

Features

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Helping You Sell

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Last month, you got to see some of the newest varieties for 2018 via our California Spring Trials coverage (page 32 in the July *Green Profit*). And while the number of exhibitors going all out with retail-ready marketing displays has dwindled, the ones we spotted could get you sketching out new concepts for your nursery yard ASAP. Check 'em out.

A Blooming Banquet

Benches filled with pots are basic. Step up your style retail game with a banquet table. Hort Couture's burlap-covered table display was an eye-catching way of displaying each new variety as a plated "meal." They'd removed a pot-sized circle of the table under each place setting, then inserted the featured plant so it was flush with the table. Add fancy chairs and a "chandelier" of hanging plants to really wow customers and draw their attention to where you want it to be.



Pure Blooms

Florist's Pure Blooms display was created as an example of a way to draw attention to a message that may be overlooked by piecemeal signage. In this case, the message related to the ability of gerberas and all plants to clean indoor air, and the bench of uniformly sleeved pots screamed, "Take me home and let me do the job!"



Targeted Retail Displays

Ideally, retail displays will draw attention to and solve the problems of a targeted audience of potential purchasers. Dümmer Orange's three retail displays certainly did just that: Grab & Gro DIY container items for those wanting to do the work but needing some instruction; Kinder Garden containers with big, beautiful child-friendly blooms; and Savor the Flavor edibles for the inspired patio-to-table chef. **GP**

