

24" x 36" SIGNS

CORREX MATERIAL
WATERPROOF & FADE RESISTANT



**\$79
each**

Custom sign
sizes & options
available with a
\$140/hour
design fee.

Order through Garden Center Solutions
610-690-7345
info@gardencentersolutions.com

annuals

plant each
year for
amazing
color

perennials

hardy plants
that return
year after
year

shade plants

for areas
that get
less than
6 hours
of sunlight

native plants

easy to grow,
low maintenance
plants
for large
areas
for a
natural look

border plants

use these
shrubs
or trees
to define
a border
or block
a view

accent plants

flowering
and
evergreen
shrubs
and
perennials

deer resistant

plants
that deer
are less
likely
to eat

butterfly gardening

attract
beauty
and
grace
to your
garden

roses . . .

traditional
garden
favorites

hummingbirds

attract a
heartthrob
to your
garden

BRANDING & BUDGET PLANS | COMPLETE DIGITAL MARKETING CAMPAIGNS | PLASTIC POSTCARDS
WEBSITES | POSTCARDS | NEWSLETTERS | PLANTING GUIDES | CIRCULARS & FLYERS | LOGO DESIGN
LOYALTY CLUBS | GIFT CARDS | EMAIL CAMPAIGNS | SOCIAL MEDIA | E-MAGAZINES | VIDEOS
BANNERS & SIGNAGE | CONSULTING | MAIL LIST ACQUISITION | EDDM MAILINGS | MARKETING DATA ANALYSIS

349 Rambling Way | Springfield, PA 19064 | p: 610.690.7345 | f: 610.707.3558
info@gardencentersolutions.com | GardenCenterSolutions.com

12" x 18" SIGNS for HORTICULTURAL THERAPY

CORREX MATERIAL • WATERPROOF & FADE RESISTANT



Meant to be put throughout your plant sales area -
Both indoor and outdoor plants!



*plus shipping from Pennsylvania

There's nothing like a beautiful garden, but gardening itself is about much more than aesthetics. Did you know that studies have shown that there are numerous health benefits associated with gardening: mentally, physically and emotionally. We're all aware that the fresh air, exercise and sunshine received while gardening is good for us, and it is important to let customers know these facts.

- Educate your customers by providing them with information pertinent to their life and lifestyle choices.
- Place Horticultural Therapy signage around your garden center to enlighten or remind your customers of the many benefits of purposeful gardening while assuring them that their health is important to you.

Hardware not included but sold separately

Need sign holders? Add \$5 each for a standard wire sign holder.

To order, call 610-690-7345 or email info@gardencentersolutions.com

VEGGIE GARDENING GUIDES & 24" x 36" SIGNS

SIGNS: \$75 EACH

CORREX MATERIAL • WATERPROOF & FADE RESISTANT

VEGGIE GUIDES:

1,000 • \$750 | 2,500 • \$1,000 | 5,000 • \$1,500 | 10,000 • \$1,750

8.5" X 11" - FOLDS TO 3.75" X 8.5"

Many new gardeners are trying vegetable gardening for the first time - help them be successful!



For more info or to order, call 610-690-7345 or email info@gardencentersolutions.com

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18" x 40" BANNERS

DOUBLE SIDED 18oz. REINFORCED VINYL
POCKET OR GROMMET FINISHED



Order of
1-5 banners
\$195
each

Order of
6+ banners
\$175
each



**BANNER
FIXTURES**
\$65/set
holds
1 banner
on a pole

Custom banner sizes & options available
with a \$140/hour design fee.

Additional selections also available.
We also have other sizes: 24" x 48", 24" x 60", 36" x 60", etc.
Let us know what you need!

Order through Garden Center Solutions
610-690-7345
info@gardencentersolutions.com

SPRING

ADDITIONAL SELECTIONS NOT SHOWN;
EMAIL OR CALL TO SEE OTHER TOPICS/STYLES.



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EXTRA LARGE MESH DEPARTMENT BANNERS



9oz. SEAMLESS VINYL • 8' x 10'
OUTDOOR RATED & GUARANTEED TO LAST!

NOTHING IS TOO LARGE!
ANY CUSTOM SIZE &
MOUNTING OPTIONS AVAILABLE!



FLOWERING SHRUBS

9oz. Mesh Banners

Ideal for windy outdoor conditions. Mesh signs have tiny holes to allow air to flow through the banner with minimal tension on the mounting points. The movement and resistance is greatly reduced, and the risk of wind tearing the material is minimized, making these huge banners perfect for use where wind conditions may be an issue.

- Huge Wallscapes
- Large Building Wraps
- Construction Mesh Banners
- Backdrop Banners
- Trade Show Banners
- Large Mesh Banners
- Grand Opening Banners
- Huge Sale Banners



Our LARGE FORMAT digital printing options:

- Hem and Grommets and/or pole pockets
- Reinforced webbing and D-rings to strengthen the mounting areas
- Ink guaranteed for 1 year against color fade in direct sunlight (most last 4-5 years)
- Indoor/outdoor use



ANNUALS



PERENNIALS



TREES



VEGGIES



ROSES



DAYLILIES



SHADE PERENNIALS



FLOWERING TREES

**Our
Extra Large
9oz. Mesh
Department
Banners
are 8' x 10',
but No Size is
Too Large!**

**Up to 16' Wide
Seamless
Vinyl Banners
available.**

Choose from over 12+ designs. Custom options also available! 9 options shown above.

