

Van Essen Seasonal Programs

Our sales staff have developed a diverse collection of unique profit center opportunities designed to target the various niche markets you serve. From impulse buys, landscape fulfillment, gift purchases, and exciting new varieties to premium holiday decorating and container gardening, these programs will inspire your customers the entire sales season. Take advantage of the exceptional value and potential profits these programs offer.



Summer Accents Line



Boxed Jr. Specimen Series



Landscape Project Assortment



Premium Holiday Package

SPRING
SPRING
SUMMER
SUMMER
SUMMER
FALL

Boxed Jr. Specimen Series

Start the selling season off right! Signature plants in cedar boxes, patio-ready for the homeowner. All Boxed Jr. Specimens are noted under available varieties in the catalog listings.

- Topiary Boxwood Forms, Grafted Conifers, Japanese Maples, and other specialty plants
- Colorful picture tags included, custom retail tags available

Unique Patio Tree Selections

Go with the trend! Have several varieties of these unique plants on hand for your customers. All Patio Tree Forms are noted under available varieties in the catalog listings.

- Colorful flowering shrubs in patio tree form including Cotinus, Salix, Sambucus, Syringa, Grafted Conifers, and more
- Ideal for creative container gardening
- Colorful picture tags included, custom retail tags available



Unique Patio Tree Selections

Summer Accents Line

A great Spring promotion to introduce exciting new varieties and highlight the season's beautiful blooming shrubs. Order for in-season shipping

- Includes several **Proven Winners**® *ColorChoice*® varieties
- Sizes ranging from #2 to #7
- Colorful picture tags included, custom retail tags available

Landscape Project Assortment

A variety of container-finished, field-heavy plants, ready June 1st for summer landscape projects. Great for rounding out re-orders.

- Excellent grade
- Well established in #7 to #15 containers
- Thuja, Laurel, Boxwood, Ilex, Grafted Conifers, and more

Premium Holiday Package

This suite of handsome evergreens for seasonal decorating is perfectly timed for holiday season sales.

- Alberta Spruce, Hollies, Boxwood, and more, in formal holiday shapes
- Decorative holiday tag and colorful picture tags included. Custom retail tags available