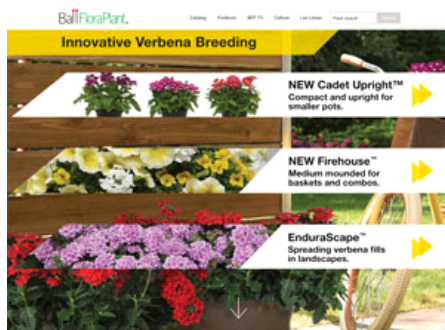


## Front Lines

9/1/2018

### Ball FloraPlant's New Website

Jennifer Polanz



Ball FloraPlant recently announced its redesigned website, [www.BallFloraPlant.com](http://www.BallFloraPlant.com). "With the launch of our 2019 catalog, it was clearly time for a website refresh," says Jason Twaddell, sales and marketing manager for Ball FloraPlant. "With this launch, we've added more value to our products with how-to-grow information and instructional best-practices right at our customers' fingertips."

The new look simplifies navigation to key product information and culture, and the update also includes a mobile-friendly layout for greenhouse growers, providing easy access to videos and plant trials for each Ball FloraPlant series. Visitors also can find the latest catalog of new introductions for 2019 on the redesigned site. **GP**