

green PROFIT

march 2011

ideas for a
profitable garden center

20

Flagging tape, flying pigs wow
the Clinic crowd

32

Cute and cuddly grasses

38

Stephanie Cohen gardens
on the edge

Side by Side

*Communication is key for retail and
landscape divisions working together.*

p.26



contents

MARCH 2011

FEATURES

- 26 Working Smoothly Side by Side** | by Ellen C. Wells
Communication is key for retail and landscape divisions working together.
- 30 Profit Potential in Perennials** | by Jeff Gibson
Ball Horticultural's survey reveals what landscape pros can expect in 2011.
- 32 Small Sizes, Big Results** | by Kerstin P. Ouellet
Using smaller grasses in the landscape.
- 38 Living On the Edge** | by Stephanie Cohen
Roadway "strip zones" needn't be wastelands. Help your customers turn them into smart, attractive landscapes.
- 40 Blueberry Bonanza** | by Chris MacLaggan
These edible shrubs turn a green landscape into a fun and fruity experience.

40



greenPROFIT

A RETAIL COMPONENT OF GROWERTALKS MAGAZINE

ON THE FLIPSIDE

Don't miss these topics over in *GrowerTalks*!

- GT40 Building on Success** | by Jennifer Zurko
These growers have spent the last few years adding onto their businesses—despite the dismal economy. Read on to learn why, how and if their efforts were worth it.
- GT46 Nieuw Glastuinbouwprojectens (New Greenhouse Projects)**
by Chris Beytes
With few exceptions, the Netherlands is the place to find the latest greenhouse projects and technology. Here are two new projects *GrowerTalks* visited this winter. They prove that innovation and investment are alive and well in Holland.



30



32



26

ON THE COVER

Someone's backyard oasis?

Wrong! This lovely setting is actually one of many garden rooms on display at Pathways to Perennials in Kettleby, Ontario, that are meant to inspire both landscape clients and garden center customers.

Read more on page 26.

Photo courtesy of Pathway to Perennials.

SMALL GIANTS We're looking for our next set of small giants—products that choose to be great instead of big. Send us your product: aheikkila@ballpublishing.com



Porcelain Touch LLC

The Porcelain Touch Tool Sharpener is hand crafted by ceramist and horticulturist Carol B. Eder. With both the homeowner and professional in mind, Carol created an elegant and effective sharpening tool that is easy to use.

Reader Service Number 132



Radius Garden LLC

R-Force Pro Bypass Pruner with patent-pending leverage system delivers more cutting power with less effort. The sharp, long-lasting carbon steel blades make precise cuts up to 3/4-in. diameter. It has a strong, durable internal spring, convenient thumb latch, and comfortable grip.

Reader Service Number 133



Silver Vase Inc.

The world's first blue phalaenopsis orchid, widely available for the first time from Silver Vase. Blue Mystique's long-lasting, lovely electric blue blooms shine on a dramatic single or double spike. It loves low to medium light and comes in a 5-in. pot.

Reader Service Number 134



Suntory Flowers Ltd

Million Bells Bouquet series is one of the earliest-flowering calibrachoa and they bloom from April to October. The Bouquet series is maintenance free, has a compact habit, and is a very floriferous plant that blooms thick and profusely. Bloom size is 1.25 to 1.5 in. Pictured: Bouquet Brilliant Pink.

Reader Service Number 135



Terra Nova Nurseries

Short cones of clean-white flowers arise from delectable mint-green and silver leaves. These luscious clumps glow in shady or dark areas of the garden. Heuchera Mint Julep has a very active growing period during spring. The average size includes 15-in. wide, 9-in. high, and 15-in. flower height.

Reader Service Number 136



The Conard-Pyle Company

Drift Roses are virtually maintenance-free with great disease resistance. Tons of flowers from spring to frost, their naturally dwarf, true groundcover size is perfect for small gardens and combination planters. Drift Roses are the next big thing for small gardens. **GP**

Reader Service Number 137