

Features

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Houseplants Are Good For You!

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As we pointed out in our December Style issue, houseplants are the hot thing in the horticultural trade. We thought we'd help you cash in on the trend by periodically taking one aspect of the houseplant department and breaking it down into helpful sales tools: Information for posters, signage, advertisements, social media content and venues like that. We'll also give ideas for promotions, workshops and items to pair with the products. In other words, anything to help you SELL!

NASA's Top Air-Cleaning Houseplants* (and a few florist items, too!)

NASA'S research into which houseplants "clean" indoor air the best was meant for a space station, but the concept also applies to office buildings, homes, schools—really, anywhere inside four walls. First published in 1989, the list includes plants that can remove benzene, formaldehyde and trichloroethylene from the air.

Dwarf Date Palm (*Phoenix robelenii*)

Boston Fern (*Nephrolepis exaltata*)

Kimberly Queen Fern (*Nephrolepis oblitterata*)

Spider Plant (*Chlorophytum comosum*)

Chinese Evergreen (*Aglaonema modestum*)

Bamboo Palm (*Chamaedorea seifrizii*)

Weeping Fig (*Ficus benjamina*)

Devil's Ivy (*Epipremnum aureum*)

Flamingo Lily (*Anthurium andraeanum*)

Lilyturf (*Liriope spicata*)

Broadleaf Lady Palm (*Rapis excelsa*)

Barberson Daisy (*Gerbera jamesonii*)

Cornstalk Dracaena (*Dracaena fragrans Massangeana*)

English Ivy (*Hedera helix*)

Variegated Snake Plant (*Sansevieria trifasciata* Laurentii)

Red-Edged Dracaena (*Dracaena marginata*)

Peace Lily (*Spathiphyllum Mauna Loa*)

Florist's Chrysanthemum (*Chrysanthemum morifolium*)

*NASA recommends having at least one plant per 100 sq. ft. of interior space.

Feelin' Good

Plants have a way of making those around them a bit more calm, relaxed and mindful (if you're not growing or selling them, of course!). With plants around, people take fewer sick days, feel more stimulated and generally feel happier.

Buzzwords and ideas for signage around this calming characteristic could be:

- Create an Indoor Oasis
- Reduce the Stress in Your Life
- Take a Greenery Break
- Create Quiet Time
- Wellbeing at Work
- Your Nature Spot
- Welcome to Your Happy Place

Hush Now

Just like a hedge of trees blocks sound from alongside a road, interior plants can help reduce background noise levels inside a building. They also can help soften sound in rooms that echo.

Give customers these ideas:

- Potted plants near the kids' playroom.
- Tall plants strategically placed in open workspaces.
- Living walls in office buildings.
- Plants positioned near the noisy attached garage or entry.
- Place plants in corners of sparsely furnished office or meeting rooms. **GP**