

Skimmia

Season of availability:

- Available all year round
- Sell well in autumn / winter with berries and new flower buds

Suggested Suppliers:

New Row Farm Nurseries UK	
Jackson Nurseries	
Burncoose Nurseries UK	
Florcoop Italy	
DJ Hendriksen NL	
South Ridge Growers USA	

Merchandising:

- End caps when in flower and in berry
- "Plants for Winter Berries" displays
- In beds and tables by variety and grade
- As part of plants for Christmas



"Rubella"



"Reevesiana"



"Kew Green"



"Kew White"

Skimmia

Features	Corresponding Benefits
Evergreen	Attractive all year
Compact growing	Ideal for smaller gardens
Spring flowers	Colour in spring
Berries in autumn / winter	Colour in autumn / winter
Will grow in pots	Excellent on decks or patios, by front door
Grow in shade / semi shade	Colour in shady parts of garden

Link sales products:

- General purpose or acid plant fertiliser
- Compost
- Peat moss
- Pots and containers
- Slow release fertilisers

Point of sale signs:

**Skimmia
"Rubella"**

- Easy care
- Winter Berries
- Spring flowers

17.95

**Shade
Lover
Skimmia**

- Spring flowers
- Bright berries
- Easy care

17.95

**Attractive
Berries**

**I Am A
Shade
Lover**

Skimmia

Promotion

- Internal promotion
- As part of Christmas external advertising – well known plant which will draw people in at this time of year
- End caps when in flower or berry
- Part of “Winter / Spring colour” 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.