Contact us to see more or to order! info@gardencentersolutions.com or 610-690-7345

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**PICK A
STYLE!**

colorfully
CONTEMPORARY
collection

gcs
garden center solutions
advertising & marketing for the green industry

SIGNS & BANNERS

ADD TO THE BUYING EXPERIENCE WITH BOLD, COLORFUL
MARKETING MATERIALS FOR VARIOUS AGE & ETHNIC GROUPS.

18" x 40" VINYL BANNERS
Order of 1-5 Banners • \$195 each
Order 6+ Banners • \$175 each

24" x 36" CORREX SIGNS
\$79 each

Double Sided • 18 oz. Reinforced Vinyl
Pocket or Grommet Finishing

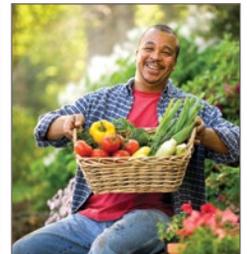
Waterproof
Fade Resistant



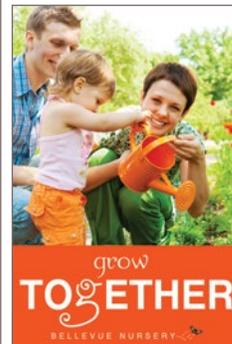
Other
Sizes &
Materials
Available



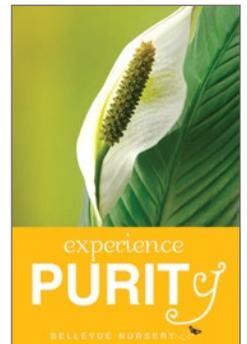
cultivate
WONDER
BELLEVUE NURSERY



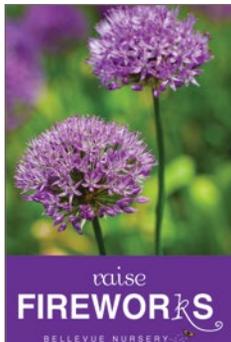
gather
NOURISHMENT
BELLEVUE NURSERY



grow
TOGETHER
BELLEVUE NURSERY



experience
PURITY
BELLEVUE NURSERY



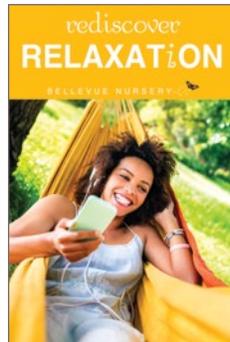
raise
FIREWORKS
BELLEVUE NURSERY



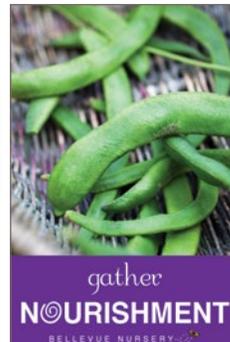
encourage
DISCOVERY
BELLEVUE NURSERY



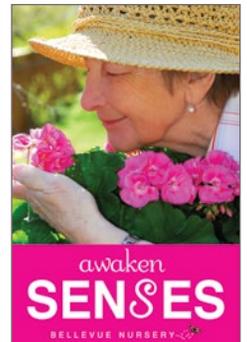
bee
KIND
BELLEVUE NURSERY



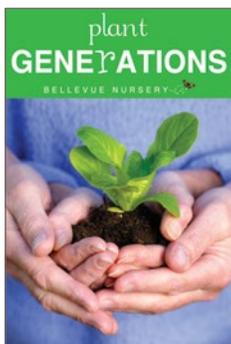
rediscover
RELAXATION
BELLEVUE NURSERY



gather
NOURISHMENT
BELLEVUE NURSERY



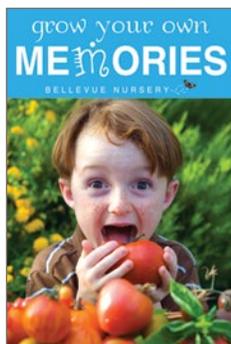
awaken
SENSES
BELLEVUE NURSERY



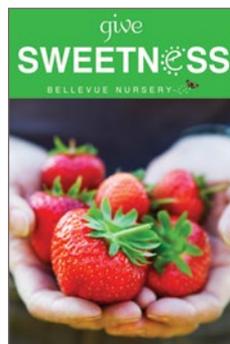
plant
GENERATIONS
BELLEVUE NURSERY



inspire
GROWTH
BELLEVUE NURSERY



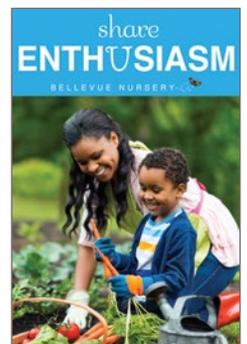
grow your own
MEMORIES
BELLEVUE NURSERY



give
SWEETNESS
BELLEVUE NURSERY



invoke
HAPPINESS
BELLEVUE NURSERY



share
ENTHUSIASM
BELLEVUE NURSERY

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PICK A
STYLE!

colorfully
CONTEMPORARY
collection

gcs
garden center solutions
advertising & marketing for the green industry

DIRECT & SHARED MAIL PROGRAMS

- 1) Choose a size & layout for your postcard.
- 2) Select photos to use out the Colorfully Contemporary Collection.
- 3) Select Colors for the text bar out of 6 color choices. 
- 4) Select your "tagline" from our collection.
- 5) We add your logo.

