

Features

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Photo Drop: Holiday Edition

Jennifer Zurko & Jennifer Polanz

Adding Joy With Add-Ons

The winter holidays are all about doing it up, and when I visited Breezewood Gardens & Gifts in Bainbridge, Ohio, right before Thanksgiving, they had a great setup in the greenhouse with vignettes where customers could customize to their hearts content. Think live greens, wreaths and porch pots outside, then little “rooms” set up for choosing just the right picks, frosted berries and other accents to finish their decorations. There was even a large ribbon display if a customer was inclined to make their own bows. Accessories inspire more live greens sales and vice versa.

—Jennifer Polanz

The Holidays, Dutch-Style

Friend and Chief Human Resources Officer for Ball Horticultural Company Monique Hakkert is originally from the Netherlands, growing up near The Hague. Her mom Neli stopped by Intratuin, one of the largest garden centers in Holland and sent over a few pics. It looks to be a very eclectic place, with something for everyone. They even have a little “theater” where kids can sit and watch cartoons while their parents shop. intratuin.nl

—Jen Zurko

Candy-Coated Christmas

Right after Thanksgiving, I stopped by Platt Hill Nursery’s Carpentersville location to see what they had going on for the holidays this year. They sell a lot of Christmas trees and greens, and people were lined up alongside the garden center braving the cold and strapping fresh trees to their car roofs. The primary theme for holiday decorating seems to be candy and the color pink. They had ornaments, tabletop accessories, dishes—you name it—that centered around candy. It was smart to include gingerbread-making kits, aprons and dish towels in the displays.

—Jen Zurko



