

# UPSTATE NEW YORK'S FINEST IGCS



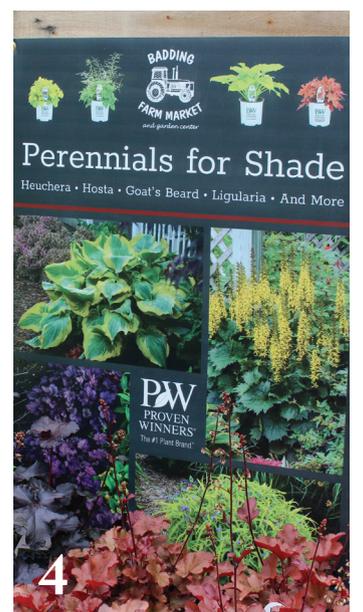
A spring trip to garden centers in the Buffalo, Rochester and Syracuse areas impressed with numerous ideas you can implement in your own operation.

By Abby Kleckler

## BADDING BROS FARM MARKET AND GARDEN CENTER

East Amherst

One thing really stood out at Badding Bros and that was consistent signage. Every sign had the same chalkboard-style look and feel from 1) the more makeshift custom planting bench signage right in the middle of the garden center, 2) to the more permanent signs like this one in Badding Bros' Proven Winners "store within a store." The black background and white text also played a role in 3) the miniature gardening department, 4) as well as outside under a pergola with nursery stock and perennials.



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family of roses

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**Knock Out**<sup>®</sup>  
rose\* 'Radral'  
PP 19,803

**good things**

**COME TO THOSE WHO WAIT!**

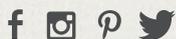
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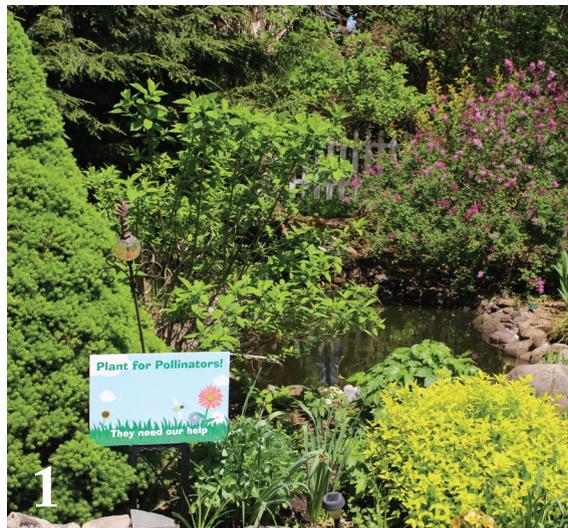
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## Merchandising



### BALLANTYNE GARDENS

#### Liverpool

Ballantyne Gardens had a large focus on pollinators throughout the garden center with 1) signage in a gorgeous display garden, 2) cute tags on bee-attracting plants and 3) bold-colored painted doors that really stood out at the end of the benches. 4) Inside, a large beneficial insect habitat was a nice centerpiece with smaller, functioning houses for sale all around.



### THE GARDEN FACTORY

#### Rochester

With 36 acres there was a lot to see at The Garden Factory, and it's tough to pick just a few standout items. The mixed containers, however, were indeed outstanding. 1) Centered around a large potting station right where customers enter the greenhouse, the creations seemed endless, 2) from whimsical watering can and sprinkler containers to 3) succulent plantings and 4) gift items. 5) Also on every bench in the annuals department there were combinations featuring the plants on the table.



# Merchandising

## CHUCK HAFNER'S FARMERS MARKET & GARDEN CENTER North Syracuse

Hafner's has a large retail area of 65,000 square feet, but it didn't lack consistency or branding in any area. 1) "Do What Chuck Does!" tips throughout the garden center along with 2) the Chuck Hafner's thumbs up on a number of products gave consumers confidence in their purchases. 3) Benches and display racks were all branded, while 4) bright blue shirts with the company logo seen throughout the store let shoppers know how to find help.



## DICKMAN FARMS GREENHOUSES & GARDEN CENTER Auburn

1) From the statement-making entrance with fountains, seating areas and, of course, plenty of flowers, it was clear Dickman Farms would have many multi-dimensional displays. 2) A large papier-mache venus flytrap added to the houseplants department, 3) umbrellas hanging from the greenhouse drew attention to a center table, and 4) gift items with various container sizes made for a nice Memorial Day display. 5) Displaying annuals by color has gotten good feedback from customers and 6) seating areas in the department like this one drew your eye.



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## Merchandising

### EVERGREEN LANDSCAPING & GARDEN CENTER

Syracuse

1) At EverGreen, hand-painted signs throughout the garden center let people know that install and landscaping design services are a large part of its business. Nearly a dozen hand-painted fences throughout were a unique touch for both 2) informing customers and 3) putting smiles on their faces with more motivational messages.



### VAN PUTTE GARDENS

Rochester

1) Van Putte does a large business in vegetables and did a good job separating organic vegetables from others with bright signage and 2) corresponding icons on bench cards. 3) Customers also enjoyed grabbing a plastic container, filling it with their own plants — still in Jiffy 7s — and grabbing the tags.



### LOCKWOOD'S GARDEN CENTER

Hamburg

1) The entrance to Lockwood's had customers walk through a long aisle filled with various vignettes of plants. 2) Inside, color-coded tags on hanging baskets and this descriptive sign helped shoppers find what they were looking for, while 3) branded pots are always a good idea and this bright color helped them stand out. 4) A window from the gift department into the greenhouse connected the areas flawlessly.



# Merchandising

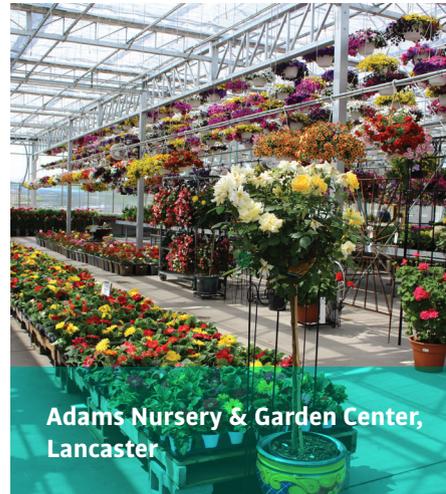
## GULLO'S GARDEN CENTER Hamburg

The outdoor shopping space at Gullo's was pristine and organized. 1) Raised tier display units that could be seen from the parking lot made nursery stock such as roses and hydrangeas stand out. 2) Perennials were set up in a similar way, while 3) units such as this one made an impact at endcaps farther out in the yard. 🌿

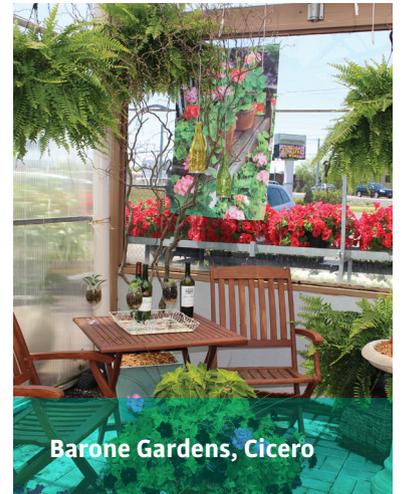


## Want to see additional highlights from the road?

We visited many more garden centers on our trip to Upstate New York, but there is only so much room within these pages. Visit [www.lgrmag.com/inspirationbook](http://www.lgrmag.com/inspirationbook) for more photos.



Adams Nursery & Garden Center,  
Lancaster



Barone Gardens, Cicero



Wayside Garden Center, Macedon



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