greenPROFIT

Front Lines

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Stylish Signs

Ellen C. Wells

Liz King, a long-time *buZZ!* e-newsletter reader and occasional newsletter respondent, recently reached out to share a new horticultural-aligned small business she's been developing: the Stylish Sign Shop. Her focus is on ready-to-use, thoughtfully designed signs, social media graphics and more—all tailor-made for garden centers. Products include display signs, bench cards, price menus and tags, with options for customization (software included with purchase).

Before launching this venture, Liz spent nearly two decades as a graphic designer for a tech corporation, followed by 10 years running her own design studio, Dreaming in Color Design. With the Stylish Sign Shop, she's excited to blend her lifelong love of plants with her passion for design.

"I have two missions with this," Liz told me. "Part of it is taking that heavy lift off garden center staff and providing something that's truly usable out of the box. It's not a generic Canva template they have to manipulate or spend hours adjusting—it's a thoughtful, done-for-you solution created specifically for garden centers."

The second mission speaks to many independent retailers. "They sometimes don't have that creative component on their team," Liz explained. "Or hiring a graphic designer isn't in the budget. I'm trying to meet that need in a cost-effective way."

You can find her online store at stylishsignshop.com. **GP**