

HF Outdoor Best Practice Welcome to the Garden Center



Outdoor Cactus Merchandising

- ❑ Outdoor cactus is provided by Altman and Theut.
- ❑ Every store needs a 8 ft. table minimum.
- ❑ Cactus will also be displayed on the Ad section in late season.



Front Apron Merchandising



The area in front of the garden center where we merchandise our freshest product on tables and pallet displays.

Striping Apron Tables

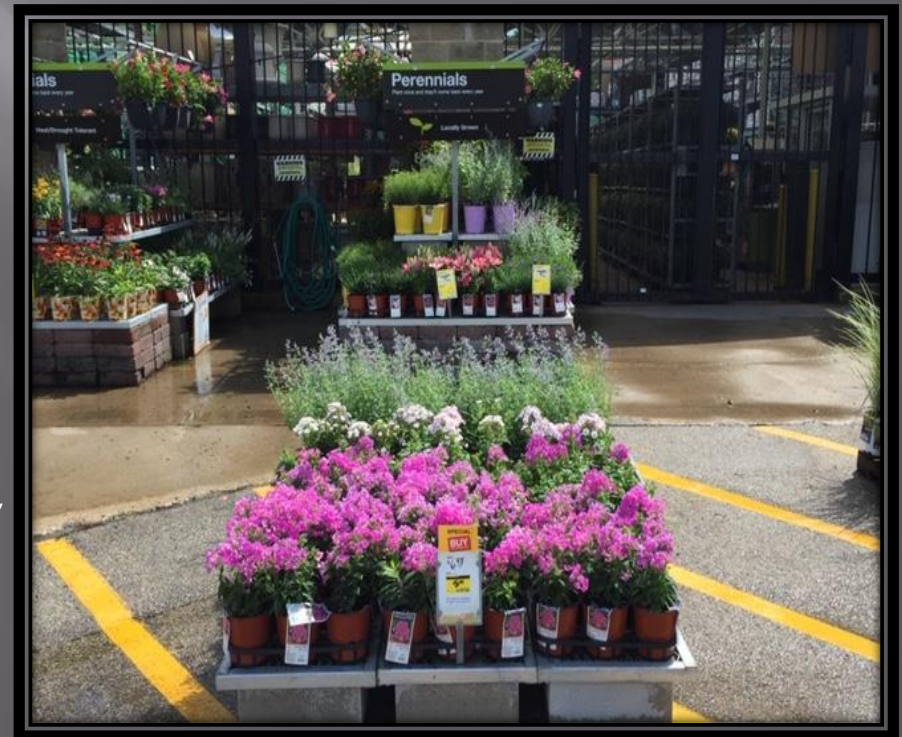


- Merchandise perennials short to tall with labels facing out.
- 3-4 rows on 8' apron tables.
- 4-6 rows on 16' apron tables.

Apron Pallet Displays



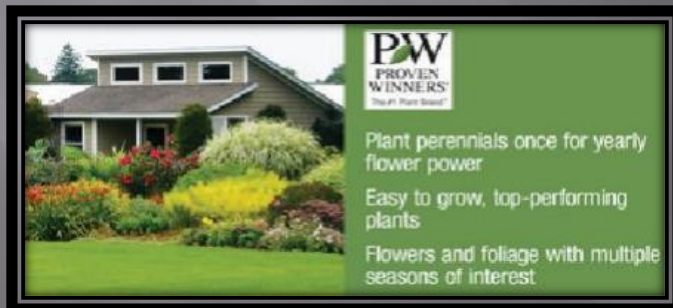
You can use metal table pieces one block high for a cleaner option as shown below.



Pallet displays are used for 2G color, 3G, combo pots, asiatic lily's, day lily's, and select combo planters.

