



The nation's biggest independent retailers – and what makes them tick

BY THE STAFF OF GARDEN CENTER MAGAZINE

The United States retail garden-center market contains roughly 16,000 independently operated companies, according to a 2010 report by Research and Markets, the world's largest market research source. The combined annual revenue for the lot of them is—again roughly—\$30 billion.

After you account for all those rough decimal points and carry all the rough “ones,” you find the average retail operation nets almost \$1.9 million per year—meaning that you do indeed have meaning in the big economic picture, as well as in the lives of the customers you serve.

Some of you, very much so—especially in the former category.

The Top 100 Garden Centers featured on the ensuing pages might be referred to as “the heavy lifters” of the industry. They're the companies that record the most significant sales numbers* while luring significant numbers of customers through their doors over and over. Some are chains; others are single-store centers. Collectively, they represent the financial cream of the independent garden center crop, and they serve as excellent examples of businesses performing admirably.

And there's nothing rough at all about that distinction.

**The companies listed among The Top 100 Garden Centers were chosen based on estimated annual sales that were derived from figures reported to Garden Center magazine, from information supplied by industry principles who work closely with the companies, from figures posted by small business research firms, and from data in published reports and stockholder records.*

SPECIAL THANKS TO OUR SPONSOR—WOOLLY POCKETS

Founded by brothers Miguel and Rodney Nelson in 2009, Woolly Pockets are flexible, breathable, and modular gardening containers and are infectious fun!

woollypocket

Now you can create a lush oasis just about anywhere – on walls, floors, fences and rails, indoors and outdoors. Pockets are made from recycled plastic bottles right here in the USA. For more info about Pockets, visit www.woollypocket.com; for info about the Woolly School Garden Program, visit www.woollyschoolgarden.org.

THE TOP 10

(Estimated annual sales between \$34.5 million and \$120 million)

**Armstrong Garden Centers/
Pike Nurseries**
www.armstronggarden.com
Glendora, Calif.; Locations: 31
www.pikenursery.com
Duluth, Ga.
Locations: 16
Estimated sales: \$120 million
See sidebar on page 31.

Stein Gardens & Gifts
www.steingg.com
Milwaukee, Wis.
Locations: 16
Estimated sales: \$76 million
With more than 60 years of experience in the lawn and garden field, Stein Gardens & Gifts has cemented its reputation as the lawn and garden resource in Wisconsin.

Houston Garden Centers
www.houstongardencenters.com
Houston, Texas; Locations: 22
Estimated sales: \$66.5 million



Pike Nurseries.
Headquarters:
Duluth, Ga.

This operation bills itself at the area's "garden superstore." Its large selection of merchandise ensures customers get "better plants for less."

Star Nursery
www.starnursery.com
Las Vegas, Nev.; Locations: 10
Estimated sales: \$57.5 million
This versatile company operates retail/commercial nursery outlets in the Las Vegas Valley, Pahrump and Southern Utah.

Meadows Farms Nurseries
www.meadowsfarms.com
Chantilly, Va.; Locations: 23
Estimated sales: \$47 million
Celebrating its 50th anniversary, Meadows Farms Nurseries is managed from the top down, starting with owner/CEO Bill "The Farmer" Meadows and wife, Betty.

Calloway's/Cornelius Nursery
www.calloways.com
Fort Worth, Texas; Locations: 19

Estimated sales: \$43.8 million
This garden center chain started with a single store—and has grown exponentially over the past 25 years with locations in the Dallas/Fort Worth area and in and around Houston.

Petitti Garden Centers
www.petittigardencenters.com
Cleveland, Ohio; Locations: 9
Estimated sales: \$41.5 million
In addition to its retail outlets, Petitti's also owns a 300-acre nursery in Madison, Ohio, and 32 acres of greenhouses in Columbia Station, Ohio.

The Bruce Co. of Wisconsin
www.brucecompany.com
Middleton, Wis.; Locations: 1
Estimated sales: \$36.8 million
The garden center division is one element of a business model touching upon all aspects of the green industry.

Green Thumb/Green Arrow
www.supergarden.com
Canoga Park, Calif.; Locations: 6
Estimated sales: \$35 million
Founded in 1946, this company is the "go-to" destination for gardeners in the greater Los Angeles area.

