



THE *Art* OF
GRAB-AND-GO
CONTAINERS

ARE YOUR CUSTOMERS BRIGHT AND
BOLD OR MODERN AND CONTEMPORARY?

By Hannah Sadosky, Griffin Retail Education Manager

Retail sales of decorative grab-and-go containers are expected to increase again this year! Consumers remain busier than ever, and the ease and beauty of retail grab-and-go containers offer endless possibilities. The pandemic brought new types of gardeners to our market, so we must continue to be creative with what we offer within our retail displays. It's easy when you know your type of gardener! Some consumers lack confidence in their ability to put beautiful combinations together. Others just don't have the time. Grow your retail sales by showing your customers the best way to add instant curb appeal, and style their spaces with grab-and-go containers. Whether it's a porch or a patio, consumers are looking closer at decorative planters as they style their outdoor spaces.



FOR THE BOLD GARDENER

Bright colors, whether flowers or planters, make us feel alive! Southern Patio Kay planters are sleek, shiny, and durable. These brightly colored planters create a high-end feel in the retail space due to their quality and with 3G for soil space, rest assured you will keep your gardeners successful helping maintain moisture. Choose bright red or pink and add electricity to your displays. Or go patriotic with summer sales with the red, white, and blue for a Fourth of July theme!

FOR THE MODERN GARDENER

Whether modern or classic, black and white containers ground your space and have a crisp way of complementing foliage and flowers, Bloem's Finley containers rose to the top of the sales ladder this spring, being used primarily for indoor houseplants and tropicals. Finley planters are available in square and round styles that build a foundation for any modern space. Modern colors never go out of style, make sure you have them!

The art of grab-and-go container sales is knowing your gardening consumer! Bright colors have a way of elevating your mood at the end of the day, and they can add a jolt of color to any spot. Modern colors and sharp shapes create form and foundation to any classic space. You'll be sure to find all that you need to create head-turning displays at our upcoming fall expo. Dream it! Buy it! Plant it! See you in September!

