

SUMMER SNAPSHOTS

San Francisco played host to this summer's GCA tour and our itinerary was packed with eclectic garden center stops. Here are a few highlights.

ALDEN LANE NURSERY



Dog friendly? With waste bags and water bowls aplenty at the entrance, there's no mistaking it at Alden Lane. And when it comes to bench signage, these brightly-painted fence sections are impossible to miss.

NAVLET'S GARDEN CENTER



When all labels are facing out and all bagged goods are piled (perfectly) high, you know this garden center doesn't mess around when it comes to cleanliness. When the tour bus arrived at Navlet's, multiple customers at the store told us, "It's always this clean." Not bad, Navlet's. Not bad at all.

Annie's does a lot of things right, and compelling signage is definitely one of them. Whether it's sharing the origin of their wine barrels to a compelling explanation of why a specific variety is in stock (she does that with ALL of them), Annie's signage comes from the heart and packed with plenty of personality.

ANNIE'S ANNUALS & PERENNIALS



MERCHANDISING

ARMSTRONG GARDEN CENTERS

FLORA GRUBB GARDENS



Flora Grubb Gardens is not your normal garden center, to say the least. Once you see the inside-to-outside hanging basket rack, Fermob wall and merchandised bellman carts, you'll know what I mean.

The signage at Flora Grubb, no matter where you found it, was consistent and legible thanks to the use of stencils.



The variety of useful signage at all Armstrong Garden Centers is nothing short of amazing. From deciphering pepper varieties to subtly suggesting its delivery service, they cover all the bases.

They also merchandise a bench effectively by providing shoppers everything they need in one spot — marigolds, soil, plant food, done.

Lastly, Armstrong's does not cut corners. They do quite the opposite by turning gravel corners into pottery showcases throughout the store.



ORCHARD NURSERY & FLORIST

Have too much of one thing? Make a statement with it like Orchard Nursery did with its metal yard art of roses and mountain goats.

Orchard also incorporated staff testimonials into its merchandising efforts. The employee's photo and experience with the product in question were front and center.

NEED HELP MERCHANDISING?

Looking for some fresh ideas to implement this spring and really wow your customers?

Look no further than Lawn & Garden Retailer's Inspiration Book. From signage to endcap displays, this vast collection of retail photography is sure to inspire.

www.lgrmag.com/inspirationbook



the
**INSPIRATION
BOOK**