JUMBO PLUS 5.75" x 11"



SAMPLE OF THE JUMBO PLUS BACKSIDE



YOUR LOGO HERE

Your Store Address Here
Your Store Address Here
Your Store Address Here
www.yourwebsitehere.com

Mon-Fri: 9am-6pm, Sat: 9am-6pm, Sun: 10am-6pm

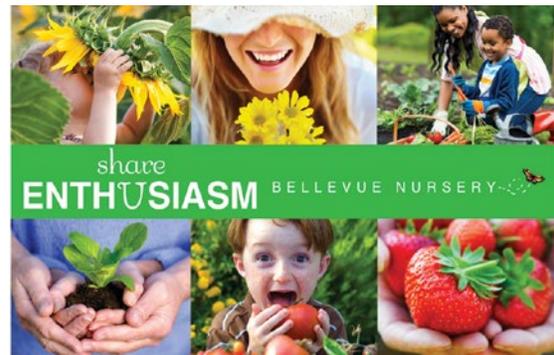
save now
\$5 OFF \$25 or \$10 OFF \$50

Must present coupon at time of purchase. Cannot be combined with any other offers. Excludes Landscaping and multi-purchases. Expiry Expires 12/31/20. While supplies last. \$1 OFF \$25. \$4 OFF \$10. \$10 OFF \$50. Your store name here.

LOYALTY PROGRAM

Join our new customer loyalty program to receive exclusive coupons, our informative e-newsletters, upcoming event information, special sales and more. Visit our website and click on the loyalty program button to fill out the form and join. Once you join, you will receive coupons during the year containing special offers and discounts only at our garden center! www.yourwebsitehere.com

JUMBO 5.5" x 8.5"



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PERFECT PLANTS FOR PEOPLE, PETS, AND POLLINATORS!
POINT THEM IN THE RIGHT DIRECTION WITH SUPPORTIVE SIGNAGE!

NEW GARDENER



NG1



NG2



NG3

9" x 12"



NG4



NG5



NG6

12" x 18"

POLLINATOR



P1



P2



P3

9" x 12"



P4



P5



P6

12" x 18"

PET FRIENDLY



PF1



PF2



PF3

9" x 12"



PF4



PF5



PF6

12" x 18"

OUR GOAL IS TO MAKE YOUR LIFE EASIER!

Make it easy for your customer to find the plants that match their gardening skills. Point them in the direction of plants that support the things they care about, pollinators and their pets.

Our goal at GCS is to simplify your busy life by offering you new solutions to old challenges.

CORREX MATERIAL

Protective Coating
Waterproof & Fade Resistant

All 9" x 12" Signs
Single Sided

10 each of one style
\$100.00

All 12" x 18" Signs
Single Sided

20 each of one style
\$250.00

Wire Stake Sign Holders:
24" high by 10" wide
\$3.00 each



To order, call **610-690-7345** or email info@gardencentersolutions.com

BRANDING & BUDGET PLANS | COMPLETE DIGITAL MARKETING CAMPAIGNS | PLASTIC POSTCARDS
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& SIGNAGE | CONSULTING | MAIL LIST ACQUISITION | EDDM MAILINGS | MARKETING DATA ANALYSIS

Complete SIGNAGE PACKAGES

Complete Signage Evaluations - call us to learn more! Banners, Department Signs, Mesh Banners, Corrugated Plastic Signs and Accessories - all custom designed to reinforce your brand. GCS will guide you through a complete signage remodel of your store! Did you know that we are happy to visit your location for a signage evaluation? Contact us for details.

Signage is crucial when staff is spread thin during the busiest time of the year or if staff is in short supply. Listen to your customer's most frequently asked questions and make note of them. Add signage throughout the garden center that answers these questions thus simplifying your customer's visit and ensuring a return one.

Today's consumer is busy! They want to save time and they covet the information necessary to make the best and most informed purchasing decisions. Signs are an outstanding and indispensable tool to keep today's sophisticated customer happy.



**FREE Signage Checklist -
email us for your copy!**

Order through Garden Center Solutions
610-690-7345
info@gardencentersolutions.com

MOSTARDI'S



SUNNY MEADOWS



20" x 20" Correx Sign



20" x 20" Correx Sign



18" x 48" Correx Sign



18" x 48" Correx Sign



24" x 48" Vinyl Banner



24" x 48" Vinyl Banner



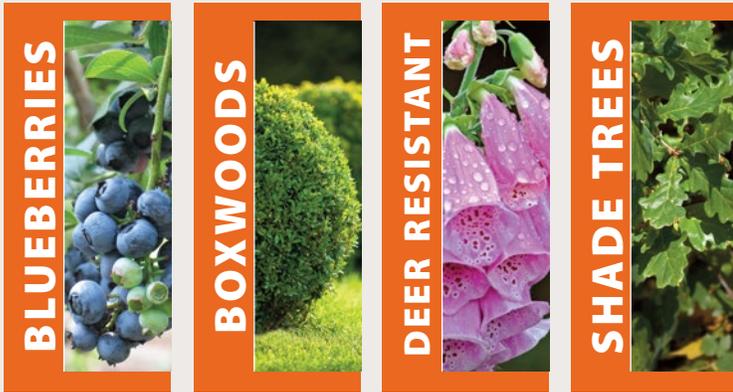
18" x 32" Vinyl Banner



18" x 32" Vinyl Banner

Complete SIGNAGE PACKAGES (Continued)

FARM & GARDEN STATION



24" x 48" Vinyl Banners



4' x 7' Mesh Banners

HERITAGE FARM & GARDEN



22" x 28" Correx Sign



8" x 32" Correx Signs



36" x 72" Vinyl Banners

EXAMPLE BUDGET OF \$5,000 INCLUDES:

CORREX SIGNS

- (8) 18" x 36"
- (1) 3' x 6'
- (1) 2' x 4'

BANNERS

- (10) 18" x 40" Vinyl
- (3) 4' x 7' Mesh

- 12 hours of custom artwork design
- All bracket hardware

GINGER VALLEY



18" x 60" Correx Sign



24" x 72" Vinyl Banner



24" x 60" Correx Sign



18" x 40" Vinyl Banners



6" x 36" Correx Sign

PLANTING GUIDES



Order through Garden Center Solutions
 610-690-7345
 info@gardencentersolutions.com

