



A Spring Celebration

SYNC WITH NATURE AS YOU GARDEN

Syncing with nature is a healthy and rewarding experience. Our own garden is one of our most valuable connections to nature. It is a perfect balance in our high-tech world. Good gardeners know it is easier to work with nature than to fight it. We offer a wide selection of organic-based products including many new fertilizers, soil products and pest controls. Our plant doctors can explain the safety and effectiveness of the products available.

Conserving water in your landscape is easy to achieve with the use of mulches, soil amendments, soaker hoses and drip irrigation. Our experts will help you select the right plants for the right spaces.

Vegetable gardening will be popular again this year. Growing your own is the ultimate in locally-produced food. Food waste is an environmental concern. Gardeners waste less because they eat more of what they have grown. This is especially true for those who give their excess away to friends, neighbors or food banks.

This is our favorite time in the garden center. All the flowers are coming to the front from the back greenhouses and everything is looking fresh and full. All the empty spaces of winter have been filled. New products and plants are being put out in the store and it is exciting to explore what is new and improved. Thank you for coming back year after year and letting us share our excitement with you.



OPEN HOUSE APRIL 8-16

ONE GRAND GIVEAWAY

Enter to win one of twenty \$50 Echter's gift cards in Echter's One Grand Giveaway!

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 annual flowers and hanging baskets before they are stocked on the sales floor.

EXTENDED SHOPPING HOURS

Our extended April hours begin Monday April 10 for your shopping convenience.

GIRLFRIENDS NIGHT OUT

PARTY WITH A PURPOSE



On Thursday, April 13, 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.)

We have what you need...

EXCITING NEW FLOWERS THIS YEAR.
(PICTURES ARE IN ORDER.)

NEW IN 2017



ANNUALS

Fireball Marigold Big double blooms open to a rich shade of red, then mature to orange, bronze and gold.

Strawberry Blond Marigold Russet tones bring pink shades to this unique pink marigold.

Funky Pink Begonia Stunning, layered flowers range from bubblegum pink to deep rose, with golden streaks.

Flame Thrower Spiced Curry Coleus Narrow, serrated leaves are chartreuse with dark red splotches in the center and outer edge.

White Pampas Grass Forms large, dense clumps of stiff, flat, narrow leaves and silky, ivory plumes that appear in late summer.

Tropical Rose SunPatiens Variegated leaves with chartreuse centers rimmed with green and vibrant, bright rose flowers that bloom all season.

Lavender Shimmer Sweetunia Mounding form covered with iridescent lavender flowers that shimmer in the light.

Limerick Leonore Clover Easy-to-grow, quick-finishing “spiller” mixes well with other plants. Trailing habit adds a unique dimension to combos.

PERENNIALS

Iridescent Bells Bellflower Light lavender flowers bloom through summer. It’s perfect for smaller beds, mini borders and containers.

Twisterbell Bellflower Prolific bloomer with large clusters of upward facing, bell-shaped, blue and white bi-color flowers.

Sweet Marmalade Coreopsis Daisy-like flowers colored deep orange mellow to soft apricot-yellow with fine, textured foliage.

Sulphur Hearts Bleeding Heart Large sulfur-yellow, heart-shaped flowers on dark stems with blue-gray, fern-like foliage.

Glitter Coral Bells Mirror-bright, silver foliage with contrasting black veins and exotic fuchsia-pink flowers.

Ellagance Snow Lavender Large, fragrant dense spikes of white blooms is great for cooking, cut flowers and sachets.

ROSES

Easy Elegance Music Box Double blooms of creamy yellow centers with delicate pink blends.

Children’s Hope Medium-red pompom blooms in big clusters. Perfect for smaller spots in landscapes or pots. A portion of each sale benefits the Children’s Brain Tumor Foundation.

Cupid’s Kiss Climbing Pink lipstick flowers show a white petal base color. A mini-climber perfect for confined areas of the landscape.

Tropical Lightning Climbing Rich, sunset-like orange is contrasted by bright cream stripes and a layer of purple smoke.

