



House Plant Area Manual

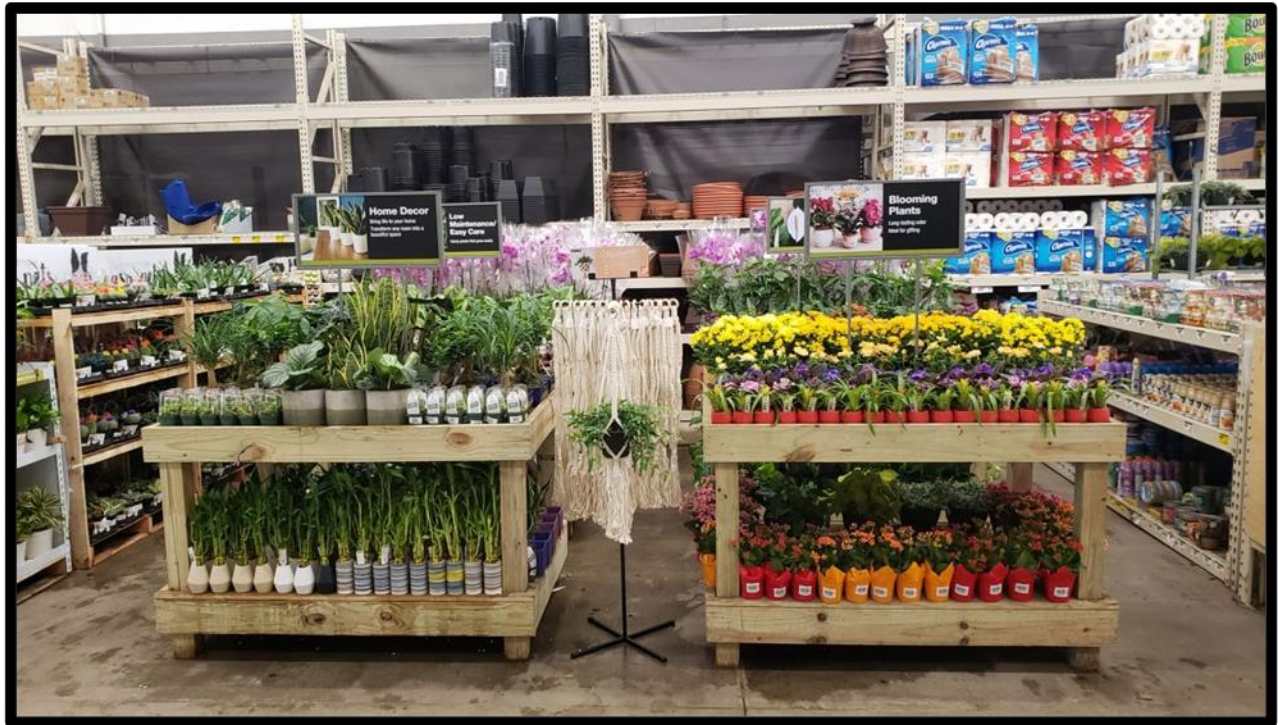


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Vocabulary

HPA- (House Plant Area) Area inside the store where the indoor plants are displayed.

Pod- Wooden tables for displaying plants inside the store.

Floral- Flowering plants such as kalanchoe, begonia or roses. The life span of the floral is about 7-10 days.

Foliage- Plants that consist of only leaves such as pothos, ivy or sansevieria.

Proven Winner Foliage- Premium product line of foliage plants with upgraded pots.

Vigoro Foliage- Premium product line of foliage plants and hanging baskets.

Specialty- Designer plants or combo pots such as bamboo, bonsai, or any plant with an upgraded pot.

Floor Plant- Large tropical plant that comes in a 10-12" pot.

Hanging basket- Plant that comes in a hanger pot.

Table run- Board and block tables that are utilized to display Floor Plants.

Sizzler- Home Depot promotions featured in weekly ad.

Racetrack- Main aisle leading out of the garden center.

CC Racks- Rolling racks that the orders are delivered on.

