

11/28/2025

GCG & BoomerWrangle to Partner in 2026

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There's some big news coming out of The Garden Center Group—and out of BoomerWrangle, too, for that matter. The Group, a 150-member alliance of garden centers that's a resource for garden retailing solutions, and BoomerWrangle, a digital solutions agency leveraging data to help drive informed decisions, have just announced a joint venture that'll take the best of what both organizations do to create an ecosystem where IGCs like yours will thrive in the quickly coming digital revolution.

"We're beyond excited to partner with BoomerWrangle," Danny Summers, managing director of The Garden Center Group, said in a press release. "Their fresh, innovative approach perfectly complements our deep business management roots and garden retailing expertise. Together, we'll set new standards for success and help shape the garden centers of tomorrow."

"This partnership is about possibility," added Souny Kennedy, co-founder of BoomerWrangle. "We're honored to build upon the strength of The Garden Center Group, led by Danny and Karen Summers—bringing technology, creativity and connection to an industry that inspires growth in every sense of the word."

"Yes, but what is that going to look like on the ground?" is essentially what I replied to the email announcing this collaboration.

John Kennedy, BoomerWrangle's other co-founder, wrote right back. He may have an industry reputation for his awesome and inspiring keynote engagements, but he and Souny are master players in the digital business space, too. Here's what John had to say:

"BoomerWrangle's suite of workplace applications and solutions for IGCs check all three of your boxes for the digitally savvy IGC owner. Whether it's a grower tracker to enhance profitability and reduce shrink to a landscape tracker to improve efficiencies, or the GroupSpace platform as a whole to support company-wide communication models, the intranet platform (GroupSpace) does it all.

"Also, our E-Commerce Connect Program will help drive the IGC members to enter the race for relevance with a revenue stream beyond the brick-and-mortar. This gives an IGC the chance to level the playing field against big box stores who already drop-ship directly to customers. The adoption rate for this program is amazing and we want to

grow that within The Group.

“Each of these offerings, including a robust POS solution, will be offered at a Garden Center Group Member rate that saves the IGC on their annual subscriptions and creates a digitally connected community of retailers and suppliers driving both revenue and relevance into the future.”

You’ve got some time, too, as the venture officially launches January 1 and will unveil a lineup of initiatives and digital roll-outs throughout the year. The partnership’s first major reveal will take center stage at The Garden Center Group Fall Event in Cleveland, Ohio, September 28-October 1, 2026. **GP**