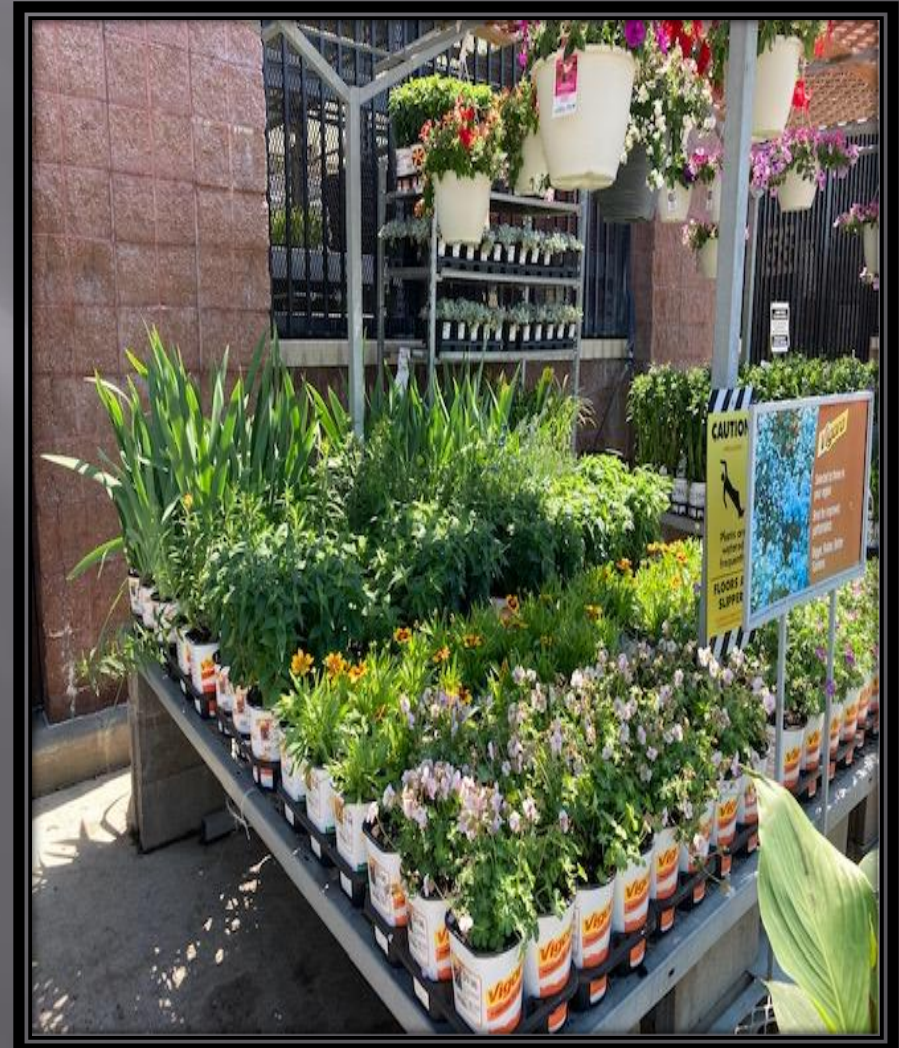
Apron table 1. Proven Winner

- ❑ #1 Premium Perennials.
- ❑ Table closest to the Garden Gate.
- ❑ Can have 1, 2, or 3G perennials depending on the time of year.
- ❑ Product needs to be worked together even if it is supplied by other vendors.
- ❑ 5x8 signage will be provided.
- ❑ Top varieties are dianthus, salvia, veronica, shasta daisy, and nepeta.



Apron Table 2. Vigoro

- ❑ Premium Perennials
- ❑ Table in between Proven Winner and Locally Grown.
- ❑ Vigoro line is ONLY supplied at Home Depot.
- ❑ Vigoro 5x8s will be provided.
- ❑ Top sellers are Dianthus, Echinacea, Lavender, and Monarda.



Apron Table 3. Local Favorite

- Farthest table from the garden gates.
- Opening price point.
- 5x8 signs will be provided
- Top Varieties are salvia, coreopsis, shasta daisy, rudbeckia, garden phlox, gaillardia, creeping phlox, and viola.



Blocking Tables

In 2022 all IGC tables will be blocked with exception of the 8 ft. AD section and the grass table. Easier for customers to shop when product is all together on longer table runs. More productive for HF employees to pack out orders.



AD Section

The 8 ft. section located in the Inside Garden Center where we will display our weekly ads. This section can be used for weekly play calls, plant of the month, shady favorite, or Special Buy items. Product displayed here will ALWAYS be striped.



Corral Merchandising

Stores that are tight on space we build tables in the corral. The lattice hung on the hanging basket fixtures is used for shade protection, as shown below.



The parking lot corral is used to merchandise our boxwoods on pallet displays, as shown above.

Corral Merchandising

Accelerator trees should be merchandised towards the back of the corral with Stinchcomb and Cottage Gardens trees.



In 2022 ALL PW shrubs should be merchandised together in the corral on tables or pallets.

