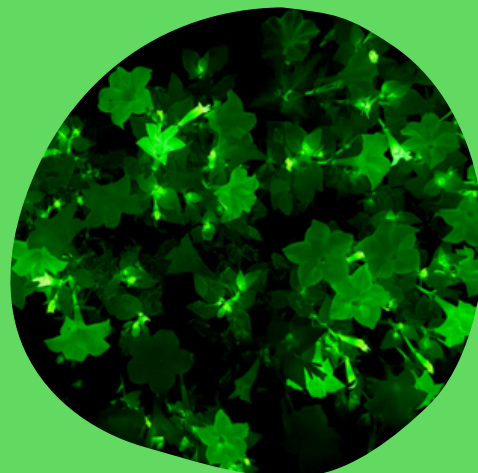


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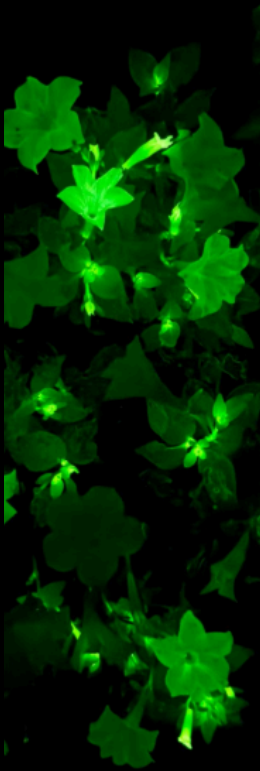
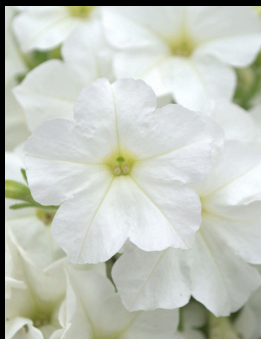
The worlds first
glow in the dark petunia



Retail Branding Guide 2026

Raker Roberta's
10371 Rainey Rd. Litchfield, MI 49252
customerservice@raker.com
P: 514-542-4541





Firefly

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light bio

Firefly

Raker Program

Introducing the Firefly Petunia

A Revolutionary First for Your Garden Center

Raker Roberta's offers the liner, a required/included tag and elevator, and we also offer a custom, Firefly Branded Light.Bio. 6" Pot with QR Code (sold separately.)



Firefly

Retailers



For digital assets and photos, please reach out to CustomerService@Raker.com

Firefly

Retailers | IGC's

Tagging, Labeling, and Merchandising Solutions for IGC's available through MasterTag.



Bring her story to life in the garden center with customized signage.

Garden Center Banner

Available in 2 sizes:
96" x 48" or 53" x 27"

- Banners include 8 grommets

Posters

Available in 2 sizes: 36" x 48" or 24" x 36"

- Posters include 4 grommets

Pole Wraps

Size: 6.5" x 48"



Posters can be customized to include a business logo.

Cart Talker

Size: 7.5" x 12.57" • Choose from 4 unique messages.



Firefly

Retailers

POP Material: Shelf Strips, Banners, Headers, Tags, and more.
Preferred Vendor: MasterTag



Firefly



Home Depot®

Tagging, Labeling, and Merchandising Solutions for Home Depot available through Smurfit Westrock (John Henry/Multi Packaging Solutions).

Home Depot Firefly Branded 2.5QT Pot available through Earth Brand.



Firefly

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Raker Roberta's is the Exclusive Supplier of Firefly Liners.

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Questions? Contact Us!

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Learn more at www.raker.com