

John's

## TIP OF THE MONTH

April 2016



### Raise Your Rebate IQ

Manufacturer rebates can be a valuable tool in the independent retailer's arsenal, and too often an underutilized one. When suppliers and sales teams distribute rebate pads to their retailers, they often don't take the time to emphasize the rebate's importance in driving consumer purchases. The result is missed opportunity!

In many instances, manufacturers provide rebate programs to independent garden centers, to help them compete with the box stores. "Leave no stone unturned," they say, "toward growing sales!" Some manufacturers, such as **Espoma**, provide rebate pads *only* to independents! (An example of the Espoma rebate is shown in this month's tip.)

Armed with the cost savings of Espoma's rebate, IGCs clearly have a competitive edge over the box stores with a better netted price on many products. The sad reality, though, is that many retailers don't communicate these savings clearly to consumers, nor do they fully understand how to leverage rebates to promote more sales.

Consumers in today's marketplace shop faster than ever. Most won't take the time to read the fine print or, in many cases, ask questions while shopping. It's up to us to provide noticeable, clear and legible signage, showing the netted sale price after manufacturer rebates. Only then can a "compare and save" message be received!

In all cases, do the math for your customer. Percentage discounts without the netted price won't get the job done here: The customer may be confused by the message or calculate the discount incorrectly. Or the message may simply leave the customer with more

dots than she or he is willing to connect. Consumers know a good thing when – if! – they see it!

Of course, the rate of return is directly proportional to the value of the rebate. The higher the rebate value, the higher the redemption rate. Rebates of \$4.00-5.00 are much more likely to be submitted for reimbursement than a \$1.00 rebate. Rebates of \$50 or more, not surprisingly, receive the highest reimbursement rates nationwide.

**Bonide** offers consumer rebates that are redeemed for gift certificates to be used only at the retailer's store where the original purchase was made. These certificates drive return traffic to the independent's store, and increase sales opportunities on plants and peripheral products.

**Jonathan Green** offers a similar program that provides store-only gift certificates to consumers who purchase their rebated items. These are fantastic products and great profit-maker for the store!

Reach out to the Griffin retail team for help with your manufacturer rebates! We've got the products, service and rebate pads for your store. Our warehouses stock these products so they're available for immediate shipment to meet your needs. Rebate pads are available from Bonide, Espoma, Jonathan Green, **Sun Gro** and **Danner** for spring 2016, so act now!

Good Selling!

John



[www.gmgriffin.com](http://www.gmgriffin.com) | 800.888.0054

# Featured Products



The Bonide rebates are paid as store gift certificates, sent directly to the consumer and redeemable only at the retailer where the rebated purchase was made. Griffin stocks additional rebate-eligible products from Bonide. Contact us for details!

### Rebates on Weed Beater ULTRA

TRUSTED SINCE 1926  
**BONIDE**

receive a store rebate gift coupon worth up to

**\$16.00**

\$3 Item #212    \$5 Item #210

Bonide Products Coupon Offer may not be used or combined with any other Bonide coupon offer. Limit two (2) coupons per customer or two (2) per household address. Allow 6-10 weeks after mailing for receipt of your coupon. COMPLETED FORM MUST BE ACCOMPANIED BY AN ORIGINAL, DATED, ITEMIZED CASH SALES RECEIPT(S) INCLUDING IDENTIFIABLE STORE NAME & ADDRESS. MUST HAVE THE CORRECT UPC CODE(S) IN ORDER TO BE PROCESSED. Must submit an itemized receipt. Nonconforming, duplicate or additional receipts will not be honored, acknowledged or returned. Bonide Products, Inc. is not responsible for any lost, late, stolen, incomplete, illegible, damaged, restricted or postage due mail. Incomplete requests are ineligible & will not be processed. Offer void where prohibited by law. Bonide Products Coupon Offer entitles the customer to a gift coupon for use only at the store where the purchase was made. Cannot be traded in for cash. Send Coupon requests to sales@bonide.com.

