



## From Garden To Red Carpet!

### Beacon® at the GRAMMY Awards®

This week our **NEW Beacon® Impatiens** brought the red carpet to life as the showcase floral selected by Tu Bloom Designs®, the official Botanical Artist for the GRAMMY Awards®.

The 62<sup>nd</sup> Annual GRAMMY Awards® acknowledged top-performing recording artists during music's biggest night, and millions of viewers saw Beacon® Impatiens welcome the stars to the red carpet with its own top performance.

This garden-to-glamour display included 40 topiaries of Beacon® White Impatiens atop a lavish carpet of Beacon® Bright Red Impatiens. In total, 3,700 plants adorned the entrance at The Staples Center in Los Angeles and add a touch of living colour to this annually televised and much-anticipated event.

2020 is the official launch to the home gardener for the outstanding Beacon® Impatiens, which brings high-fashion colour performance back to their outdoor living spaces. What better occasion to celebrate a rising star than with a gorgeous debut on the red carpet!

**Beacon® Impatiens** grows stronger and shines longer by filling gardens with its bright colours. Key to its performance is high resistance to Impatiens Downy Mildew (IDM), a destructive disease that has affected garden impatiens for over a decade.



Beacon® at the GRAMMY Awards®



Beacon® White and Bright Red

Now, with its proven quality, Beacon® Impatiens fills hanging baskets, window boxes and garden borders with colourful flowers, and fills gardeners with confidence.

### How to Order

Beacon® Impatiens is readily available as both seed and plugs.

There is still time to add this star stopping variety to your 2020 programs! Contact your local Technical Sales Representative or **Customers Services** to place your order.

Why not log in to **WebTrack™** to check availability and order online. If you haven't yet registered with WebTrack™, it's quick and easy to do and offers lots of great tools and information.



Beacon® Mixed

### Free Beacon® Posters

Posters are available to further promote Beacon® to your customers. To download these, please visit our website [www.ballcolegrave.co.uk](http://www.ballcolegrave.co.uk)