

# CALIFORNIA CLEANING

Looking for some fresh retail takeaways from the West Coast?  
Check out what we found after visiting some of L.A.'s best.

By Pete Mihalek

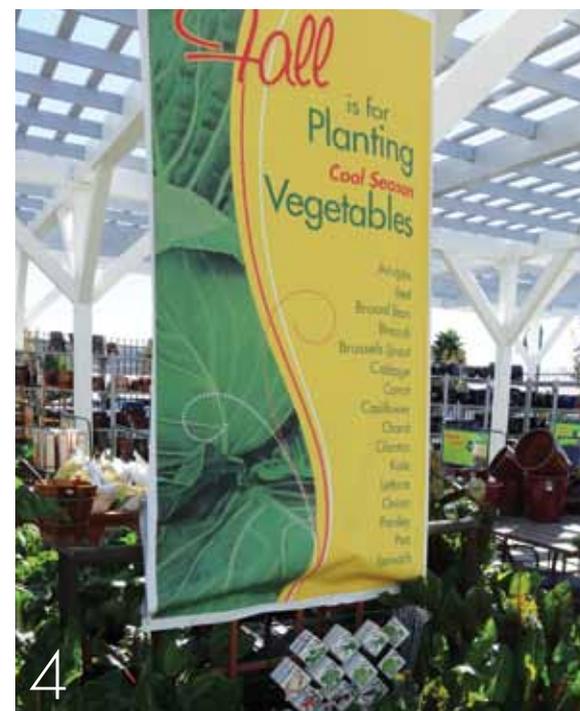
## Beautiful benches



With clear, informative signage and conveniently located supplemental products like plant food and soil amendments, Armstrong Garden Centers in Newport Beach (1) and San Juan Capistrano (2) succeed in breaking up the monotony of a bench full of annual trays. Sunset Nursery (3) achieves the same with easy-to-reach boxes for shopping.

# MERCHANDISING

## Signage reminders



There's nothing better than signage with a purpose. Roger's Gardens provides solutions to a local Downy Mildew problem (1) and shares its eco-minded efforts to be a greener business (2). At checkout, Armstrong shoppers can't miss the Christmas tree reminder (3), while this endcap (4) answers the common question, "What can I grow now?" As for delivery, Armstrong Garden Centers have that covered too. Small signs in a variety of spots remind shoppers if they buy enough, delivery is on the house (5) ... and that the company behind the delivery is an old, trusted professional (6).



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### Grab bag of ideas



A well-earned parking spot (1) is also one that's closest to the employee entrance at Roger's Gardens. This make-it-easy bagged goods key (2) makes checking out a lot less messy and a whole lot easier on the back. With massive signage and a well-crafted entrance (3), make any department stand out like Roger's edibles section. At Armstrong's in San Juan Capistrano, white pottery (4) never looked so good thanks to this backdrop of dark-toned foliage plants. And at Rolling Greens Hollywood, this big, worn out door (5) brings together this inviting vignette.

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## MERCHANDISING

Holiday swag



Have a lot of little items to display? Like Christmas ornaments? Large, clear glass containers (1) keep things organized at Roger's Gardens, while the downpour of paper chains (2) creates that wow factor in one of its gift rooms.

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### Indoor plan(t)s



For the average Jane consumer, shopping for indoor plants can be a bit confusing — lots of green foliage to pick from with a variety of light requirements. At Armstrong Garden Centers, indoor plant signage offers solutions, for example, by explaining what low light really is and a handful of plants that will thrive in those conditions.



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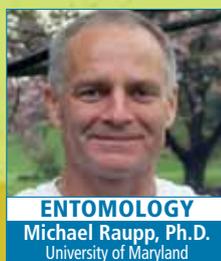
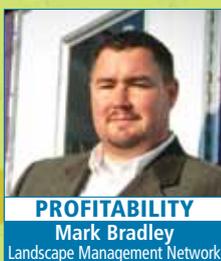
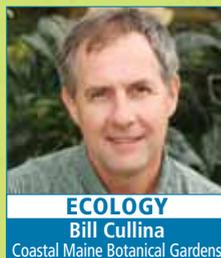
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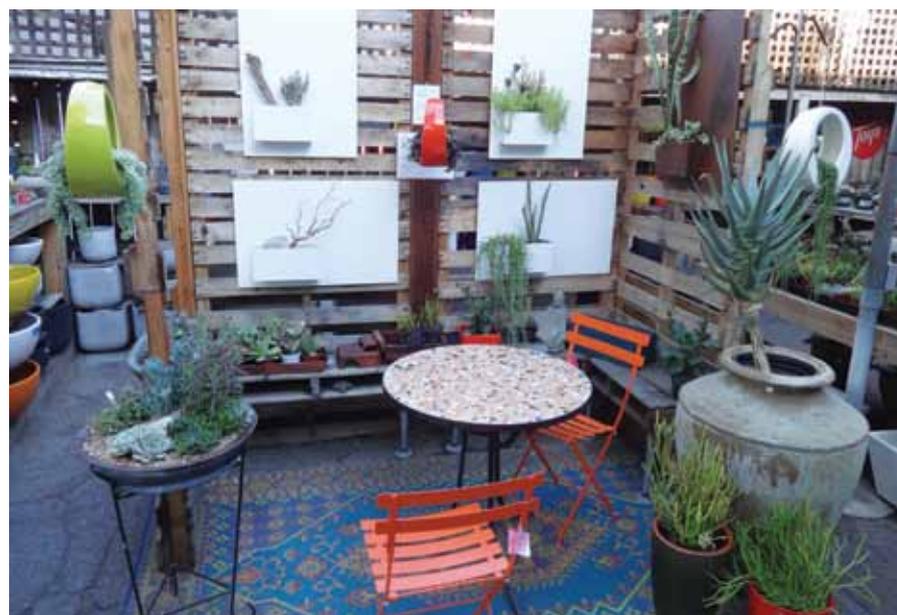


Founding Partner Organizations: New England Nursery Association • Massachusetts Arborists Association • Massachusetts Association of Landscape Professionals • Massachusetts Nursery & Landscape Association ... and a network of 40 allied green industry organizations

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## MERCHANDISING

### Pallet place



Looking to create a rustic, yet functional backdrop for your next vignette? At Potted, pallets are pieced together for an outdoor living scene that's worth a second look.

### How's that smell?



Stuck or sealed, prying the lids off of scented candles can up the risk factor for broken glass and other damage. It can simply be too much of an effort for some customers. Rolling Greens Hollywood makes the sniffing process classier, easier and much more effective.

