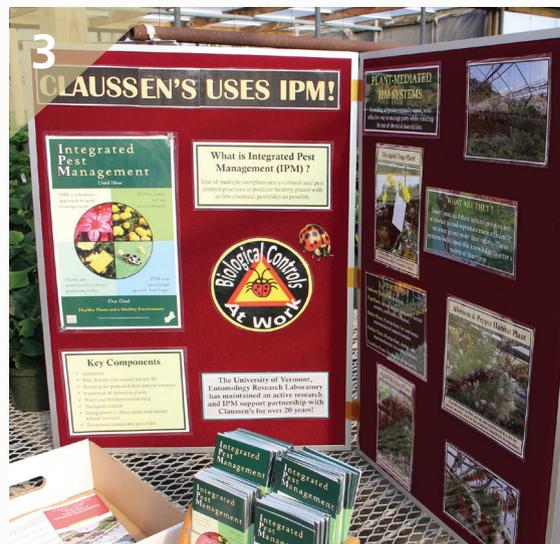


# New Ideas From New England

This fall Lawn & Garden Retailer traveled Vermont with The Garden Center Group and took note of these scenes in particular.

By Abby Kleckler

## SIGNAGE



1. The “Pumpkins for a Purpose” signs throughout Gardener’s Supply in Williston, Vermont, have more words than most, but a large headline and a story that all pumpkin sale proceeds support breast cancer research and give you an entry into a contest makes it a winner.
2. Also at Gardener’s Supply, this time at the Burlington, Vermont, location, simple overhead signage with a little creativity is easily spotted from aisles away.
3. Signs that educate customers of Claussen’s Florist & Greenhouse in Colchester, Vermont, help to make a connection between how their plants are growing — using integrated pest management — to how that’s beneficial when they purchase.
4. A cute mailbox with a perennial location list inside can help Claussen’s shoppers that want to confirm something is in stock and go directly to it in the nursery.

## BEES

1. Bee awareness was made a priority with this sign in the perennial area of Claussen’s.
2. At Gardener’s Supply, pollinators were a focus outside but also inside with this honeycomb entrance to the gift department.



## LIFESTYLE



1. The Garden of Eatin' Café at Gardener's Supply not only had a great location inside the store but also a number of garden fresh ingredients on its menu.
2. Playgrounds at an IGC are nothing new, but it's one more way that people are encouraged to stay for longer at Gardener's Supply.
3. Employees at one Gardener's Supply location each get a small raised bed for them to plant and experiment with new varieties.



## CURB APPEAL

1. From the street, drivers can see this old Chevy truck that is decked out for the season.
2. Once you get to the parking lot at Gardener's Supply you can't help but notice this archway that seems to defy gravity.
3. At Claussen's a sea of mums show a lot of color from the street and encourage customers to come and see what other inventory is inside. **LGR**

