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## AAS Winners are The Perfect Plant

*Ellen C. Wells*

Recently, we told you about Van Belle Nursery teaming up with The Perfect Plant. Now, I'm telling you about another entity teaming up with The Perfect Plant: All-America Selections.

As a reminder, The Perfect Plant is a visual plant expert in-store kiosk and searchable website from The Marketing Garden. It's designed to make the plant-buying process smoother and easier for customers in the store and at home. Now folks looking for plants through The Perfect Plant will find suitable AAS winners among the plants listed that fit their criteria.

The Perfect Plant's user interface essentially summarizes a retailer's inventory, making it easily searchable for shoppers. Says AAS's executive director Diane Blazek of The Perfect Plant, "Their easy-to-use and customizable platform is connecting customers, retailers and brands; it's a win for the industry and for all parties involved."

Learn more about The Perfect Plant at [themarketinggarden.com/the-perfect-plant](http://themarketinggarden.com/the-perfect-plant). **GP**