

# RECLAIMING THE MANY USES OF OLD

This offseason, rework old wooden items into your merchandising efforts for an authentically new feel.

By Pete Mihalek

**V**intage, reclaimed, rustic, ragged, weathered — whatever you want to call it, it's in style. Today, many garden centers are using old doors, windows and pallets to improve displays with a pop of color and a little bit of countrified charm.

What's that you say? You have those items stacked up in storage? Perfect! We have just what you need to keep busy during the winter months.

What follows are some creative, do-it-yourself projects just waiting for you to round up a hammer, some nails, a saw and a little paint.

## DOORS



Blumen Gardens



Breezewood Gardens



Hawthorn Gardens

You know what they say about doors. Well, all of these doors are open... for product-pushing opportunity.

Blumen Gardens creates the perfect corner shelving unit by adjoining two doors via their hinges.

Providing plenty of mobile flexibility, Breezewood Gardens uses a stand-alone door to inspire a home-entrance scene just about anywhere they choose.

Hawthorn Gardens cleverly covers up the end of an unattractive pottery rack and simultaneously creates a blank canvas, perfect for showcasing wall art.

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## MERCHANDISING

### PALLETS



Pesche's Flowers

Whether you scrap'em, sell'em for change, donate some to a truck driver or simply let them take up space in the back of the shop, here are a few more ways you can get the most out of those once-used pallets.

Inspired by a photo taken at the HomArt showroom at Atlanta's AmericasMart, Pesche's Flowers created a store-within-a-store thanks to sturdy pallets they had on hand. The Ferti-lome booth at the IGC Show reinforces the rustic functionality of pallets transformed into shelves.

McCabe's Greenhouse gave blank greenhouse walls a more appealing look by going vertical with pallets.

And whether you're trying to catch the eye of kids or creative gardeners, these brightly-painted pallets at the MSU Children's Garden become the perfect vertical gardening vessel.



Ferti-lome at IGC SHow 21012



McCabe's Greenhouse & Floral



Michigan State University's Children's Garden

## WOODBLOCK RAINDROPS



The Wreath Factory's John Harris and Matt Trotter painted chunks of wood logs in shades of blue and hung them from a rusty reclaimed piece of agricultural fencing to create "abstract raindrops" that added movement and color to a shade display. They also produced a gentle hollow noise when the wind blew them.

## WINDOWS



The Growing Place



Knupper Nursery



Mahoney's Garden Center



Pesche's Flowers



L.A. Reynolds Garden Showcase

By framing its display gardens, The Growing Place gives new meaning to live art. And Knupper Nursery and L.A. Reynolds use windowframes (some painted) to accent and add height to plant-heavy displays.

At Mahoney's, horizontal windows are hung to break up sightlines and create sections in the greenhouse. Conversely, at Pesche's, these similar-styled windows are used indoors as benches. **LGR**



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