and the **Southern Living Plant Collection** have come together to create an exclusive, one-of-a-kind class experience for garden enthusiasts and professionals alike.
- **Expertly Curated Designs:** The “Pollinator Paradise” and other themed placemats are the result of a meticulous collaboration, combining the innovative, easy-to-use Plant By Number system with the high-quality, beautiful plants from the Southern Living Plant Collection.
 - **Best of Both Worlds:** This partnership ensures that your customers will learn using top-tier, regionally appropriate plants that are known for their beauty, hardiness, and appeal, all while benefiting from a user-friendly design process that simplifies garden planning.
 - **Trust in Quality:** Both Southern Living and Plant By Number are committed to providing exceptional products and education, making this class a trusted resource for your customers as they embark on their gardening journeys.

Ready to Host?

Starting November 1st visit Plant By Number’s online portal at <http://bit.ly/47onEgQ> for ordering your class placemats.

Placemats + Garden Maps are sold in packs of 25, but to kickstart your community of plant lovers for the 2025 season Southern Living Plant Collection is providing the in store placemats at no cost to you!



Secure Future Sales with Spring Garden Map Pick-Up

Hosting a Plant By Number class not only drives immediate sales but also ensures customers will return to your garden center in the spring to pick up their pre-ordered Garden Maps. This creates multiple touchpoints with your customers, increasing the likelihood of additional sales throughout the gardening season.

Why This Matters:

- **Guaranteed Return Visits:** Each class participant will need to return in the spring to pick up their Garden Map, driving repeat business and additional sales opportunities.
- **Seasonal Engagement:** By ensuring a spring return, you keep your garden center top-of-mind as customers begin their gardening projects.
- **What is a Garden Map:** Our Plant By Number Garden Maps are custom-printed landscape designs made to scale, right on landscape fabric that doubles as a weed barrier. These maps guide your customers step-by-step to create professional-looking garden designs at home, making gardening accessible and fun for everyone.

Explore How It Works

Scan the QR code to learn more about how our Garden Maps work and see the full range of designs available.



Spring Pickup Revenue

| | |
|---|---------|
| 1. Plants | |
| <input checked="" type="checkbox"/> 8 Selected Plants | \$320 |
| 2. Plant By Number Garden Map | |
| <input checked="" type="checkbox"/> Included with your class registration | |
| 3. Installation Materials | |
| <input checked="" type="checkbox"/> Landscape Staples | \$9 |
| <input checked="" type="checkbox"/> Fertilizer | \$19 |
| <input checked="" type="checkbox"/> 6 Bags of Mulch | \$29 |
| <input checked="" type="checkbox"/> 75 Feet of Soaker Hose | \$25 |
| 4. Enhancements | |
| <input checked="" type="checkbox"/> 6-Pack of Solar Lights | \$24 |
| <input checked="" type="checkbox"/> Garden Edging | \$34 |
| <input checked="" type="checkbox"/> Drip Irrigation Timer | \$59.99 |
| 5. Tools & Supplies | |
| <input type="checkbox"/> Garden Gloves | / |
| <input type="checkbox"/> Trowel or Shovel | / |
| <input type="checkbox"/> Pruners | / |
| <input type="checkbox"/> Medium-Duty Hose | / |
| <input type="checkbox"/> Wheelbarrow | / |
| <input type="checkbox"/> Garden Rake | / |
| <input type="checkbox"/> Kneeling Pad | / |

Total Average Order Value: \$519.99

