



John's

TIP OF THE MONTH

March 2016



Accessorize!

It's a woman's world out there in retail stores. National apparel retailers know this, and they plot their store layouts accordingly.

In case there was any doubt, recent statistics indicate that women are directly accountable for roughly 84 percent of purchases in the lawn & garden space. Wow!

Let's borrow a page from the fashion world's playbook; their strategies can work for us, too! Here's how:

Shopping with Purpose

Regardless of age group or other demographics, we all shop brick-and-mortar stores for specific needs and wants. Often, the in-store experience validates what consumers already perceive as values from the online research they've done in advance. In our industry, we have the power to take the retail experience to the next level, stimulating a shopper's senses. We're able to combine all the cognitive elements of smell, touch, sight, sound and even taste—that is, if your offer includes herbs, veggies or fruits.

A woman who's shopping specifically for a dress at Macy's doesn't have to go far to be enticed by accessories to pair with it—a purse or shoes, a scarf or gloves, or the perfect jewelry. These items are usually nearby, often on the same floor or along a main aisle. The shopper never has to hunt for them. What if we applied the same approach to accessorizing our plants and flowers? Are we any different in positioning targeted products to make our shoppers more successful?

Smart Placement Yields Stronger Results

One of the most undersold categories at independent garden centers is wire support products. We offer tremendous variety in perennials, climbing vines and plants in our nurseries and greenhouses. What happens as these plants grow and mature? They topple over. That's usually when consumers begin looking for support products, especially arbors and trellises.

The hidden beauty of these products is that their price value is virtually unknown to consumers. Retail pricing for wire support products is often rounded up, delivering terrific margin to retailers throughout the year.

Why risk losing those sales to other retailers, both brick-and-mortar and online? Out of sight, out of mind. Removing these "accessories" from view and placing them far away creates retail fracture. Sales fall short of expectations and customers are out of contact with products that can contribute to their planting success. Strategic placement within in your store gets your customer thinking about these products now, inspires the customer to think

long-term about their plant purchase and secures the add-on sale for you.

Worried you don't have the space to spare? Wire support products do command some space, but many manufacturers offer fantastic self-standing (and self-selling) displays for coated wire supports, grow rings, peony rings and tomato cages. In my travels, I don't see these displays or products located near the plants as often as they should be.

Maybe the worry is about weather-worn product, but take a closer look at labeling these days: These items are usually vinyl-coated and will withstand weather and water. After all, they're made for outdoor use!

Increasing Sales Opportunities

Position your wire support products near the plants that need them most. Visually, they can be along a return path to the checkouts or possibly be placed inside a brightly colored storage shed to protect from the elements. Independent research has shown that sales at the point of decision exceed 10 times the volume of purchases made inside the store.

The transparency of wire goods can make them difficult to spot out in the open. Provide a backdrop for wire products, perhaps in a light color to contrast the dark-colored wire, so they stand out better to shoppers' eyes.

As an example, tomato cages drive extra sales when positioned with plants. A complete "accessories" display might include hydrated lime, blossom set spray, planting soil and your preferred tomato food. Taken together, you've just created the potential to add \$25 or more to a single transaction!

One more idea to promote extra plant sales: Again, using the tomato example, use signage to educate consumers about the cost of growing six tomato plants and the average yield, in pounds, during a single growing season. Then compare to the cost of the same tomato volume, in pounds, from your local supermarket. The cost savings, plus the allure of fresh, homegrown tomatoes all summer can really entice your customers!

Make a change to your displays this spring and see a difference in your sales and profits.

Good Selling!

John



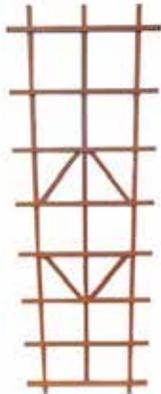
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Featured Products



Composite Ladder Trellis

This Composite Ladder Trellis encourages climbing plants and vines to grow vertically in your garden or along a wall or fence.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80570026-1443	2'x4' Cedar	053584024252	2425	6/6	\$23.99
80570027-1997	2'x6' White	053584026201	2620	6/6	\$32.99
80570028-1997	2'x6' Cedar	053584026256	2625	6/6	\$32.99