Earl May
www.earlmay.com
Shenandoah, Iowa; Locations: 34
Estimated sales: \$34.5 million
Earl May is a household name in its local area, with more than 90 years of experience in garden retailing.

(continued on page 31)

THE BEST OF THE REST

(Estimated annual sales between \$5 million and \$33 million, listed alphabetically)

(continued from page 14)

Adams Fairacre Farms
www.adamsfarms.com
Poughkeepsie, N.Y.; Locations: 3
Estimated sales: \$15 million
Specialties at this stellar store include gourmet foods, gifts, flowers, a nursery ... basically, all the "fixins."

Allredge Gardens
www.allredgegardens.com
Midland, Texas; Locations: 1
Estimated sales: \$5 million
This is oasis in West Texas has a real restaurant – not just a garden center café.

Al's Garden Centers
www.als-gardencenters.com
Woodburn, Ore.; Locations: 3
Estimated sales: \$13 million
Named Garden Center of the Year in 2006 by Garden Centers of America.

Alsip Home & Nursery
www.alsipnursery.com
Frankfort, Ill.; Locations: 2
Estimated sales: \$16 million
This company does the walking when many just do the talking with regards to community involvement.

American Plant
www.americanplant.net
Bethesda, Md.; Locations: 3
Estimated sales: \$13 million
A leader in organic gardening, offering the region's most extensive supply of natural and organic products.

Anderson's Home & Garden Showplace
www.andersonshgs.com
Newport News, Va.; Locations: 1
Estimated sales: \$6 million
This retailers customers love to check out the Ladies Boutique, where they find the trendiest female fashions.

Armstrong Bros. Capital Nursery
www.capitalnursery.com
Sacramento, Calif.; Locations: 3
Estimated sales: \$7 million
This store's customers tune in Saturdays for "The Capital Nursery Garden Show" where they can get helpful tips and ask gardening questions.

Bachmans
www.bachmans.com
Minneapolis, Minn.; Locations: 7
Estimated sales: \$24.5 million
Bachman's fleet of purple floral trucks delivers over 5,000 packages during an average week (and many more on holidays).

Behnke Nurseries
www.behnkes.com
Beltsville, Md.; Locations: 2
Estimated sales: \$8 million
An online "Show 'n' Tell" feature lets customers share their gardening success stories.

Berns Garden Center
www.berns-gardencenters.com
Middleton, Ohio; Locations: 2
Estimated sales: \$6 million
Recognized as one of the Top 100 destination garden centers in the nation, BGC has covered walkways that overflow with a colorful collection of plants.

Bordine's
<http://bordine.com>
Rochester Hills, Mich.; Locations: 5
Estimated sales: \$28 million
Nowhere else in Michigan will you find a retail nursery growing more of its own annuals, perennials, trees, shrubs, and roses.

Briggs Nursery
<http://briggsgarden.com>
North Attleboro, Mass.; Locations: 1
Estimated sales: \$5 million
Free Wi-Fi and a flat screen television entice visitors to the café.



VIEW FROM THE TOP

Armstrong Garden Centers/
Pike Nurseries on track for
continued growth

It's hard to believe only three years have passed since California-based Armstrong Garden Centers (31 locations) acquired Pike Nurseries, with 16 retail locations in the Atlanta, Ga., and Charlotte, N.C., metropolitan area.

CEO Mike Kunce will tell you it has been a whirlwind ride. But the rewards have definitely been worth the work. The Pike Nursery stores have been reinvigorated, and customers are flocking in. The improvements are more than skin deep—though structural "facelifts" were among the investments made to enhance the chain's image. Perhaps more notable are the new marketing strategies and better trained staff, which make shopping at Pike Nurseries a great experience. Join us next month for part one of a two-part series on the making of the nation's biggest independent garden center chain.

woollypocket
THE GOOD LIFE GROWS IN POCKETS

DISCOVER HOW YOU CAN BECOME
A WOOLLY POCKET RETAILER
WRITE TO: info@woollypocket.com
OR CALL: 877.796.6559

www.woollypocket.com

W is for **walls**, because our easy-to-install
living wall system brings plants up to eye-level,
and transforms bare walls, fences and rails
into living works of art.

woollypocket.com



Bucks Country Gardens**www.buckscountrygardens.com**

Doylestown, Pa.

