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New Bloomables Website

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Plant brand websites aren't just for consumers. They're a great resource for IGC staff to become familiar with brands' products and also for helping your customers find the products that'll work best for their situations. A redesigned plant brand website is something you should know about so you can familiarize yourself with it.

This is all prelude to me announcing that Star Roses and Plants has updated its Bloomables brand website with a fresh new look, improved functionality and lots of new inspiration. The Bloomables brand is comprised of more than 300 of the top-performing genetics from Star Roses and Plants and Darwin Perennials.

The new website has been improved to be more consumer-friendly. Its comprehensive plant filter allows users to sort plants by color, size, type, zone, fragrance, pollinator-friendly status and more. The site also has a retailer finder—and hopefully you're on it. Head on over to bloomables.com—specifically the Where to Buy section to review, edit or add your store listing. **GP**