Delivery Tag- Sticker located on CC rack with rack #/ items on rack.

Deadhead- Removing spent blooms.

Water Buffalo- Mobile tank of water that is utilized to water plants.

HPA Categories

The House Plant Area consists of 9 main categories:

- Floral
- Foliage
- Proven Winner Foliage
- Vigoro Foliage
- Hanging Basket
- Specialty
- Floor Plants
- Patio Tropical
- Orchids
- Cactus

Each category is assigned specific location in each store.

- Floral- Displayed on Blooming Plants pod. (Larger quantities supplied during holidays)
- Foliage- Breathe Easy/Easy care pods.
- Proven Winner- Designated store by store basis
- Vigoro Foliage- 6" pots on the Vigoro pod, 8" hanging plants towards the front of your hanging basket fixture.
- Hanging Baskets- Hanging Basket fixture.
- Specialty- Home Décor pod. This category consists of bromeliads, bonsai, bamboo, air plants, terrariums, foliage in an upgraded ceramic pot.
- Floor Plant Tropicals- Assigned to Floor Plant table runs. These are supplied to market 75 and Wisconsin.
- Patio Tropicals- Large outdoor plants to be displayed outside during warmer months- supplied to market 75 and Wisconsin.
- Orchids- Supplied by United Orchid or Green Circle in Illinois. Hampshire farms supplies Minnesota and Wisconsin. Orchids are showcased on designated POD. (Store by store basis)
- Cactus/Succulents- Displayed on wooden shippers they are delivered on-store by store basis on location to place displays.

Store Visits Checklist

- Pods- Blooming, Home Décor, Breathe Easy, Vigoro, Proven Winner, Hanging Basket
 - Cull dead plants that are no longer fit for sale.
 - Prune off dead/yellowing leaves from plants that are being kept.
 - Sweep off both shelves of the pods.
 - Straighten product and Refill (Short to tall).
 - Sweep the whole area- underneath and around pods.
- Floor Plant Table Runs
 - Cull dead plants that are no longer fit for sale.
 - Prune off dead/yellowing leaves.
 - Sweep off tabletop and under the tables.
 - Straighten product and refill- striped across by variety and whole table goes from short to tall.
- Cactus and Succulent Racks
 - Cull dead/poor quality product
 - Condense trays (group by sku)
 - Condense racks if possible- empty wooden fixture brought to receiving.
- Vigoro Display Rack
 - Cull dead/poor quality product
 - Refilled if needed
- Watering
 - Water product that is dry- dump out excess water from pots with no drainage.
 - Squeegee or Mop water if floor is slippery after watering.
 - Place Wet floor signs in the area for customer safety.
- Markdowns
 - Send skus and quantities of plants that were disposed of to your supervisor to be recorded.
 - All plants being thrown away need to be brought to the compactor- do not dispose of plants in store garbage cans on sales floor
- Pictures/Checklist complete
 - Send Pictures of each pod and table to your supervisor Along with any changes in location of other fixtures.
 - Let your supervisor know what tasks from this checklist you have completed

Working an Order

- Check your HF merchandiser app to see if there are any updates for the week.
 - Set up Plant of the Month or any Special buys first and put up any necessary signage.
- Unwrap the order to see what is new
 - Take product out of shipping boxes, plastic sleeves, and paper sleeves.
 - Check for damage to plants or pests- alert supervisor immediately.
- Go through all pods and remove any unwanted product.
- Prune off all yellowing/dead leaves and spent blooms from all plants.
- Vigoro Display
 - Fill this display fixture first with 6" Vigoro product before filling the pod.
 - Tallest product on top, medium height on middle shelf, shortest items on bottom shelf.
- Pods
 - Add new product to the top shelves of the pods.
 - Move older product to the bottom shelf.
 - Use excess hanging baskets or cactus on bottom shelves if you do not have any other product to fill them.
 - Sweep off top and bottom shelf of all pods.
- Fill Hanging basket pod
 - Rotate baskets at the top to a lower rung and use new baskets on the top layer.
 - Organize Baskets by type on each bar.
 - Sweep off bottom shelf of the fixture.
- Go through 10" tropical table and remove dead foliage. Sweep off table.
 - Fill the table shortest plants to tallest while striping by plant type.
 - Make sure Plant of the Month Sign is in the right location with the correct plant in front of the sign.
- Sweeping- Make sure all walkways and areas under pods and floor plant tables are swept.
- Markdowns
 - Send all skus and quantities to your supervisor to be recorded.
 - Dispose of all plants being culled into the compactor. (Do not throw away in garbage cans on the sales floor.)
- Send pictures of each pod, Vigoro display rack, and floor plant table run to your supervisor after all tasks are completed.
- Check plants to see if any are dry and water as needed.
 - Dump excess water from cover pots and wrappers.
 - Squeegee or mop water if working with a slippery surface.
 - Place wet floor signs near the area to alert customers of a slip hazard.