Estimated sales: \$5.5 million*A highlight: more than 50 sets of outdoor furniture, from cast aluminum to wrought iron to resin wicker.***Countryside Flower Shop,
Nursery & Garden Center****http://countrysideflowershop.com**

Crystal Lake, Ill.; Locations: 1

Estimated sales: \$6 million*The Flower Shop is a Midwest haven for unusual plants and gifts.***Dehaven Home & Garden****www.dehavenshowplace.com**

Lima, Ohio & Findlay, Ohio

Locations: 2

Estimated sales: \$6 million*Customers looking for weekly specials can go online, print the latest update and take it to the store to enjoy great savings.***DeWayne's****www.dewaynes.com**

Selma, N.C. Locations: 1

Estimated sales: \$6 million*A strong, well-merchandised garden center that also does great business in gifts, jewelry, apparel and Christmas décor.***Donzells/Gale's Westlake****www.donzells.com**

Akron, Ohio

www.galeswestlake.com

Westlake, Ohio; Locations: 2

Estimated sales: \$22.8 million*Donzells is one of the largest garden centers in the U.S., with 35,000 square feet of building space and parking for 300 guests. Gale's Westlake has more than 14 acres of "inspiration."***English Gardens****www.englishgardens.com**

Ann Arbor, Mich.; Locations: 7

Estimated sales: \$26 million*Ten second-generation owners oversee the***Homestead Gardens,
Headquarters:
Davidsonville, Md.***day-to-day operations of the retail stores, which, collectively, have been voted THE BEST by readers of The Detroit News.***Evergreen Home & Garden
Showplace****http://egardenplace.com**

Kingsport, Tenn.; Locations: 3

Estimated sales: \$6 million*Nineteen greenhouses are used for sales and growing, plus a huge staff that contributes to a stellar education program.***The Farm at Green Village****www.thefarmatgreenvillage.com**

Green Village, N.J.; Locations: 1

Estimated sales: \$6 million*The Glass House has 30,000 square feet filled with annuals, perennials, biennials, tropical plants, succulents and more.***Family Tree Nursery****http://familytreenursery.com**

Overland Park, Kan.; Locations: 3

Estimated sales: \$20 million*This retailer's online videos are superbly done and provide useful gardening tips.***Flowerland****http://myflowerland.com**

Wyoming, Mich.; Locations: 3

Estimated sales: \$10 million*Highlights: the company's award-winning radio show and "Green Thumb" TV segments.***Gardener's Supply Co.****www.gardeners.com****Burlington, Vt.; Locations: 2****Estimated sales: \$6 million***This employee-owned company is staffed by gardeners who provide garden-tested, earth-friendly products.***Green Acres Nursery & Supply****www.idiggreenacres.com**

Sacramento, Calif.; Locations: 2

Estimated sales: \$8 million*One customer called this company "The Cadillac of nurseries" – and there's plenty inside the grounds to earn that distinction.***Green View****www.greenview.net**

Peoria, Ill.; Locations: 3

Estimated sales: \$10 million*Owners and staff of this company are affiliated with more than 60 civic, professional and charitable organizations.***Hillermann Nursery & Florist****www.hillermann.com**

Washington, Mo.; Locations: 1

Estimated sales: \$5 million*The garden center's stated mission is to create an experience that "wows." Consider that a done deed.***Homestead Gardens****www.homesteadgardens.com**

Davidsonville, Md.; Locations: 2

Estimated sales: \$15 million*Homestead-grown plants arrive at the retail store within minutes of being placed on the trucks. The result is some of the freshest plants*

TOP SINGLE-LOCATION GARDEN CENTERS

*(Estimated annual sales between \$7 million and \$27 million)***Gertens**www.gertens.com

Inver Grove Heights, Minn.

Estimated sales: \$27 million*A huge single-location center, with 17 acres of outdoor selling space.***Linder's**www.linders.com

St. Paul, Minn.

Estimated sales: \$18.5 million*The source of new products not available elsewhere in the Twin Cities.***Mariani Gardens**www.marianigardens.com

Armonk, N.Y.

