



SUPER CHARGE your garden THIS SPRING

ECHTER'S OPEN HOUSE APRIL 7-15

ONE GRAND GIVEAWAY

Enter to win one of ten \$100 Echter's gift cards!

SHOP OUR WIDE SELECTION

Now is the time to start planting trees, shrubs, perennials, cold-hardy annual flowers and cold-hardy vegetable plants.

GREENHOUSE TOURS

Go behind the scenes of Echter's and get a preview of our spring flowers and hanging baskets .

EXTENDED HOURS

Our extended spring hours begin Monday, April 9 for your shopping and gardening convenience.

GIRLFRIENDS NIGHT OUT

Party with a purpose! On Thursday, April 12, we will close the store at 5 pm for a special event. This fun-filled evening benefits Hope House of Colorado. See page 5 for details.

PURPLE REIGNS



Purple foods are called superfoods because they are full of anthocyanins and antioxidants that have been linked to preventing cardiovascular disease, cancers, age-related memory loss and inflammation.

Add to your garden's spectrum of health and beauty by sowing purple varieties like purple cauliflower, purple asparagus, purple potatoes, beets, black

raspberries, blackberries, eggplant, plums and purple cabbage.

If, like Prince, purple has always been your favorite color, this is your year.

The Verdure palette by the trend setters at Pantone features colors naturally found in lush vegetation and woodland; think berry-infused purple, red wood, eggshell blue and foliage green. Ultra violet is their color of the year.

Purple also pairs well with chartreuse or golden foliage. Mix it with white or silver to see it from a distance.

Use pops of purple herbs and veggies in ornamental beds and containers. For herbs, try lavender, catmint, rosemary and Thai basil. Blackie sweet potato vine trails nicely out of containers.

In flower beds use purple fountain grass, purple petunias and calibrachoas, purple verbenas, Fantasia Purple geranium and osteospermums. Perennial flowers include coral bells, iris, purple coneflowers and periwinkle.

Landscape plants include Royal Red maple, Diablo ninebark, purpleleaf plums, smoketree, clematis and lilacs.

Introduce accents of purple with ceramic pots. You can also paint a wooden or metal bench purple and put it out in the garden. Put the power of purple into your life.

2018'S EXCITING new products

CHECK OUT OUR NEW VARIETIES
OF ANNUALS, PERENNIALS, ROSES,
TREES, AND SHRUBS.

ANNUALS



COPPER PRINCE ORNAMENTAL MILLET Add a dramatic statement to containers and borders with this unique accent plant. Best Novelty Award at CSU trials.

PROFUSION RED ZINNIA A true red zinnia, and an All-American Selections winner! Non-stop color and a magnet for bees and butterflies.

LADY GODIVA ORANGE ENGLISH MARIGOLD Large, colorful flowers, heat tolerant, and deer resistant.

BLOOMTASTIC SERENITY CALIBRACHOA Extra large, iridescent flowers that feature remarkable heat tolerance. Perfect for hanging baskets.

SWEETUNIA MISS MARVEL PETUNIA Velvety, purple blossoms are finely edged in a sparkling white. Adds dramatic color to containers and garden beds.

GRANDESSA YELLOW ARGYRANTHEMUM Large, impressive daisy flowers provide an eye-catching, summer-long display.

CANNOVA BRONZE ORANGE CANNA A dramatic tropical beauty with bronze-toned foliage, and exquisite orange flowers is perfect for containers or flower beds.

PERENNIALS



SAUCY SEDUCTION YARROW Intense fuchsia pink flowers lighten to medium pink and blooms all summer.

MILLENNIUM ALLIUM Globe-shaped, rosy-purple flowers produce a sterile seed that will not spread.

SATIN & LACE BERRY CHIFFON COREOPSIS Abundant white flowers with raspberry-red centers on dark green, threadleaf foliage.

AUTUMN FROST HOSTA

6" long, pointed leaves produce wide margins of buttery-yellow and frosty-blue centers, turning pure white in summer. Perfect for shady areas.

