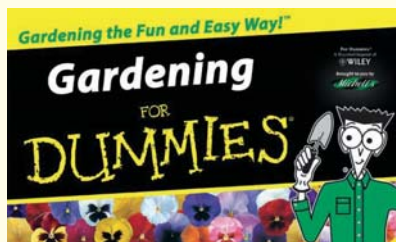




Henry F. Michell Company, PO Box 60160, King of Prussia, PA 19406
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Join in on the #1 most
recognized brand name!

Gardening For Dummies

Fall 2007 Pansies

An exclusive program from the Henry F. Michell Company

Available	July 4, 2007 – December 24, 2007
Size	288 sold as 280, grown at Speedling, Blairsville, GA facility
Plants per pot	4" pot: 1 plant per pot, 6" pot: 3 plants per pot
Price	\$.0601 per plug, F.O.B. Blairsville, GA

Fill Trays	Amt per Carton	Price per Case	Price per Tray	Price per Pot
4" Fill Tray 10 ct. Black	100	\$52.25	\$.523	\$.0523
6" Az Fill Tray 6 ct. Black	50	\$38.90	\$.7778	\$.1296

Pots	Amt per Carton	Price
10.5 cm (4" round) Yellow	1300	\$.08
15 cm (6" Az) Yellow	600	\$.1075

POP and Tags	Pricing
Stake Tag	\$.0556 + .02 Royalty = .0756
Bench Tape	\$23.00 per roll (100 feet)
Banner	\$30.00 each

VARIETIES

- Pansy Sundevil Beaconsfield
- Pansy Sundevil Blue Blotch
- Pansy Sundevil Clear Blue
- Pansy Sundevil Mulberry Blotch
- Pansy Sundevil Orange
- Pansy Sundevil Pink Shades
- Pansy Sundevil Porcelain Blue
- Pansy Sundevil Purple
- Pansy Sundevil Red Blotch
- Pansy Sundevil Rose Blotch
- Pansy Sundevil White Blotch
- Pansy Sundevil Yellow
- Pansy Sundevil Yellow Blotch
- Pansy Sundevil Formula Mix

Special Notes

- Tags are not color specific.
- Tags are not bilingual, if needed call for a quote.
- UPC printing on pots is available with a minimum of 30,000 pots and a \$150 plate set up charge.