

Fun in the Sun

Summer is finally here. What can you do to help your customers enjoy this warm weather?



By Catherine Evans

Summer is here, and the garden center is filled with customers looking for that summer idea that will blow them away. Only so many plants are heat tolerant, and now that the spring peak is closing down, what can be done to keep the attention coming?

There are so many ideas out there that can help bring in more attention when the weather is getting hot. People like to spend time in their backyards and gardens during the day and well into the night. The market is saturated with summertime products, but all you need are the items that will keep them happy during those times.

Stock a good amount of patio furniture, outside amenities such as citronella candles, picnic accessories (plates, cups, placemats, etc.), bug sprays and many more things to make this season more

enjoyable. These products help customers feel relaxed and worry free (hopefully) while sitting in the sun with family and friends.

Top off the comfort aspect with some grilling accessories to give customers the idea for outdoor barbeques in the garden. Carry some gourmet foods, such as specialty barbeque sauces or marinades, dip mixes, specialty desserts and more. It never hurts to appeal to the socialization factor by having the products to make a party.

Accents and nature products are another addition that will not only add to the ambiance of the outdoor activity season, they will give outdoor life more of a glow. Having birdfeeders/houses, butterfly houses, waterfalls, ponds, etc. will add to the mood of the environment your customers are looking for. Make sure to add the per-

fect lighting to accent the items in the garden as well as lighting to add ambiance and the hope that winter may never come again.

Don't forget about things like hats, gloves, watering items, and lawn and plant care for working in the garden. It takes time to make the garden look wonderful in the summer. With the sun blazing and the heat rising, it is always better to be safe than sorry when gardening during this season.

When you add all of these factors into the garden center, you will be a popular place to shop in the summer, have many appreciative customers coming in and get a whole new design idea to work with as each summer approaches. Just remember, the brighter and more exciting the colors you choose, the more attention those items and you will get. Enjoy the sun! ☀️



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1. Drink cart

Flinders Drinks Trolley is made of Jarrah, an Australian wood that has high resistance to weather, rot, termites and marine borders, making it ideal for outdoor application. It measures 26 x 28 x 45 inches and weighs 77 lbs. The wood from Jarrah trees is fine grained and varies in color from a reddish brown to soft salmon pink. When seasoned by the weather, the exposed surface naturally oxidizes to a silver gray color. Jensen Jarrah Leisure Furniture Inc. (800) 403-0403. **Write in 1526**

2. Binoculars

The Pocket 8x22 size binoculars is lightweight and high quality. Precision ground, multi-coated lenses offer good resolution, true color and sharp overall image quality. It weighs less than 8 oz., but rugged construction makes it ideal for hiking and travel and small in size. The Pocket also features a wide field of view (378 feet at 1,000 yards) for finding and following wildlife. Audubon Binoculars by Sheltered Wings. (800) 426-0048. **Write in 1516**

3. Tiki bar

Four different types of roof thatch, bamboo poles up to 5½ inches in diameter, many bar front and top materials, and tropical/oriental natural fencing are available. Build them in the winter, and watch them go by spring. Bamboo & Rattan Works. (800) 4Bamboo. **Write in 1517**

4. Wasp catchers

These highly functional wasp catchers allow customers to enjoy the outdoors. Just fill with sweet juice or brightly colored soda and the wasps won't be able to resist. Very easy to clean. Sizes include small, 3¾ x 5 inches and large, 5¾ x 8 inches. Also available in other styles. Meyer Imports Ltd. (800) 267-8562. **Write in 1523**

5. Bench

The hardwood Serenity 4-foot Bench is comfortable with a curved seat. The bench is made of wood harvested from Forest Stewardship Council certified forests; comes as easy-to-assemble pieces; is pre-finished with linseed oil; and is built using mortise and tenon joinery and rust-resistant hardware. LWO Corporation/Arboria. (800) 459-8718. **Write in 1522**