MESA PEACH GAILLARDIA

Strong, upright, well-branched plants produce warm, sunny colors of intense peach tones surrounded by radiating yellow tips.

SHRIMPS ON THE BARBIE PULMONARIA

An abundance of large, deep shrimp-pink flowers cover this large, spreading plant. Green foliage is speckled with prominent white spots. Deer, rabbit, and mildew resistant.

ROSES



CLIMBING LADY IN RED

A vigorous, but compact climbing rose that holds its ruby-red color all summer.

FRIDA KAHLO A floribunda with scalloped petals in a mix of gold and red, finishing with a red blush as the flower ages.

ROSIE THE RIVETER Beautiful, vibrant blooms of orange-gold suffused with pink, and accented in gold. Honors the strong, hardworking women of WWII that kept American factories and shipyards productive during the war.

GET OFF TO A GREAT START THIS YEAR WITH THESE NEW TOOLS AND OUTDOOR DECOR ITEMS.

SOMETHING NEW for the garden

& MORE ROSES



TOP GUN This shrub rose is grown on its own root and is resistant to most major rose diseases. Abundant ruby-red blooms and a fruity fragrance continue all season.

EASY ON THE EYES An intriguing, color-changing shrub rose with ruffled, lavender-pink petals with a magenta eye that fades to light pink.

HOT & SASSY A spunky miniature is covered with blossoms that are a blend of scarlet and orange, with a smoky overlay.

PARADE DAY This eye-catching grandiflora boasts peppermint-pink blooms splashed with white, and a mango-strawberry fragrance.

TREES

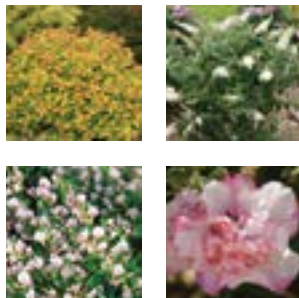
REGAL PETTICOAT MAPLE Exceptionally drought tolerant and disease and pest resistant. It has distinctive coloring in spring, summer and fall.

DAWYCK PURPLE BEECH Upright, columnar growth habit and deep purple foliage is perfect when space is at a premium.

LAVENDER CHIFFON TREE HIBISCUS Large, single lavender flowers with lacy centers add summer color and interest.



SHRUBS



DOUBLE PLAY CANDY CORN

SPIREA A surprise all season with bright red foliage in spring, turning to a bold yellow tipped in orange, and has an added burst of color with red-violet blooms.

PUGSTER WHITE BUTTERFLY BUSH

These compact, sturdy shrubs are covered in large, white cone-shaped blooms. Available in lavender.

PURPLE BROOM

Hardy with pale purple flowers in early spring. Slender, broom-like branches are evergreen in mild winters.

DANICA ROSE OF

SHARON Elegant, double white flowers have raspberry-pink centers. Attracts butterflies and other pollinators.

TOOLS & BIRDS



CORONA COMFORT GEL ANVIL PRUNER

Soft, ergonomically-shaped grips maximize comfort and control of the coated non-stick blade. Right or left handed use.



PONDMASTER LED POND SPILLWAY 12"

12" wide opening and 5" lip extension with an interior baffling system produces a single, lighted water sheet.



NATURE'S WAY SLIDE

CONNECT TUBE BIRD FEEDER

Connect multiple feeders together. Removable parts allow for easy cleaning, and wide opening for easy filling.

OUTDOOR LIVING

BREEZESTA

PIEDMONT CLUB SWIVEL ROCKER

Casual comfort for your outdoor living space. Side table and cushions available.



RAIN CHAINS

A beautiful alternative to enclosed downspouts.

KINETIC SPINNER

Over 7' tall with 10 arms. Each arm has charming butterflies to catch the wind.



LEARN FROM *the pros*

CELEBRATE SPRING AT ECHTER'S OPEN HOUSE
TO GET YOU GROWING, A CHANCE TO
A RARE PEEK BEHIND THE SCENES

Open House classes are free, and do not require registration unless otherwise noted.

NATIVE TREES & SHRUBS

SAT, APRIL 7, 9:30–10:30 AM

Native plants are dependable, durable, look good, and are right at home in your garden.

