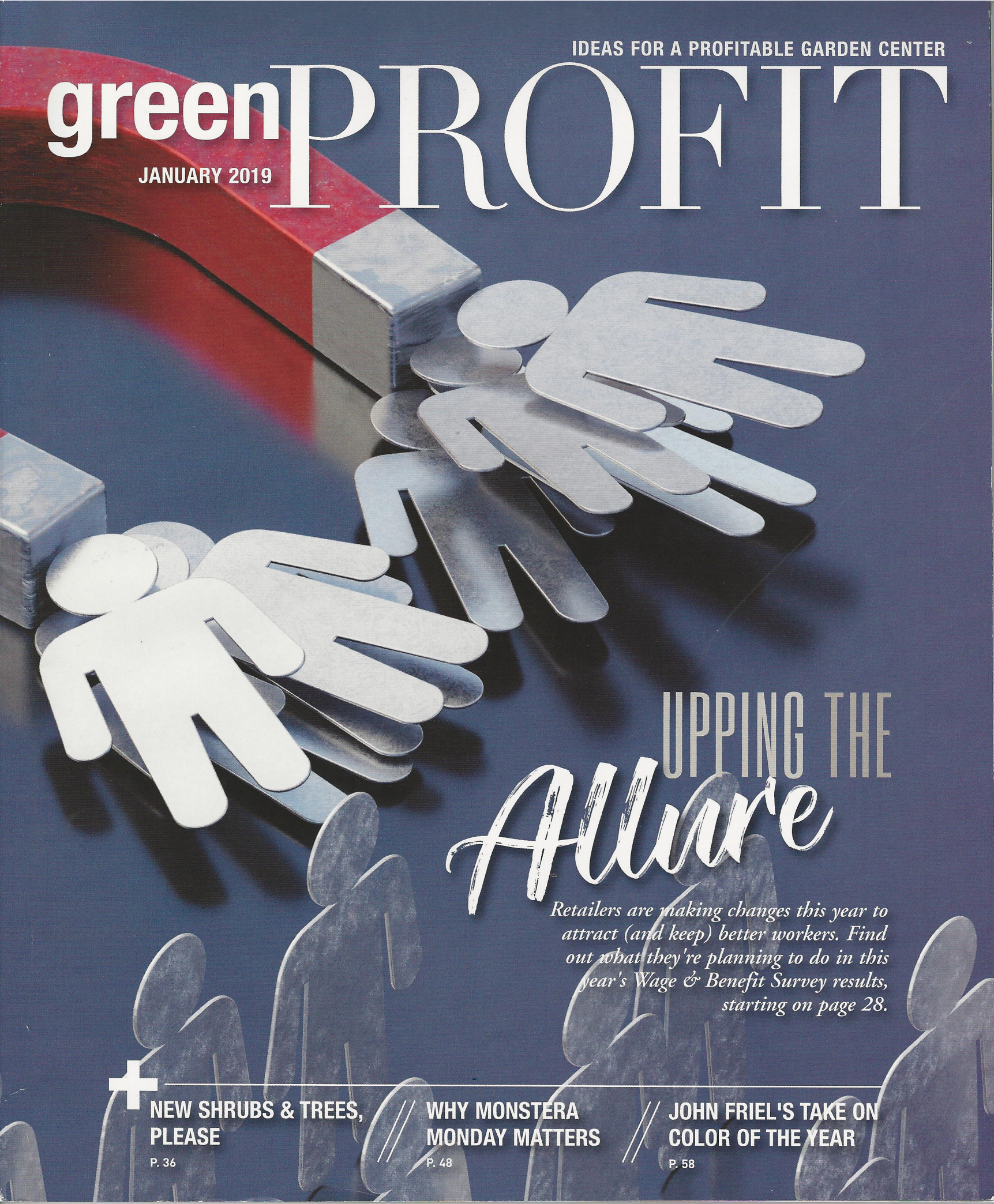


IDEAS FOR A PROFITABLE GARDEN CENTER

green

JANUARY 2019

PROFIT



UPPING THE

Allure

Retailers are making changes this year to attract (and keep) better workers. Find out what they're planning to do in this year's Wage & Benefit Survey results, starting on page 28.



