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Front Lines

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A Wave of Merch

Jennifer Polanz



Now you can wear your love for Wave wherever you go—PanAmerican Seed recently launched the Wave online merchandise store, featuring everything from clothing to accessories. Here's a rundown of what you can find there:

- Shoes and fun, colorful socks
- Backpack, garden tote and shopper bags
- T-shirt, bucket hat and cozy sweatshirt
- Patterned apron and voile scarf accessories
- Drink mug and H2GO water bottle

Some of the items in the store were created in partnership with Pink Pot Ambassador @illustratorsgarden to design a commemorative Easy Wave Pink Pearl Petunia pattern. Those are denoted with her icon in the store.

"It was so much fun selecting the pieces to include in the Wave storefront debut. The artistic collaboration especially highlighted the excitement gardeners have for this established gardening brand," said Sarah Makiejus, Global Marketing Manager for PanAmerican Seed and Wave Brand Manager. "I see many uses for this online store; beyond consumer access to Wave gear to show off their brand loyalty, it makes gifting easy for our industry to reward team members or customers with a little something special."

GO HERE to watch fun commercials for the Wave merch store and visit it at wavegardening.com/storefront. **GP**