

RETAIL READY HORTICULTURE GUIDE



Cut Flowers

Drought Tolerant Plants

Retail Ready Practices

And So Much More!

THRILLERS

FILLERS &

SPELLERS

When planning container gardens or landscapes, the plant choices can be overwhelming! Grouping your selections into Thrillers, Fillers and Spillers makes it easier to organize them in planting, no matter the complexity.



Thrillers: Generally thought of as the centerpiece, these are bright and dramatic in appearance. They often make up the height and the character of a container garden.

Spillers: These do exactly what their name implies: they spill over the edge of the pot. They soften edges, provide contrast and add length. Spillers add the finishing touch to any container or hanging basket!

Fillers: These are the accent pieces; they provide the bulk of color and texture in a container planting. When selecting your Fillers, be sure to coordinate the textures and colors of foliage and flowers to compliment your Thriller.

Create one for every season!

Spring

T: Ferns **F:** Violas **S:** Lysimachia



Spring Options:

Thrillers Helleborus, Ferns, Grasses

Fillers Anemone, Bulbs, Bellis, Dusty Miller, Fuchsia, Heuchera, Pansy, Primula, Ranunculus, Violas

Spillers Hedera, Vinca, Lysimachia

Summer

T: Grass **F:** Calibrachoa **S:** Glechoma



Summer Options:

Thrillers Begonia, Calla Lily, Canna Lily, Coleus, Echinacea, Grasses

Fillers Calibrachoa, Geranium, Heliotrope, Impatiens, Lantana, Nemesia, Osteospermum, Snapdragon

Spillers Bacopa, Cuphea, Glechoma, Ipomoea, Lobelia, Lysimachia, Origanum, Petchoa, Petunia, Verbena, Vinca

Fall Options:

Thrillers Cordyline, Echibeckia, Grasses, Rudbeckia

Fillers Calluna, Cyclamen, Dusty Miller, Euphorbia, Fatsia, Hebe, Heuchera, Ornamental Kale, Pansy

Spillers Hedera, Vinca



Fall

T: Echibeckia **F:** Ornamental Kale **S:** Hedera

Winter Options:

Thrillers Cupressus, Ferns, Helleborus, Rosemary

Fillers Bergenia, Calluna, Cornus, Cyclamen, Dusty Miller, Euphorbia, Hebe, Heuchera, Pansy, Viola

Spillers Hedera, Vinca



T: Rosemary **F:** Cyclamen **S:** Vinca

Winter

CUT FLOWER gardens



One of the biggest flower trend predictions for 2023 is cut flowers. From climate friendly plants, to Barbiecore Bouquets, the cut flowers market selection is making an incredible comeback in popularity.

Much like the cut flower, dried flowers have had a resurgence in popularity in recent years, seen as a sustainable way to preserve your cut flowers for years to come.

Cut Flower Trends

Barbiecore Bouquet

This barbie-inspired trend features vibrant, hot pink, flower bouquets most common among the younger generation. It has also become quite popular within the wedding community.



Lavender

Already a hot commodity, lavender has been increasing in popularity; while also making it's way into the wedding community. You can even dry them after they start to decline, a two for one!



All-White

A trend towards all-white bouquets has started to come through in interiors and bridal bouquets, and is expected to hit the mainstream as a favorite bouquet in 2023.



TIPS & TRICKS

Beginner's
cut flower
suggestions

1. Sow annuals directly into the garden For first-time cut-flower gardeners, annuals that can be directly sown into the garden are the easiest choice. They bloom prolifically without much commitment.

2. Grow in rich, well-drained soil Cutting flowers benefit from balanced nutrition. A phosphorous-rich fertilizer can be added in a liquid form about 6 weeks after plants have been sown.




3. Support tall flowers Staking helps to prevent from wind, strong rains, or heavy growth. Place stakes in ground at sowing/transplant time. Manipulate twine into a figure eight with a tight loop around the stake and a loose loop around the stem.

4. Water only the soil Be careful not to wet the foliage to prevent damage. Water on leaves raises the humidity level, causing it to be more susceptible to fungal disease.

5. Cut early and often Harvest flowers when buds are just 50% open for the longest vase life. Cutting blooms from plants encourages plants to put their energy into blooming rather than seed production.


6. Harvest flowers in the morning Plants rehydrate overnight, so cutting them in the cool of morning means they are full of water, lengthening their vase life.

7. Maintain cut-flower vase life Keep flowers out of direct sunlight, re-cut stems often, and change the water daily to maximize your flowers vase life.