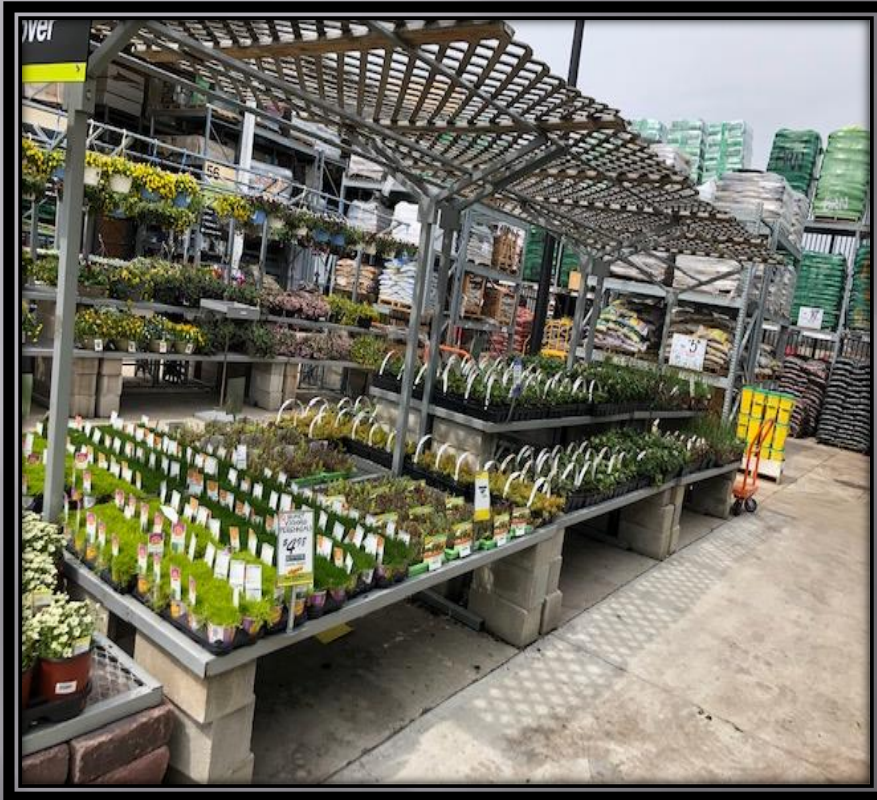
Grass Tables

Grass tables can be located in the corral or the back of the Inside Garden Center. Product should be striped from short to tall.

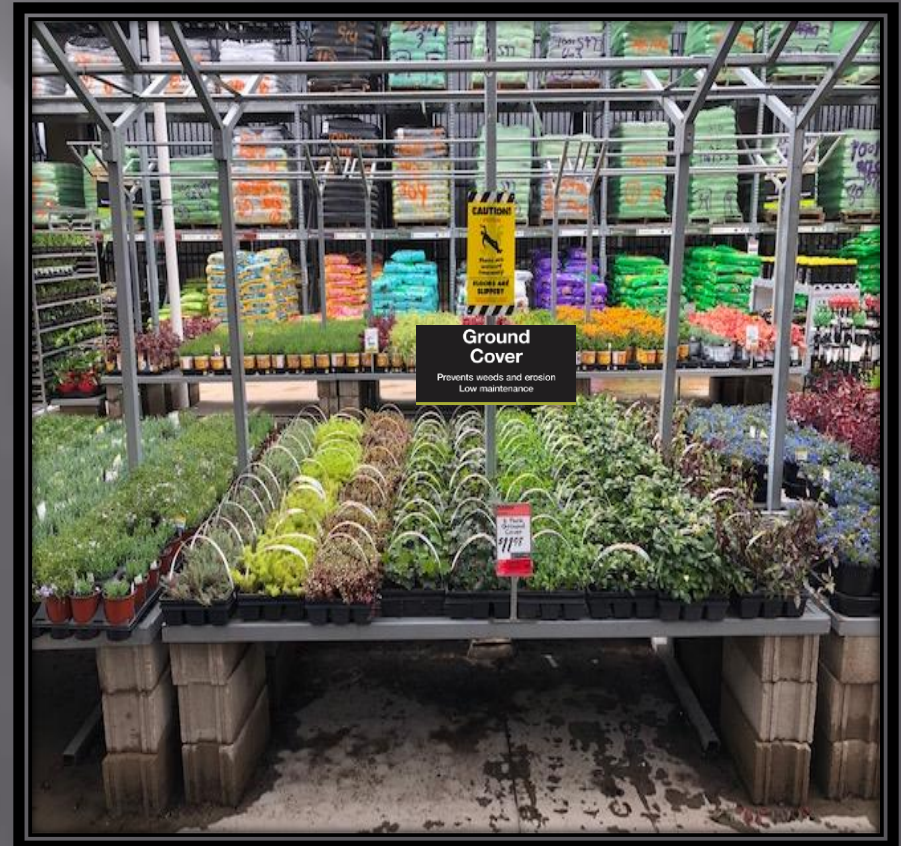


Merchandising Groundcover

Stores that do not have a designated Ground Cover table will use an eight foot section in the IGC under the shade canopy, as shown below.



Ground Cover table locations should be under the hard canopy or have lattice built on the hanging basket fixtures for shade protection, as shown above.



Monster Rack

The rack by the main entrance of the store that we merchandise our perennials on in the early spring. We block this rack with like product from top to bottom as shown.



Staging Racks

When staging racks we want to pod them together like with like. It is also important to have racks signed, organized, and easy to shop for customers.

