

# SOUTHERN STYLE

Despite an abnormally rough winter across the South, weather had no effect on how well these garden centers showcased their products.

By Pete Mihalek

**Nicholson-Hardie**  
Dallas, TX



Widely recognized in our industry as a retailer that does "gifts" right, Nicholson-Hardie raises shopper expectations with a can't-miss banner — and it doesn't disappoint.

**Ruibal's Plants of Texas**  
Dallas, TX



In downtown Dallas, Ruibal's Farmers Market location is an urban garden center to the max.

Inside and out, like-colored pottery displays are accented with contrasting colors.



Want to know more about bamboo pots? Ruibal's places vendor product information in plain sight to educate shoppers on what makes these items special.

## MERCHANDISING

### The Great Outdoors

Austin, TX



Bold artwork provides an attention-grabbing backdrop for green goods.



Signage at The Great Outdoors is easy to read and to the point.



For those of us who are design challenged, every little bit helps. A well-placed color wheel and chalkboard shelf signage are a perfect match.



With arbors and lattices placed at the end and in between every bench, this live goods area goes from common to creative and interesting.



Who knew wooden wire reels could provide a great way to showcase plants? At The Great Outdoors these impromptu islands spotlight must-see varieties.



Write in 820

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Décor

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Write in 821

## MERCHANDISING



**Urban Roots**  
New Orleans, LA

Scratching your head over that big branch that came crashing down from the last storm? Paint it a crazy color and hang it up in your store like at Urban Roots.



**The Plant Gallery**  
New Orleans, LA

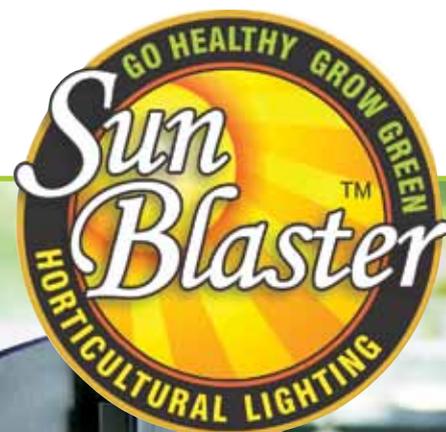
Cinder blocks, classy? Arranging them with two-by-fours and pavers like this shows they just might be — letting the pottery on display be the real stars.



**The Garden Gates**  
Metairie, LA

Indoors? Smooth surfaces? Neat handwriting? Sounds like the perfect scenario for a dry erase marker and platform for clever signage.

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# MERCHANDISING

## North Haven Gardens Dallas, TX



Abundant signage is immediately noticeable at North Haven Gardens (NHG). And the perfect example of that is their houseplant greenhouse. Fun, large signs mark the starting point for each type of houseplant they offer.



With little effort, NHG staff turned this pallet of compost into a display worth a second look.



Clearly labeled "solar-powered" signs give shoppers a heads up of what they're about to see as they approach this corner display — not having to make them think, "What am I looking at here?"



Napa Bowl



Napa 9.5" Wall Pots



Ella Planters



Napa Hanging Flower Box

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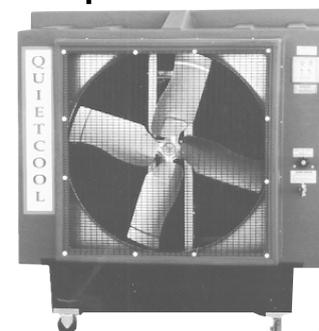
- Lightweight and durable
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Write in 825

Write in 826



Don't overlook the obvious. Like this "hen sale" sign, place event and seminar signage in corresponding departments.



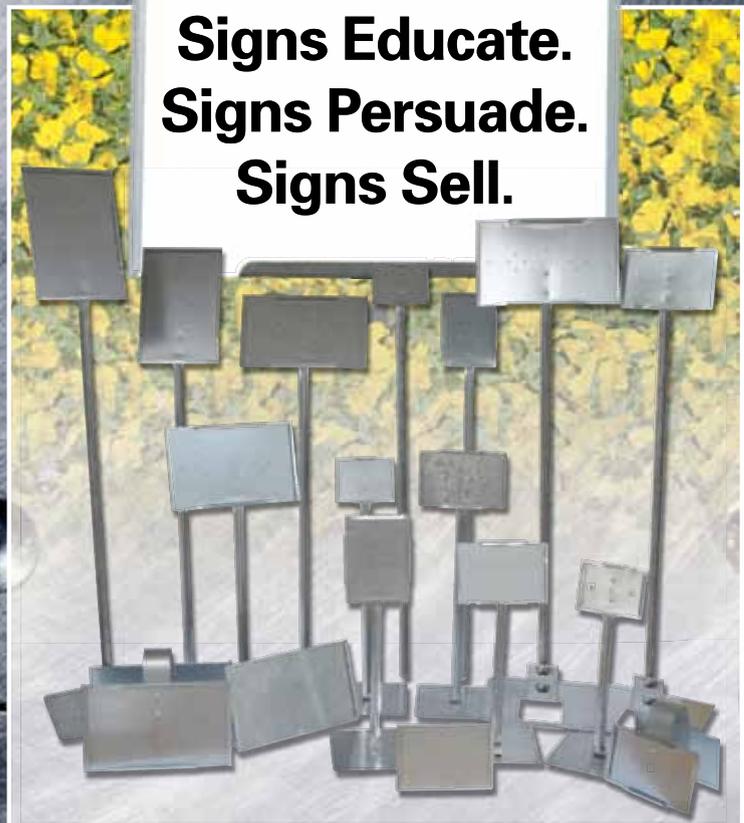
If you are having a hard time making customers aware of new classes, products or events, take a page out of NHG's playbook and go big in a high-traffic area.



NHG is proactive with customer service. For corners and greenhouses far from the main floor, an assistance button is just what the shopper (in need) ordered.



Hear the same question over and over again? Great! Make a sign of it and post your answer below it (left). The same goes for other common customer service opportunities (right).



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