Plant growth regulators that affect branching are frequently called “chemical pinchers” because they generally inhibit the growth of the terminal shoots or enhance the growth of lateral buds, thereby increasing the development of lateral branches. They can be used to replace mechanical pinching in many crops. Enhancement of plant branching improves plant architecture, tends to provide some growth regulation, improves pot fill and thereby may reduce crop time. In some crops increased branching increases the number of flowers. These products are very effective on a wide range of herbaceous perennials during both liner and finished plant production. We will review our research results with Configure (6-BA), Augeo (dikegulac sodium), and Florel (ethephon).