

12/1/2023

## Buchholz Nursery Changes Hands

Jeb Fields



*Pictured: Matthew and Timothy Nichols of MrMaple have bought Buchholz and Buchholz Nursery from Talon Buchholz.*

Brothers Matthew and Timothy Nichols of MrMaple.com have officially purchased Buchholz and Buchholz Nursery in Gaston, Oregon.

MrMaple is an online nursery based in North Carolina that specializes in Japanese Maples and other unusual plants through a mail-order business model. The nursery began with Matt and Tim's father, Norman Nichols, who began selling Japanese Maples as a hobby. He passed the nursery down to the brothers, who've built quite a following through their online presence via MrMaple.com and the MrMaple Show on

YouTube, where they promote their passion for horticulture and love of Japanese Maples to a wide audience daily. Buchholz and Buchholz Nursery is known for its high-quality plants and unique introductions, and can tout over 100 named cultivars.

According to Matthew Nichols, "We intend to continue the quality wholesale plants that Buchholz is known for and continue the legacy."

The Nichols brothers have also announced they will not be changing the name of Buchholz and Buchholz Nursery. As Matthew puts it, "You wouldn't buy Mercedes and change the name. Same with Buchholz Nursery—it's famous for what it does best." **GP**