

MICHIGAN MERCHANDISING

There's no better inspiration than that of other garden centers. Here are some ideas that caught our eye on a trip to the Great Lake State.

By Abby Kleckler



1. The eye immediately travels from the ceiling down to the benches with this colorful display that's visible as soon as you walk into Bordine's Nursery's Grand Blanc location.

2. Bright colors continue with a large footprint dedicated to miniature gardening.

3. There was no shortage of succulents on this garden center tour. Bordine's had some great grab-and-go items perfect for a table or a wall, indoors or out.



Harder & Warner Landscaping and Garden Center in Caledonia used its large property to create separate vignettes for 1. shade plants, 2. perennials and 3. water gardens.

Supporting the local community is important to Harder & Warner. On display at the garden center are this 4. whimsical bike and 5. bird of prey statue from ArtPrize, an international art competition that takes place in nearby Grand Rapids.



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At Wenke Greenhouses in Kalamazoo, short-and-sweet signage has a purpose and adds visual interest with **1.** cat grass, **2.** grab-and-go containers and **3.** temperature warnings.

4. Wenke spiced up their restrooms after being inspired by the Garden Centers of America's Best Garden Center Bathroom Awards.

5. Free fertilizer gets people coming into the store on a regular basis and, with a presence like this, customers won't miss it.

6. What to do with all that lettuce? Add salad dressings to your display of greens.



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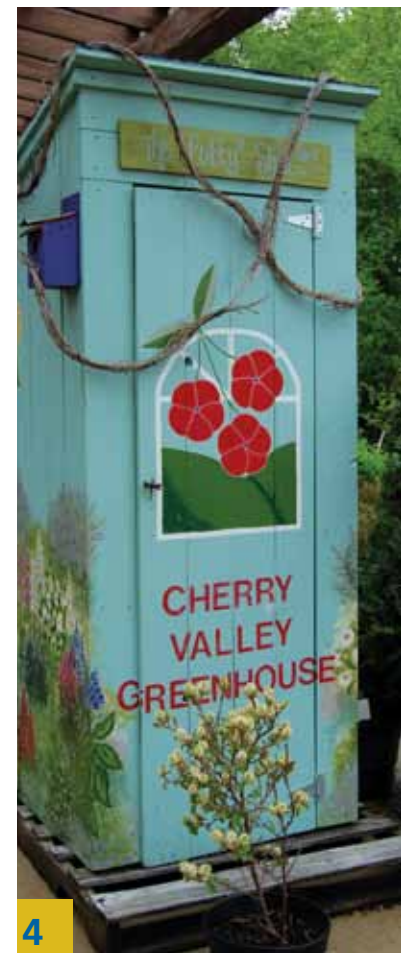
1. A sandbox and bounce house keep kids busy while their parents shop at Cherry Valley Greenhouse in Middleville.



Upcycled signs 2. help customers find the perfect veggies after they 3. direct them to the edibles area.



3. The "potty" shed is a conversation piece, while the restrooms are indoors just steps away.



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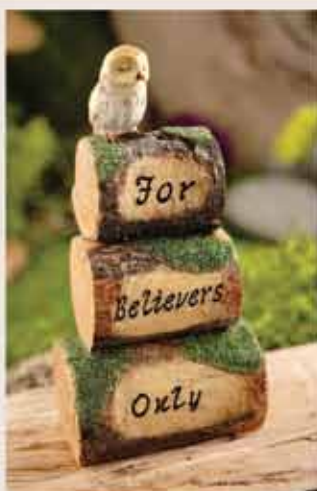
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1. These pots at Sawyer Garden Center in Sawyer are ready for your customers to mix and match with any outdoor color palette. And they look fun on your benches!



Simple signs do the math for the average Joe or Jane. 2. How much grass seed do you need, and 3. How big is your garden?

4. From locally grown veggies to 5. wine and even 6. apparel, Michigan pride has become a major selling point.

7. This structure takes up room, but the area both sells sheds and adds display space.



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Large signs make a big impact at Wojo's in Ortonville. **1.** Mosquito-repelling plants, **2-3.** veggies, and **4.** herbs all get extra attention with everything from chalkboard look-a-like signs to recycled pallets.

5. Moss purses are hot! This display paired them with colorful annuals for a great gift item.



1



2



3



4



5

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1. A large Adirondack chair adds to the curb appeal at Flowerland in Kentwood, while also providing a customer photo opportunity.

2. Customers love to show off, and what better way than with a "brag board" in the store.

3. Health messages throughout the greenhouse break up a sea of green and remind customers of added benefits.

4. This display allows customers to get their hands dirty and figure out exactly what they can expect from their mulch. **LGR**



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