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Bower & Branch Looking For Retailers

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Bower & Branch kicked off its annual retailer enrollment period in July and it runs through October 31 for independent retailers and growers offering consumers landscape-size trees and plants online and in member stores. The company is looking to add retailers in the Northeast, Midwest and Mid-Atlantic regions, as well as expand into the Plains and Southeast states.

"We've moved beyond our initial proof of concept phase, and we're looking for visionary retailers and growers who embrace technology and want to join our culture of boldly reshaping the green industry," says President and CEO Sid Raisch.

Green Profit featured Bower & Branch and Sid in July's story about online retail, including the add-on sales of fertilizer and soils that activate a consumer's three-year guarantee, optimizing retail sales along with the tree purchase. Customers buy online (or in the store via a "Tree-osk") and pick up the tree at the store, or have it delivered to their home by the retailer partner. Find out more at IGCSuccess.com. **GP**