

green **PROFIT**

15th ANNIVERSARY

january 2012

Ideas for a profitable garden center

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Impatiens downy mildew need-to-knows

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Angel's corners the market

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Hillermann's digs America In Bloom



On TREND

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JANUARY 2012

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In early November, *Green Profit* was in the Netherlands for Horti Week, where three shows—Horti Fair, the International Flower Trade Fair (IFTF) and the Flora-Holland Trade Fair—combine to wow the horticulture world.
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What is the core garden center consumer thinking? After four years of economic turmoil, we take a look to see if she has changed.
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Products and paradigm shifts to watch for in 2012.
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Educate yourself, inform your customers, and get ready with alternatives.
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"Not so big" gives Angel's Garden Center plenty of space for creative expansion.
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Looking for some fantastic new varieties to include in your mix for Spring 2012? Then check out some of the new items in the Southern Living Plant Collection.
- 50** **Planting Pride, Promoting Prosperity** | by Delilah Onofrey
If you're looking to make a difference in your local market, America in Bloom is a promotion that really hits home.

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A RETAIL COMPONENT OF GROWERTALKS MAGAZINE

ON THE FLIPSIDE

DON'T MISS THESE TOPICS OVER IN *GROWERTALKS*!

- GT28** **A Look Back: The Birth of *GrowerTalks*** | by Jennifer Zurko
To commemorate our 75th anniversary, we're opening the door to the Ball archives, dusting off old issues of our magazine, and taking a look back at the early years of our industry. How have the people and innovations throughout the years shaped the grower and garden center businesses of today? This month we take a look at the years 1937-38.
- GT66** **Westward Bound** | by Jennifer Zurko
The Bobbleheads are already planning their trip west for the California Spring Trials ... are you?



ON THE COVER

Trends make the wheels of the retail go around. So, what's on tap for 2012? Tangerine Tango, wood and natural accents, mushrooms and a consumer who's looking for honest value. Get familiar with these and other trends beginning on page 20.



Plastec

The Garden Table is the latest in decorative patio gardening. The three planter tubs are raised to counter-top height, making stand-up gardening easy. Each tub has water reservoirs so roots can absorb water from below. Assembled dimensions are 48 in. by 24 in. by 30 in.

Reader Service Number 138



Plumstone Inc.

Plumstone's new line of trellises made from recycled rebar bring beauty and elegance to a garden or patio setting. Designed to rust naturally over time, they are hand constructed, and available in three styles: 6-ft. standing trellis, 6-ft. wall trellis and 30-in. container trellis.

Reader Service Number 139



Scentations Inc.

The Chateau Collection of rustic urns was inspired by trips to the village markets in Europe. The collection adds old-world charm and includes 10 exclusive fragrances that evoke simplicity, warmth and beauty. Available in three sizes. Hand poured fresh in the USA.

Reader Service Number 140



Strong Marketing LLC

Garden Cookies: Make & Grow Kit is a great product for children and adults. Kit includes everything needed to make real flowering cookies for the garden: recipe and growing instructions, rolling mat, child-size rolling pin, flower seeds and clay. Available in Hummingbird/Butterfly and Wildflower varieties.

Reader Service Number 141



TeraGanix Inc.

EM•1 Microbial Inoculant is a naturally fermented, live microbial product that is used in all plant growing media. EM•1 is used worldwide to support soil structure, seed germination, root growth, plant vigor and reduce shrink.

Reader Service Number 142



Terra Nova Nurseries Inc.

Heuchera Cherry Cola, part of the Soda series, has red-brown leaves and rust-cherry red flowers that change colors with the seasons. This fast-growing, mounding heuchera is drought resistant and performs well in Zones 4-9. Average size includes 9 in. width, 12 in. height, 18 in. flower height. **GP**

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SMALL GIANTS We're looking for our next set of small giants—products that choose to be great instead of big. Send us your product: ahykkila@ballpublishing.com