

SCRANTON GILLETTE COMMUNICATIONS

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Showcase Your Inventory's Potential



Cover photo provided by Proven Winners — www.ProvenWinners.com

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VOLUME 12 NUMBER 6

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Tucson's Finest

With great merchandising, the creative staffs at Harlow Gardens and Mesquite Valley Growers know how to showcase their inventories to customers dealing with desert soils, extreme sun and little rain.

by Pete Mihalek

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by OFA Staff

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Most garden centers give good service, but the customers aren't always going to remember it a day later. Here are nine ways they will.

by Doug Fleener

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It can be difficult to predict which plants will be successful for you and your customers. So *Lawn & Garden Retailer* put together a list of the year's winning varieties to help you plan.

compiled by Jasmina Dolce

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The Premium Outlet Experience

Kyle Natorp explains the philosophy behind Natorp's Nursery Outlet and how this big shopping experience is one his customers will never forget.

by Pete Mihalek

33 POHMER ON...

See the Forest for the Trees

Now is the time to rethink your business for the future, and this starts with reviewing and (re)crafting your guiding light, your vision.

by Stan Pohmer



Birding

BIRDFEEDER LINE

**Quick-Clean[®]
MESH**



The popular Quick-Clean base feature has now extended into the Nyjer and Peanut Mesh feeder line. The unique plastic mesh adapter and improved seed diverter are made of the same durable polycarbonate as the protective collar located at the top of the feeder. Now you can easily clean your mesh and peanut feeders so that seed is always fresh for your birds. The Quick-Clean Mesh feeders are available in the new Berry finish. Proudly made in USA. Aspects Inc. www.aspectsinc.com 888.ASPECTS. **Write in 1416**

Gifts

GARDEN PLAQUE



The Three Bluebirds plaque is one of the latest new designs by Ohio artist George Carruth. Made of handcast stone, it features a hook on the back for hanging. This new look white concrete with blue accents plaque is 3¼ by 9½ inches. Carruth Studio. www.carruthstudio.com 800.225.1178. **Write in 1417**

BODY CARE PRODUCTS

The new Soyveda Gardener's



Collection is a brand new line of 100 percent natural body care products designed specifically for nurseries and garden supply stores. The Soyveda Gardener's Collection uses only the finest environmentally friendly ingredients formulated to gently cleanse and nourish skin. The collection is scented with pure essential oils. Bottles are made of PET-grade recycled plastic. The Soyveda Gardener's Collection is made in the U.S.A. www.everybodysayurveda.com 866.445.9993. **Write in 1418**

Green Goods

PHLOX



High Country Gardens celebrates its 20th anniversary in 2013 with new plant varieties that offer a complete palette of colorful blooms and attractive foliage. The new plants for 2013 range from the compact Phlox nana 'Perfect Pink' (shown) to a new, super cold-hardy beardtongue called Penstemon barbatus 'Rubycunda' that blooms in mid-summer with bright red flowers that are hummingbird magnets. High Country Gardens. www.highcountrygardens.com 505.822.8222. **Write in 1419**

GROUNDCOVER ROSES

Popcorn Drift is the newest edition to the Drift groundcover rose series for 2013. It offers an exciting new



color to the series. The full buds are bright yellow in color; blooms open to pale yellow and softly fade to cream white. The overall effect of the rose in bud and bloom is truly like buttered popcorn! Star Roses and Plants. www.starrosesandplants.com 610.869.2426. **Write in 1420**

ORNAMENTAL GRASSES



Oglesby Plants International has expanded its ornamental grass selection, offering an eclectic range of product to growers ahead of the spring rush. Oglesby's current selection includes Cortaderia selloana 'Pumila', Eragrostis eliotii, Hakonechloa macra 'All Gold', Miscanthus sinensis 'Nova', Muhlenbergia capillaris, Pennisetum 'Fireworks' pp18504, Pennisetum setaceum 'Rubrum', Schizachyrium scoparium 'The Blues' and Sisyrinchium angustifolium (blue-eyed grass). All of Oglesby's grasses ship in 72-cell trays. Oglesby Plants International. www.oglesbytc.com 850.762.3229. **Write in 1421**

COREOPSIS



Terra Nova Nurseries recently announced two new coreopsis introductions that feature extra-hardy breeding characteristics. Raising the bar on coreopsis varieties available to the marketplace, Coreopsis 'Imperial Sun' (shown) and Coreopsis 'Bengal

Tiger' are verticillata hybrids. Terra Nova Nurseries has created "Plant Profile" pages specific to these two introductions, so retailers interested ordering these varieties from their growers can learn about plant characteristics and growing conditions. Terra Nova Nurseries. www.terravanurseries.com 404.574.2900. **Write in 1422**

FOLIAGE, FERNS, SUCCULENTS



Batson's Foliage Group now offers three mixes of Ittie Bitties. Now available are Ittie Bittie Foliage, Ittie Bittie Ferns and Ittie Bittie Succulents. Each mix ships packed 88 plants per case with eight to 11 varieties — growers' choice. Each mix is ideal for terrariums, fairy gardens and other small plantings. Batson's Foliage Group. www.batsononline.com 352.735.6835. **Write in 1423**

Outdoor Living

INSECT REPELLENT



BugBand insect repellent products are highly effective at repelling insects including mosquitoes, flies, gnats, no-see-ums, fleas and ticks when applied directly to skin. Perfect for gardening or other outdoor activities, BugBand repellent emits Geraniol vapors that deter insects from getting close. Different BugBand products give varying levels of protection and can be combined for maximum deterrence. BugBand product offerings include wristbands, pump spray, towelettes, spreadable geraniol and new motorized diffusers. BugBand Inc. www.bugband.net 800.473.9467. **Write in 1424**