



By Catherine Evans

# Adding the Feminine Touch

Experts have been telling us for years that women are our number-one customer, now, as proof, see what products are out there to offer them.

Within the past several years, green industry experts have been drilling it into your heads that your main customers are women, and you need to cater to them specifically because they are the main purchasers in your store. For the most part, garden centers have done a pretty good job listening — moving the aisles to avoid the butt brush or displaying products higher up and off the ground so women do not have to bend over. Now it is time to start catering to their product needs as well.

I don't know if manufacturers just recently started realizing the importance of female customers, but this year it seems as if a voice spoke up in their heads saying "we want more women customers;" it is great that this revelation finally happened. If women are the buyers, it is common sense to give them what they want, what makes them comfortable, what they need and most importantly, what makes them happy.

More manufacturers are designing their products with more feminine colors such as pinks, light blues and purples to catch the attention of their female customers. Even chemical companies have jumped on that bandwagon, making their packaging more appealing to women by utilizing certain colors and designs. Garden apparel companies are adding smaller sizes and giving a more fashionable design to gloves, gardening shoes, gardening clothes, hats, etc. Though container companies are still doing quite well with their bold and earthy colors, some are developing more of a selection of lighter colors in blues and even pinks and purples.

Now, I admit with spring and Easter upon us, some of you may think that is why manufacturers are using these products to start a feminine makeover. Though that may be true, think about the unexpected surprise when they realize that women love this stuff all year and want to keep it around longer than a few months.

Even plant breeders are noticing that pinks and purples are back in, and many of them are very excited. We all know that pinks, purples and softer colors are the core of green goods companies, and with that look even more popular now, breeders are jumping for joy. We thought there were enough pinks and purples on the market now, just watch, it will keep growing.

Both males and females love to garden, and there are many products out there that can cater to both. Just because there are so many new products coming out for females it does not mean that men are left behind, it just means that there is now more of an equal amount of gardening products out there for everyone...no matter who is planting the petunias. 🌸

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## 1. Chemical

This new line of EPA-exempt products was developed by organic growers in an effort to minimize toxic chemical use in the home and garden. Highly effective and safe around every member of the family, these packaged products have great appeal to female consumers and could easily be found stored on a deck or patio instead of the tool shed. Pharm Solutions Inc. (805) 927-7400. **Write in 1468**

## 2. Planter

The Mediterranean Planter, as with all others in the Island Planters line, is manufactured through a specialized rotational process using only virgin resin to ensure strength and purity while resembling authentic clay pottery without any of the weight or durability issues. Island Planters. (305) 468-8644. **Write in 1476**

## 3. Hydrangea

Hydrangea 'Shamrock' is a dramatic new hydrangea with masses of large, double lace-cap flowers. Pink or blue flowers appear in July and transform into shades of red as the season progresses. 'Shamrock' has numerous flowers all season long. Plant in full sun or part shade; hardy to Zone 5. Spring Meadow Nursery. (800) 633-8859. **Write in 1472**

## 4. Gloves

Soft and feminine, these waterproof gloves are perfect for the female gardener. The gloves are made of a sturdy neoprene and lined with cotton for comfort. They are great for spring planting, as well as pruning throughout the season. Adorned with the Frou Frou flower on the cuff, the gloves come in pink and purple. Available in sizes small and medium. Garden Frou Frou. (404) 659-0919. **Write in 1467** ♦