

Welcome to Your October 2005 McGregor's Sales Letter

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Differentiate with Plant Curiosities from Log House

Incredibly Unique Perennials, Outstanding Consumer Demand, Uniquely Original Marketing



Differentiate Yourself!

Log House introduced each plant in the Plant Curiosity line to ensure they would be outstanding performers that exhibit curious forms, unique coloring or unusual bloom time. Check out the innovative and completely unique WINDOWPANE™ label that shows the perennial in bloom and uses the plant foliage as the back drop.

If you find yourself recognizing these incredible plants you may have seen them in mail order catalogs. Log house varieties reach over 7 million consumers each year in mail order campaigns with Jackson and Perkins. Now you can order them for your own sales exclusively with McGregor's.



Log House Delphinium elatum 'Darkness visible'

This is the world's first black delphinium and will be available for orders in the Spring. The variety is only made more attractive by its hardiness (hardy to zone 5), exquisite flower form, and a long bloom time.



Log House Echinacea purpurea 'Doppelganger'

Doppelganger was the first double in the US Market. The main flower is a reflexed rosy purple color with the second flower sitting atop the vivid orange central cone. This variety can be potted in January to bloom in May, but keep in mind that the second top bloom may come in during the second year.



Log House Lavendula angustifolia 'Fashionably Late' PPAF

Fashionably Late PPAF is very fragrant, holds up in the heat of the Southern Oregon summers and will continue to bloom until September in most regions. This variety will be a great choice to meet the need in the market for a late blooming lavender. Customers will have a choice of liners or Four Seasons Unrooted cuttings.



Log House Primula polyanthus 'Penumbra' (meaning edge of lunar eclipse)

This is the first silver laced primula to be available commercially. Named for the thin line of light silver color around the outside edge of the petals, this variety looks amazing at night, like a floating flower. The fragrant flowers bloom February to June the variety is hardy to zone 4.



Log House Primula tomasinii 'You and Me'

Available in 8 brilliant colors, this is a free flowering hose - in - hose double primula. The variety blooms uniformly, upper and lower sections in all colors except yellow. The 'You and Me' is hardy to zone 4, and it blooms continually from February to June. Log House Plants is the exclusive holder of seed for this variety in the US.



Log House Salvia officinalis Curly Sage PPAF

Curly Sage PPAF is both culinary and ornamental with a curled edge to every leaf. Customers will have a choice of liners or Four Seasons Unrooted cuttings.

Set your selves apart in the market by offering your customers these exciting unique Log House varieties whose packaging only enhances its presence on your customers shelves. Don't forget that the Log House varieties are seen by millions of people each year in Jackson and Perkin's marketing materials. To order Log House Plant Curiosities contact your McGregor Broker shown below.

Top 7 Ways to Save Time and Money This Spring Season

1. **Order your Spring plants now and save with Early Order Discounts.**- Not only do you get the confirmations done before you have to scramble across the rolodex to find your plants, you get 5% off. Double Winner- More time and money in the Spring!
2. **Battle High Heating Costs**
 - a. Use Cool Crops such as Selecta's Nemesia Serengeti TM, Osteospermum Flowerpower TM, Antirrhinum Concept TM, Diascia Piccadilly, Convulvus, Petunia Fame and Famous TM
 - b. Use High Density crops such as Selecta's HD Program for more production in smaller spaces to heat and more to ship in trucks to fuel: Minifamous Compacta Calibrachoa TM, Lascar Compact Verbena TM, Fame Petunias TM are examples and your MPS rep can show you more.
3. **Select Vendors on Performance that you can rely on.** Florexp URC has a 97%+ fill rate and less than 1% plant credit history. Late cancellations and backorders cost money and time. Use reliable sources that successfully mitigate these issues.
4. **Select Vendors who are flexible**
 - a. McGregor's allows order additions up to the Friday before ship week
 - b. We allow new orders up to Thursday before ship week
 - c. We allow cancellations up to Wednesday before ship week
5. **Source information quickly and accurately.**
 - a. McGregor's has real time availability connected to online ordering
 - b. We provide on line cultural information for faster plant searches by program need
 - c. We have 24/7 order history & order inquiry access
6. **Take Care of Yourself.** Enjoy the Holidays with more energy than ever before - cut down on the toxins! Eat in moderation, and play with more energy! By Skipping the Flu your business will run more profitably and you'll feel better than ever! Strengthen your immune system!
7. **Leverage Sales Reps**
 - a. McGregor Reps are full service brokers specializing in early plant starts. No broker is faster or more reliable at finding plants that fit your unique Spring needs.

Reach for the Stars with Plant Haven's Celestial Series Fuchsias



[Celestial Light Year PPAF](#)



[Celestial Sky Spy PPAF](#)



[Celestial Light Pegasus PPAF](#)



[Celestial Starchaser PPAF](#)



[Celestial Venus PPAF](#)

- Bred in the UK
- Upright mounding habit
- The series has small outward facing flowers
- Ideal for 4", 6" and 10" finish

You can find the Celestial Series as presented by Plant Haven and many other wonderful fuchsia choices to fit your needs on our [website](#).

If you haven't placed your orders for fuchsias yet let our website save you time and get your orders in faster. Every day can make a difference in meeting your deadlines on time.

New Herb Recipes from Sunshine Enterprises



Florexpo's Safety Stickers Increase Your Propagation Success

Have you ever received plant product from a supplier, opened the last boxes and found they contained the items you should have focused on/unpacked first to help ensure success?

McGregor Plant Sales is happy to introduce a system that will help you find those sensitive varieties that should be worked with first.

Starting ship week 41, when you see a phosphorescent green sticker with the text "PRIORITY TO PLANT" stuck on a box from Florexpo you will know where your more sensitive varieties are located. The following varieties are considered "Priority to Plant" and those boxes will be labeled with stickers:

1. Lantana
2. Rosmarinus
3. Impatiens - Musica
4. Perovskia

Save time and money by looking for the phosphorescent green stickers on any of your boxes arriving from Florexpo.

Here are all of our wonderful reps ready to help you this Spring and All Year:

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Thank you.