

Make your Autumn Sales really count



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### 53 New Autumn Perennials

The garden industry has found itself in very unfamiliar territory this season with a situation never experienced in this generation. But in true tradition, our industry has an amazing resilience during the hardest of times and perhaps this autumn is the one big opportunity where we can work together to deliver the missing colour to the UK's gardens and much needed income to all businesses.

We are therefore delighted to introduce our first **Perennial Autumn Additions** brochure which we believe, hand in hand with other seasonal colour such as Pansy, Viola, Primrose and Polyanthus, will help make this autumn the summer we never really had.

In this brochure we launch **53 new varieties** including many premium patio items for larger pots, including.....Grasses, Ferns, Heuchera, Nandina & Phormium. Here are some highlights:

**Ajuga Blueberry Muffin** - An exceptional variety for flowering performance and bronze-green foliage.

**Lavandula Hidcote & Munstead (cutting-raised)** -



Online Now - The Perennial Autumn Additions



NEW Ajuga Blueberry Muffin

We are excited to bring you a reliable British grown young plant from a Xyllela-free source.

**Phormium Blondie** - Unique weeping habit making this an ideal premium patio pot subject.

**Uncinia Everflame** - Robust and tough grass with eye-catching copper-bronze foliage, works beautifully when planted in mixed containers with autumn Pansy & Viola.

This is just a flavour of what's to come in June when you will receive your newly designed **2021 Lasting Beauty® Plug and Liner** and **2021 Darwin® Bare Root Catalogues**.

\*\*\* To view or download your copy of the **Autumn Perennial Brochure**, [CLICK HERE](#) \*\*\*



The New Lasting Beauty style label

## New label adds a touch of class!

Great news, your Lasting Beauty® Perennial labels are changing to an improved design to make your products stand out at retail as a **premium plant**.

The new design includes a warm and inviting colour styling, bold icons to flag up key features such as **RHS AGM Awards**, **Perfume** and **Pollinators**, along with improved and informative care instructions on the reverse. The label size remains the same at 15cm high and the material we printing onto is polypropylene, which is fully recyclable.

New varieties will instantly change to this new style label. Over the coming two seasons, we will endeavour to move to the new style label for all other varieties.

All varieties in this Autumn brochure will be supplied with this new style label, except Dianthus.

If you would like more information on any of the varieties in this brochure or wish to place an order, please contact your Technical Sales Representative, email [orders@ballcolegrave.com](mailto:orders@ballcolegrave.com) or visit **WebTrack®** where you can check out our full availability and order online.