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Infographics & Signage for Retail Use

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There have been several infographics released recently that can help retailers get a variety of messages about plants out to their customers. One was provided by the TurfMutt Foundation, which developed an infographic about planting for pollinators. The Plant It for the Planet graphic is designed for retailers to take advantage of National Pollinator Week, sponsored by the USDA and Department of the Interior June 22-28. This infographic, along with others, can be found at www.livinglandscapesmatter.com.

NICH, or National Initiative for Consumer Horticulture, also offers multiple infographics and general graphics retailers and growers can use to encourage plant sales. While a few were specific to Arbor Day, there are multiple options at this link for use on social media platforms: consumerhort.org/resources-you-can-use-in-these-unusual-times.

If you're looking for social distancing information, AmericanHort has updated its COVID-19 resource page to help with procedures for reopening retail businesses. It's also offering printable and downloadable signage, like the 6-ft. apart sign shown here. You can find those resources here: www.americanhort.org/page/Coronavirus.

OroraVisual Horticultural has English and Spanish signs free for you to download and print out on your own. If you need waterproof paper, they've got that for you—contact Todd Davis at toddw.davis@ororavisual.com. **GP**