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Features

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Protecting the House(Plants)

Jennifer Polanz

1. White Oak Gardens in Cincinnati offered up a couple of options, from the full display of We the Wild products accented with houseplants in the foreground to the well-organized and cleanly displayed control products in the background. A houseplant aficionado could find exactly what they were looking for here.

2. Sometimes it takes a gentle reminder, like at the register at Fairview Garden Center in Raleigh, North Carolina. Easy to grab, clean and clear messaging: controls and food for the healthiest plants possible.

3. Nestling the pest and disease control products among the shelves of plants shows customers they're just as important as the houseplants. More companies are working on attractive packaging, too, which appeals to houseplant owners. This example is from the East Atlanta Village location of The Victorian Atlanta.

4. For Garden's Sake in Durham, North Carolina, had their houseplants in a separate structure and displayed controls in this little bookshelf-like nook. It was cleanly displayed with clear pricing. Once you'd been there, you would know where to go back to right away for your control needs. **GP**







