

# ALL EYES ON RETAIL

During the 2017 California Spring Trials in April, exhibiting companies showcased incredible displays and concepts ready for the independent garden center.

By Abby Kleckler

## Tasty Ideas

1. Hort Couture showcased its edible varieties with a stunning farm-to-table concept. New intros were dropped into the wood table as the main dishes and other popular varieties were the side plates.

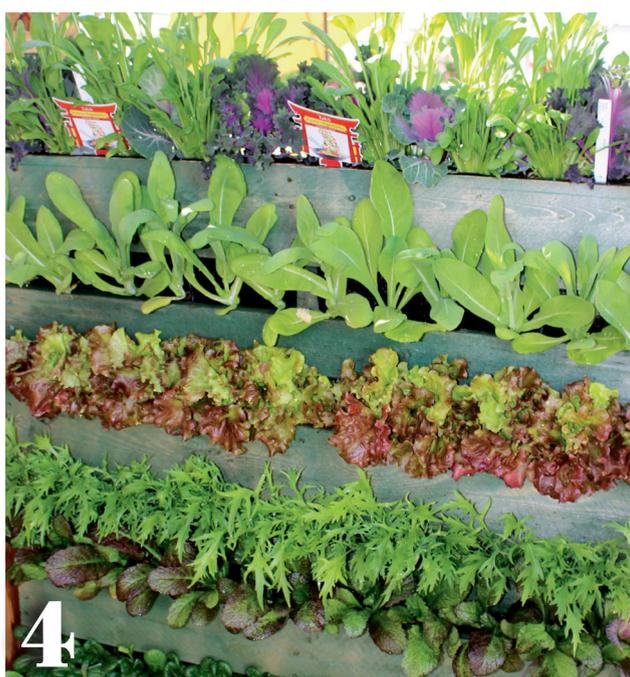
2. Dümme Orange's "Savor the Flavor" concept has POP that easily identifies herbs for grilling, pizza and tea.

3. Foodscaping, or planting ornamentals and edibles together, is a huge trend and Sakata highlighted it.

4. This Asian vegetables pallet display at American Takii had everything to make a delicious salad.

We also saw rebranding on display for the first time from both

5. Bushel and Berry, formerly Brazelberries, and  
6. Burpee, which modernized its look.



# Customer Interaction

You want to know what your customers think and Benary had a handful of social media ideas such as:

1. Stakes to remind people to like you on Facebook and
2. A photo opportunity for them to choose and share their favorite variety.
3. Bailey Nurseries' #LetsAskAmy initiative can give consumers answers to any of their landscaping questions. It's all about combining technology with planting.



# Showcasing Perennials

1. J Berry is putting hydrangeas in decorative containers with its Decorations program to make flowering shrubs the impulse buy that annuals can be at retail.
2. An impressive display with a grill and some logs put echibeckia on display at Pacific Plug & Liner.
3. First-year flowering perennial combinations continue to be a focus at Dümme Orange, displayed nicely this year on hanging stages.
4. What a difference a colorful pot can make with perennials, as seen at Danziger.

# POP that Pops

1. Halloween point-of-purchase materials can extend the season, shown here with 'Painter Sunfire' dahlia from PlantHaven.
2. Florist Holland's new Pure Blooms campaign is trying to get people to bring their gerberas inside to help improve air quality and remove harmful pollutants.
3. Gediflora has revamped all of its tags to simply be color-specific for easy identification at the garden center — they also had chocolate with chrysanthemum extract filling.
4. Take the season into fall with Effortless Autumn by Dümme Orange that uses simple tags and upscale containers for decorating with plants.



# Crazy for Combinations

1. Syngenta Flowers showcased its Kwik Kombos with a simple, yet creative, ladder display.

2. This calibrachoa wall from Ball FloraPlant may not quite fit into the category, but it showcases how the different colors in the Conga line can play nicely in combinations.

3. It's not all about the flower power. This display from Terra Nova Nurseries focuses on combos with interesting foliage.

4. The Grab & Gro program from Dümmen Orange would walk customers through grabbing the soil mix and container, then picking an accent plant, a base plant and a cascading plant, and then planting a container, all in five simple steps.

5. The 2018 National Recipes from Proven Winners are Lilac Festival, Summerfest and Enchanted Garden.




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# Good Ol' Creativity

1. These ostriches featured all different varieties and were a popular photo op at Dümme Orange.

2. Concrete blocks and some slats of wood at Proven Winners made for the perfect backdrop to lots of color and a relaxing space.

3. It doesn't get much simpler than an empty baby pool to showcase Little Duck marigolds from AmeriSeed.

4. So many everyday items could be found in this lavender display at Pacific Plug & Liner.

5. Chalkboard-like displays were seen all over at Syngenta Flowers, and adding a string of lights and some shiny trash cans full of the new Sunfinity sunflowers really made this display jump out at you.

6. The floating garden idea at Sakata was a hit, and they even had information about how to create it with craft store materials.



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# Minimal Maintenance

1. Terra Nova Nurseries says it's often asked to use its plants in miniature gardens, so they potted up ideas to show how the green goods and hardgoods can work together.

2. HMA Plants had a succulent hammock to showcase some of its varieties.

3. Air plants are hot, and Dümnen Orange kept it basic but effective when displaying its tillandsia.

4. HMA Plants also may have had the display with the greatest impact of the week. Its succulent volcano had 360-degree appeal.



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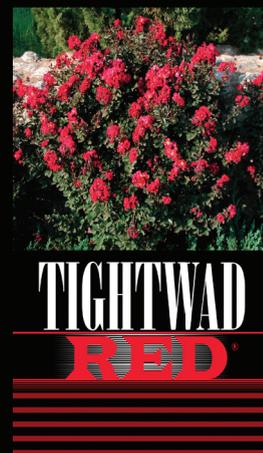
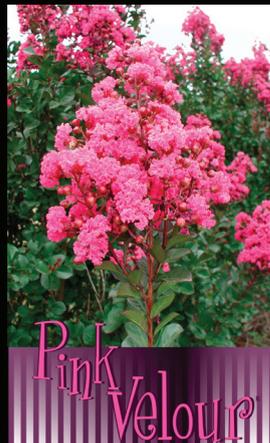
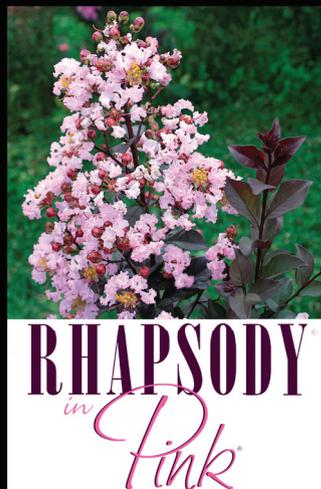
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