

## Front Lines

9/26/2011

### Home & Garden Showplace, Border Concepts

*Ellen C. Wells*

Home & Garden Showplace, the garden center division of the True Value Company, and Border Concepts have developed a newly enhanced supplier relationship. Beginning with the fall 2011-spring 2012 season, True Value Company warehouses nationwide will stock more than 90 Border Concepts items. The warehouse-stocked products will consist of indoor pottery, wrought iron baskets and troughs, obelisks, plant stands and hooks, many with the "Made in USA" label.

"We are thrilled to provide our retailers with not only outstanding quality that Border Concepts is known for but also their support which focuses on independent garden centers. Partnering with Border Concepts is a natural fit for our category and for our membership," said Sue Amatangelo, Director of Home & Garden Showplace.

"Border Concepts is laser focused on the independent retailer," says Border Concepts president Neil Miller. "True Value's extensive nationwide distribution will provide greater access to our product lines. The innovative nature of both companies should provide a partnership benefiting not only the Home and Garden Showplace division but the entire True Value family." **GP**