

# Retail-Worthy Snapshots

Every year California Spring Trials guarantees breeders' new variety introductions, but here are some standout merchandising display ideas from this year's event.

By Abby Kleckler & Jasmina Dolce



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## Explaining Edibles

1. Use "decision tree" signage to decipher fruit size, harvest dates and more. (Syngenta)
2. Describe just what customers can expect to taste; for example, this Hula Berry display reads: "I taste like pineapple." (Pacific Plug & Liner)
3. Gardeners can now harvest tomatoes AND potatoes from a single plant with the hand-grafted Ketchup 'n' Fries. (Plug Connection)
4. Decorative stakes plant the seed that tomatoes make a great Valentine's Day gift, especially when the fruits are heart-shaped! (Hem Genetics)

## Grab and Go

1. A "gateway to gardening" section features ready-to-take-home containers that require little work for the customer. (Ball Horticultural Co.)
2. Confetti Garden combinations are now available in grab-and-go six packs so gardeners can build their favorite mixes on their own. (Dümmen Orange)
3. Mini calla lilies with retail-ready packaging make great impulse purchases. (Golden State Bulb Growers)



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## Think Outside the Pot

1. Escalate succulents with wine-bottle plantings that could surely catch shoppers' eyes and warrant a premium price. (EuroAmerican Propagators) 2. Upcycling makes a can't-miss display with painted tires to complement large plantings. (Athena Brazil) 3. Flip old pallets upright for an easy and inexpensive solution for a small space. (Syngenta)



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## Colorful Containers

Just a small splash of color can make a huge difference. Black containers and terra-cotta pots were nowhere in sight with: 1. The new Lollipop impatiens series at Benary, 2. Sun Harmony impatiens at Danziger and 3. Adansa and Ambella campanula at Pacific Plug & Liner.



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## Cool Crops

Remind your customers that the gardening season doesn't have to end with summer. 1. A display featuring cool-loving crops is sure to inspire some end-of-season sales (EuroAmerican Propagators) 2. Take advantage of late-season holiday displays with cold-tolerant varieties. (Floranova) **LGR**