



CLEMATIS-BLUE SHADES				
NAME	BLOOM TIME	HEIGHT	DESCRIPTION	PRUNING INFO
Ascotensis	July-Sept	10'	3" bright blue flowers with darker blue veins. Prolific bloomer.	Prune to low pair of buds in winter
alpina Helsingborg	May-June	10'	Abundantly blooming purple-blue flowers with purple stamens	Lightly prune after blooming.
Belle of Woking	July-Aug.	8-9"	4" double violet-orange flowers fade to silver gray.	Lightly prune after blooming.
Blue Ravine	May-July	9'	Sturdy vines hold 7-8" blue-blue flowers, star-shaped.	Lightly prune after blooming.
Durandii	Aug-Oct	3-4'	3-4" clear blue flowers with cream centers.	Prune to low pair of buds in winter
Elsa Spath	May-Sept	8-10'	6-7" true blue flowers with red centers. Nice cut flower.	Prune to low pair of buds in winter
General Sikorski	July-Sept	10'	4-6" deep blue flowers w/ yellow centers.	Prune halfway or more at end of bloom period.
H.F. Young	June-Aug.	6-7'	Quite compact plant suitable for containers holds 5-6" blue flowers with yellow centers that fade to attractive, rounded seedheads.	Prune to low pair of buds in winter
Laurastern	May-June, Aug-Sept	8-10'	7" lavender blue flowers with yellow centers. Large, interesting, globe-like seed heads. Containers well.	Pruning optional: If pruning cut back at least halfway after vines have bloomed.
Mrs. P.B. Truax	June-Aug.	8-9'	Compact plant with 3" perennials blue flowers.	Lightly prune after blooming.
Multi-blue	June-Sept	8-9'	Early blooms are double and rounded, 3-4" in size. Outer petals are navy, inner are blue to purplish-blue with spiky blue and white warts. Nice flower shape all around.	Pruning optional: If pruning cut back at least halfway after vines have bloomed.
Petite Faucon	July-Sept	3-4'	2-3" brilliant deep blue flowers with contrasting yellow-orange centers that bloom freely and best on new growth. Matrons to a more true blue flower with cream center. Very compact.	Pruning optional: If pruning cut back at least halfway after vines have bloomed.
Ramona	June-Aug.	8-9'	Large 5-6" flowers are light blue with darker center. Smaller flowers orange again the fall.	Lightly prune after blooming.
Will Goodwin	June-Aug.	8-9'	5-7" flowers are lavender blue with purple center, petals are wavy making for an interesting flower shape.	Pruning optional: If pruning cut back at least halfway after vines have bloomed.

## Talking Signs

“What we do today,  
right now,  
Will have an  
accumulated  
effect on all our  
tomorrows”  
— Alexandra Stoddard

With spring upon us, your nursery is probably stocked to capacity. Bedding and flowering plants arrive several times each week; seasonal favorites come at least monthly; and landscape staples are at capacity. But what about woodies and other flowering ornamentals?

Many seasonal bloomers, such as clematis, hostas, roses and azaleas, arrive in a single large shipment, during bloom time, and then either remain green the rest of the year or rebloom intermittently. Regardless of the bloom stage, these crops are often hard to retail because of the wide selection stocked by most nurseries. Either a knowledgeable person has to hang around this section all the time to answer questions about each of the 30 plus varieties you carry, or you risk losing a sale because the customer can't decide which variety would be best for their situation.

Or, you take a lesson from Portland Nurseries, Portland, Ore., and develop a sign that speaks for itself. We have all heard the expres-

sion “silent salesman” used to describe tagging and POP materials, but a program developed by the breeder or grower does not answer questions about what your nursery has in stock. For this, you need to develop your own signs.

The ones at Portland Nursery answer the most often asked questions such as, name, bloom time, height, description and pruning information, and they do so in such a way that customers can easily compare varieties without the assistance of your \$10 plus per hour employee in tow. No pulling tags, no searching pots for information, no relabeling incorrectly. Customers simply search the list for the varieties they want and then locate those plants within the defined area.

Portland reports fewer customer questions from sections signed in this way and less employee time spent helping select varieties. Imagine how much more work you could get done if several customers each day did not need your help deciding which baby pink rose could take the most shade? ☼

—Bridget White