

THE INTERNATIONAL STAGE

It's always a good idea to step out of your store's confines to see what other garden centers are doing. Here we get a glimpse at merchandising from some of Europe's best.

By Keith Turbett



▲ SCHLEY'S GARDEN CENTER in RATINGEN, GERMANY

What a clever way to bring life to the end of a boring aisle of pots. This large graphic also has the extra effect of making customers feel comfortable in walking to what could be a dead-end. Remember, people sell to people and in peak times customers are often left alone.



◀ DINGER'S GARDEN CENTER in COLOGNE, GERMANY.

The house door vignette is a story that caught my eye. Right beside the store entrance the welcome feature had a positive double meaning. This example may be a bit cluttered, but the concept shines through.



Keith Turbett is the Vice President of Scheurich USA Inc. He can be reached at keith.turbett@scheurich.de

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▲ INTRATUIN GARDEN CENTER in UTRECHT, HOLLAND

Grow-Your-Own is today's perfect storyline for a garden retailer. The combination of health, nature, easy participation, decoration and social image all wrapped-up into one theme should be easy to display. Add the positive elements of family involvement and a reason for return visits.

Here, a clear message for the consumer through visual imagery, display height, well selected products clearly relevant, buyable and combinable and a simple but effective piece of interactive theatre with their potting table.

◀ SUNFLOWER GARDEN CENTER in FRANKFURT, GERMANY

Think of grocery stores where fruit and vegetables are the wow factor when you walk in. In good European garden retailers, orchids are the wow factor when you walk in.

Orchids also allow for 365 days of trading per year. People have birthdays, anniversaries, parties and every other form of event where an orchid is a perfect gift, every day.

The key to displaying them is a mix of ready-to-go and choice. As a gift they offer add-on sales from cards, wrap, accessories — all extra dollars in the till. The clean lines of the display units signal the quality gift aspect and the height makes it easy for the customer to interact with the offer.

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