

# Stars from a Mile High



A spring trip to the Denver area came with some unexpected post-Mother's Day snow but still dozens of great takeaways that could surely inspire your garden center signage and displays.

By Abby Kleckler

## ECHTER'S NURSERY & GARDEN CENTER Arvada, Colorado

1. In every department of the store, Echter's has placed service buttons, so even though staff is rarely far away, customers can quickly call for someone instead of looking around.
2. From a large moose crafted of succulents and groundcovers to this creature, Echter's had a creative focal point to draw the eye to different areas of the store.
3. This Ferris wheel moved throughout the store as a large focal point for displays throughout the year, and then it was sold to a customer this spring.



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As we all know, Mother Nature comes with its ups and downs. Here's the scene outside at some of these garden centers on May 18.

### GROUNDCOVERS GREENHOUSE & GARDEN CENTER Denver, Colorado

1. Every endcap display (both indoors and out) featured at least one fountain, which created a nice ambience.
2. New this year, Groundcovers is color-coding its containers using a strip of spray paint and different colors to signify different price points in each department.



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### GULLEY GREENHOUSE & GARDEN CENTER Fort Collins, Colorado

1. Scrap metal from an old barn in eastern Colorado and window panes added character and created multiple easy-to-shop vignettes throughout an otherwise open space.
2. There is no doubt small miniature gardening inventory can be hard to keep in order, but these shelves make great use of the vertical space and keep everything visible.
3. Gulley does a huge business in miniature gardening and terrariums by selling annual and succulent plugs for the creations.



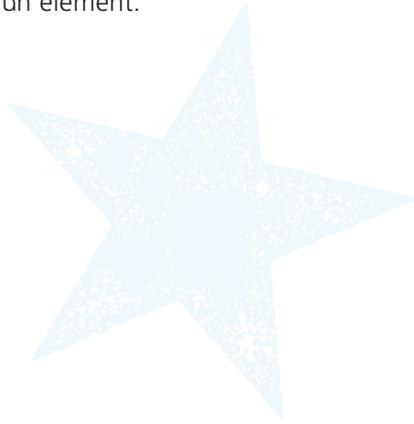
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## THE FLOWER BIN Longmont, Colorado

1. Street signs throughout the greenhouse were the perfect height to see among the hanging baskets and a unique way to let people know what they'd find where.
2. The entrance to an extensive vegetable and herb department provided a farm stand feel and some areas for shoppers to sit down for a few minutes.
3. Simple, easy, printable signs like this one — others said, "Everything in this area is one of a kind," "You know you want it" and more — added a fun element.



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