Alchillea	☆  P
Bachelor's Button	☆ A
Bracteantha	☆   A
Calenda	☆  A
Cosmos	☆ A
Dahlia	☆  A
Dianthus	☆   P
Dill	☆  A
Gaillardia	☆ P
Marigold	☆  A
Nigella	☆  A
Rudbeckia	☆ AP
Scabiosa	☆  AP
Snapdragon	☆ A
Statice	☆  A
Sunflowers	☆  A
Sweet Peas	☆  A
Zinnia	☆  A

☆ Easy Favorite

 Dried Flower

 Long Lasting

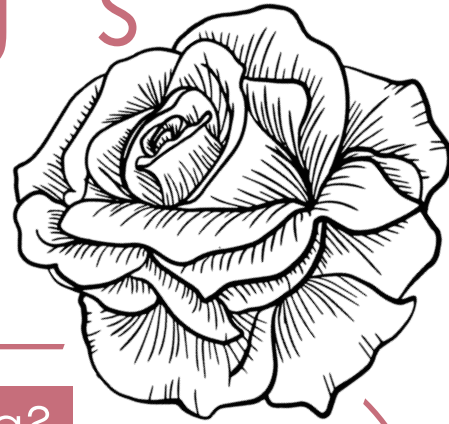
 Fragrant

A Annual

P Perennial

— PERFECT —

p a i r i n g s



What is Perfect Pairing?

Pairing your best-selling plants with varieties that compliment each other

Why Perfect Pairing?

The “perfect pairing” technique benefits both you and your customer.

CUSTOMERS

They expand their garden and/or create that perfect container

Time saver and convenience by depending on you, **the expert** thus providing them with a great experience

First pick at the newest plants, best offerings and freshest products

Aware ahead of time what the season's top picks instead of relying on what may or may not be available

YOU

Increase sales profit

Consistent customers

Advancing the competitive market

Secure what you want to offer and promote

PRO TIP!

To create an impact and get your display noticed, ensure you have a larger number of each plant variety in your display. One or two of each one won't stop customers in their tracks. However, if you create a vivid display or leave plenty on the bench, your customers will feel more comfortable shopping it.

Start with 8-10 of each 2.5QT plant (more if smaller size)

Create pairings, garden ideas & end caps based on...

- Compatibility (sun, shade, wet or dry tolerance, etc)
- Striking colors
- Texture and foliage
- Themes such as cut flowers, edible blooms, winter interest, pollinator food

Combo 1: Striking Colors



Dianthus American
Pie Bumbleberry



Erysimum Sunstrong
Orange



Geum Tempo
Yellow

In this combo we take one of the most popular colors from a best-selling/performing series, Dianthus American Pie Bumbleberry, and pair it with two other bright spring colors to draw the customer in and introduce them to two other perennials they may not know as well but would rock in the garden or a container next to Bumbleberry.

Combo 2: Edible Blooms



Marigold French
Durango Mix



Calendula
Cantaloupe



Nasturtium
Phoenix

Not only are these three some of the easiest to grow and most popular garden annuals but they are all edible! Encourage your customers to plant these together, separate, in a container, in with their leafy greens or along a border to add beauty to the garden and their salad bowl.

Combo 3: Irresistible Foliage



Carex EverColor
Everglow



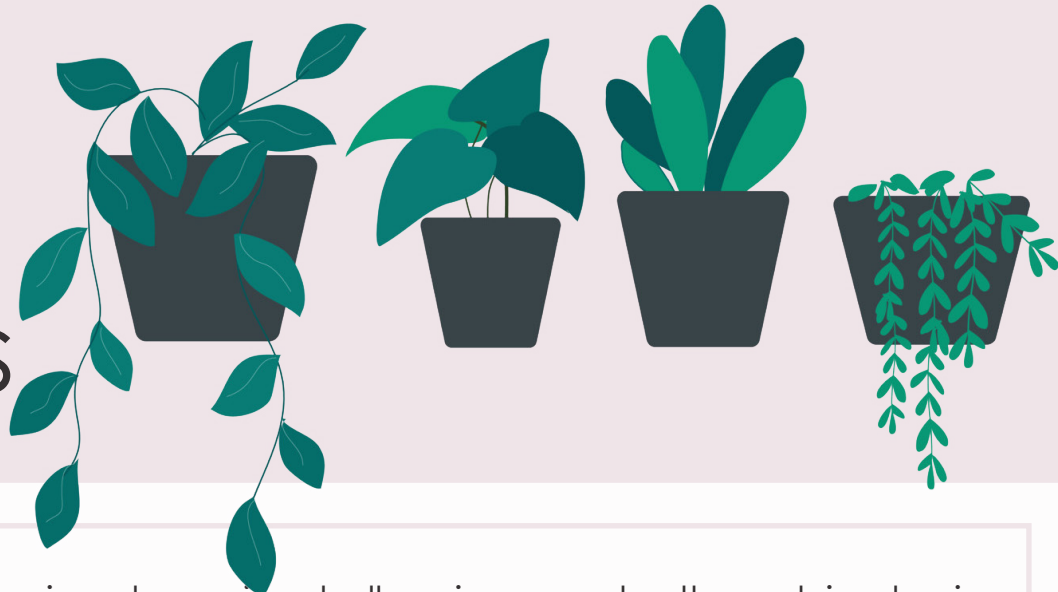
Heuchera
Forever Red



Euphorbia
Ascot Rainbow

Foliage is always in and offers beauty in transition times from one season to the next. While this selection is more geared towards fall based on the color palate, you can easily swap the grass and Heuchera to create a look for spring or summer.

Retail Ready Practices



The retail garden center is a dynamic, challenging, constantly evolving business. Since becoming mainstream in the 1950's, the role of the retail garden center has expanded far beyond its traditional lawn and garden selections.

