

NEW TO 2027

Firefly™

By *light.bio*

Firefly Moonlight™ Petunia Collection

Moonlight™ is vigorous and is great for large containers, hanging baskets, and landscape applications. Improved genetics mean lower input costs. 12-14" hanging baskets now only need one plant per pot instead of three.

Order liners by December 30th, 2026 for Mother's Day retail finish.

Firefly Moonlight™ Blue
Petunia

LIMITED AVAILABILITY!

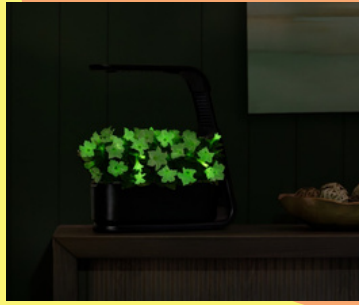


Firefly Moonlight™
Pink Surprise Petunia

Firefly Moonlight™
Pink Petunia

Firefly Nightlight™ White Petunia

Nightlight™ is a new, upright, compact, mounding petunia for small patio containers and indoor applications.



Firefly™

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The only plant you see when lights go off

Next Generation.

NEW TO 2027

The world's first bioluminescent petunia has been retired.
Introducing Firefly Moonlight™ Petunia.

1 Ordering Firefly™ Petunia

Wholesale Growers and Independent Garden Centers can now purchase Firefly™ Petunia Liners for Spring 2027 Programs and Promos through one of our five broker partners: Ball Seed Company, Express Seed Company, EHR, McHutchison, and Griffin.

Don't have a broker? Reach out to us directly to help connect you with a regional broker/sales rep. CustomerService@raker.com

Some exclusions may apply.

2 Liner Specs, Pricing, and MTD Fees

Split 51 Tray

Lead Time: 7 Weeks

Available September 2026 through June 2027



3 Pricing and Marketing & Technology Development Fee

Wholesale | Independent Garden Center Grower Programs

- Order Minimum: Four Trays (204 Plants)
- Firefly™ Petunia Liner Price: Based on your annual Raker container volume.
 - Volume Level 1 (1-15 trays) through 7 (5,000+ trays).
- MTD Fee: Based on the number of Firefly™ Petunia Liners on this specific order.
 - Level 1: 4-24 trays of Firefly™ Petunia (204 liners to 1,224 liners)
 - Level 2: 25-401 trays
 - Level 3: 402-1,960 trays
 - Invoiced at time of liner shipment

Wholesale | Mass Merchant Retailer Programs

- One liner price. Min. Order 100 trays per season.
- Flat rate MTD Fee for wholesalers supplying Home Depot®, Lowe's Home Improvement®, and Walmart®.
 - Invoiced July 2027 and January 2028

Contact your preferred broker/sales rep for specific price quotes.

Merchandising Firefly™ Petunia

Higher retail price point than standard petunias.
Real margin.

Tags

Premium Holographic Nursery Tag with Green Tag Elevator Tags for Wholesaler Growers and Independent Garden Centers are required and included. Clips included for production application.



Retail Branding Guidelines (Locking Tags, Signs, etc.) for Mass Merchant Programs Spring 2027 in progress.

POP Material

I Glow in the Dark! This is the most important sales message for Firefly™ Petunia.

Firefly™ Petunia POP is available from MasterTag and is on the shelf, ready to ship.

POP Packages include Shelf Strips, Bench Cards, Banners, and Signs.



Branded Pots

6" Light.Bio Branded Pots with 6 Pack Carrier Tray
Recommended for Independent Garden Centers. Sold separately.
Ships direct from Raker with tags approx. two weeks prior to liners.



Raker Roberta's

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The Firefly™ Petunia is supported by dedicated grower and technical guidance to help growers succeed with this unique crop. From environment and fertility to moisture management, pinching, and finishing, we provide the tools to produce healthier plants and a stronger glow experience

Raker Roberta's is the exclusive supplier of Firefly™ Petunia Liners.