Estimated sales: \$18 million*Its tagline: Creating the quintessential comfort zone. And making it yours.***Roger's Gardens**<http://rogersgardens.com>Gertens, Headquarters:
Inver Grove Heights, Minn.**Corona Del Mar, Calif.****Estimated sales: \$17.5 million***A "feel good" place that is fun to visit, especially during the major holidays.***Molbak's Garden + Home**www.molbaks.com

Woodinville, Wash.

Estimated sales: \$14 million*One of the Great Northwest's premier garden and home destinations.***Corso's Flower & Garden Center**www.corsosflorist.com

Sandusky, Ohio

Estimated sales: \$12.5 million*Known for its beautiful flower and gift options.***Chalet**www.chaletnursery.com

Wilmette, Ill.

Estimated sales: \$12.2 million*Reaches customers through social media, online videos and e-newsletters.***Hicks Nurseries**www.hicksnurseries.com

Westbury, N.Y.

Estimated sales: \$12 million*The oldest garden center on Long Island specializes in events and programs.***Valley View Farms**www.valleyviewfarms.com

Cockeysville, Md.

Estimated sales: \$11 million*Its International Christmas Shop features outstanding ornaments and gifts.***Bob's Garden Center**www.bobsgardencenter.com

Egg Harbor Township, N.J.

Estimated sales: \$10 million*Its online 2011 Spring Project Planner guides customers through practically any gardening job.***Swansons Nursery**www.swansonsnursery.com

Seattle, Wash.

Estimated sales: \$10 million*Visitors drop in routinely for the plants and a super meal at Alexa's Garden Café.***Gethsemane Gardens**www.gethsemanegardens.com

Chicago, Ill.

Estimated sales: \$10 million*The store's colorful, friendly façade welcomes shoppers.***Mulhall's**<http://mulhalls.com>

Omaha, Neb.

Estimated sales: \$9.3 million*Voted Omaha Magazine's best garden center 10 years in a row.***Russell's Garden Center**www.russellsgardencenter.com

Wayland, Mass.

Estimated sales: \$8 million*Merchandise spans the spectrum, from shrubs to décor to flower arrangements.***Hoerr Nursery**www.hoerrnursery.com

Peoria, Ill.

Estimated sales: \$7.5 million*The third-generation, full-service business features a highly certified staff.***Sky Nursery**<http://skynursery.com>

Shoreline, Wash.

Estimated sales: \$7.5 million*Known in the area as "the gardener's garden store."***Southwood Landscape & Nursery**<http://southwoodnursery.com>

Tulsa, Okla.

Estimated sales: \$7.5 million*The gardening "experts"—nine employees have degrees in horticulture.***Van Wilgen's Garden Center**<http://vanwilgens.com>

North Branford, Conn.

Estimated sales: \$7.5 million*Showcases thousands of plants, plus an expanded store stocked with garden goods.***Sickles Market**<http://sicklesmarket.com>

Little Silver, N.J.

Estimated sales: \$7 million*Offers quality produce and plants, unique foods, and garden gifts.***Tagawa Gardens**www.tagawagardens.com

Centennial, Colo.

Estimated sales: \$7 million*This certified wildlife habitat is a birding and nature lover's paradise.*Berns Garden Center,
Headquarters:
Middleton, Ohio.*available – every week.***Johnson's Florist & Garden Center**www.johnsonsfiorists.com

Kensington, Md.; Locations: 3

Estimated sales: \$7.5 million*Another benevolent business, donating to no three dozen local charitable groups, many helping at risk children and youths.***Johnson's Garden Center**www.johnsonsgarden.com

Wichita, Kan.; Locations: 3

Estimated sales: \$6 million*A recently forged relationship with Home & Garden Showplace has resulted in enhanced selection – and better pricing.***Logan Trading Co.**www.logantrd.com

Raleigh, N.C.; Locations: 1

Estimated sales: \$5.2 million*This "oasis" is family friendly and has helped revitalize the community.***Louisiana Nursery Home & Garden Showplace**<http://louisiananursery.com>

Prairieville, La.; Locations: 4

Estimated sales: \$7.5 million*When customers take a tour of this garden center's various nooks and crannies, they take**a literal tour, marked by inspirational ideas.***Lukas Nursery**www.lukasnursery.com

