

Spring 2025 Program & Merchandising Guide



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SKU 1004033275

Retail \$12.98







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**

14" ALTO SQUARE SKU 1005359629 Retail \$49.98



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

SKU 1004816608

Retail \$24.98



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









Executing CC Racks

- Option for early season shipments to avoid temperatures below 40°
- Use for building out supplemental displays when table space in 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



6" Cactus & Succulent HB SKU 211529



9CM Cactus Strawflower SKU 420571



8" Cacti & Succulent Asst. SKU 164615



1.75" Mini Succulent Asst. SKU 1002654986



9CM Kosmik Kaktus Asst. SKU 244296



9CM Succulent Asst. SKU 711810



2.5" Cacti & Succulent Asst. SKU 164453



2.5" Mimicry Asst. SKU 487712



9CM Cacti & Succulent Asst. SKU 711810





9CM Aloe Vera SKU 922773

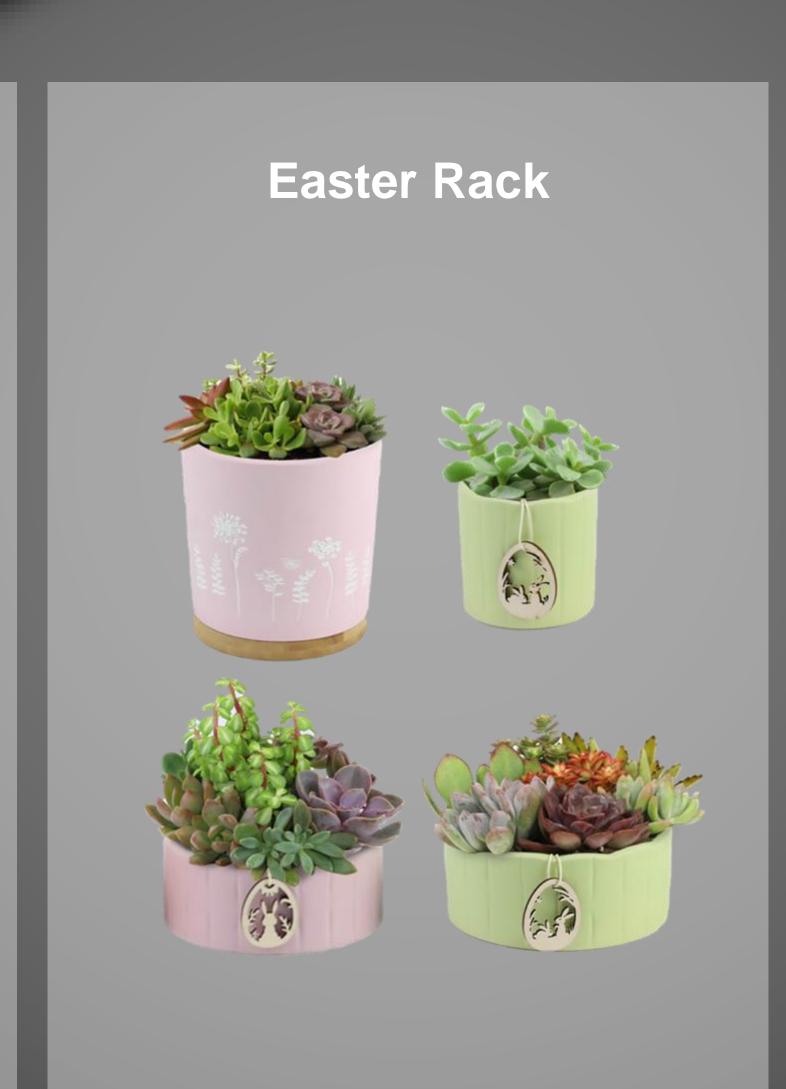


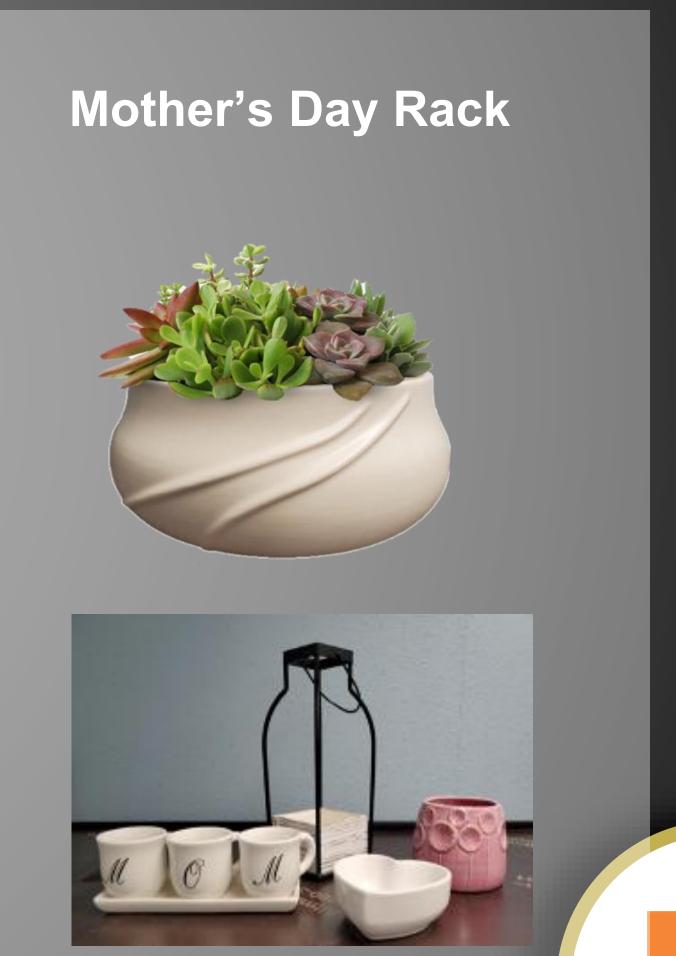
9CM Grafted Cactus Asst. SKU 299935



April & May - Instant Gratification Dish Gardens









Merchandising



- 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





