

tucson's finest

With fewer lawns, extreme sun, desert soils and little rain, Tucson presents gardeners challenges unique to the region. Thankfully, the creative staffs at Harlow Gardens and Mesquite Valley Growers know just what it takes to be successful — and their great merchandising helps too.



Cinder Block Beauty

Unsightly no more — cinder blocks at Harlow's come painted, stacked, stepped and uniform. With a splash of color and a little rearranging, these cement blocks quickly lose their one-dimensional status.

Stuck using them as bench supports? Add brightly painted pallet benches to draw the customer's eye away from them.



Flexible Flues

Still not crazy about cinder blocks? Chimney flues are the perfect alternative and come with softer lines and provide the perfect base for paver tiles and other desired bench tops.

MERCHANDISING



Product Spotlight
 From locally produced items to at home design cues, Harlow Gardens does an excellent job singling out unique products. They also post how-to-use signage directly above their herbs to answer that impending question: What can I use this for?



Event Worthy
 Growing up to 10,000 roses, Mesquite Valley doesn't put them up for sale until the first weekend in April, which is known as the Run for Roses event. By not selling the roses right away, the nursery "raises the desire level and usually sells 10 percent of the crop the first weekend."
 Mesquite Valley also offers more than 80 varieties of citrus — most never found in the grocery store. Their popular Citrus Tasting event allows customers to try before they buy with plenty of samples and information on hand.



Ground Up
 Whether around the base of a big tree right in the middle of a retail space or lined up neatly to showcase live goods, the brick work at Mesquite Valley presented clean-lined bench alternatives.

MERCHANDISING



Hot Customers Cooled

With well-placed signage, shoppers learn the critical role they play in helping out their local nursery simply by recycling.



Southwest Style

Mesquite Valley might have the perfect place for clearance — its Five & Dime storefront.

And fairies garden in the desert too. A few examples are on hand in the miniature gardening department to show young shoppers fairies are fairly adaptive.

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