As a garden center retailer, it is important to educate your employees on constructive practices that will increase sales, and customer volume. Some of these basic skills include store layout and design, maintenance and customer service.

Store Layout & Design:

It's important to create a space that people enjoy being in and want to return to. Here are a few things you can do to create a more engaging environment.

- Items should be well organized and easy to find.
- Allow enough room for foot traffic.
- Use your displays to show customers what their garden could look like.
- Take advantage of holidays and seasonal trends by creating displays based on what's popular.

Maintenance:

Once received from the wholesaler, the garden center is responsible for the care and quality of the plants. Maintenance can be the deciding factor between a successful sale and a browsing customer.

- Water the soil of the plants (not foliage) before dark to avoid damage and diseases.
- Proper air movement to prevent ethylene pollution.
- Monitor temperature specific to each plant.
- Keep plants and surrounding areas clean.

Customer Service:

Nurturing relationships with your existing customers is an effective way to secure their future business. Encourage your staff to strike up conversations and build personal relationships with your customers.



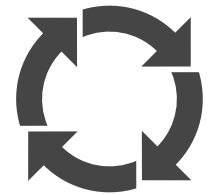
Care

Be interested in your customers' needs when they visit your garden center. Often times, people don't care how much we know until they know how much we care.



Communication

Everyone has a story, even about their plant and garden needs. Get them to share that story with you. Once they share their story, and sense you are invested in the success of their project, your suggestions may be much more well received. They are more likely to purchase from you and listen to any advice or suggestions you might have.



Consistency

Stay consistent in this personable approach to selling to keep customers coming back. The more they come back and the more you interact with them and ask about their needs, the stronger the relationship becomes.

Sharing is caring, but telling is not selling Communication and the art of questions

Instead of this...

You should come to our basket building class.

We have a sale on grasses...

Sorry we are out of Rudbeckias. We'll have more next week.

Try this!

Have you ever done any of our gardening classes? Do you build your own baskets for Spring?

Do you have any grasses in your garden? What plants do you want to highlight? Can I show you some grasses that will compliment them?

Due to the high demand, we are currently out of Rudbeckia. However have you seen our Helenium selection?



Spring

Hellebore Winter Jewels
Achillea
Salvia Skyscraper
Arabis Rose Delight
Pulsatilla fairy dream
Evolvulus Beach Bum Blue
Nepeta Walkers Low
Delosperma (garnet & topaz varieties)
Geranium Philippe Vapelle



Summer

Salvia
Helianthemum
Sempervivum
Sedum
Coreopsis
Dianthus Arctic Fire
Arenaria Dusseldorf pride
Liatris Kobold
Campanula Birch Hybrid



Fall

Gaillardia
Lavandula
Echinacea
Agastache
Portulaca



Winter

Helleborus
Penstemon
Heliopsis
Monarda
Lavandula



With climate change concerns, unpredictable droughts and high energy prices across the country, nearly everyone is looking for ways to conserve resources and cut costs. A simple step to conserve water usage in your landscape is to select drought-tolerant plants.

Selling Drought-Tolerant Plants

- They use less water
- They require less maintenance
- Perfect for difficult landscapes (poor soil condition, uneven ground etc)
- Can handle high temperatures
- Adds texture to any landscape
- Preservation of habitat for plants and wildlife
- Used as borders, entries, rock and **xerophytic** gardens.



xerophyte noun

xe·ro·phyte ['zir-ə-ˌfit]

: a plant adapted for life and growth with a limited water supply

xerophytic [ˌzir-ə-ˈfi-tik] adjective

Xeriscape Gardening Ideas



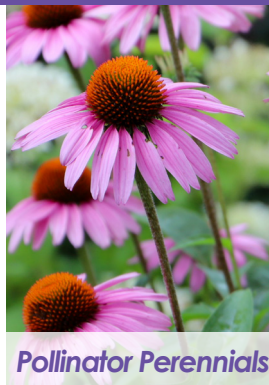
Rock Garden

Ground covers and low growing plants flourish in tight crevices w little soil, creating a natural cascade look



Mediterranean

Herbs and Lavender thrive in warm Mediterranean climates. Great for culinary use and provides a pleasant aromatic environment



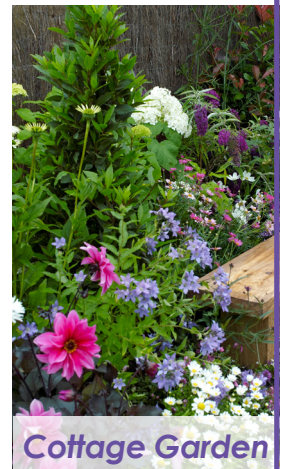
Pollinator Perennials

Drought-Tolerant pollinator friendly perennials provide a colorful and fragrant environment while encouraging pollination.



Shade Garden

Many ground covers prefer a dry shaded area, as well as woodland plants such as Heuchera, Brunnera and Hedera.



Cottage Garden

Planted in close proximity, eliminating any space for wasted water. Many are drought-tolerant and if cared for, can return annually

Thank You

FOR YOUR

Support

