

Boston Fern

Season of availability:

- Available all year round

Suggested Suppliers:

Profitplant UK & Europe	
House of Plants UK	
Fowlers Nursery & Greenhouse USA	

Merchandising:

- End caps and round tables in houseplant area
- As part of "Clean Air" displays
- As part of "Gift Ideas" displays



Boston Fern

Features	Corresponding Benefits
Evergreen	Attractive all year round
Various leaf forms	Choice and variety
Tolerate low light	Good for darker rooms in the home
Bright fresh look	Attractive addition
Hardy	Easy to care for
Air purifying	Great for offices

Link sales products:

- Good houseplant potting compost
- Liquid plant food
- Slow release fertiliser
- Hanging basket kits

Point of sale signs:

**Boston Fern
Nephrolepis**

- Easy care
- Dramatic Foliage
- Tolerates Low Light

17.95

**Perfect
House Plant
Boston fern**

- Quick growing
- Bright foliage
- Easy care

17.95

**Attractive
Foliage**

**I Am Hardy
And
Easy Care**

Promotion

- Internal promotion
- Part of "Plants for the office" , "Plants for Bathrooms" displays
- Promote when stock is fresh
- Have a significant quantity
- A3 promotion sign

A successful promotion requires that the product be presented in store with such intensity that every customer on leaving the store knows full well what the promotion was.

Key ingredients of a promotion –

- Choosing the right time – usually when stock is looking best
- Merchandise it in a very prominent place – 'hot spot'
- If necessary merchandise it in two or even three separate hot spots.
- Use complimentary coloured props, or painted backdrops.
- Have an A3 sign double sided on each location.
- In many cases a price offer will be part of the promotion.
- Additional activity such as demonstrations / hand out information.
- Supplier support.
- Customer / community involvement.
- Roadside signs / fence banners.
- Entry blackboard
- Email to data base

Advertising Key Points

- Major products or promotions warrant external advertising over and above your internally generated communications of promotion signage, blackboards, emails, etc.
- When advertising (communicating) it is desirable to use an 'End Use' as much as possible.
- Ideally the promotion should have a deal (Hot Price offer) of some sort, perhaps on one size or popular variety.
- You certainly do not need to have a price off on all your promotion, but you can create a perception by having a big red price on all products in your promotion.
- Keep advertisements clear and simple. Do not use nursery jargon or names and terms customers do not understand.