Oviedo, Fla.; Locations: 1

Estimated sales: \$7.5 million*A large selection of landscape, patio, & indoor plants, plus one of the largest native butterfly conservatories in the state of Florida.***Mahoneys**www.mahoneysgarden.com

Winchester, Mass.; Location: 8

Estimated sales: \$17 million*Some garden centers pay lip service to social media efforts; Mahoney's blog alone keeps customers engaged, informed and entertained.***Martin Viette Nurseries**<http://martinviette.com>

East Norwich, N.Y.; Locations: 2

Estimated sales: \$17.5 million*The garden center's beautiful store at the Americana Manhasset captures time-honored accents and accessories for the home or gifts that celebrate or mark an occasion.***McDonald Garden Center**www.mcdonaldgardencenter.com

Hampton, Va.; Locations: 3

Estimated sales: \$11.5 million*A frequent award-winner, this garden center*

is for **oasis**, because surrounding a home with plants means better air quality, being happier, and making the home a peaceful retreat.

woollypocket.com

is for **lush**, because lush, living walls and floors, indoors and outdoors inspire people to fill their homes with more plants than ever before. One Pocket can hold three 6" to 8" plants.

woollypocket.com

SNAPSHOT: GARDEN CENTERS SERVING THE NATION'S TOP POPULATION CENTERS

New York/Northern N.J./ Long Island

Garden centers in the area: 116*

List members in proximity:

- The Farm at Green Village
- Hicks Nurseries
- Mariani Gardens
- Martin Viette Nurseries

Los Angeles/Long Beach/ Santa Ana

Garden centers in the area: 135*

List members in proximity:

- Armstrong Garden Centers
- Green Arrow/Green Thumb
- Roger's Gardens

Chicago/Joliet/Naperville

Garden centers in the area: 124*

List members in proximity:

- Chalet
- Gethsemane Garden Center
- Pasquesi Home & Gardens
- Pesche's
- Sid's

Dallas/Fort Worth/Arlington

Garden centers in the area: 129*

List members in proximity:

- Calloway's Nursery
- Nicholson-Hardie Nursery & Garden Center

Philadelphia/Camden/ Wilmington

Garden centers in the area: 108*

List members in proximity:

- Waterloo Gardens



Waterloo Gardens,
Headquarters:
Devon, Pa.

Houston/Sugar Land/Baytown

Garden centers in the area: 99*

List members in proximity:

- Cornelius Nursery
- Houston Garden Centers

Washington D.C./Arlington/ Alexandria

Garden centers in the area: 75*

List members in proximity:

- American Plant Garden Center & Nursery
- Behnke Nurseries
- Johnson's Florist and Garden Centers

Atlanta/Sandy Springs/Marietta

Garden centers in the area: 111*

List members in proximity:

- Pike Nurseries

Boston/Cambridge/Quincy

Garden centers in the area: 123*

List members in proximity:

- Mahoney's Garden Centers

Detroit/Warren/Livonia

Garden centers in the area: 200*

List members in proximity:

- Bordine's

*Source: YellowPages.com listings for metro area.

is great at selling solutions along with the products necessary to achieve success.

Menne Nursery

<http://mennenuresery.com>
Amherst, N.H.; Locations: 1
Estimated sales: \$5 million

A new 11,000-square-foot covered shopping area, improved curb appeal and expanded product lines make this a destination spot.

Merrifield Garden Center

www.merrifieldgardencenter.com
Merrifield, Va.; Locations: 3
Estimated sales: \$20 million

The extended "family" of growers, landscaping experts and retail staff includes 750 people.

Milaeger's

www.milaegers.com
Racine, Wis.; Locations: 2
Estimated sales: \$10 million

Ninety-plus greenhouses are open to gardeners to view color crops while growing.

Moana Nursery

www.moananursery.com
Reno, Nev.; Locations: 3
Estimated sales: \$10.8 million

This garden center does a remarkable job of marketing its various and many activities.

Natorp's

www.natorp.com
Mason, Ohio; Locations: 2
Estimated sales: \$7.5 million

Owner Wm. Kyle Natorp says it's common for strangers who recognize his last name to come up and ask him plant questions.

Navlet's Garden Centers

www.navletsgardens.com
Concord, Calif.; Locations: 4
Estimated sales: \$10 million

If a customer buys sod or grass seed, and soil amendments here, the store's staff will loan him/her spreaders and rollers for the project.