Presented by: Scott Skogerboe,
Fort Collins Wholesale Nursery

PERENNIALS FOR POLLINATORS

SAT, APRIL 7, 1–2 PM

The perennial garden is a busy place for pollinators that are so important to our environment. Learn what plants attract what pollinators and tips for care and maintenance.

Presented by: Matt Cunningham,
Britton Nursery

XERISCAPE GARDENING

SAT, APRIL 7, 3–4 PM

Learn the fundamentals of gardening on the dry side. Discover beautiful and durable plants that thrive in our high and dry region.

Presented by: David Winger,
Co-Author, *Xeriscape Colorado: The Complete Guide*

A ROSE IS A ROSE IS A ROSE

SUN, APRIL 8, 1–2 PM

Roses are as popular as ever. Join an experienced rosarian to discover new varieties and learn the basics of caring for roses in your landscape.

Presented by: Peggy Williams,
Consulting Rosarian,
Denver Rose Society

THE FRUIT OF THE GARDEN

SUN, APRIL 8, 3–4 PM

Trees that bear fruit add so much to your landscape. The plants are pretty, but the fruit is the main attraction. Discover the secrets to success for years of harvesting plums, pears, apples and peaches.

Presented by: Curtis Utley,
CSU Jeffco Extension

POND IN A POT

MON, APRIL 9, 6–7 PM

If you want a pond, but don't have the space, pots are the answer. Create an aquatic garden in a container—it's easy, creative and fun.

Presented by: Robert Lamm,
Echter's Hard Goods Specialist

ORCHIDS: EXOTIC, BUT EASY

TUES, APRIL 10, 6–7 PM

Orchids are beautiful, fascinating, and surprisingly easy to grow. Kent will share tips and techniques for growing and maintaining healthy plants.

Presented by: Kent Gordon,
Fantasy Orchids

PROTEIN + PURPLE: HEALTHY COOKING WITH CHEF ELIZABETH BUCKINGHAM

WED, APRIL 11, 6–7 PM

This fun and delicious cooking demonstration will focus on purple superfoods and plant-based proteins. You'll learn new recipes and techniques to improve your own healthy cooking routine at home. Tasting samples will be provided.

Presented by: Elizabeth Buckingham,
A Moveable Feast Catering

Registration required.

Call 303-424-7979 to register.
FREE presentation.

TO BEE OR NOT TO BEE: BEEKEEPING FOR BEGINNERS

SAT, APRIL 14, 9:30–11 AM

This class will cover everything you need to know about beekeeping. Learn about housing, handling, harvesting, equipment, common problems, benefits, and other questions you might have.

Presented by: David Baker,
Colorado State Beekeepers Association

THE PRETTIEST CONTAINERS IN THE NEIGHBORHOOD

SAT, APRIL 14, 1–2 PM

Create some magic this spring as you discover what is trending in design and plants. Splendid containers full of color, texture, and dramatic flair are yours for the planting. Container gardening is more fun than ever!

Presented by: Krystal Keistler-Hawley
Echter's Horticulture Specialist

HANGING BASKET DEMONSTRATION

SAT, APRIL 14, 3–4 PM

Observe and learn as our specialists demonstrate how to plant hanging baskets. Discover the techniques that result in a beautiful finished product. Learn how to care for your hanging basket through the season.

Presented by: Chris Doolittle,
Echter's Annuals Department
Manager and Barb Isaacson,
Echter's Container Designer

DIG IN TO VEGETABLE GARDENING

SUN, APRIL 15, 1–2 PM

A class for beginners and experienced gardeners alike. Examine vegetable gardening from the ground up including traditional ground beds, raised beds, and containers. Cultural practices will be the focus of the talk.

Presented by: Betty Cahill,
Boulder County Master Gardener,
Denver Post Columnist.

THE PLANT DOCTOR IS IN

SUN, APRIL 15, 3–4 PM

Join Harriett for a discussion on identifying and solving common problems with plants and gardening. In addition, learn about using management practices for environmentally friendly gardening.

