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Shop Corner: Reducing Labor in Houseplants

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Editor's note: In this space, we'll highlight business tips, marketing, buying and other topics from houseplant shops told from a variety of angles that will help smaller shops make their businesses more effective. To contribute your thoughts, please email me at jpolanz@ballpublishing.com.

On my travels visiting the stops on the AmericanHort retail tour this spring, I picked up a tip from Petitti Garden Center in Avon, Ohio. Houseplants at the store are displayed on these newer Orlandelli tables, which are ebb-and-flood tables with capillary mats for easy bottom watering. These help reduce labor in the houseplant department while improving the health of the plants for longer saleability. This picture is doing double duty, showing the tables as well as the live gift ideas from Mother's Day Weekend. **GP**