

# greenPROFIT

February 2013

Ideas for a  
profitable garden center

37

5 keys to selling color

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A wish list from the next  
generation of retailers

48

Making the case for more unique  
perennials



## Decidedly **Different**

The pots sell the plants. But don't bore consumers with the same old containers. Find out what's new and unique to excite your customers. p. 26



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## FEBRUARY 2013

### FEATURES

- 26 Decidedly Different** | by Ellen C. Wells  
It's no secret that great pots help sell plants. An equal mix of quirky and classy characteristics can help boost the appeal—and the sale—of your containers. Here's a smattering of pottery that will charm their way into your customers' carts.
- 30 8 Hot Picks For Spring** | by Jennifer Polanz  
In an issue full of containers, we had to give you something to put in all those pots. Here are some great choices for wowing customers this spring.
- 37 The 5 Impact Points of Color** | by Christina Salwitz  
In Part 2 of this series, we'll look at how knowing some of the tips and tricks of marketing YOUR colors can help boost sales.
- 40 The Young Retailer's Wish List** | by Tiger Palafox  
We asked 2012 *Green Profit* Young Retailer Award Winner Tiger Palafox to ponder the ideal retailer-vendor relationship. Here's his wish list.
- 42 Lend the Landscaper a Hand: Part 2** | by Ellen C. Wells  
One way to get and keep a landscaper's business is to make the crew's job easier. What are landscapers looking for? We asked and found some answers to their common problems.

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A RETAIL COMPONENT OF GROWERTALKS MAGAZINE

### ON THE FLIPSIDE

#### DON'T MISS THESE TOPICS OVER IN GROWERTALKS!

- GT32 Lessons From FarmVille & Apple** | by Conor Carey  
This month Conor Carey of Terra Nova Nurseries provides the Young Voices perspective of young growers and retailers on marketing to a new generation.
- GT54 New Fertilizers for the Current Market** | by Dr. Cari Peters  
Are you still using the same fertilizer formulation you relied on 10, 20 or even 30 years ago? Still reaching for the 20-10-20 or the 15-16-17 for everything in the greenhouse? Check out the newest developments in fertilizer formulation and a few new crops that have special nutrient needs not met by your typical formulas.



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# 30



### ON THE COVER

Often times we talk about the plants and ignore the pot. But, as in the case of our cover photo, sometimes the container can be larger than life and create just the right touch to make products fly off the shelves.

Cover photo by: Ricky Giacco



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A what's what and where's where of upcoming events
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Products retailers need and customers want. Get more information using a reader service number or by visiting [www.greenprofit.com](http://www.greenprofit.com).

- 20 **CHEAP TRICKS**  
**This month:** Creating a Container Frenzy: Keep It Simple; Clean & Accessible; Two-For-One; Crisscross; Investing In Pottery; Block It (Color Block, That Is); Don't Just Invest in the Pots; Plan, Plan, Plan.

- 54 **CONSUMER BUZZ**  
**BE IN THE KNOW.** Learn about the latest retail trends going on outside the industry this month:

- GP54 **Impulse Buying Rampant**
- GP54 **Consumers Return to Supermarkets' Center Aisles**
- GP54 **What's That Smell?**
- GP55 **Mobile Shopping on the Rise**
- GP55 **Facebook versus Pinterest**
- GP55 **Don't Bore the Millennials**
- GT90 **Luxury Purchases on the Rise**
- GT90 **Stores of the Future**
- GT90 **Your Piece of the Holiday Décor Pie**
- GT91 **Food for Thought: 2013**
- GT91 **The Real Reason Shoppers Showroom**
- GT91 **Cash, Credit or Phone?**

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*Back To School*





**Sakata Seed America Inc.**

Magic Carpet mecardonia from Sakata is a tough, durable plant offering bright yellow flowers from early spring through a hard frost that blooms earlier than other mecardonia on the market. This vigorous spreader will spread 14 to 18 in., is a natural groundcover between stepping stones and tolerates light foot traffic extremely well.

Reader Service Number 138



**Suntory Flowers Ltd.**

Suntory Flowers has introduced its showiest Giant mandevilla yet—Red Emperor. As part of the Giant group of Sun Parasols, Red Emperor boasts even more large flowers than Giant Crimson, in a vibrant, bright red.

Reader Service Number 139



**Sweet-Seed Micro Batch Wild Bird Feed**

Sweet-Nectar all-natural and dye-free nectar concentrates are created from the flowers and fruits most visited by hummingbirds, orioles and butterflies. Starting with the purest water and sugar, Sweet-Seed adds a proprietary blend of herbal and fruit extracts, along with other essential elements, electrolytes and calcium.

Reader Service Number 140



**Terra Nova Nurseries Inc.**

Phygellus Lemon Spritzer is now available to garden center owners. This new variety has excellent vigor and makes a great container, garden and border plant. This perennial has lively, lemon-yellow leaves, dotted and splashed with bits of pine-green. Blooms red and pink trumpets from May to October. Average size includes 36-in. width, 36-in. height and 40-in. flower height.

Reader Service Number 141



**Weinbrenner USA**

Every gardener has had that moment when coming inside after being outdoors means tracking in dirt, but removing your shoes for each quick trip is a hassle. A convenient, hands-free solution is Shoe In overshoes. Simply slip on over boots or shoes or wear when going outside to keep shoes clean.

Reader Service Number 142



**Winchester Gardens**

PotPals are fun, flexible friends for any potted plant. They're made from a thin, high-quality U.S. steel and coated with Komodo-Cote, a flexible polymer that allows you to bend and pose the figures any way you want. Fits most 4-, 6- and 8-in. pots. **GP**

Reader Service Number 143

**SMALL GIANTS** We're looking for our next set of small giants—products that choose to be great instead of big. Send us your product: [ahikkila@ballpublishing.com](mailto:ahikkila@ballpublishing.com)