

HARD TO MISS



Looking to spread the word about your loyalty program, upcoming event or community good will? Follow Pasquesi Home & Gardens' lead. In-house marketing messages are being seen in all the (hard to miss) right places.

summer stops

While warmer days are a distant memory, here are a few favorite garden center snapshots from our summer travels.

PART OF THE FAMILY



If there is something interesting and solely unique to your property, show it off. The Meyer lemon tree at Hoen's Garden Center is a rare attraction that produces more than 1,200 lemons annually.

TAGS OF MULCH



Save the bag hauling for the loaders, not your customers. Don't even give them an option. At Chalet Nursery (left) and Pasquesi Home & Gardens, bagged goods are displayed in small amounts with easy-to-lift barcode tags shoppers can "carry" to the register.

COLORFUL ASSAULT



Color sells — a mantra at Chicago's Gethsemane Garden Center. This urban retailer embraces bright, bold, contrasting colors in all of its displays to create eye-catching appeal.

ENTRY-LEVEL EDIBLES



Leave it to the Chicago Botanic Garden to showcase informative, easy-to-follow signage for visitors interested in edible gardening. The Garden's educational posters address common concerns such as using the best fertilizer and what herbs live best together in a window box to good garden bugs and drying herbs. The signage is free of technical jargon, to the point and, most importantly, not hidden.