

Getting Warmer

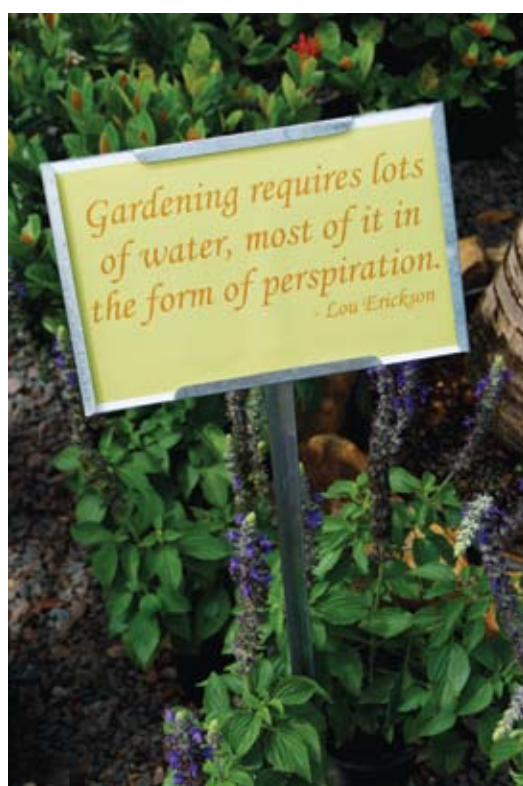
Think warm thoughts. Why? Because the Garden Centers of America (GCA) Holiday Tour in Minnesota is upon us, and depending on where you are in the country, warm spring weekends might feel light years away. So hang up your parka, grab a warm drink and check out some hot ideas from the GCA Summer Tour this past summer in Orlando.

By Pete Mihalek



Fun With Signage

No one can say Florida garden centers are without a sense of humor. Here are a few signs that will bring a smile to any gardener.





A Little Help?

From maps to event calendars to variety-specific handouts, Rockledge Gardens does an excellent job keeping its customers in the know — providing plenty of helpful information at every turn.

Keep It Together

Lukas Nursery and Kerby's Nursery know many new gardeners are dealing with smaller plots of land. That's why they keep things simple and together — offering Earthbox and square-foot garden kits.

Dirty Hands

Nudge your customers into getting their hands dirty. Lukas Nursery offers free potting soil to those gardeners who buy their plants and pot them up at the store.



A Road More Traveled



The new walkway at Kerby's Nursery makes it easy for customers and carts to get around. The boardwalk's race-track layout removes dead ends and adds a new and improved shopability to the store.

Table Talk

Show your customers it's easy to be creative, like these easy-to-replicate centerpieces at Rock City Gardens.



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Round It Out

Displays on the parking lot? Add some large stones to create a border that helps hide plastic pots.



Creating an Experience

Lukas Nursery is a 'if you're going to do something, do it well' kind of place, especially when it comes to butterflies. From events, butterfly-friendly plants, educational signage and a conservatory (the only butterfly conservatory in Central Florida), Lukas Nursery provides visitors a memorable butterfly experience.



Have a Seat

A sunny summer afternoon spent out in the plants can get pretty hot. Every stop on this summer's tour had plenty of take-a-break seating for customers, and most of it was under shade.



FROM THE ROAD

LIFE ISN'T
ALWAYS
A BED
OF ROSES.

LIFE ISN'T
ALWAYS
COMFORTABLE.
YOUR SHOES
SHOULD BE.

TRY ON A PAIR



MuckBootCompany.com

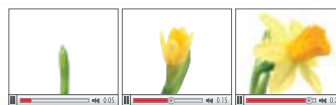
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