

# HEATING UP

During the hot summer months, garden centers across the country brought their A-games. Here are some snapshots from retailers on the GCA Summer Tour, Cultivate Retail Road Show, and IGC East and IGC Chicago Bus Tours.



### Upcycling @ Borzynski's Farm & Floral Market

Sturtevant, Wisconsin

Repurposed materials are front and center at Borzynski's Farm & Floral Market. Pallet gardens make for a hot item, with customers purchasing all the plants and potting soil in an already completed creation.

And when it comes to planters, these recycled pallets and milk crates make varieties shine.



### Miniature Gardening @ Village Green

Rockford, Illinois

Big displays create a focal point on miniatures at Village Green. Customers are encouraged to pick items from the displays to create their own garden, or they can choose from a number of ready-made bowls.

Descriptive signs help everyone from the miniature gardening novice ("What is a fairy garden?") to the know-it-all.





# MERCHANDISING

## Technology @ Scheiderer Farms Greenhouse

Marysville, Ohio

A mobile app available for both Apple and Android devices enhances the shopping experience at Scheiderer Farms. In-store signage supports some of the app's features.

An employee validates a purchase on the app at the register, and after six purchases, the customer is eligible for a reward. The app also includes guided tours of the display gardens surrounding the store.



## Edibles @ Milaeger's

Racine, Wisconsin

Milaeger's knows fruits and veggies. Microgreens grown in the retailer's greenhouse can be purchased in the store, tasted in the Milaeger's Java Garden Café, and found around town at local restaurants and grocery stores.

Signage promotes some of Milaeger's biggest events during the year. The garden center hosts a year-round farmer's market on a weekly basis and puts on a festival for tomato lovers every September.







Kids @ Ebert's  
Greenhouse Village

Ixonia, Wisconsin

The Kid's Village at Ebert's Greenhouse is home to many events and workshops throughout the year. From a schoolhouse to a craft cottage to a barn, structures in the fenced-off area give children many opportunities to play and create.

As for the landscaping in the area, color is key, and items are placed at or below children's eye level.



Branding @ Caan Floral  
and Greenhouses

Sheboygan, Wisconsin

A recent re-branding at Caan's is carried throughout the store. The new look and new logo, which came after the 2013 purchase of the business, can be found on all signage, on vehicles around town and on employee uniforms. **LGR**

