

Start me WIP.

John's TIP OF THE MONTH APRIL 2015



This song by the legendary Rolling Stones is a reminder to think spring! Many retailers are scrambling to complete store set-ups following the persistent winter and often-abundant snowfall. Easter is behind us now, with Mother's Day hot on its heels. Customers will soon begin working outside in their yards and gardens. With a relatively limited range of plant material available to consumers right now, just about anything can be positioned at the register checkouts. Color sells and excites everyone right now! Fashionable products, garden gifts, baskets... whatever looks seasonal and eye-catching can be there.

Once Easter is over, everyone's attention turns to plants. On average, eight out of every 10 sales transactions during the second quarter of sales (April, May and June) involve a plant sale. Are you making the most of your display opportunities near checkout? Many retailers don't, but it's not too late to make a change — and make a difference in sales — with targeted displays that correlate with what's already in customers' carts.

Truth in Numbers

Besides your entrances and exits, more traffic flows through the registers than anywhere else in your store. There's big potential here! How it converts to sales, well... that takes some planning. This area is part of what's considered "seasonal flex" display space. Focus these displays on items that are seasonal, targeted (independent-only brand), media driven or new. Granted, there are lots of products to consider and we can't put them all at the registers (although some retailers will attempt to!), so we must be selective. "Create awareness and simplify choices" is your mantra! National experts make a one- or two-product display in the highest trafficked aisles exiting their stores. Why? Consumers are in a hurry and they are adjusting to today's lifestyles.

Plants Need Food

This is one area wherein YOUR recommendation helps guide customer selections unless you are selling the known leaders in our industry, e.g., Miracle Gro or Espoma. Product selections should be tailored to your assortment

and promote how your customer can maintain a plant's health and beauty. If your operation USES products like Jack's Classic or Osmocote, recommend using the available retail products for success. Nothing beats selling these next to the plants in the greenhouse — the first point of decision. But many retailers don't want to clutter up tables with products. Understood! Try a sign that states, "We recommend," and indicates that this targeted product is available near the registers.

Plants Need Water

It can be as simple as putting plastic two-gallon watering cans on an endcap for \$7.99. Does anyone really know the product value of this item? Pair them with your favorite water-soluble fertilizer; you might just add another \$15 to your transaction. When the temperature heats up outside, promote three or four water nozzles, or the popular Dramm water wands along with a garden hose (typically 50-foot length). Such simple, effective targeting to customers could add as much as \$30-40 to the transaction!

Plants Need Accessories

Numerous possibilities exist for register displays, but one very easy option to capitalize on is trowels, transplanters and gloves. Don't feature just cheap plastic types; offer a choice for comfort, quality, and composition type (e.g., metal vs. plastic handle). Older customers often prioritize ergonomics and strength over price.

Another key accessory is soil. No need to place this at the registers, but it is the number-one selling SKU besides the plant itself. Try displaying a pallet or two near return paths, outside doorway returns to registers and certainly next to pottery displays or seed racks.

Plants Need Protection

Repellents is one category that can be successfully promoted all year long! With snow melting away, hungry deer and rabbits are eyeing plants with tender growth in the yard! Reinforce the need for consumers to protect



their investment by placing repellents on the benches that contain pansies and primulas. Feature repellants at registers and return paths from the greenhouse, and watch transaction averages increase by \$15-20 when promoted by good signage and encouraged staff awareness. Another good seller is Preen Weed Preventer, which protects against weeds (and extra work) in the garden.

With temperatures warming and puddles shrinking, sales and customer counts are starting to increase weekly. Cabin fever is everywhere! Take full advantage of it by maximizing your sales opportunities at checkout.