Downton Abbey: Violet’s Pride Named for the Dowager Countess of Grantham. Pointed buds open to 4” blooms of rich lavender with vibrant magenta centers.

MORE NEW ITEMS TO LOOK FOR THIS SPRING.



...To get growing!

TREES & SHRUBS

Happy Face Pink Paradise

Potentilla Pink, semi-double flowers with yellow centers that bloom all summer over dark foliage. Attracts butterflies and is deer resistant.

Bloomerang Dark Purple Lilac

Blooms in spring with regular lilacs and then re-blooms in mid-summer for long lasting fragrance.

Tiny Wine Gold Ninebark

Attractive bushy habit with small, refined leaves and bright gold new growth. A heavy bloomer with pink buds that open to white flower clusters in late spring.

Yezberry Maxie Japanese Haskap

A delicious fruit you won't find in the grocery store. Early spring yellow flowers develop into edible blue berries in early summer on this honeysuckle bush.

Flashfire Sugar Maple

Offers great shade, growing to 45' tall with a 45' spread. Dark green foliage turns a stunning scarlet in the fall.

HARD GOODS & BIRDS

Corona Pruners Forged steel construction for maximum strength and power. Precision cutting with dual cutting zones and contoured ergonomic grip for comfort.

SunBlaster LED Strip Light

Designed for maximum overall performance, economy and longevity. Self Cooling Technology delivers lighting output without creating unwanted heat or the necessity of running cooling fans. Available in 2' and 4' lengths.

Woodlink Magnetic Feeder Uses magnet technology to deter squirrels. Four weight-activated perches are designed to support songbirds, but collapse under the weight of squirrels and starlings.

HOME & GARDEN DÉCOR

Viz Glass New styles add art and drama to your landscape.

Eangee Indoor Lamps Manufactured with renewable, recycled materials, food based dyes and low-impact finishes. Elegant design for a subtle effect

Marita Bistro Set Cozy seating for two. Perfect for balconies and small spaces. Available in black and red.

Henri Studio Fountains New styles of fountains include Oasis and Riverstone. The soothing sound of water complements your garden setting.

Evergreen Outdoor Canvas Art Beautiful new designs to enhance your garden retreat.

Kitras Art Glass New designs of oil lamps, sun catchers, bowls and bells add elegant touches for windows and patios.





Learning and growing.

ECHTER'S EXPERTS AND SPECIAL GUESTS SHARE THEIR BEST TIPS AND TRICKS TO HELP YOUR GARDEN FLOURISH THIS YEAR. OPEN HOUSE CLASSES ARE FREE AND DO NOT REQUIRE REGISTRATION.

TREES & SHRUBS FOR COLORADO GARDENS

Saturday, April 8, 9:30–11:00 am

Trees and shrubs are the backbone of the garden. Discover the diversity and interesting new varieties as well as the *tried and true* that add value and beauty to your home landscape.

Presenter: David Dickey,
J. Frank Schmidt & Son

XERISCAPE GARDENING

Saturday, April 8, 1:00–2:30 pm

Learn the fundamentals of gardening on the dry side. Discover beautiful and durable plants that thrive in our high and dry region. David will have copies of *Xeriscape Colorado: The Complete Guide* available for sale and signing.

Presenter: David Winger, Co-author,
Xeriscape Colorado: The Complete Guide

DIG INTO VEGETABLE GARDENING

Saturday, April 8, 3:00–4:30 pm

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

Presenter: Keith Funk, Co-host, Ask the Garden Pros on Cruisin' 1430

THE BERRY BASKET: SMALL FRUITS FOR THE GARDEN

Sunday, April 9, 1:00–2:30 pm

Tips and techniques for growing raspberries, blackberries, strawberries and blueberries in Colorado. Learn about site requirements, pruning, trellising, fertilizing and variety selection from a local professional and avid home gardener.