Nicholson-Hardie

www.nicholson-hardie.com

L is for **love** because plants LOVE pockets due to their breathable felt that's made from recycled plastic bottles. The breathability helps plants to air prune and prevents roots from becoming pot-bound.

woollypocket.com



Dallas, Texas; Locations: 2
Estimated sales: \$7.5 million
 This garden center provides free delivery of virtually anything bought in the store, within 48 hours.

Oakland Nurseries
www.oaklandnursery.com
Columbus, Ohio; Locations: 3
Estimated sales: \$20 million
 Oakland has an “app” for that, whatever your “that” might be, from the garden center proper to nursery stock, landscape design, interiorscape design, irrigation, lighting and a pottery division.

Orchard Nursery & Florist
www.orchardnursery.com
Lafayette, Calif.; Locations: 1
Estimated sales: \$6.5 million
 Located in the rolling hills at the foot of Mt. Diablo, this garden center is also known for its popular Lazy K Gift Shop.

Pasquesi Home & Garden
www.pasquesi.com
Barrington, Ill.; Locations: 2
Estimated sales: \$10 million
 The company formula is simple: superior quality, bountiful variety and respect for people. It has been a winning combination for more than 30 years.

Pesche's
http://pesches.com
Des Plaines, Ill.
Estimated sales: \$5.5 million
 This third-generation business is known for its attentive service, expert advice and uncompromising quality.

Platt Hill Nursery
www.platthillnursery.com
Bloomington, Ill.; Locations: 2
Estimated sales: \$7 million
 Customers of this garden center have at their fingertips, quite literally, more than a dozen online “how to” primers designed to help them become successful at a variety of gardening endeavors.



Mahoney's, Headquarter's:
Winchester, Mass.

Plymouth Nursery
www.plymouthnursery.net
Plymouth, Mich.; Locations: 1
Estimated sales: \$5 million
 If a picture is worth 1,000 words, this company's expansive online gallery of images depicting store highlights will give customers 36,000 reasons to visit. That's some powerful marketing.

Portland Nursery
http://portlandnursery.com
Portland, Ore.; Locations: 2
Estimated sales: \$6 million
 This company not only gives back to the community, its online first-person accounts of what the experience meant to Portland Nursery staff members involved in charitable work serves as a personal testament to a store that “connects.”

Ray Wiegand's Nursery & Garden Center
www.wiegandsnursery.com
Macomb Township, Mich.; Locations: 1
Estimated sales: \$7 million
 More than 30 of the company's employees are Michigan Certified Nursery professionals, ensuring that customers receive valuable information about the care and nurturing of plants from knowledgeable sales associates.

Sargent's Landscape Nursery
http://sargentsgardens.com
Rochester, Minn.; Locations: 2
Estimated sales: \$25 million
 The garden center hosts “Wee Wednesdays,” gardening-related classes for preschool and Kindergarten-aged children that include hands-on activities, a story, and a tasty treat. That way, mom shops, and a new generation of gardeners is cultivated while she does.

Sid's
www.sidsgreenhouses.com
Palos Hills, Ill.; Locations: 2
Estimated sales: \$10 million
 This independent retailer offers a daily gardening tip online that is fed to its customers via Facebook, MySpace and Twitter.

Sloat Garden Centers
http://sloatgardens.com
Danville, Calif.; Locations: 9
Estimated sales: \$15 million
 The company has one of the best “almost daily” blogs in the industry, complete with great stories and sound advice to keep customers informed and enlightened.

Southern Homes & Gardens
www.southernhomesandgardens.com
Montgomery, Ala.

Locations: 2
Estimated sales: \$7.5 million
 SH&G's home store helps the company extend beyond gardening to lifestyle retailing.

Stauffers of Kissel Hill
www.skh.com
Lititz, Pa.; Locations: 8
Estimated sales: \$33 million
 Customers easily bond with this retail center via its “Ask the Garden Guy” website feature, in which any and all gardening questions are addressed by one of the store's principals, Steve Gallion.

Strader's Garden Centers
www.straders.net
Columbus, Ohio; Locations: 6
Estimated sales: \$6 million
 This retailer's ads feature a classic “before and after” element, with notes on how much the customers will save on dozens of items if they visit during a certain time.

