

10/1/2020

## Willoway Joins Bower & Branch

*Ellen C. Wells*

Another nursery is joining Bower & Branch, the network of U.S. growers, providers and garden centers: Willoway Nurseries, based in Avon, Ohio. The move will be immediate and Willoway will begin to fill online orders for much of the eastern U.S. as soon as they get them.

“Willoway’s decision to partner with Bower & Branch is aligned with our strategic direction to grow our online presence in addition to expanding our container tree offering,” says Willoway’s owner and operator Tom Demaline. “Their online presence, in conjunction with their IGC network, will allow us to take our container tree business to the next level.”

Willoway will be a big help in engaging landscape professionals online, as well. Through 2021 and 2022, Bower & Branch will make available the widest range of SKUs online to landscapers and consumers all over the country.

The Willoway Nurseries farm encompasses approximately 550 acres of field production and 450 acres for container growing, including 32 acres of climate-controlled greenhouses. **GP**