Presenter: Curtis Utley, CSU Extension

PLANT SMART WITH PLANT SELECT® FOR COLORADO

Sunday, April 9, 3:00–4:30 pm

Plant Select® is celebrating 20 years of plant introductions for the region. Discover some of the best trees, shrubs and perennials that are hardy and water-wise, as well as resistant to pests and diseases.

Presenter: Harriett McMillan,
Echter's Horticulture Specialist

POND IN A POT

Monday, April 10, 6:00–7:00 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!

Presenter: Robert Lamm,
Echter's Retail Sales

ORNAMENTAL GRASS: WAVES IN THE WIND

Tuesday, April 11, 6:00–7:00 pm

Everything you need to know about these beautiful plants. Learn about the different varieties and how to keep them looking their best.

Presenter: Gay Bechir,
Echter's Perennial Specialist

WEEDS: THE UNINVITED GUESTS AT YOUR GARDEN PARTY

Wednesday, April 12, 6:00–7:00 pm

Eliminating weeds in your garden can be a challenge. Learn about these unwelcome visitors and how to control them.

Presenter: Harriett McMillan,
Echter's Horticulture Specialist

BEAUTIFUL PLANTS, CLASSY CONTAINERS

Saturday, April 15, 9:30–11:00 am

Create magic this spring. Design stunning containers with confidence. Discover what's new for this season: color, texture, thrillers and spillers. Container gardening is more fun than ever!

Presenter: Susan Stauber,
Ball Flora Plants

A ROSE, IS A ROSE, IS A ROSE

Saturday, April 15, 1:00–2:30 pm

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

Presenter: Peggy Williams,
Consulting Rosarian,
Denver Rose Society

HANGING BASKET DEMONSTRATION

Saturday, April 15, 3:00–4:30 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 baskets through the season.

Presenter: Chris Doolittle,
Echter's Annuals Manager,
and Barb Isaacson,
Echter's Container Designer

ECHTER'S OPEN HOUSE WILL HELP YOU GET INTO THE SPRING SPIRIT WITH A LOOK BEHIND THE SCENES AND THE CHANCE TO WIN AN ECHTER'S GIFT CARD.

Welcome to our house.

GIRLFRIENDS NIGHT OUT

Join us for a night of fun on Thursday, April 13, 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 reserve 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 www.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 bring our high-quality plants to your gardens? Wonder no more. Echter's behind the scenes tours will show you our operation from seeding to stocking.

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

TOUR SCHEDULE

April 8 - 16

Monday-Friday at 2 pm

Saturdays at 11 am & 2 pm

Sunday, April 9 at 11 am & 2 pm

Easter Sunday at 2 pm

BE ONE OF 20 LUCKY WINNERS OF A \$50 ECHTER'S GIFT CARD

Bring in this registration form during Open House, April 8-16. 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 # _____

The love of gardening is a seed once sown that never dies.

Gertrude Jekyll

Tips from the pros.

ECHTER'S PLANT DOCTORS ARE AVAILABLE 7 DAYS A WEEK TO ANSWER YOUR GARDENING QUESTIONS. IF YOU NEED HELP WITH A PEST OR DISEASE, BRING IN A SAMPLE FOR AN ACCURATE DIAGNOSIS.

FLOWER GARDENS

Remember to harden off your newly purchased plants for 4-7 days, especially in April and May. Days and nights can still be too cold for a young plant right out of the greenhouse. Check our website for safe planting dates for different types of flowers and vegetables.

Flowering annual starts, which can be planted outside in early April (after hardening off) are; alyssum, sweet peas, larkspur and snapdragons.

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



Cut back butterfly bushes, spirea, Russian sage and other late summer blooming shrubs in April.

Look for distorted leaflets on honeylocust trees. Leafhoppers can damage the tree's fine leaves.

Avoid planting annuals around new trees. There is a danger of overwatering, which will prevent your tree's roots from growing deep into the ground to find water. This can make them more susceptible to toppling over in the wind and to disease.

Remove tree wrap from tree trunks now.

VEGETABLE GARDENS

Keep an N-sulate cover handy for spring frosts after your garden is planted.