Proven Winner Houseplant Pod

- Location will be primarily the closest pod to the main entrance (may vary by store)
- This program will include premium varieties of houseplants in upgraded pots.
- Stripe across the table by plant type.
- Each style of pot should be kept together as much as possible when striping.
- Proven winner plant info tags should always face out towards the customer around the edges of the table.
- If needed put shorter varieties on the bottom shelf and taller varieties on the top of the pod to avoid damage to taller plants.



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Vigoro Plants Pod/Display Rack

- Pod is merchandised short to tall. Same variety of plant striped across tables.
- Do not block sign with taller product. Vigoro sign needs to be fully visible.
- 6" Vigoro plants will have more detailed labeling and a 14.98 price point.
- Vigoro display rack needs to be filled before the pod. 1 variety per shelf as much as possible. Tallest product on the top shelf and shortest product on the bottom shelf.
- Display rack is to be placed on the racetrack with high visibility.



Breathe Easy/ Easy Care Pods

- Organized shortest to tallest, varieties striped across table.
- Use 5-6 varieties. (2-3 rows of each variety if possible)
- Excess product organized by variety on bottom shelf.
- Breathe Easy- Air purifying foliage plants/ Easy Care- foliage plants that don't require a lot of special care and are great for beginners.
- Top Air Purifying foliage varieties: Peace Lily, Sansevieria, Pothos, Areca Palm, Spider Plant, Aglaonema, English Ivy, Heartleaf Philodendron, Dracaena Marginata, Dracaena Warneckii, Bromeliad, Boston Fern



Home Décor Pod

- Product is blocked (grouped by type) but overall appearance is short to tall on top of the pod.
- Extra product organized around the edges of the bottom shelf.
- Plants on this pod are items that customers use to accent their homes and come in a decorative container.



Blooming Plants Pod

- Floral (flowering) plants merchandised short to tall.
- Anthuriums and Peace lilies can also be used to fill this table.
- Extra product placed around edges of lower shelf.