INCREASE SALES & REDUCE PLANT WARRANTY BY BOOSTING PLANTING SUCCESS



Starting Up With SUCCULENTS

Esbenshade's GARDEN CENTERS
 www.esbenshades.com

- Planting Guide Topics:**
- General Planting Guide
 - Tree & Shrub Planting
 - Watering Guides
 - Succulents Guide
 - Herb Growing Guide
 - Veggie Planting Guide

PLANTING GUIDES are a creative way to differentiate your business by providing written instructions to educate your customer in proper planting and plant care. Our Planting Guide includes your guarantee and recommended products resulting in increased sales, customer success and reduced plant failure refunds.

CUSTOMIZED FOR YOU - IT'S EASY!

We send you, electronically, the suggested copy for your Planting Guide. You read it over, edit to suit your needs and send it back to us. We'll then make your changes and add your selected products, logo and store information. Customers will not only thank you for the information, but will also pick up your recommended products, thus increasing your sales!

QUANTITY	PRICE
1,000	\$750
2,500	\$1,000
5,000	\$1,500
10,000	\$1,750
15,000	\$2,500
20,000	\$3,000

Custom designs are available at \$140/hour

Your Guide to Successful Planting

Moonfire and Sun GARDEN CENTER
 61944 27th Street Bend, OR 97022
 moonfireandsun.com

Planting Trees & Shrubs

When to Plant
 Containerized plants can be planted anytime that the ground is not frozen. If possible, plant your tree or shrub as soon as you get it home. Otherwise, it may dry out or become injured. If you can't plant it immediately, place it in a shady and/or sheltered location, keeping the soil moist and planted.

The Planting Hole
 To plant your tree or shrub, dig the hole at least 2 times as wide as the diameter of the plant's root ball. Add a generous amount of **Down-to-Earth** 3-in-1 to enrich the soil. Blend into the soil. Do not dig too deep - once the ball is placed in the hole, the top of the root ball should be slightly above level with the surface.

Tree & Shrub Container Plants
 Ease the plant out of the pot without disturbing the root ball. Plant the plant directly in the hole. Fill the hole with 3-in-1 and add 1/2 cup of **Down-to-Earth** 3-in-1 and water with **Down-to-Earth** All-purpose liquid fertilizer. This will help your newly planted tree or shrub to grow new roots.

Watering New Trees & Shrubs
 New trees and shrubs typically need a lot of watering for their first 12-18 months as they establish their root system. New plantings should be watered immediately after planting. Always make sure to soak the root system; do not spray the leaves or trunk with water. The best time to do this is to create a small basin around the root ball to retain water and fill this basin with water immediately after planting and again a few hours later.

Planting Perennial & Annual Plants
 Place your plants around your planting area while still in their pots. Make sure your hands have been into consideration the mature height of the plant, as well as soil and shade requirements. Determine an appropriate location for planting, then dig a hole 2 times the width, but only as deep as pot. Add a generous amount of **G&B Soil Building Conditioner** to enrich the soil and break up heavy clay prevalent in our area. Blend into the soil. Water your plants thoroughly, then remove them from their pots by inverting them and supporting the root ball.

Watering
 Water your newly planted trees and shrubs by using a soaker hose or soaker ring inside the planting area for at least 1 hour as necessary. If using a regular hose, make sure it is turned on low allowing for a trickle of water. This slow, deep watering method will promote long, strong and healthy root development. The roots of newly planted container plants dry out faster than the soil around them, so it is important to frequently moisten the soil for one year. Automatic irrigation systems do not adequately water newly planted trees and shrubs so avoid relying on them to properly water your plant.

Diagnosing Problems
 As soon as you suspect a problem with your tree or shrub, please bring a sample of the problem, along with any photos of the tree or shrub to Horticulture Planting and Garden for diagnosis and suggested remedies. We are happy to help with any concerns or problems you may have.

For Successful Planting

Planting Perennial & Annual Plants

Stage your plants around your planting area while still in their pots. Make sure your hands have been into consideration the mature height of the plants as well as the soil and shade requirements. Determine an appropriate location for planting, then dig a hole 2 times the width, but only as deep as pot. Add a generous amount of **G&B Soil Building Conditioner** to enrich the soil and break up heavy clay prevalent in our area. Blend into the soil. Water your plants thoroughly, then remove them from their pots by inverting them and supporting the root ball.

Apply Bumper Crop Starter Feed of this time. Monitor your plants daily. Water slowly to attain deep water penetration which encourages widespread root development.

Add a 2 to 3 inch mulch layer around the plant. This will prevent water loss and keep roots and stems from getting too close to the plant. Avoid overly deep mulch against the stem or trunk of the plant, as this can promote disease or pest injury.

Remove plants from containers by inverting them and supporting the root ball. Gently loosen compacted roots using your fingers. This encourages new root development. Place plants in the hole and backfill with the amended soil mixture. The top of the plant should be even or slightly above ground level. Water thoroughly to eliminate air pockets, apply a thin layer of mulch, one inch is usually enough. Too much mulch can smother plants and animals and perennials. For container gardening we recommend **Sunnyside Gardens Peatling Soil** for both containers and hanging baskets. This soil is what we use to grow all of our beautiful annuals and vegetables.

Watering
 Watering in annuals and perennials immediately after planting is key to strong, healthy plants. After that plants in the ground have the best growth with one inch of water per week. Small plants and container gardens require more moisture and should be checked daily to determine watering needs. For the best results, be consistent with your watering practices throughout the growing season.

