

# greenPROFIT

## Container Series

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### Jazzing Up the Container

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On the recent GCA Tour of Seattle, we visited a number of garden centers that showcased a beautiful mix of houseplants and containers. I pulled out just a few of those photos to highlight how retailers can make the

houseplant department fun and whimsical.

1: These Celfie vases from Accent Décor stood out at Ravenna Gardens as a trendy way to showcase smaller houseplants.

2: Elegant and sophisticated, these premium, pre-planted indoor décor items from Watson's Greenhouse & Nursery are easy ways for customers to grab and go.

3: We received enough feedback from running the dinosaur planters from Kikkerland in Ellen Wells' *buZZ!* e-newsletter that they had to be included in the magazine (they also were spotted at the IGC Show in Chicago).

4: These little guys caught my fancy at Sunnyside Nursery. Made by Living Air Ware, they're a great novelty item to help attract non-gardeners or those who are tentative getting their feet wet with larger houseplants. I could see them as an impulse item at the cash wrap or in their own section in the houseplants department. **GP**