Presented by: Harriett McMillan,
Echter's Horticulture Specialist

OPEN HOUSE WITH INFORMATIVE CLASSES
WIN IN OUR ONE GRAND GIVEAWAY,
S, AND A PARTY WITH A PURPOSE.

WELCOME TO *our house*

GIRLFRIENDS NIGHT OUT

JOIN US FOR A NIGHT OF FUN ON THURSDAY, APRIL 12, 5-8 PM

Representatives from local businesses will offer wine and food sampling, beautiful jewelry, clothing and accessories, luxurious body care products, travel opportunities, and gifts galore. Enjoy live music, opportunities to win door prizes, and receive special discounts.

Tickets are \$20, and include two drinks (wine or beer). Tickets are limited and should be purchased in advance. **Call 303-424-7979 to purchase your tickets today.**

Proceeds benefit Hope House of Colorado, a non-profit organization dedicated to empowering teenage moms to achieve personal and economic self-sufficiency for themselves and their children.

Visit hopehouseofcolorado.org for more information and opportunities to support their clients.

Click the Coming Events link at echters.com to see a complete list of the participating companies. Girlfriends Night Out is the opportunity to celebrate spring at Echter's in a festive evening and support Hope House of Colorado.



BEHIND THE SCENES

Have you ever wondered what it takes to get our high-quality plants ready for your gardens? Wonder no more. Echter's behind-the-scenes tours will show you our growing operation from seeding to stocking.

Our greenhouse professionals will take you on a 40-minute tour of our growing areas located behind the retail store, and on the north side of 52nd Avenue.

TOUR SCHEDULE

APRIL 7-15

Monday-Friday at 2 pm
Saturdays at 11 am & 2 pm
Sundays at 11 am & 2 pm

BE ONE OF 10 LUCKY WINNERS OF A \$100 ECHTER'S GIFT CARD

Bring in this registration form during Open House, April 7-15, and we will draw winning names each day of Open House. Limit one entry per person.

ONE GRAND GIVEAWAY!

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

PHONE _____ ECHTER'S REWARDS # _____

TIPS FROM *our pros*

**OUR PLANT DOCTORS ARE AVAILABLE
7 DAYS A WEEK. BRING IN A SAMPLE
TO MAKE AN ACCURATE DIAGNOSIS.**

FLOWER GARDENS

An easy way to harden plants that are going outdoors is to cover them with a reusable Plant & Seed Guard for a few days after planting. Wire supports can keep the cover off young plants. Use landscape pins to secure the cover to the ground.

Pot begonias and dahlias now, and keep them indoors until late May. This will give them a good head start, and they will bloom earlier after planting them outside.

Plant gladioli, lilies, cannas, callas, ranunculus, crocosmia, and other summer-blooming bulbs toward the end of April. Plant pansies between the bulbs for early color.

PERENNIALS & ROSES & VINES

Place plant supports into position early. If you wait until your plants really need support, it may be difficult as the plant will be too large. This is particularly true for peonies.

Spring is the best time to divide perennials that bloom in mid or late summer, such as asters and chrysanthemums.

Wait until September to divide early spring flowering perennials like bleeding hearts or peonies.

Group flowers and vegetables with the same water needs together to take advantage of their lower water requirements.

TREES & SHRUBS

April is the best time to plant new trees and shrubs. Improve the soil first with compost and/or peat moss. Use MYKE Tree & Shrub Transplanter and water in with Ferti-lome Root Stimulator, both of which reduce transplant shock and stimulate root growth.

Cut back butterfly bushes, blue mist spireas, Russian sage, and other shrubs that bloom in late summer.

Protect your ash trees from emerald ash borers. Use Ferti-lome Tree & Shrub Systemic Insect Drench for ongoing protection from insects all year long.



VEGETABLE GARDENS

Keep an N-Sulate cover handy for unexpected frosts after your garden is planted.

Mid-April is the best time to set out broccoli, cabbage, cauliflower, kohlrabi, Swiss chard, radicchio, and Brussels sprouts. Make sure to harden off young plants first.