Fertilizing
 Keep your flowers healthy and blooming with a slow release fertilizer like **Fertibone** **ColorBlast** and a weekly liquid feed like **Fertibone** **Blooming and Feeding** or one of our other great product lines. A sales associate will be happy to help you choose the fertilizer best suited to your plants. If you have trouble getting your vegetables to produce, please give us a call or come and talk with one of our knowledgeable staff.

Our Plant Guarantee

Thank you for growing your plant material from us. You are guaranteed to receive a healthy plant when you purchase from us. We guarantee the quality of our plants and the health of our customers. We guarantee the quality of our plants and the health of our customers. We guarantee the quality of our plants and the health of our customers.

RHOADS
 1051 State Route 56 East • Clevesville, Ohio 43113
 800.378.8934 • 740.474.2128 • rhoadsgardencenter.com
 rhoadsgardencenter.com

Sunnyside GARDENS

Planting
 Place your plants in the planting area while they are still in the pot. Adjust your placement as needed, taking into consideration the mature height of the plants, both width and height. For each plant, dig a hole which is 2 times the width of the root ball and the same depth as the container. Mix soil with 3-in-1 and backfill to the same depth as the container. Mix soil with 3-in-1 and backfill to the same depth as the container. Mix soil with 3-in-1 and backfill to the same depth as the container.

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Sunnyside Gardens
 5410 Sunnyside Blvd. Items: 01 80405
 208-222-4680 | sunnysidegardens.com

SOME OF THE PRODUCTS WE RECOMMEND FOR SUCCESSFULLY PLANTING TREES & SHRUBS

HERITAGE FARM & GARDEN

TREES & SHRUBS PLANTING GUIDE

HERITAGE FARM & GARDEN
 6900 Northern Blvd. Mattitohong, NY 11752
 (619) 922-1026
 heritagefarmandgarden.com
 Former location of **Planting and Garden**
 WE ARE PROUDLY A FAMILY-OWNED BUSINESS, OWNED AND OPERATED BY GCS FOR 50 YEARS IN THE GARDEN AND HORTICULTURE INDUSTRY
 heritagefarmandgarden.com

CALL TODAY AND WE CAN GET STARTED ON A PLANTING GUIDE FOR YOU!

WHAT'S IN YOUR TOOLBOX?

GIVE THEM TOOLS FOR SUCCESS. EDUCATIONAL IN-STORE RACK CARDS MAKE IT EASY!



INFORMATION IS POWER

Encourage and empower your customer with educational Rack Cards personalized with your logo!

SPRING/SUMMER SEASON

- Acid Loving Plants
- Berry Health
- Butterflies in Your Backyard
- Container Gardening
- The Cutting Garden
- Detering Deer
- Earth Friendly Pest Control
- Feng Shui in the Garden
- Green Gardening
- Healthy Soil, Healthy Plants
- Hydrangeas for Summer Color
- Landscaping for Winter
- Luscious Lawns
- Long Bloomers
- Pests in the Garden
- Planning Your Landscape
- Plants for Wet Soil
- Proper Pruning
- The Rose
- Seed Starting
- Shade Gardening
- Shade Loving Perennials
- Water Gardening
- Winter Pruning

Rack cards:

- cost less than color copies
- consist of professionally written articles
- are personalized with your company name & logo

FALL SEASON

- Attracting Birds to Your Backyard
- Audition Some Autumn Bloomers
- Bringing Your Tropicals Indoors for the Winter
- Composting
- Fall Garden Calendar
- Fall Lawn Care
- Fall Means Color
- The Fall Vegetable Garden
- Minor Bulbs
- Plant Bulbs in Fall

WINTER/HOLIDAY SEASON

- Attracting Birds to Your Backyard
- Decorating for the Holidays
- Do's and Don'ts of Poinsettia Care
- Fresh Cut Trees
- Getting Ready for Winter
- Holiday Tree for the Birds
- Holiday Plants
- Outdoor Winter Arrangements
- Plantable Christmas Trees

610.690.7345

New topics are being added frequently. Call today for an updated list.

CUSTOM DESIGNS AVAILABLE!

ATTRACTING BIRDS TO YOUR BACKYARD

It's amazing how many birds you can attract to your garden if you invite them with the right plants and shelter. And, when you have birds, you not only have the enjoyment of watching them, but you have less insects in the garden!

BRING BIRDS WITH BERRIES

To bring birds to your backyard, plant as many of these berry-producing shrubs as possible:

- Barberry (Berberis)
- Bearberry (Arctostaphylos)
- Boulevardeur (Callunetum)
- Chokeberry (Amelanchier)
- Cotoneaster (Cotoneaster)
- Firethorn (Pyracantha)
- Holly (Ilex)
- Oregon Grape Holly (Mahonia)
- Privet (Ligustrum)
- Rose (Rosa)
- Crabapple (Malus)
- Viburnum (Viburnum)

heritagefarmandgarden.com

BIRDSCAPING

As wildlife habitats are threatened by development, the creation of a bird-friendly environment that provides food, water and shelter is crucial to the existence of our wild bird population. Caring for our feathered friends is an educational and enjoyable activity for the entire family that brings beauty and song to our lives.

BENEFITS OF WILD BIRDS

Birds are great guests to have in your yard, garden or landscape, and they provide more benefits than many homeowners and gardeners realize. Wild birds can...

- Control insects by feasting on both flying and crawling insects, as well as spiders, slugs, snails and other creepy-crawlies.
- Pollinate plants by flitting from flower to flower as they seek out insects or eat seeds, taking pollen along between blooms.
- Manage weeds as they consume copious amounts of weed seeds before the seeds ever have a chance to sprout.
- Control rodents when raptors visit the yard in search of mice, rats, gophers, voles or other unwanted pests.

