

IDEAS FOR A PROFITABLE GARDEN CENTER

greenPROFIT

JULY 2022

Don't miss these
new annuals from CAST P. 26

TRENDSPOTTING:
Dried floral is in! P. 32

GETTING THE RIGHT PRICE

Strategies for pricing, adding value
and making the sale P. 22



WE THE WILD PLANT CARE

Watch your potted plants thrive without the guesswork. We the Wild's organic essentials are simple, scientifically backed and great for all seasons. Each product replicates the biodiversity of the natural ecosystem to help plants flourish like they would in nature.

Reader Service Number 125



SYNGENTA FLOWERS

Starting your cut flower dahlias from unrooted cuttings is a cheaper alternative and delivers quality flowers in the same amount of time as tubers. Try these two vibrant cut flower dahlias: Sangria Yellow Pink Bicolor and Café Au Lait.

Reader Service Number 126



BALL LANDSCAPE

This year's Thrive Landscape Solutions brochure shares top-performing perennials, annuals and shrubs for today's gardens. Bring new life to your store with these tried-and-true varieties. Read the Top Performers Brochure online now or request a printed copy through the Ball Seed customer service team.

Reader Service Number 129



MONROVIA NURSERY COMPANY

Strawberries can be a beautiful and delicious addition to sunny gardens. Seascape is an everbearing strawberry that will produce tasty berries through a long season. It's day-neutral and will begin fruiting about three months from planting. It can remain evergreen in frost-free areas. Zones 4 to 8.

Reader Service Number 127



DRYSEE

It's easy to get small cuts and scrapes when gardening. While the average bandage provides some protection, it's easy for dirt, soil and water to reach a wound. DrySee bandages are the first waterproof bandage with a color-changing liquid indicator. If the seal of the bandage is broken, the gauze at the perimeter of the bandage turns blue, indicating it needs changing. Latex-free and made in the USA.

Reader Service Number 128



DALEN PRODUCTS

Protect your crops from birds, insects and pests with an easy-to-use Pop-Net Protective Screen. Let water, air and sunshine through while keeping thieves out. Fast setup and reusable year after year.

Reader Service Number 130