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The Emotional Tie to Color

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Color isn't just a visual experience; it's an emotional one, too.

Not long ago, we received the push we needed to give our bedroom a makeover. Lest you think email marketing doesn't work anymore, that push came from a Sherwin-Williams email highlighting the color Shiitake (SW 9173).

I immediately fell in love, and after one weekend of hard work by my husband, we had the neutral color Shiitake on three walls and a gorgeous chocolate brown accent wall that set off our navy and white quatrefoil curtains and navy bedspread (we were trendy before Pantone made it a thing). It all complemented the framed photo I took on our summer vacation from the Sleeping Bear Sand Dunes overlooking the crystal blue waters of Glen Lake in Traverse City, Michigan.

It's my haven, my sanctuary and my favorite place to light a candle and read. AKA, it's my happy place. But mostly during the winter. My spring, summer and early fall happy place is my front porch, with my (now outdated) teal chair cushions, lime green planters and lush greenery from the front flower bed, two Japanese maples and hanging baskets that decorate our small outdoor oasis. It's the morning coffee spot, the afternoon popsicle break after a game of catch, and the evening wind-down with a glass of wine or lemonade (my kids are obsessed with making lemonade in the summer).

My point is, color matters. Textures matter. Customers aren't just looking for a pot to put their plant in; they're building their oasis, their private sanctuary. Many are trend-focused and are looking for the colors and textures they see online and on HGTV. Others simply know what they like and are looking to complete their happy place.

Hopefully, we cover most of those needs in two stories that complement each other nicely: the latest in patio and porch pots, and the plants to put in them. Remember last month when I talked about how important the plants were? There are lots of accessories customers need to make their plant purchase successful and beautiful containers are one of them.

Consumers aren't the only ones who have an emotional connection to their spaces, either. Business owners do, too (and for good reason—you probably spend more time there than your actual home!). But emotional value doesn't always translate to resell value and it can be difficult for owners looking to sell to separate the two. Bill McCurry continues his series on buying and selling businesses with details about how to find the value of a business.

And finally, one business that has known its value to the community for 120 years is Nicholson-Hardie Nursery & Garden Center in Dallas. Bill Calkins talked to two managers there to find out how the business has evolved over that time to continue to be relevant.

Here's to beautiful sanctuaries full of color. **GP**