ATTRACTING BACKYARD BIRDS

Fortunately, it is easy to attract a wide variety of backyard birds when you offer them what they need most - food, water and shelter.

heritagefarmandgarden.com

Contact us for Custom Design Pricing 610.690.7345

Quantity in set	Individual Topics	Set of 8 Topics (save up to 20%)	Set of 16 Topics (save up to 20%)
250	\$149/set	\$1,000	\$1,750
500	\$199/set	\$1,250	\$2,250
1,000	\$249/set	\$1,650	\$3,000
2,500	\$375/set	\$2,450	\$4,500

TEMPLATE DESIGNS

Detering Deer

Strictly vegetarian, an average adult deer can eat between 4 and 6 pounds of food per day. And, not only are they big eaters, they aren't the slightest bit picky. Deer eat over 500 different varieties of plants, but, if they're really hungry they'll eat just about anything in the garden or landscape.

Short of a fence, the next best thing is to take advantage of two weaknesses of deer - they're creatures of habit and they are easily scared. Anything you can do to mix up their habits or make them think there is danger nearby might be enough to make them go elsewhere in search of food. Therefore, you must rotate in repellents or scare tactics you try in order to fool deer.

Product	Type	How it Works
Coyote Urine	Wicking of urine into air by dispenser or foam darts	Odor
Mitogazole	Fertilizer	Odor
Fencing or Netting	Physical barrier	Tactile
Tree Guard	RTU Spray and Concentrate	Odor/Taste
Deer Scram	Granular	Smell

Fall Means Color

Often thought of as the end of the gardening season, fall is really one of the most colorful seasons of the year. During this time, the trees put on their best show of scarlets, reds, oranges, golds and purples. Fall-flowering perennials provide spectacular blooms while ornamental grasses wave their plumes in the landscape. To add additional color in beds, borders and containers, plant mums, pansies, and flowering kale. Feed plants regularly with Schultz Bloom Plus, Miracle Gro All Purpose Plant Food or Omocore Plus Multi Purpose Plant Food and remove spent flowers to extend bloom time. This fall, show your true colors by adding some fall color to your garden.

Red Fall Color Trees:

- Acer species (Maple)
- Cornus florida (Dogwood)
- Cornus kousa (Kousa Dogwood)
- Cotinus coccinea (Smoketree)
- Cotinus coggygria (Smoketree)
- Fraxinus pennsylvanica (American Sweetgum)
- Ostrya virginiana (Hawthorn)
- Quercus prinus (White Oak)
- Quercus rubra (Red Oak)
- Quercus sp. (Oak)

Fall Lawn Care

Fall is the best time of the year to overseed your existing lawn or establish a new lawn.

Overseeding A Weak Lawn
Spray broadleaf weeds with a selective herbicide and wait 2 weeks.

Take a soil sample of your lawn to determine the pH.

Mow shorter than normal and rake clean.

Cone aerate if you have compacted soil or heavy thatch.

Apply starter fertilizer and lime or gypsum as determined by the pH test.

Use Ringer Lawn Restore if thatch is thicker than 1/2 inch.

Overseed with the proper seed. If cone aerating, lightly topdress with topsoil or humus.

Water daily until grass has germinated, then soak once a week.

Fertilize in late fall with Scott's Winterizer.

Fall Garden Calendar

September

- Spray Bonide All-Season Spray on herbicide as needed weekly.
- Spruce up the landscape by planting Fall Perennials, Flowering Cabbage & Kale, Cole, Garden Mums, Fall Blooming Perennials as well as Trees and Shrubs.
- Test your lawn pH to determine if you need to apply lime or sulfur to adjust the pH this season. A 50# bag of Lime will raise the pH about .5 per 1000 square feet of turf.
- Pick up your Spring Flowering Bulbs like tulips, daffodils, crocus, hyacinths, snowdrops and more! An auger for the drill will also help make planting easier.
- Plant cool-season salad greens (arugula, coon salad, lettuce, radishes and spinach) in cold frames.
- Apply Bonide Bulb Booster now to coax stubborn plants into bloom next year.
- Aerate, re-seed and apply Fall Lawn Food to the lawn. Keep grass seed damp; water every day if necessary. Apply "Step 4" of your Lawn Program - Auger through November or a Lawn Fertilizer/Winterizer which helps develop stronger, deeper roots for winter.
- Treat houseplants with Systemic Granules and Bonide Insect Killing Soap now to get rid of any insects before bringing them into

Minor Bulbs

A garden stroll in spring usually offers a lot of promise but little color. You can change this by planting one of the best kept horticultural secrets: "minor" spring bulbs that offer beautiful blooms as early as February and March.

These brightly colored plants are minor in usage but a major source of satisfaction to anyone who grows them. And, anyone can! Chionodoxa, muscari, cranich, galanthus and other minor bulbs are planted at the same time as tulips, daffodils and hyacinths, and in the same way, although not so densely. They make perfect partners for all of your other traditional spring-flowering bulbs.

Some of our favorites include:

- Chionodoxa (Glory of the Snow) - Small 1 inch white-centered blue or pink flowers appear on leafless stems. Plant in large groups in front of early blooming shrubs or naturalize in the lawn. When grown in shade, blooms last several weeks. Plants grow 4-10 inches tall.
- Muscari (Grape Hyacinth) - Offering the rare and cherished blue color in the garden, muscari have small spherical blossoms bunched into triangular clusters on top of delicate 6-9 inch stems. Grape hyacinths are available in many shades of blue, purple and white. We carry five different varieties.