If the soil temperature is at least 40° F, plant spinach, peas, onion seeds and sets, Swiss chard, radishes, turnips, carrots, kale, lettuce, leeks, rutabaga, bare root strawberries, asparagus and potatoes directly into your garden.

Enjoy an earlier growing season by using Season Starter plant protectors in April. Tomato and pepper plants can be planted inside them 10 days after initial set up to ensure proper soil temperature for plant growth.



Remember to rotate your vegetable garden each year. Plant vegetables in a different part of your garden than

you did last year. This will help to minimize repeated disease and insect problems.

LAWNS

Early April is the best time to start fertilizing your lawn. Use a fertilizer with a pre-emergent weed and grass preventer. For All Seasons II blocks many annual grass and weed seeds from germinating.



April is a good time to seed or overseed lawns. Use a good grass seed and apply New Lawn Starter fertilizer after the seed is sown. Keep the area moist even after germination. Do not apply a pre-emergent crabgrass control before or after seeding, as this will prevent grass seed germination. Sod is an easy alternative to seeding.

Use a rain gauge to measure the amount of water you are putting on your lawn. Apply 3/4" to 1" slowly enough to evenly soak the lawn without running off the area.

BIRDS

Clean out birdhouses to get them ready for this season's feathered friends. Use a bird feeder cleaner before the new birds arrive.

TREES & SHRUBS

Tired of raking up crabapples? Spray crabapple trees with Florel Growth Regulator at mid-to-full bloom. This will prevent fruit from forming.



Welcome to our house.

ECHTER'S ROSE CELEBRATION

Echter's line of Week's Roses will perform beautifully. Week's roses undergo rigorous testing in the growing fields. Broad spacing encourages vigorous roots and sturdy productive canes. Week's varieties are cold hardy and acclimate easily when planted in our Colorado gardens.

SAVE WITH SPECIAL PRICING WHEN YOU BUY 4 OR MORE ROSES DURING THE ROSE CELEBRATION.

MEET THE ROSARIANS

Meet Rosarians from the Denver Rose Society Saturday, May 5 and Sunday, May 6 from 9 am until 5 pm.

They will be available to answer questions and assist in selection of beautiful roses for your garden.

THE ROSE CHALLENGE

Play the Rose Challenge and match our displayed roses to the correct variety. It's fun and everyone can play!



SPECIAL PRESENTATION

VEGETABLE GARDENING 101

Saturday, April 22, 10-11:30 am

Presenter: Chris Doolittle, Echter's
Annuals Manager

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 for a great harvest this season!

MEET OUR EXPERTS

IAN ISOM



Ian has been part of the Echter's team off and on since 1998. Now he is a full-time, year-round employee. Ian works to keep our warehouse organized and running efficiently in addition to a variety of other job responsibilities. He is always willing to take on a challenge and is always there when needed.

Ian is polite, helpful and a hardworking family man. His devoted work ethic is appreciated by all of his co-workers.

Ian has always lived in the Arvada area. When he is not working, he enjoys spending time with his wife Stacia, their five children and dog, Daisy. He also enjoys live music performances and concerts.

STORE HOURS

Now Through April 9

Monday – Friday: 10 – 6
Saturday: 9 – 6
Sunday: 10 – 5

April 10 – 30

Convenient, extended hours for your busy planting season!

Monday – Saturday: 9 – 7
Sunday: 9 – 6
Easter Sunday: 12- 4

May 1 – 31

Monday – Friday: 9 – 8
Saturday: 8 – 7:30
Sunday: 9 – 6:30

CONNECT WITH US



echtersgreenhouse



@echters

303.424.7979

News@echters.com

To learn more about our weekly specials and events, visit www.echters.com and sign up for Echter's eNews.

GETTING HERE

5150 Garrison St, Arvada

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

TIME TO COLLECT YOUR GREENBUCKS!

We will give you \$2 in Greenbucks for every \$20 you spend! Save your Greenbucks and spend them like cash during Greenbucks days July 4-20 and December 15-31 for up to half your total purchase.