### Rebates on KleenUp Combo Deal

TRUSTED SINCE 1926  
**BONIDE**

receive a store rebate gift coupon worth up to

**\$30.00**

\$12 Item #760    \$15 Item #7481

Bonide Products Coupon Offer may not be used or combined with any other Bonide coupon offer. Limit two (2) coupons per customer or two (2) per household address. Allow 6-10 weeks after mailing for receipt of your coupon. COMPLETED FORM MUST BE ACCOMPANIED BY AN ORIGINAL, DATED, ITEMIZED CASH SALES RECEIPT(S) INCLUDING IDENTIFIABLE STORE NAME & ADDRESS. MUST HAVE THE CORRECT UPC CODE(S) IN ORDER TO BE PROCESSED. Must submit an itemized receipt. Nonconforming, duplicate or additional receipts will not be honored, acknowledged or returned. Bonide Products, Inc. is not responsible for any lost, late, stolen, incomplete, illegible, damaged, restricted or postage due mail. Incomplete requests are ineligible & will not be processed. Offer void where prohibited by law. Bonide Products Coupon Offer entitles the customer to a gift coupon for use only at the store where the purchase was made. Cannot be traded in for cash. Send Coupon requests to sales@bonide.com.

### Rebates on KleenUp Weed & Grass Killer

TRUSTED SINCE 1926  
**BONIDE**

receive a store rebate gift coupon worth up to

**\$10.00**

\$2 Item #7497    \$5 Item #7498

Bonide Products Coupon Offer may not be used or combined with any other Bonide coupon offer. Limit two (2) coupons per customer or two (2) per household address. Allow 6-10 weeks after mailing for receipt of your coupon. COMPLETED FORM MUST BE ACCOMPANIED BY AN ORIGINAL, DATED, ITEMIZED CASH SALES RECEIPT(S) INCLUDING IDENTIFIABLE STORE NAME & ADDRESS. MUST HAVE THE CORRECT UPC CODE(S) IN ORDER TO BE PROCESSED. Must submit an itemized receipt. Nonconforming, duplicate or additional receipts will not be honored, acknowledged or returned. Bonide Products, Inc. is not responsible for any lost, late, stolen, incomplete, illegible, damaged, restricted or postage due mail. Incomplete requests are ineligible & will not be processed. Offer void where prohibited by law. Bonide Products Coupon Offer entitles the customer to a gift coupon for use only at the store where the purchase was made. Cannot be traded in for cash. Send Coupon requests to sales@bonide.com.

### Rebates on Weed & Feed

TRUSTED SINCE 1926  
**BONIDE**

receive a store rebate gift coupon worth up to

**\$20.00**

\$3 Item #6020    \$10 Item #6024

Bonide Products Coupon Offer may not be used or combined with any other Bonide coupon offer. Limit two (2) coupons per customer or two (2) per household address. Allow 6-10 weeks after mailing for receipt of your coupon. COMPLETED FORM MUST BE ACCOMPANIED BY AN ORIGINAL, DATED, ITEMIZED CASH SALES RECEIPT(S) INCLUDING IDENTIFIABLE STORE NAME & ADDRESS. MUST HAVE THE CORRECT UPC CODE(S) IN ORDER TO BE PROCESSED. Must submit an itemized receipt. Nonconforming, duplicate or additional receipts will not be honored, acknowledged or returned. Bonide Products, Inc. is not responsible for any lost, late, stolen, incomplete, illegible, damaged, restricted or postage due mail. Incomplete requests are ineligible & will not be processed. Offer void where prohibited by law. Bonide Products Coupon Offer entitles the customer to a gift coupon for use only at the store where the purchase was made. Cannot be traded in for cash. Send Coupon requests to sales@bonide.com.