ALL RACK CARDS ARE SIZED 3.75" x 8.5". LARGER SIZES ARE AVAILABLE (CUSTOM RACK CARDS).

Gardening Idea Book



Ready-to-customize Magazine or E-Magazine.

Stimulate, motivate, and enthruse your customers with a visually stunning and informative Gardening Idea Book. **Whether offering a printed, hand-held magazine, or an e-magazine** for viewing on any device, our Gardening Idea Book is custom tailored with your logo and supports your distinctive article selections from our ever-increasing library of over 350 seasonal garden related pieces.

- Finished printed size is 8.5" x 11".
- 16 pages including covers with areas for ads and featured products.
- All article content is editable and customizable to suit your business.



Scan this code with your smartphone for more info.



PRICING	
E-MAGAZINE	PRINTED MAGAZINE
<p>\$2,995* per season or \$2,500* each <i>(when you do all 4 seasons)</i></p> <p><i>*Up to 6 hours of edits or design time.</i></p>	<p>\$2,000* Includes Template Rental & Edits <i>(Printing & mailing costs are based on quantity. See to the right for details.)</i></p> <p>Printed on high quality 80 lb. gloss paper</p>

ASK US FOR ADVICE ON HOW TO PAY FOR THIS WITH AD SPONSORS!

EXAMPLE OF PRINTING & MAILING 10,000 QTY	
MAILED as EDDM	MAILED as DIRECT MAIL
<p>\$2,000 Template Rental & Edits</p> <p>\$6,500 Printing & Binding 16 Pages</p> <p>\$2,310 Mailing Costs as EDDM</p>	<p>\$2,000 Template Rental & Edits</p> <p>\$6,500 Printing & Binding 16 Pages</p> <p>\$8,830 Mailing Costs as Standard Direct Mail <i>(mailing direct to a targeted list)</i></p>
\$10,810 (\$1.081 each)	\$17,330 (\$1.733 each)

Business _____

Address _____

City _____ State _____ Zip _____

Contact Person _____ Phone _____

Email _____

SPRING ARTICLES INCLUDE:

- Attracting Hummingbirds
- Spring Gardener's Calendar
- Spring Blooming Beauties
- More Than Just Mulch
- Pre-emergent Control of Crabgrass
- Deterring Deer
- Protecting Our Pollinators
- Starting Up With Succulents
- Shrubs for Summer Color

Looking for a different topic?
Choose your own! We have 100's of articles to choose from which you can customize to your liking.

TEXT MARKETING • DIGITAL MARKETING: Complete Digital Campaigns, E-Magazines, E-Blasts, Websites, Social Media, Videos • **TRADITIONAL MARKETING:** Postcards, Plastic Postcards, Triple Card Plastic Mailers, Gift Card Mailers, EDDM Mailings, Newsletters, Flyers, Magazines • **IN-STORE MARKETING:** Business Cards, Gift Cards, Loyalty Clubs, Planting Guides, Product Guides, Info Handout Cards, Banners, Signage • **ADDITIONAL SERVICES:** Branding, Budget Plans, Logo Design, Consulting, Package Design, Mail List Acquisition, Data Analysis

EDDM (EVERY DOOR DIRECT MAIL)



This USPS program provides saturated mailings to specific carrier routes for a fraction of regular postage costs. GCS works with you to find the best areas to target, using demographic information for your chosen zip codes. We design and print your custom postcard, finalize your paperwork, and send you everything you need to take to the post office to complete your mailing.

6.25" x 9"



5.75" x 11"



8.5" x 11"



With EDDM, you can

- target specific neighborhoods near your store,
- print as few as 500 pieces for your mailing, and
- complete a mailing in about two weeks (from art approval).

Scan this code with your smartphone for more info.



GIANT EDDM 8.5" X 11"

- ARTWORK: \$600
- POSTAGE ONLY: 22.3¢ ea.
- PAPERWORK PREP: \$150 Per Location (Zip code analysis & USPS paperwork preparation)

PRINTING & BANDING

QUANTITY	PRICE
2,500	\$875
5,000	\$1,500
10,000	\$2,600
20,000	\$4,800

Coast of Maine

CO-OP
OPTIONS
AVAILABLE



TEXT MARKETING • DIGITAL MARKETING: Complete Digital Campaigns, E-Magazines, E-Blasts, Websites, Social Media, Videos • **TRADITIONAL MARKETING:** Postcards, Plastic Postcards, Triple Card Plastic Mailers, Gift Card Mailers, EDDM Mailings, Newsletters, Flyers, Magazines • **IN-STORE MARKETING:** Business Cards, Gift Cards, Loyalty Clubs, Planting Guides, Product Guides, Info Handout Cards, Banners, Signage • **ADDITIONAL SERVICES:** Branding, Budget Plans, Logo Design, Consulting, Package Design, Mail List Acquisition, Data Analysis

EDDM (EVERY DOOR DIRECT MAIL)



What is EDDM and how does it work?

Every Door Direct Mail (EDDM) is a simple and affordable USPS mailing program that provides a way for local business to target their immediate community at a significantly reduced postage rate.

You select the ZIP Codes and carrier routes that you would like to target. EDDM is classified as a “saturated mailing”, meaning that delivery is made to every home on the chosen carrier routes. In light of this, the USPS does not have to run your mail piece through their equipment. Instead, it is given directly to your postal carrier for delivery to every home on his route. Eliminating this one step allows for a significantly reduced postage rate, currently at 22.3 cents each.

How does GCS work with you to take advantage of the EDDM?

GCS will help you determine which Zip Codes and carrier routes show the greatest prospects for your particular business.

