



# BUXUS

## Season of availability:

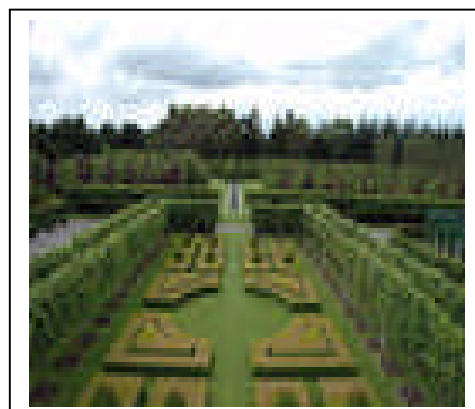
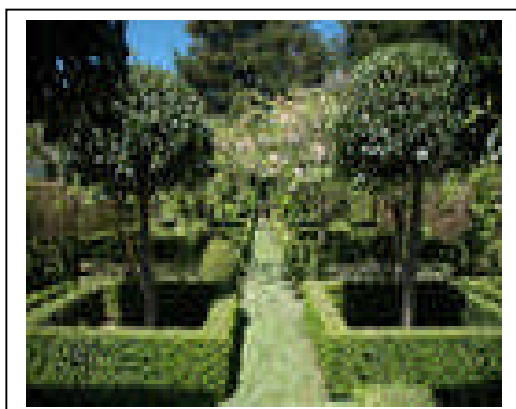
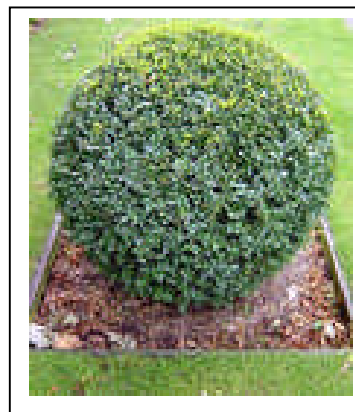
- Available all year round

## Suggested Suppliers:

<b>Vivai Palandri</b>	
<b>Green World Plants</b>	
<b>Aaron Nurseries</b>	
<b>Woodshoot Nurseries</b>	

## Merchandising:

- As part of hedging displays
- As part of topiary display
- "Plants for Containers"
- In formal theme display gardens
- On end caps in quantity
- In beds / tables by grade
- As multi – buy price points



# BUXUS

Features	Corresponding Benefits
Evergreen	Attractive all year
Slow growing	Won't out grow your garden
Hardy	Will grow almost anywhere
Some variegated varieties and different leaf sizes	Interest in the garden
Can be trimmed	Great for hedges , topiary etc

## Link sales products:

- General purpose fertiliser
- Compost
- Pots and containers
- Secateurs
- Hedge shears

## Point of sale signs:

**English Box  
Buxus**

- Slow growing
- Ex low hedge
- Great for pots

**17.95**

**Great small  
hedge  
English Box**

- **Slow growing**
- **Evergreen**
- **Easy care**

**17.95**

**Great Topiary  
Plant**

**I Look Great In  
Pots and  
Containers**

## Promotion

- Popular enough to promote externally as well as internally
- Promote as one of these themes – hedging, topiary, container plants, formal gardens
- 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.