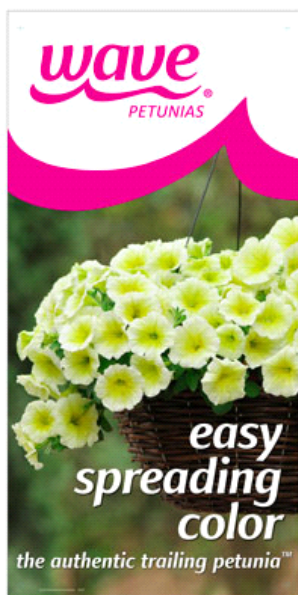


4/1/2022

Wave Launches Redesigned Website

Jennifer Polanz



If you carry Wave Petunias and Cool Wave Pansies, you have another tool for customers—a redesigned consumer-facing website to drive brand awareness at WaveGardening.com.

The new site features mobile-friendly navigation, as well as quick access to help and ideas in using the Wave plants. The site has a blog, how-to library and frequently asked questions to help customers get the most out of the plants. It also has an updated Wave Fan Club that shares user-generated photos and a digital art download area. The site is customized based on location with seasonal content for the U.S., Canada and Australia for a more tailored visit.

“Perfect for the new plant lover or the established gardener, the new website looks amazing on any device, and is only a touch away from fun and inspiration,” says Wave Brand Manager Claire Josephson. “PanAmerican Seed is thrilled to refresh WaveGardening.com. It meets the needs of not only our dedicated Wave Fan Club audience, but it shows commitment to our retail customers, too, as we promote fun and engaging digital and social content for shoppers.”

Retailers can find more about the Wave brand, too, including signage and in-store display ideas, at WaveGardening.com/en-us/GreenhouseRetail. **GP**