

Front Lines

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Griffin Joins Gro Group

Ellen C. Wells

Horticultural broker and supplier Griffin has become a distributor member of Gro Group's elite buying group. Gro Group fosters relationships between its distributor members and their manufacturer partners within the Gro Group Network to help competitively position independent retailers in their market. Gro Group services more than 25,000 retail locations.

"We are very excited to be selected as a Gro Group distributor member and the opportunity to expand our manufacturer relationships within the Gro Group network," said Jim Rottenberg, Vice President, Retail Sales and Marketing for Griffin Greenhouse. "Griffin looks forward to strengthening our commitment to delivering products and services as we move into an exciting year of growth in the industry."

What this partnership does is it allows Griffin to serve regional markets more effectively and economically, which means it serves their customers more effectively and economically, too.

Said Gro Group's president and CEO of the alliance in a press release, "With Griffin's industry expertise and staying power within the industry, we believe Griffin shares a commitment with Gro Group and its membership to offer the best products and services to the market." **GP**