

# Retail Idea Book

## Meet Badding Brothers Farm Market and Garden Center

Badding Bros is a family owned and operated garden center and farm market in East Amherst, NY, serving the north-Buffalo community for the last 30 years. Expanded from a small roadside farm stand to the full-scale garden center it is today, the Baddings grow a full line of annuals, perennials, fruits and vegetables. Recently, we worked with them to create a Proven Winners Store-Within-A-Store and a new set of custom signage for their garden center.



### In the words of Anna Badding, Owner of Badding Brothers...

"When customers continuously walked into our greenhouse asking for specific Proven Winners plants, we knew it was time to set up a Proven Winners destination. Between the *Gardener's Idea Book*, gardening magazine advertisements and social media push, we've found that many customers are sold on Proven Winners plants before they even walk in our doors.

Having an area designated to point customers to the specific Supertunias or Superbenas we use in our hanging baskets, so they can replicate the look in their own containers, was invaluable during the busy season. Proven Winners makes selling easy, especially as we venture into expanding our shrub category. Carrying new plants that your staff is not familiar with is often difficult, but with the very detailed Proven Winners ColorChoice shrub tags, it is easy to accurately answer customers' questions on the fly.

The best part of the Proven Winners program is that it is flexible and adaptable to meet the needs of each individual garden center. Our first year of the Store-Within-A-Store program was an exciting learning experience as retailers and growers, and we are able to take that knowledge into next season to better serve our customers."

## Meet Cedar Rim Nursery

Since Cedar Rim's humble beginning in 1978, it has expanded from a small, family run operation to one of the largest retail and wholesale nurseries on the West Coast of British Columbia. Growing almost everything they sell, this garden center offers a full range of annuals, perennials, shrubs and trees suited for the unique BC climate. Jessica was eager to work with this progressive retailer to renovate their shrub area and create a Proven Winners Destination. A full line of custom signage was created to support the newly merchandised area.



### In the words of Amanda Bruce, General Manager for Cedar Rim...

"We are extremely happy with the turnover we are seeing in our new Proven Winners area and the feedback we are getting from our customers is phenomenal! We are really excited to see our sales grow in this area and we would highly recommend that other garden centers invest in this amazing line of annuals, perennials and shrubs."



Before – This corner display bed held little visual interest to draw customers into the space.



After – Cedar Rim built a large structure and added custom signage to draw customers into this merchandised area. The covered space is shoppable even on days when the weather isn't cooperating.



Custom benches keep product off the ground and make it easier to shop.



Cedar Rim worked with Jessica to develop a set of custom signage for their new Proven Winners destination.



Talk with Jessica or Meghan about how a **Store-Within-A-Store** could increase the sales of Proven Winners products at your store.

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## Create a Grand Entrance

The first 20 feet of your retail store entrance is critically important. Fill it with vibrant colors, clear signage, and items that WOW your customers and draw them in. Your front entrance will set your customers' expectations for the rest of your store.



Araujo Farms & Greenhouses – Dighton, MA



Gardener's Supply Company – Burlington, VT



Koetsier's Greenhouse – Grand Rapids, MI



Garden Crossings – Zeeland, MI



Bauman's Farm & Garden – Gervais, OR



Bauman's Farm & Garden – Gervais, OR

## Draw In Customers With Events



Container gardening events are held in the Bloom Studio at Koetsier's Greenhouse in Grand Rapids, MI every Wednesday evening in May.



Cedar Rim Nursery in Langley, British Columbia hosts an annual Proven Winners Day to highlight the brand throughout their store. The event includes educational presentations, store specials and coupons, and drawings for Proven Winners plants.



Allisonville Nursery, Garden & Home in Fishers, IN partners with other local businesses for their Fashion in Bloom show every year. Models donning the latest fashion from a nearby boutique walk the runway followed by models carrying Proven Winners container recipes in coordinating colors. Customers line the runway, enjoying drinks and appetizers made by local chefs.



Lurvey Home & Garden in Des Plaines, IL hosts a Proven Winners Park launch each spring. Special displays demonstrate how to decorate your patio using container recipes, patio furniture and other outdoor decor. *Gardener's Idea Books* are given away and drawings are held throughout the event.



Fall Fest is a 3-weekend event held each October at Homestead Gardens in Davidsonville, MD. Hayrides, corn mazes, a petting zoo, face painting and food trucks keep the whole family entertained. The letters for this sign are made from leftover wooden pallets – a hip, inexpensive way to advertise the event.