Strange's Garden Centers
www.strangesgardencenter.com
Richmond, Va.; Locations: 4
Estimated sales: \$10 million
 By partnering with a new regional resource, www.centralviriniagardeners.com, Strange's helps customers delve into pertinent gardening topics – and points them toward answers to questions concerning lawn care, critter control and gardening challenges.

Strawberry Blossom/Ploch's
www.strawberryblossom.com
North Wayne, N.J.; Locations: 2
Estimated sales: \$6 million
 In addition to the plant staples, this garden center specializes in lifestyle products, such as premium grills and patio furniture, statuary and fountains, wild bird feeding and water gardening.

Suburban Lawn & Garden
www.suburbanlg.com
Kansas City, Mo.; Locations: 2
Estimated sales: \$10 million
 This retailer's ads immediately point to a

customer benefit: “Free with a Tree,” “Volume Discount,” “% Off.” That way, customers come in with a purpose – and generally leave with more products in the process.

SummerWinds Nursery
www.summerwindsnursery.com
Boise, Idaho; Locations: 11
Estimated sales: \$26 million
 This unique setup covers three states (California, Arizona and Missouri), and delivers with unique plants and products for each.

Terrain at Styers
http://styers.shopterrain.com
Glen Mills, Pa.; Locations: 1
Estimated sales: \$6 million
 A revolutionary business model that has taken the lawn and garden shopping experience to the next level.

TLC Florist & Greenhouse
http://tlcgarden.com
Oklahoma City, Okla.; Locations: 2
Estimated sales: \$12 million
 TLC has always encouraged customer involvement in the growing operation, which covers 40,000 square feet of greenhouse space and is open to the public.

Town and Country Gardens
http://tcgardens.com
Idaho Falls, Idaho; Locations: 2
Estimated sales: \$10 million
 The company uses weekly gardening seminars to bond with gardeners and would-be gardeners in the region.

Under the Sun Garden Centers
http://underthesungardencenter.com
Tulsa, Okla.; Locations: 11
Estimated sales: \$10 million
 This is one “happy” garden center. From the time customers enter the store to the moment they check out, they are bombarded with colorful signage and plants that combine to set a festive mood.

Vinny's Home & Garden Showplace
www.vinnysshowplace.com

Wallingford, Conn.; Locations: 1
Estimated sales: \$6 million
 Vinny's is a nature haven, with a vast array of birding and butterfly displays to serve the aficionados of the region.

Walter Andersen Nursery
www.walterandersen.com
San Diego, Calif.; Locations: 2
Estimated sales: \$9 million
 An online store that features among dozens of categories one called “Everything!” helps this retailer reach Gen Xers prone to shop on the internet.

Waterloo Gardens
www.waterloogardens.com
Devon, Pa.; Locations: 3
Estimated sales: \$14 million
 A “Healthy Living” section helps this garden center tap the edibles craze – in a way that is practical and beneficial to its customers.

Western Garden Centers
www.westerngardens.com
Salt Lake City, Utah; Locations: 3
Estimated sales: \$8 million
 This company has built its name on helping gardens flourish in North Central Utah's one-of-a-kind landscape of mountains, valleys, deserts, and lakes.

Weston Nurseries
www.westonnurseries.com
Hopkinton, Mass.; Locations: 2
Estimated sales: \$9 million
 This retailer's “Garden Pharmacy” offers a full line of pest control products that range from the traditional synthetics to an increasing number of earth friendly alternatives.

Wight's Home & Garden
www.wights.com
Lynnwood, Wash.; Locations: 1
Estimated sales: \$7 million
 The garden center's best kept secret is its “to-die-for” apparel boutique, which features jackets, vests, sweaters, tops, blouses, tanks, cammies, yoga wear, pants, capris and a whole lot more. ☺

y is for **you're welcome**, because that's what you'll say to your customers after they thank you for introducing them to Woolly Pocket.
woollypocket.com

THANK YOU! ♥
woollypocket

woollypocket
 THE GOOD LIFE GROWS IN POCKETS

DISCOVER HOW YOU CAN BECOME
 A WOOLLY POCKET RETAILER
 WRITE TO: info@woollypocket.com
 OR CALL: 877.796.6559