

SCRANTON GILLETTE COMMUNICATIONS

# L&GR

lawn & garden retailer

FEBRUARY 2014 • VOLUME 13 • NUMBER 2  
WWW.LGRMAG.COM

## The Earth-Friendly Issue:

Make Composting a Customer Reality  
Understanding Eco-Friendly Terms  
Show Off Your Hyper-Local Side  
Give the Birding Department Wings

Create  
Value for  
Horticulture



Cover photo provided by Proven Winners (www.provenwinners.com). The photo was taken at Grand Tradition Estate & Garden in Southern California — a Proven Winners Signature Garden.



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### SUBSCRIPTION INFORMATION

L&G (Lawn & Garden Retailer) magazine (ISSN 1540-9023) is published ten times a year in January, February, March, April, May, June, July, August, September/October and November/December by Scranton Gillette Communications, Inc., 3030 W. Salt Creek Ln., Ste. 201 Arlington Heights, IL 60005-5025 Telephone: 847.391.1000 Fax: 847.390.0408. Subscription rates in the U.S. are \$20 per year (Canada and Mexico are \$50 and all other countries are \$60 payable in U.S. currency). Periodical postage paid at Arlington Heights, IL 60005 and at additional mailing offices. Reproduction of contents is forbidden. Copyright 2013.

POSTMASTER: Send address changes to Circulation Department, Lawn & Garden Retailer, 3030 W. Salt Creek Ln., Ste. 201, Arlington Heights, IL 60005. PRINTED IN USA.

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Only you have the power to connect the real benefits of our products with the powerful, innate and subconscious needs of your customer.  
by Stan Pohmer





Winners ColorChoice. [www.provenwinners-shrubs.com](http://www.provenwinners-shrubs.com). **Write in 1436**

**LIVE MOSS**



The Live Moss Garden Pack contains 2 square feet of sheet and clump mosses, packaged in a biodegradable bag and ready to plant. This Moss Acres product has unlimited shelf life and comes with simple planting directions on the package insert. Moss Acres. [www.mossacres.com](http://www.mossacres.com) 866. GET.MOSS. **Write in 1437**

**IDEA BOOK**



Proven Winners' 2014 Gardening Idea Book is hot off the press — and they are ready to mail it to all of your customers! The books are free; simply pay the 50 cents postage for each book mailed in the continental U.S. No need to create and print your own brochure this year, Proven Winners has already done it for you. You can also add a message and your logo to each back cover! For more information visit <http://emfl.us/CyGd>. Proven Winners. [www.provenwinners.com](http://www.provenwinners.com). **Write in 1438**

**NEPETA**



Junior Walker is a compact version of its parent, Nepeta 'Walker's Low'. At 1/3 the size, it blooms for a long time throughout the growing season. It is more floriferous than some other Nepeta cultivars the company trialed. Many spikes of deep purple/blue blooms cover the plant in spring. It maintains a compact, mounding habit with aromatic grey-green foliage. Conard-Pyle/Star Roses & Plants. [www.starrosesandplants.com](http://www.starrosesandplants.com). **Write in 1439**

**HEUCHERA**



You will love heuchera 'Zipper' with its brightly colored, seriously ruffled leaves. 'Zipper' leaves are well colored all

year and change from orange in spring and fall to golden amber in summer and winter, always with magenta backs showing. This ruffle was bred with Heuchera villosa which has given larger leaf size, better heat and humidity tolerance, as well as good cold tolerance. Terra Nova Nurseries. [www.terranovanurseries.com](http://www.terranovanurseries.com). **Write in 1440**

**LOROPETALUM**



Bring a little snow to the south this winter with new Ruby Snow Loropetalum! Hardy to USDA Zone 7, this new plant from Garden Debut features white tassel-like flowers against burgundy foliage from late winter to early

spring. The flowers are self-cleaning, and the foliage holds its color well all year long, even in full sun. This moderate grower will reach 6 feet tall and wide if not sheared. Great for borders, foundation plantings, mass plantings and containers. Garden Debut. [www.gardendebut.com](http://www.gardendebut.com). 877.663.5053. **Write in 1441**



**Tree Displays.com**

Write in 842



### CHERRY TREE

Let the baking and preserving begin! With First Editions Sweet Cherry Pie Cherry Tree, you'll have loads of fruit for pies, jams and jellies. Typically used in pies and preserves, sour cherries provide the perfect tart taste. Sweet Cherry Pie, developed by Wisconsin orchardist Bill Eubank, features large cherries that are sweeter than most other sour cherry varieties. Sweet Cherry Pie is self-fruitful, so you don't need a second tree to get fruit. Bailey Nurseries. [www.firsteditionsplants.com](http://www.firsteditionsplants.com). **Write in 1442**

### BEGONIA



From the T Rex series, 'Ruby Slippers' has deep ruby red leaves that are super glossy with a saucy, little black stripe on the mid rib. Excellent for a cooler greenhouse, but performs just as well with heat. Terra Nova Nurseries. [www.terravanurseries.com](http://www.terravanurseries.com). **Write in 1443**

### Nursery Supplies

#### NATURAL WEED CONTROL



The Mini-Dragon offers an opportunity to experience flaming for natural weed control and its effectiveness with extreme convenience and portability in eliminating weeds safely without chemicals. It is powered by clean-burning propane from a small propane cylinder (not included), providing up to 2 hours of flaming time. The Mini-Dragon can also be used to eliminate ice from steps and entryways by drying the problem areas. Flame Engineering Inc. [www.flameengineering.com](http://www.flameengineering.com) 800.255.2469. **Write in 1444**

AmericanHort is my Future.



AmericanHort helps me to network with other owners and managers. Most retailers suffer from the same problems, so it's great to share ideas of what works and doesn't work—whether it be staffing issues, increasing sales, or customer service training. It gets me reenergized and motivated.

**Beth McCabe**  
McCabe's Greenhouse & Floral  
Lawrenceburg, Indiana

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**Write in 843**