greenPROFIT

Front Lines

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Bloomin’ Easy & The Perfect Plant

Jennifer Polanz

The Perfect Plant, a visual plant expert in-store kiosk and searchable website from The Marketing Garden, is designed to make the plant-buying process smoother and easier. Now, Van Belle Nursery is jumping on board for spring 2018 by providing all plant info for the Bloomin’ Easy line to include in The Perfect Plant.

“I was connected with Ken Klopp [Business Development for The Marketing Garden] at MANTS because I was told our brands and products were a perfect fit. I got to know more about their product and completely agreed,” says Kevin Cramer, marketing manager for Van Belle Nursery. “In January, I submitted all the info on our current Bloomin’ Easy line so that it’s in The Perfect Plant database and ready for the season, allowing any retailer with our product to make it easy for their shoppers to purchase our plants. I’m confident it will only promote success for everyone involved, most importantly, consumers.”

Find out more about the kiosk and website at www.themarketinggarden.com/the-perfect-plant, and to learn more about Bloomin’ Easy, visit bloomineasyplants.com. **GP**