### Rebates on Grass Seed

TRUSTED SINCE 1926  
**BONIDE**

receive a store rebate gift coupon worth up to

**\$14** SAVE \$3 On 3lb. bags    **\$7** SAVE \$7 On 7lb. bags

Bonide Products Coupon Offer may not be used or combined with any other Bonide coupon offer. Limit two (2) coupons per customer or two (2) per household address. Allow 6-10 weeks after mailing for receipt of your coupon. COMPLETED FORM MUST BE ACCOMPANIED BY AN ORIGINAL, DATED, ITEMIZED CASH SALES RECEIPT(S) INCLUDING IDENTIFIABLE STORE NAME & ADDRESS. MUST HAVE THE CORRECT UPC CODE(S) IN ORDER TO BE PROCESSED. Must submit an itemized receipt. Nonconforming, duplicate or additional receipts will not be honored, acknowledged or returned. Bonide Products, Inc. is not responsible for any lost, late, stolen, incomplete, illegible, damaged, restricted or postage due mail. Incomplete requests are ineligible & will not be processed. Offer void where prohibited by law. Bonide Products Coupon Offer entitles the customer to a gift coupon for use only at the store where the purchase was made. Cannot be traded in for cash. Send Coupon requests to sales@bonide.com.

### Rebates on Crabgrass Preventer

TRUSTED SINCE 1926  
**BONIDE**

receive a store rebate gift coupon worth up to

**\$20.00**

\$2 Item #6040    \$3 Item #6041    \$10 Item #6044

Bonide Products Coupon Offer may not be used or combined with any other Bonide coupon offer. Limit two (2) coupons per customer or two (2) per household address. Allow 6-10 weeks after mailing for receipt of your coupon. COMPLETED FORM MUST BE ACCOMPANIED BY AN ORIGINAL, DATED, ITEMIZED CASH SALES RECEIPT(S) INCLUDING IDENTIFIABLE STORE NAME & ADDRESS. MUST HAVE THE CORRECT UPC CODE(S) IN ORDER TO BE PROCESSED. Must submit an itemized receipt. Nonconforming, duplicate or additional receipts will not be honored, acknowledged or returned. Bonide Products, Inc. is not responsible for any lost, late, stolen, incomplete, illegible, damaged, restricted or postage due mail. Incomplete requests are ineligible & will not be processed. Offer void where prohibited by law. Bonide Products Coupon Offer entitles the customer to a gift coupon for use only at the store where the purchase was made. Cannot be traded in for cash. Send Coupon requests to sales@bonide.com.

## Weed Beater® ULTRA

The ultimate systemic broadleaf weed killer for lawn and turf. New chemistry that's especially effective on over 200 hard-to-kill weeds, right to the roots. Visible results in just 24 hours! Rainfast once dry. Reseed in just two weeks. Superior cool-weather performance down to 45°F extends application window to early spring and late fall, when weeds are most susceptible. Non 2, 4-D formula contains MCPA, Mecoprop-p, Dicamba and Carfentrazone. 16 oz. concentrate treats up to 21,000 sq. ft. in the South and 10,000 sq. ft. in the North. Ready to use formula contains "See Spray" non-staining blue marker dye. **Not for sale in VT.**



## KleenUp® 41% Concentrate

Kills all unwanted weeds and grasses. Great for preparing flower beds, vegetable and ornamental garden sites, renovating lawns and for multipurpose weed control. Can reseed seven days after treatment. Visible results in seven days. Complete, to-the-root control in two to four weeks. One quart makes 21 gallons of spray and treats 6,300 sq. ft. Glyphosate 41.0% with surfactant.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80100135-674	16 oz. Con.	037321074601	7460	12/12	\$10.49
80100033-1124	32 oz. Con.	037321074618	7461	12/12	\$17.49

Item #	Desc	UPC	Vendor	CS/UOS	Retail
80100023-1929	16 oz. RTS	037321003120	312	12/12	\$29.99

## KleenUp® 1.92% RTU

Tough, fast-acting, water-based formula of systemic 1.92% glyphosate plus surfactant. Kills all green plants, roots and all. Use around walks, driveways, flowerbeds, shrubs and trees. Packaged in zip-n-stack display boxes. Contains "See Spray" non-staining blue marker dye.