**NEW SHRUBS & TREES,
PLEASE**

P. 36

**WHY MONSTERA
MONDAY MATTERS**

P. 48

**JOHN FRIEL'S TAKE ON
COLOR OF THE YEAR**

P. 58

**IT'S HERE,
AND IT'S
LIVING CORAL**

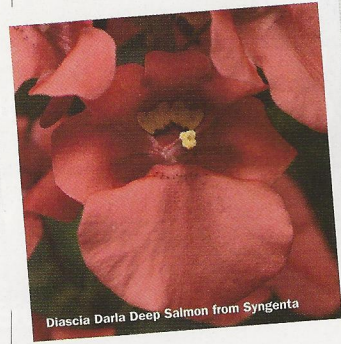
■ That's right, Pantone's Color of the Year for 2019 is Living Coral, aka 16-1546. Calling it "life-affirming" in the press release, Pantone has this to say about its newest "it" color: "We get energy from nature. Just as coral reefs are a source of sustenance and shelter to sea life, vibrant yet mellow PANTONE 16-1546 Living Coral embraces us with warmth and nourishment to provide comfort and buoyancy in our continually shifting environment."

This is a fantastic color for the garden center industry, as it conveys warmth and provides the pops of color needed to catch the consumer's eye. It can be used in accents, as a wall color or backdrop, and even as color-coordinated plant displays. Here are just a few plants that fit the bill for Living Coral.

—Jennifer Polanz



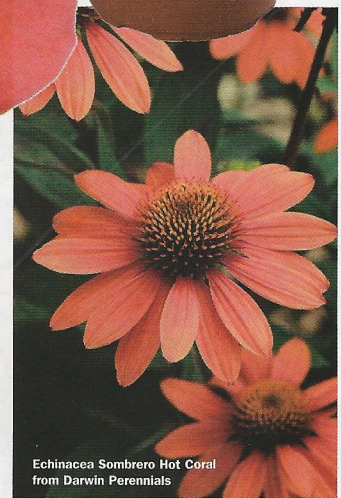
Double Impatiens
Fiesta Bonita
Salmon from Ball
FloraPlant



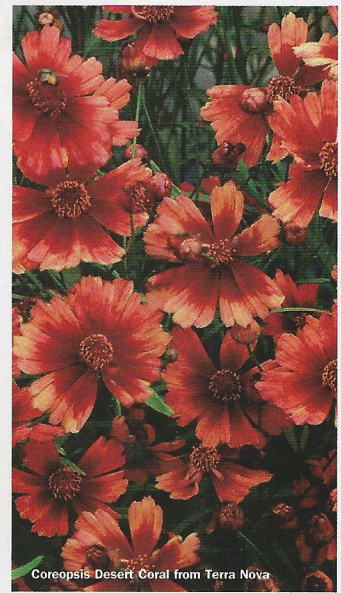
Diascia Darla Deep Salmon from Syngenta



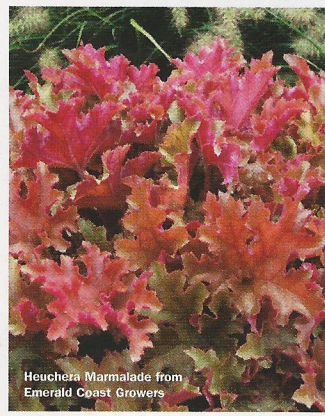
Canna Lily Toucan Coral from Proven Winners



Echinacea Sombrero Hot Coral from Darwin Perennials



Coreopsis Desert Coral from Terra Nova



Heuchera Marmalade from Emerald Coast Growers



New Guinea Impatiens SunStanding Helios
Coral Aurora from Dümmen Orange