greenPROFIT

Front Lines

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Need Bromeliads?

Ellen C. Wells



Then I have a new source for you if you do. It's Westerlay Orchids. They're more than just orchids now, as they're now offering a line of this family of plants that has ticked up in demand over the last few years.

"The highly tolerant plant can handle temperature fluctuations and the occasional careless feeding and still thrive," said a press release from the company with news of the line. With those characteristics, bromeliads seem like a plant well-suited to brown-thumbed folks who nevertheless wish their opposable digit was green. I think many would-be houseplant purchasers will certainly appreciate the distinct architectural structure that bromeliads offer compared to, say, a spath. And they come in some cool leaf and flower colors, too.

Back to what Westerlay is offering, which is two buying options:

- A 5-in. premium bromeliad in a classic white ceramic pot that includes an assortment of flowering and non-flowering plants
- A 5-in. standard bromeliad assortment including a mix of flowering

guzmania varieties

For wholesale ordering information, contact Jeff Karpman at (805) 684-5411. GP