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## News from Bower & Branch

*Ellen C. Wells*

There are two bits of news this month out of Bower & Branch, the e-commerce brand for garden centers that sell online and in store. The first is that Decker's Nursery in Groveport, Ohio, is Bower and Branch's newest Grower Member. The 108-year-old business will be fulfilling online consumer orders for container-grown shrubs and evergreens beginning later this summer. Decker's is recognized as a specialist in grafting and rooting cuttings; they also supply finished plant material.

"The Bower & Branch program offers us a fantastic portal to reach retail consumers," said Brian Decker, President of Decker's Nursery, in a press release. "It's clear that Bower & Branch is focused first on quality and customer satisfaction, without which any e-commerce effort would be destined to fail. So new and younger customers will continue to be drawn to retailers' stores by the online experience and the local Bower & Branch Garden Retailer members will have a strong interest in enriching the relationship even further in store."

Decker's Nursery is the third grower in the network and there are more than 60 retailers participating throughout the Northeast, Mid-Atlantic and the Midwest.

The second bit of news is that Steve Maddox has joined the organization as the director of partnership development. Steve will focus on recruiting more Grower Members like Decker's Nursery and the many Garden Retailer Members already on board with Bower & Branch. **GP**