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Front Lines

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Quick Ideas for Impulse Purchases

Jennifer Polanz



Through the *buZZ!* e-newsletter, we asked about ideas for impulse purchases at checkout. We got a few responses, including a unique one from Tom Bodnar at White Flower Farm in Morris, Connecticut. His store has had success with Swedish dish cloths.

"Swedish dish cloths are an eco-friendly alternative to paper towels, as they are reuseable and can last for months. You've got to try them!" he wrote in, adding he sells more than 300 a year. "It's just a simple POS cardboard box where the approximately 6 x 8-in. stiff towels (they soften up when wet) stand up so customers can 'page' through the various seasonal designs. They cost \$3.00 and retail for \$6.95 and are a perfect impulse buy."

Other suggestions we received were garden trowels and gloves. I would add another one: fertilizer tubs or bags. Got another suggestion? Email me at jpolanz@ballpublishing.com and we'll keep the topic going! **GP**