Composite Barrel Trellis

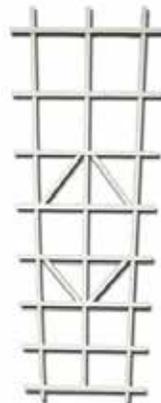
Cedar composite barrel trellis. Will not rot or yellow. Can be cleaned with damp cloth. Works well in small patio boxes & planters. Measure 24"x12"



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80570015-901	White	053584020209	2020	6/6	\$14.99
80570017-901	Cedar	053584020254	2025	6/6	\$14.99

2'x6' Ladder Trellis

Commonly used with climbing plants and vines. Use with cucumbers, roses, vines and other garden plants for support and healthy growth. Durable rot & insect resistant wood.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80570011-1641	White	053584262005	26200	6/6	\$27.49
80570012-1641	Natural	053584262708	26270	6/6	\$27.49



Rapiclip® Stretchy Nylon Tomato Ties

These tomato ties are soft, stretchy nylon ties for delicate plants.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80140014-232	8 Pack	035307008296	829	12/12	\$3.99

Rapiclip® Tomato Plant Twine

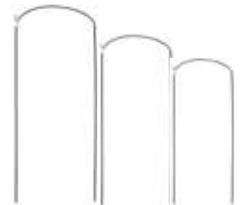
Natural 2-ply jute. Excellent for supporting tomato plants.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80140018-322	800'	035307008756	875	12/12	\$5.29

Link-Ups U-Support

Prop-ups. For use with annuals or perennials. Helps protect from wind or rain damage. May be used season after season. Great for single stem or bushy plants.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80140142-057	2"x12"	003530710100	1010	12/12	\$0.99
80140143-070	2"x20"	003530710155	1015	12/12	\$1.19
80140144-103	4"x15"	003530710209	1020	12/12	\$1.69
80140145-122	6"x17"	003530710254	1025	12/12	\$1.99
80140146-167	8"x22"	003530710308	1030	24/24	\$2.79
80140147-199	10"x30"	003530710353	1035	24/24	\$3.29
80140148-250	12"x34"	003530710407	1040	24/24	\$4.19
80140149-335	15"x30"	003530710452	1045	24/24	\$5.59
80140150-418	16"x40"	003530710506	1050	24/24	\$6.99



Featured Products



Rapiclip® 16' Soft Wire Tie

Multi-purpose cushioned wire tie for countless home and garden uses. Great for supporting saplings and young or recently transplanted trees.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80140163-257	Brown	035307008596	859	12/12	\$4.49
80140015-257	Green	035307008398	839	12/12	\$4.29
80140016-450	Green - HD	035307008572	857	12/12	\$7.49



Bulk Steel Stakes

These heavy-duty super steel stakes provide tons of uses for the garden. A must have item for all vegetable and flower growers. Pointed, ribbed and green in color. Weatherproof.

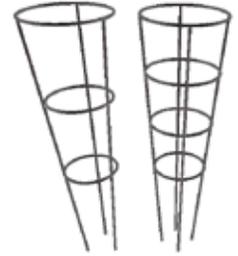


Item #	Desc	UPC	Vendor	CS/UOS	Retail
80340363-071	2'	035355008029	SS2	20/20	\$1.29
80340037-076	3'	035355008036	SS3	20/20	\$1.49
80340038-107	4'	035355008043	SS4	20/20	\$1.99
80340039-122	5'	035355008050	SS5	20/20	\$2.49
80340040-169	6'	035355008067	SS6	20/20	\$2.99
80340041-421	7'	035355008074	SS7HD	10/10	\$6.99
80340042-461	8'	035355008081	SS8-HD	10/10	\$7.99



Tomato Cages

Galvanized wire construction. Cages are PVC coated. Great for supporting peppers, eggplants and other tall garden and flowering plants, too!



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80160064-116	33"x12"	093432897232	89723	25/25	\$1.99
80160065-156	42"x12"	093432897249	89724	25/25	\$2.49
80160524-257	54" 3-Leg	093432897256	89725	25/25	\$4.49
80160066-311	54" 4-Leg	093432897263	89726	25/25	\$4.99

Square Tomato Tower

Galvanized wire construction.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80160067-418	44"	093432897300	89730	25/25	\$6.99

Guy Leeman

Hardwood Garden Stakes

Heavy-duty 1"x1" pencil pointed oak stakes; packed in 25 to a bundle.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80970001-128	4"x6"		11425	25/25	\$1.99
80970002-162	8"x12"		11525	25/25	\$2.99
80970003-187	8"x12"		11625	25/25	\$3.49

