



Tradewinds Hibiscus™ Plant Label Policy 12/23/2019

The tropical Tradewinds Hibiscus™ brand name and cultivars are the intellectual property of the breeder, Aris Horticulture, Inc. Use of the brand name Wordmark and/or Logo is required and can only be used exclusively for Tradewinds Hibiscus cultivars.

We work with all the label manufacturers to comply, so you can order plant labels from your preferred vendor. If producing custom plant labels in house (includes sticker-type labels), work directly with Aris Horticulture, Inc. for final approval. This also applies to marketing materials.

Each Tradewinds Hibiscus plant must be identified with an approved plant label which includes the following. Policy applies to patented and unpatented varieties.

- Correct cultivar name (**See attached variety list**)
- Correct Patent information (USPPAF or USPP patent number)
- Aris Horticulture, Inc. Unauthorized Propagation Prohibited
- The Tradewinds Hibiscus logo
- Whenever possible, the logo should be expressed in full color as shown below. Alternative color is 100 percent black.
- Point of Purchase (POP) merchandising materials are available (see attached).

Unauthorized usage of the Tradewinds Hibiscus™ word mark and/or the Tradewinds Hibiscus logo for non-Tradewinds Hibiscus cultivars is strictly prohibited. This includes, but is not limited to, usage on plant labels, websites, sales and marketing materials, as well as verbal communications.

For approval of custom tags, stickers, and other marketing materials, email Linda.Boston@arishort.com or call 330.734.2118.



Wordmark: Tradewinds™ Hibiscus