



John's

TIP OF THE MONTH

June 2016



Caught with Your Plants Down?

Oops! I did it again! With the many distractions of spring and its chores, it's easy to overlook some of the more demanding products that consumers want for their landscapes and gardens. Trellis (and arbor) merchandise is one product category that is often forgotten by retailers. We look surprised when customers ask about our trellis selections. It usually doesn't occur until after spring plant growth makes the plants trail across the ground in the home landscape. Happens every year, folks!

The consumer plans their vegetable garden and surveys the plot of ground (or container vessel) to allow for vertical growth of vegetables. The purchase of tomato cages only scratches the surface on available selling opportunities. There are ample choices to consider like obelisks, arbors, wood stakes, grow-through rings, support rings, trellis, netting and even twine. All play an important role in keeping plants upright and easy to maintain, and in promoting better growth habits.

Protection

Training or guiding plants vertically allows the plant to be out of reach to many surface insects and damaging critters. Vertical training enables consumers to grow in smaller spaces and to control growth patterns. They may also benefit from being able to accommodate more plants within a given area.

In the colonial days, it was common for settlers to grow fruit trees on espaliers to not only train branches, but also keep them affixed to a standard that would not allow them to break from winds. By limiting the sprawl, they also found that plants had a higher quality (less blemishes) and greater size with restriction.

Disease Prevention

One of the difficulties of growing plants with dense foliage is that many are prone to powdery mildew. With less air circulation, moist evenings and less ability to dry between rainfalls, plants that are upright and secured offer more air movement between leaves when positioned off the ground. Over the many years of growing roses, I have a keen interest for keeping climbing roses tidy and in their place secured to a sturdy trellis, fence line or arbor. Roses, for example, are more inclined to spread blackspot from disease spores splashed from soil surfaces. (Take notice that blackspot on

rose plants starts from the ground up, while powdery mildew starts from the top down.)

Safe and Secure

Tying plant vines and branches to any structural apparatus takes some patience to train plant growth correctly for long-term enjoyment. Many consumers use green jute or tying twine for these purposes. In attaching softer branches, it is recommended to use soft tying twine or stretch ties to prevent girdling or cutting into the vine or branch. Tomato plants, for example, are a soft tissue type that benefits from soft or stretch ties. Keep these accessories near your tomato cages.

With the consumer popularity of tropical plants like mandevilla and bougainvillea, you can display a wall of color in a short amount of time by growing these plants vertically. Small fan trellises or ladder trellises are the most popular ways to train these types of plants. Obelisks are certainly a premium option that some consumers enjoy, but round out your offer with more utilitarian choices, too. Instruct your cost-conscious customers to invest in three to four stakes, binding them together at the top to move the vining higher when planted in a pot or container.

Product Proximity to Plants

Small-space gardening relies on vertical height to provide higher yields and better space controls. It may be one of the easiest garden displays you can build in your garden centers to showcase how it's done. Unfortunately, wire support products and related accessories are often the most isolated categories in the garden center. Be sure to position these items in close proximity to the crops that need them most. Don't be surprised when such strategic placement sells more plants, more success and more products!

Good Selling!

John



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Featured Products



Rapiclip® Tomato Twine

Natural 2-ply jute. Excellent for supporting tomato plants.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80140018-322	800'	035307008756	875	12/12	\$5.29

Rapiclip® 16' Soft Wire Tie

Multi-purpose cushioned wire tie for countless home and garden uses. Great for supporting saplings and young or recently transplanted trees.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80140163-257	Brown	035307008596	859	12/12	\$4.49
80140015-257	Green	035307008398	839	12/12	\$4.29
80140016-450	Green - HD	035307008572	857	12/12	\$7.49

Rapiclip® Stretchy Nylon Tomato Ties

These tomato ties are soft, stretchy nylon ties for delicate plants.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80140014-232	8 Pack	035307008296	829	12/12	\$3.99



Twist-Ems® Ties

Continuous handy roll. The only tie with a positive lock. 10 rolls per carton, 10 cartons per master.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80020009-429	200'	074567352803	T9	10/10	\$6.99

Twist-Ems® Ties

Handy home and garden tie. 100-pack size of 16" ties can be used for tying and training plants, trees and shrubs.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80020016-220	16" - 100 pk	074567351905	T16	30/30	\$3.59

Vine Supports

An easy and efficient way to train and support all climbing vines, ivy or roses on any wall surface. Contains 25 - 6" Twist-Ems® Ties, 16 plastic discs and one tube of adhesive.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80020029-350	6" - 25 pk	074567276949	F29	20/20	\$5.79



Daisy Trellis

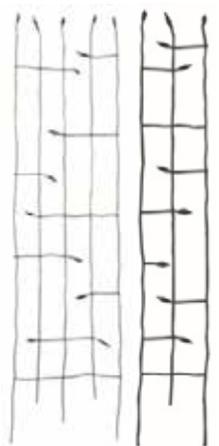
Made from a combination of solid round steel wire. Features a whimsical daisy design with an arched top. Assorted colors: red, blue, yellow and green. 72"Hx24"W.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80160069-3238	72"	093432900673	90-90067	8/8	\$52.99

Twig Trellis

Made from a combination of solid square steel. Features a classic design with hand-forged leaves as accents. It is very strong and it works well against a stationary wall.



Item #	Desc	UPC	Vendor	CS/UOS	Retail
80160060-4066	72"x23"	093432894811	89481	5/5	\$66.99
80160061-2922	72"x10"	093432894941	89484	10/10	\$47.99

