

ST. LOUIS CUES

From Cleveland to Chicago to St. Louis, the Midwest is a garden center hotbed. With another holiday season in the books, we head on down I-55 to St. Louis to highlight the area's retail know-how.

By Pete Mihalek

OUT IN FRONT



Hillermann Nursery & Florist has one of the most effective "decompression zone" entrances in the business. Upon entering the store, customers have a chance to take it all in, and while they do they'll be drawn to this classic pickup truck, which has plenty of Hillermann history and used as an anchor for this holiday display.



This new conservatory add-on to the back end of Garden Heights Nursery's original structure has given the retailer some much-needed interior space while creating unique and eye-catching look from the road.



Customers pulling up to Garden Heights Nursery are welcomed with decked out parking stops.



Bowood Farms shares space with the charming Café Osage. Here in the courtyard, dining patrons also serve as an audience for some of Bowood's finest plant material.



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MERCHANDISING PART 1 OF 2

SHOPPING MADE EASY



Topping out at 60, this seminar on holiday table design at SummerWinds Nursery was well-attended — especially for 11 a.m. on a Thursday.



SummerWinds Nursery brings small decorating ideas to the forefront with a little suggestive signage.



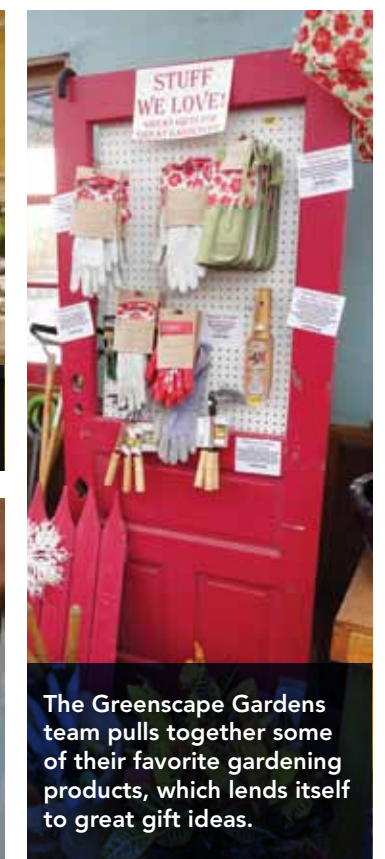
From Buster to Bertha, Hillermann Nursery & Florist gives Christmas trees a little character with their own name... that incentive to come back is nice, too.



Looking to give your merchandise a little extra oomph? Three French Hens achieved that by framing it, literally.



The Bowood Farms staff repackages bulk recycled glass and decorative pebbles from its distributor into smaller quantities for retail. This extra step gives them a nice mark-up along with a private-label look.



The Greenscape Gardens team pulls together some of their favorite gardening products, which lends itself to great gift ideas.

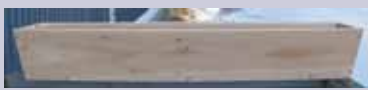


Bowood Farms

WRITING ON THE WALLS

Maine Bucket's cedar window boxes are self-mounting with built in cleat attachment. No additional hardware required. (Does not apply to 550 series with liners)

WINDOW BOXES AVAILABLE IN CASE LOT OR BY ASSORTED PALLET.



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Framed, cleat mounted window box
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Window boxes with liners.
Window box brackets needed for this style
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Scalloped, cleat mounted window box series
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Window Box brackets
(H550)

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Bowood Farms shines as an uncluttered, sleek-lined retailer. It achieves this modern approach with minimal printed signage. Instead, shelves painted black with chalk-white wording and spray-painted stencils indicate price and direction to its customers.

In the same vein, SummerWinds Nursery turned matte-black containers into both a vessel and signage for its holiday wintergreens.



SummerWinds Nursery

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Stay Tuned...

Need even more inspiration?
Our February issue will have Part 2 of our trip to St. Louis. In the meantime, check out all of the great photos that didn't make it into print on our Facebook page: www.facebook.com/LGRmag