Featured Products

9-PATTERN SPRAY GUN

Easily switch between water flow selections with the quick-change feature. Equipped with the One Touch Valve allowing complete and total water flow control with just one touch of the thumb. It has an ergonomic design and is constructed from heavy-duty metal.



| Item # | UPC | Vendor | Case | UOS | Retail |
|----------------|--------------|---------|------|-----|---------|
| Carded | | | | | |
| 80170162 - 899 | 036434127204 | 1014500 | 12 | 12 | \$14.99 |

EVERGUARD™ DEER & RABBIT REPELLENT

Dual action formula. Dries odorless and clear. Deer, family & pet friendly. Long lasting- up to 8 weeks! Spray any time on new growth. For use on bushes, flowers, shrubs and trees. Designed to be used year-round.



| Item # | UPC | Vendor | Case | UOS | Retail |
|-------------------------------|--------------|---------|------|-----|---------|
| 1 gal RTU with Sprayer | | | | | |
| 81030002 - 1800 | 793573862655 | ADPR128 | 4 | 4 | \$29.99 |

6.25 LB GARDEN WEED PREVENTER WITH BATTERY POWERED SPREADER CAP

Battery-powered spreader cap, weed prevention is faster, more precise and easier than ever. Provides better coverage with less fatigue. Just flip open the cap, turn it on, tilt the container down and move it evenly around the target area.



| Item # | UPC | Vendor | Case | UOS | Retail |
|-----------------|--------------|----------|------|-----|---------|
| 80350099 - 1652 | 088685644146 | 24-64415 | 4 | 4 | \$27.49 |

FLEXOGEN® HOSE

Exceptionally rugged, abrasion-resistant, resists scuffing and stains. 8-ply construction - 500PSI burst strength. Double tire cord reinforced for strength, yet is lightweight. Kink resistant. Heavy-duty, crush resistant, Full-Flo machined metal couplings.



| Item # | UPC | Vendor | Case | UOS | Retail |
|-------------------|--------------|----------|------|-----|---------|
| 5/8" - 50' | | | | | |
| 80150022 - 2882 | 034411112038 | 10058050 | 6 | 6 | \$47.99 |

2 GAL PROMO WATERING CAN

Entry level plastic watering can that is easy to use. The rotating nozzle makes watering your plants easy.



| Item # | UPC | Vendor | Case | UOS | Retail |
|----------------|--------------|----------|------|-----|--------|
| 80920397 - 502 | 818573016867 | T6213-60 | 12 | 1 | \$7.99 |

DEER SCRAM™ - ORGANIC

Deer Scram™ stimulates a strong fear response by emitting an odor that deer and rabbits associate with their dead kin. It repels the animal before they nibble on plants. Deer Scram™ does not have an unpleasant odor to humans, but discourages unwanted animals from returning to the protected area. It contains no synthetic additives, is non-toxic, biodegradable and will not harm animals or the environment.



| Item # | UPC | Vendor | Case | UOS | Retail |
|----------------------------|--------------|--------|------|-----|---------|
| 2 1/2 lb Shaker Can | | | | | |
| 80580001 - 1185 | 186955000033 | 1003 | 12 | 12 | \$19.75 |

SELECT-A-SPRAY NOZZLE

Five-position dial with seven spray patterns: gentle shower, full action (cone, sharp stream, full flow), jet, mist and flood. Hold open clip for continuous spraying. Rust-resistant stainless steel spring. Self-adjusting "duck" packing for lifetime leakproof seal.



| Item # | UPC | Vendor | Case | UOS | Retail |
|----------------|--------------|--------|------|-----|--------|
| Poly | | | | | |
| 80150042 - 368 | 034411005866 | 586 | 10 | 10 | \$6.49 |

TRUE TEMPER® ERGO GEL STAINLESS HAND TOOLS

These hand tools feature an ergonomic handle design with a soft gel-grip insert that cushions the hand and provides maximum comfort. The blades are made of strong stainless steel for the most durability.



| Item # | UPC | Vendor | Case | UOS | Retail |
|--------------------------|--------------|---------|------|-----|--------|
| Hand Trowel | | | | | |
| 80200031 - 583 | 049206198463 | 1984600 | 12 | 12 | \$9.79 |
| Hand Transplanter | | | | | |
| 80200032 - 583 | 049206198470 | 1984700 | 12 | 12 | \$9.79 |
| Hand Cultivator | | | | | |
| 80200033 - 583 | 049206198487 | 1984800 | 12 | 12 | \$9.79 |

