

Features

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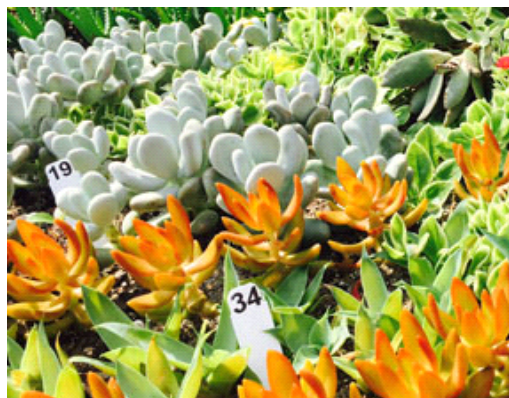
Tricks: Show Off Your Succulents

Ellen C. Wells

Display gardens at a garden center can go a long way to inspire, educate and inform—not to mention they are great for encouraging customers to shop and buy more.

Labeling a typical display garden of annuals and perennials is a piece of cake. The plants are big and the signs are small in comparison. Not so with succulent gardens, however. Sedums and the like are often petite, and a display of a dozen or more is still pretty small. Using the usual informational signage for the customers' benefit would look like a sea of billboards and block the view.

On a recent trip to The Gardens at Ball Horticultural Company, Green Profit spotted a simple and totally stealable solution for this succulent situation.



In All Their Glory

Nice succulent garden. But, what are all those things? Big signs would be distracting, and tags for the plants in the far back wouldn't be readable. But if you look closer you'll see a small tag with a clearly visible number.

We Flipped for This

That's where this comes into play. It's a flip chart showing each variety in the display. The numbers on the tags correspond with those in the chart. It's laminated to make it weather worthy.

Creativity Unleashed

Without tags and labels, the beauty of the garden can shine through, and the designers can be more creative



without worry about signage getting in the way. **GP**