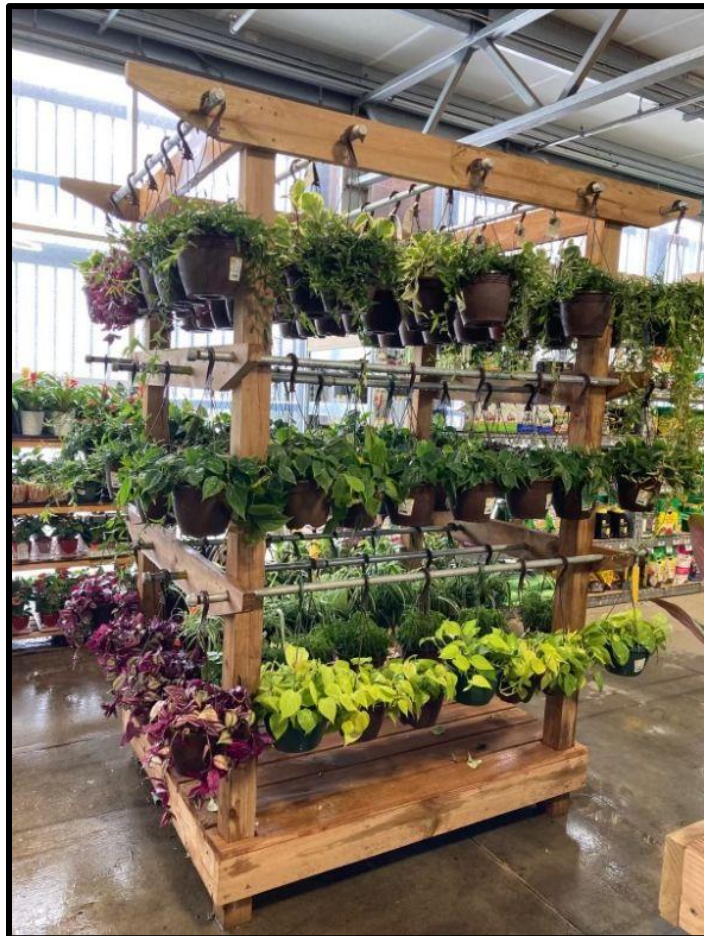
Floor Plants Table Run

- Merchandised short to tall, tables are striped across by variety.
- “Plant of the month” Tropical can be merchandised at the front of a table run or on pallets – Preprinted sign from sign kit preferred. The assigned plant for the month will be noted in the HPA guidelines of the HF Merchandiser App.



Hanging Basket Display Pod

- Plants of the same species/ variety grouped as much as possible.
- Rotate baskets in the top portion of the pod weekly to avoid neglect of top baskets.



Orchid Pod

- Orchids are supplied by Hampshire Farms at certain stores
- Group orchids by price point/ pot size



Tropical Event

- Tropical Events typically take place in late December through early February.
- Location is in the garden drive isle, seasonal laydown, or main isle in front of the paint desk.
- 3-6 pallets of floor plants.
- Vigoro racks, cactus, and soils can be worked into the displays.
- Tropical Event sign should be added to the display.



Patio Tropicals

- Patio Tropicals should be placed on blocked driveways, near the main entrance of the store (by monster rack), under awnings, or under the hard canopy.
- Merchandised from shortest to tallest.
- Large BFS sign the preferred way to display price.



Holiday Displays

During the Holiday season, Home Depot requests a holiday display to showcase seasonal product. The display should be built in the main aisle of the store near the service desk or paint desk.

- Material- could change depending on store.
 - Cinder block
 - 2x4 boards
 - Seasonal decorations
 - Signage



Markdowns

- **Markdowns:** Recoded info for plants to be disposed of because they are not sellable.
- **Procedure when taking markdowns:**
 1. Check each plants label to determine which sku is on the label.
 2. Group plants by sku so they can be easily counted.
 3. Write down each sku and how many you will be throwing away.
 4. Double check that you have not written down the same sku multiple times.
 5. Send the list to your supervisor to be recorded.



- Factors which determine which plants should be disposed of:
 - All plants with pests (review common houseplant pests section)
 - Plants that show signs of rot
 - Floral plants that are no longer in bloom
 - Plants in chipped, cracked pots
 - More than 50% dead or yellowing leaves, or leaf drop



Common Houseplant Pests



- Signs of infestation: Sticky areas on undersides of leaves, stunted/deformed new growth, mature leaves yellowing or curling.
- Aphids hide on the undersides of leaves and on main stems.



- Signs of infestation: Leaf loss or wilting, yellow spots on leaves, stunted growth, cotton-like tufts on leaves/stems (mealy nests).
- Infestation can spread by water or contact with other plants.
- Where to look: Points of growth (Where the leaves grow off the main stem) and underside of leaves.

Common Houseplant Pests



- Signs of infestation: Sticky sap or black fungus on leaves and stems, yellowing leaves with brown dots, lack of new growth, tiny shell-like bumps.
- Where to look: Adult scale are more visible and feed mainly on stems and leaf venation as shown in the picture above.



- Signs of infestation: Heavily infested plants will have a “faded” coloring or sunburned appearance to the foliage along with webbing on leaves near the main stem.
- Where to look: Stems and tops of leaves towards the bottom of the plant.