

Escallonia

Season of availability:

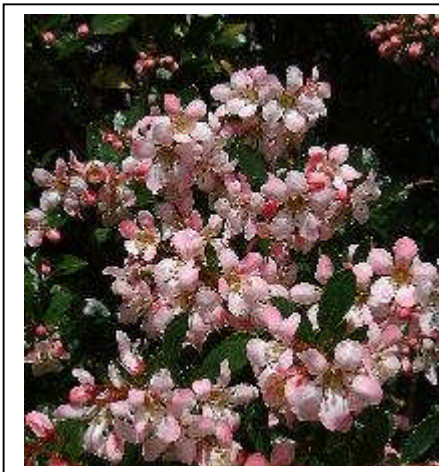
- Available all year round

Suggested Suppliers:

Mahood Brothers	
Aaron Nurseries	
New Row Farm Nurseries	
Burncoose Nurseries	

Merchandising:

- End caps when in flower
- "Plants for Screen and shelter" displays
- In beds and tables by variety and grade



Escallonia

Features	Corresponding Benefits
Evergreen	Attractive all year round
Hardy	Easy care
Summer flowers	Colour in the garden
Can be trimmed	Excellent hedge plants
Drought and coastal tolerant	Good for tougher conditions in the garden

Link sales products:

- General purpose fertiliser
- Compost
- Hedge shears

Point of sale signs:

Escallonia

- Easy care
- Great hedge
- Summer flowers

17.95

**Flowering
Hedge
Escallonia**

- Quick growing
- Bright flowers
- Easy care

17.95

**Flowering
Hedge**

**I Am Hardy
And
Easy Care**

Escallonia

Promotion

- Internal promotion
- External advertising as part of hedging and shelter promotions
- End caps when in flower
- Part of "Hedging and Shelter" promotions
- 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.