



Spring 2025 Program & Merchandising Guide



Spring 2025 Program & Merchandising Guide



406 SUCCULENT
SKU 1004033275
Retail \$12.98



SP 1 QUART
SKU 316056
Retail \$6.98



SP 1 GALLON SUCCULENT
SKU 312940
Retail \$12.98



8" BELLA
SKU 769503
Retail \$19.98



6" ALOE CACHE
SKU 271825
Retail \$12.98

Feature Planters



10" MOJAVE PLANTER
SKU 1005363573
Retail \$24.98



HD 8" CASK
SUCCULENT GARDEN
SKU 1002858240
Retail \$14.98



8" LILY BOWL
SUCCULENT GARDEN
SKU 1002858240
Retail \$14.98



11" URBNWARE ASST
SUCCULENT GARDEN
SKU 1003582030
Retail \$24.98



12" MARI
SUCCULENT GARDEN
SKU 1005363576
Retail \$24.98



14" ALTO SQUARE
SKU 1005359629
Retail \$49.98



10" FLAIR PLANTER
SKU 1004816608
Retail \$24.98



17" DORADO
SKU 1002159108
Retail \$44.98



Feature Hanging Baskets

8" HANGING BASKET
SKU 1003548392
Retail \$14.98



12" WALL BASKET
SKU 1002371894
Retail \$24.98



10" HB BEACHWOOD
SKU 1002373925
Retail \$24.98



12" HB WIRE COCO
SKU 1001265824
RETAIL \$29.98



Table Sets (8ft. or 16ft.)

- Sell product off CC Carts until cold protection ends (>40°F) and outdoor table space opens up
- Best location is under covered area outside garden center doors
- Merchandise low to high (front to back), single price 10"+ bowls on end cap
- Use larger 12"+ pots for skirting and strike points
- Place extra feeder racks or CC Carts at back of table



Executing CC Racks

- Option for early season shipments to avoid temperatures below 40°
- Use for building out supplemental displays when table space is not available
- Assure racks are shoppable for the consumer
- Racks will come in with retails shouting out value to the customer
- Promotes the Home Depot exclusive Smart Planet brand all throughout the Garden Center



Core Indoor



9CM Kosmik Kaktus Asst.
SKU 244296



9CM Cactus Strawflower
SKU 420571



6" Cactus & Succulent HB
SKU 211529



8" Cacti & Succulent Asst.
SKU 164615



1.75" Mini Succulent Asst.
SKU 1002654986



2.5" Cacti & Succulent Asst.
SKU 164453



9CM Kosmik Kaktus Asst.
SKU 244296



2.5" Mimicry Asst.
SKU 487712



9CM Aloe Vera
SKU 922773



9CM Succulent Asst.
SKU 711810



9CM Cacti & Succulent Asst.
SKU 711810



9CM Grafted Cactus Asst.
SKU 299935

April & May - Instant Gratification Dish Gardens

Spring Everyday



Easter Rack



Mother's Day Rack



Merchandising

Placement

- Cactus and Succulents are impulse items
- Consistent location and product mix creates “muscle memory” with HD customers
- Best results if displayed in high traffic area
 - Drive aisle
 - Registers or self checkout
 - Customer service fence-line
- Table merchandising Low to High with like product blocked
- Racks can be set as feeders behind tables

Signage

- POP headers draw consumer attention
- 5x8” price signs to identify retail
- Was/Now or Special Buy 5x8” signs to call out the deals
- Variety labels to give consumers basic product knowledge and identify specific plant names



Merchandising

Plant Care

- Condense product forward just as you would annual plant trays
- Displays need to be culled on a biweekly basis and damages product scrapped
- Cacti & Succulents DO NEED WATER
 - Soak every 2 weeks and let dry in-between
 - Move racks to outdoor garden or greenhouse for watering and drainage
 - Avoid constant saturation
 - Misting is ineffective and a waste of labor
 - Engage operators to water and maintain product on regular basis

Stretching Too Tall



Rotting Plants



Dull & Old