Extend your growing season by 4 weeks by setting out Season Starter Plant Protectors in April. You can plant tomatoes and peppers inside of them ten days after initial set up, when the soil has reached a suitable temperature for plant growth.



LAWNS

Early April is the best time to start fertilizing your lawn. By using a fertilizer with pre-emergent (weed and grass preventer), you will eliminate a lot of grass and weed seeds from germinating.

Use a rain gauge to measure the amount of water you are using on your lawn. Water until you have approximately $\frac{3}{4}$ to 1" (enough to evenly soak the lawn without running off the area).

Inspect your irrigation system regularly. Be sure there are no leaks in the lines. Check that sprinkler heads are not plugged, and are properly adjusted for the radius and level of spray needed. As surrounding plants grow, you may need to adjust these settings.

April is a good time to seed or overseed lawns. Use a good grass seed and keep the area moist, even after germination.

BIRDS

Continue feeding birds using feeders. Seed-producing plants are just starting to grow, and there are more birds competing for the depleted wild seed supply. Provide them water as well.



"THERE IS SIMPLY THE ROSE;
IT IS PERFECT IN EVERY MOMENT
OF ITS EXISTENCE."

RALPH WALDO EMERSON



ECHTER'S ROSE CELEBRATION

SATURDAY, MAY 5 & SUNDAY, MAY 6

Echter's roses are perfectly suited to perform in your garden. Our full line of Week's Roses undergoes rigorous testing in the growing fields. Broad spacing encourages vigorous roots and sturdy, productive canes. Week's varieties are cold hardy, and acclimate easily to our Colorado climate.

MEET THE ROSARIANS

Meet Rosarians from the Denver Rose Society May 5 & 6 from 9 AM until 5 PM. They will be available to answer questions and assist in selection of beautiful roses for your garden.

PLAY THE ROSE CHALLENGE

Match our displayed roses to the correct variety. It's fun and every one can play!

SPECIAL PRICING

When you buy 4 or more roses during the Rose Celebration.

SPECIAL PRESENTATION



VEGETABLE GARDENING 101

SAT, APRIL 21, 10-11:30 AM

If you are new to gardening and want to get started, this is the class for you! Chris will cover all the details to get you off and growing!

Presented by: Chris Doolittle Echter's Annuals Department Manager
No registration or fee required.

MEET JEFF ECHTER



Echter's Store Manager, Jeff Echter, is a third-generation Echter who spent much of his childhood in and around the greenhouse. He oversees all retail employees and daily operations of the garden center. He enjoys working with new and unique plants, and sharing his knowledge and love of horticulture with our patrons. He also loves working with his family to continue growing the business.

Jeff earned his bachelor's degree in business management and accounting from Western State University in just three years. He completed the Master Gardener program. After finishing college, he returned to Echter's to work in the Hard Goods department and quickly rose to Hard Goods Manager.

When Jeff isn't working, you can find him outside enjoying nature. He loves snowboarding, hiking, fishing, rock climbing, and escaping the city in the mountains. He spends much of his free time caring for his vast collection of indoor plants and tending to his vegetable garden. He also loves to cook and use homegrown produce in his delicious meals.

EXTENDED STORE HOURS

NOW-APRIL 8

Monday-Friday 10-6
Saturday 9-6, Sunday 10-5

APRIL 9-30

Monday-Saturday 9-7
Sunday 9-6

MAY 1-31

Monday-Friday 9-8
Saturday 8-7:30, Sunday 9-6:30

CONNECT WITH US

 [echtersgreenhouse](#)  [@echters](#)

303-424-7979

To learn more about weekly specials and events, visit [echters.com](#) to sign up for Echter's eNews.

GETTING HERE

5150 GARRISON ST.

Take Wadsworth to 52nd Ave.
Then go west 1 mile to Echter's.

COLLECT YOUR GREENBUCKS!

Rewards Members: We will give you \$2 in Greenbucks for every \$20 you spend. Save your Greenbucks and spend them like cash during Greenbucks Days **July 4-19** for up to half your total purchase!