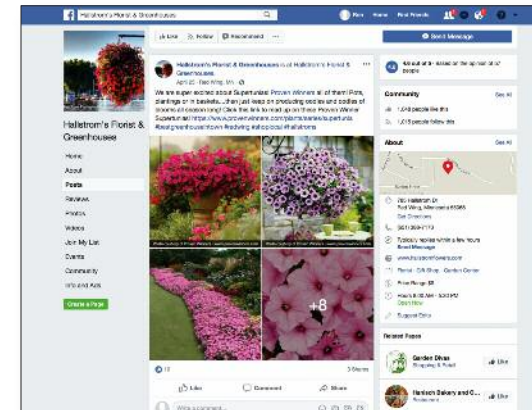
Yoga enthusiasts bring their mats and line the rows of Cerbo's Greenhouse & Nursery in Parsippany, NJ during the slower summer months.

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## Promote Your Products on Social Media

Engage your customers where they are – in social communities like Facebook, Instagram and Pinterest. We'll make it easy by providing free graphics and video content ([www.provenwinners.com/share](http://www.provenwinners.com/share)). Then, make it your own by engaging your followers in your voice, talking about what's happening in your store, personalizing the message. Your customers want to hear from you!

### Facebook



Hallstrom's Florist & Greenhouses – Redwing, MN



Burlington Garden Center – Burlington, WI

### Pinterest



Bachman's Floral, Gift & Garden – Minneapolis, MN



Molbak's Garden + Home – Woodville, WA

### Instagram



Badding Farm Market – East Amherst, NY



Scenic Roots Lawn and Garden Center – East Sandwich, MA

## Designate a Container Design Area

Retailers of all sizes have seen excellent sales increases when they have added a custom container design area to their store. Ranging from fully customized upscale services to very affordable grab-'n-go gift containers, offer what services make sense for your customer base. Then upsell by adding containers, soil, plant food, garden art, and other hard goods in the area. This can be an extremely profitable space if it is done well.



Sheridan Nurseries – Georgetown, Ontario



Sky Nursery – Shoreline, WA



The Barn Nursery – Chattanooga, TN



Bachman's Floral, Gift & Garden – Minneapolis, MN



Sheridan Nurseries – Hamilton, ON



Lanoha Nurseries – Omaha, NE

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## Merchandise End Caps to Move Key Products

End caps are some of the most valuable real estate in your store. Keep them fresh by changing them up every week to display key products like the National Plants and Recipes of the Year, weekly features, and pre-made "mannequin" containers with all the necessary ingredients merchandised together.



Homestead Gardens – Davidsonville, MD, featuring the Annual of the Year Lemon Coral™ and bench tape.



Canoyer Garden Center – Grimes, IA, shows customers how to incorporate plants into their lifestyles by replacing candles with Lemon Coral™ sedum on the patio table.



Al's Garden Center – Woodburn, OR, uses bright colors to draw attention to an end cap which inspires ideas for growing shrubs in containers.



Tanglebank Gardens – Abbotsford, BC uses the mannequin concept and offers options for creating container recipes.



Molbak's Garden + Home – Woodinville, WA uses custom signage to show the formula for creating complex container recipes like the ones displayed on the end cap.

## Let Us Help You Design Custom Signage

We are ready to work with you to create a cohesive look throughout your garden center with custom signage from Proven Winners. Here are a few examples from IGCs we've worked with to express their store's unique brand image. Get started today by contacting Tabatha at [Tabatha@provenwinners.com](mailto:Tabatha@provenwinners.com) or 601-527-5213.



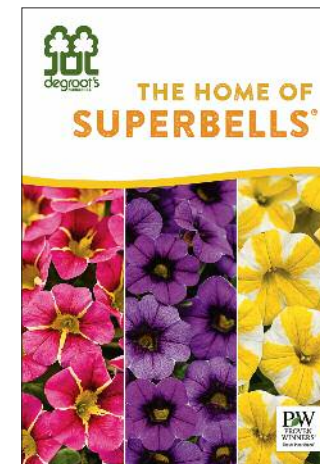
Customized benchcard created for Wasco Nursery & Garden Center.



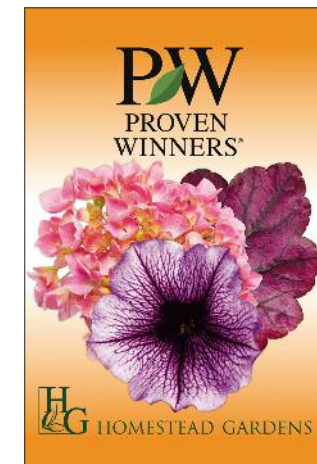
Badding Brothers turned our 'Plant This/Get This' social media graphic into a custom sign to merchandise with Superbells.



Event banner created for Lurvey Garden Center.



Top-selling Superbells are featured on this poster at DeGroot's Nurseries.



Banner for Homestead Gardens.



Custom Display for Allisonville Nursery.



Autumn Frost sign for English Gardens.



Plant This/Get This signage is displayed in the shrub department at Van Wilgen's Garden Center in North Branford, CT to help customers visualize what the plants will look like when they are mature.