## Weed & Feed

Granules  
Phase 2. Kills dandelions and other broadleaf weeds on contact. Contains premium, turf-grade, slow-release fertilizer and non-staining iron for deep greening plus Vigor-X® micro-nutrients. 16-0-8 formula, contains Viper.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80100111-2010	5M	037321604204	60420	1/1	\$28.69
80100112-5177	15M	037321604242	60424	1/1	\$79.65

Item #	Desc	UPC	Vendor	CS/UOS	Retail
80100136-417	32 oz. RTU	037321074977	7497	12/12	\$6.49
80100137-1093	1 gal. RTU	037321074984	7498	4/4	\$16.99



# Featured Products

## Full Sun Grass Seed

DuraTurf mix of premium grass seed. Specially formulated improved turf grass varieties for full sun. Combines fine-textured blades with durable heat resistance. Spreads quickly to repair thin bare spots.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80100078-1132	3 lb.	037321602019	60201	1515	\$17.42
80100079-2397	7 lb.	037321602040	60204	7/7	\$36.88
80100080-5895	20 lb.	037321602071	60207	1/1	\$90.69

## Crabgrass Preventer PLUS Fertilizer

Granules  
Phase 1. Prevents crabgrass and other grassy weeds for up to five months. Contains premium, turf grade, slow-release fertilizer and non-staining iron for deep greening plus our exclusive Vital-X micro-nutrient package for premium performance.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80100109-1944	5M	037321604105	60410	1/1	\$27.69
80100110-5027	15M	037321604143	60414	1/1	\$77.34

SINCE 1929  
**Espoma**  
Offer Expires 5/31/2016

## ORGANIC

**Up to \$50 Cash Back on 5,000 Sq. Ft. Annual Feeding Program.**

**BUY 1 BAG \$20.00 EACH & GET \$20.00**

\$20 Mail in rebate when you purchase the Espoma Organic Lawn Care Program. Limit 8 bags for max \$40 rebate value.

**BUY MORE SAVE MORE**  
MAIL IN REBATE \$50 MAX VALUE

**BONUS GET UP TO \$10.00 BACK**

ADD 1 BAG OF LIGHTNING LIME™ to your Espoma Lawn Program Order & get a \$5 BONUS mail in rebate. Limit 2 bags for a max \$10 rebate value.

\*Espoma Organic Weed Preventer may be substituted for Spring Lawn Booster



## Fall Winterizer 8-0-5

Supplies long-lasting nitrogen, an essential nutrient that helps to promote a thicker lawn and vigorous growth. It is also fortified with potassium, a nutrient that helps the lawn recover from summer drought conditions, enhances winter hardiness and helps promote a better spring greening the following season.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80030087-2184	30 lb.	050197058308	EOFW30	1/1	\$36.49

## Weed Preventer 9-0-0

Helps prevent unsightly weeds from popping up in your lawn while it nourishes the grass so that it becomes more resistant to heat, drought and other stress. And because the product is all-natural, it is safe for your family, your pets and the environment.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80030083-2694	25 lb.	050197052252	CGP25	1/1	\$44.99

## Spring Lawn Booster 8-0-0

An affordable, chemical-free lawn program that is safe for kids and pets. All Espoma Organic Lawn Products are specifically formulated to optimize the help of the lawn, and provide 2.5 times more slow-release nitrogen (SRN) than conventional lawn programs.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80030084-2184	30 lb.	050197055307	EOLB30	1/1	\$36.49

## All Season Lawn Food 9-0-0

All Season Lawn Food also contains Bio-tone microbes that help make nutrients more available to your lawn. These microbes will help promote faster greening, deeper roots and improved soil structure.



## Summer Revitalizer 8-0-0

Contains Bio-tone microbes that help make nutrients more available to your lawn. These microbes will help promote faster greening, deeper roots and improved soil structure.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80030086-2184	30 lb.	050197057301	EOSR30	1/1	\$36.49