Typically, GCS will evaluate a five-mile-drive radius from your location using the specific demographics that you would like to target, such as: single family homes, income levels, age range, and households known to have purchased garden items or publications or ‘own a pet’. We receive this information from Acxiom, a data analysis agency which collects consumer data to create highly targeted mailing lists. The resulting statistics are compiled in a spreadsheet and compared to that of the actual homes on the carrier routes in your target area. This provides a clear picture of which routes are most advantageous to your campaign. These are the routes that your mail piece will be delivered to.

After GCS receives your final artwork approval and your anticipated USPS drop-off date, your mail piece will be printed and shipped directly to you. In order to make mail preparation and delivery to the USPS straightforward, your shipment will come pre-banded in bundles of 100. You will also receive all necessary USPS paperwork via email. Simply print the paperwork and attach a “facing slip” on each banded bundle. When complete, deliver your mail bundles to your local post office(s) along with your postage payment and associated paperwork.

TEXT MARKETING • DIGITAL MARKETING: Complete Digital Campaigns, E-Magazines, E-Blasts, Websites, Social Media, Videos • **TRADITIONAL MARKETING:** Postcards, Plastic Postcards, Triple Card Plastic Mailers, Gift Card Mailers, EDDM Mailings, Newsletters, Flyers, Magazines • **IN-STORE MARKETING:** Business Cards, Gift Cards, Loyalty Clubs, Planting Guides, Product Guides, Info Handout Cards, Banners, Signage • **ADDITIONAL SERVICES:** Branding, Budget Plans, Logo Design, Consulting, Package Design, Mail List Acquisition, Data Analysis

Triple Card Mailer

How about offering 3 consecutive weeks, or months, of savings?

The **Triple Card Mailer** gets right to the point with **3 plastic popout gift cards/coupons** on the outside of this full-size 9" x 12" mailer. The definitive marketing tool for providing an abundance of information about your store on the inside area of the mailer, with 'in-your-face' offers immediately visible when the customer reads his/her mail.



\$375 Template Setup
\$750 Custom Setup

Size

Postcard: 9" x 12"
(folds to 9" x 6")

Pop-Out Gift Card:
2.125" x 3.375"

Minimum order of 500 qty

QTY	PRICE
500	\$2.05 each
1,000	\$1.85 each
2,500	\$1.65 each
5,000	\$1.45 each
7,500	\$1.35 each
10,000	\$1.25 each

NO MAIL LIST? NO PROBLEM.
Garden Enthusiast List Available.



Scan QR code for more info on Triple Card Mailers

Plastic Postcards

Our outstanding art combined with high resolution printing gives this piece its edge.

Distinguish yourself from the competition with this unique direct mail piece.

With a target list, it boasts a reported redemption rate of up to **52%**! Campaign results are easily measured with POS compatible barcodes or with customer codes and our easy-to-use tracking website.

GCS offers

- 1 and 2-card options (same cost for either option),
- customer code, barcode, or magnetic striping,
- easy to track and POS compatibility,
- variable data which lets you personalize your offer, and
- a convenient tracking website to gauge your campaign success.



One Pop-Out Card

Two Pop-Out Cards

NO MAIL LIST? NO PROBLEM.
Garden Enthusiast List Available.



Scan QR code for more info on Plastic Postcards



Personalized Variable Data

QTY	PRICE
500	\$1.85 each
1,000	\$1.55 each
2,500	\$1.35 each
5,000	\$1.20 each
7,500	\$1.15 each
10,000	\$1.05 each

\$350 Setup Fee



Sizes

Basic: 4.25" x 5.625"
Jumbo: 6" x 9"

Specialty sizes also available



Track Results
Barcode, Magnetic Striping, or Customer Codes can go here. Track results on our customer code tracking website.

GCS MULTI-CHANNEL MARKETING



What's the best way to market your business effectively and affordably... and do it easily, without using a ton of my time?

GCS Multi-Channel Marketing!



Order through Garden Center Solutions
610-690-7345
info@gardencentersolutions.com

Start with a postcard and let GCS turn it into an entire multi-channel marketing campaign!



**One campaign in their mailbox, on their phone and other digital ads.
We handle ALL the details for you!**

What is Multi-Channel Marketing:

One campaign theme developed for multiple marketing 'touches' over a designated time period (typically 2 weeks).



How does GCS do this for my business?

- Targeting: We use your mail list, a procured demographic 'gardener' list for you or a combination of both for the most targeted marketing benefit.
- Message: We develop a campaign promotion and 'look' for you (along with your input).

Campaign Launch:

- Your customer receives a direct mail piece
- Sees an ad on their social media feed
- Sees an ad while shopping online
- Sees an ad while surfing the internet

GCS Multi-Channel marketing allows you to provide your customers with an integrated marketing experience that yields the greatest ROI for your marketing dollar!



Benefits:

- Brand awareness
- Customer loyalty
- Enhanced long-term relationships
- Smart spends for your marketing dollar

What does it cost?

Example: \$6,000 Budget

- 5,000 postcards mailed - sized 5.5" x 8.5" (using your own list)
- Eblast sent to your email list as many times as you like
- social media icons for your social media
- the campaign art for your website
- 2 ads served up daily to the 5,000 potential customers each day for a 2 week period.

GCS TEXT CLUB



Our industry is visual, and your text club should be also!

- Reinforce your brand with an opt-in database of customers who want to receive information and offers via text.
- Send up to nine images, an animated GIF, or short video in a single text to engage and convert sales.
- Open rates reported of up to 99%!
- Simple, user-friendly options for consumer sign ups.
- Users can share your offers & content via Facebook, Messenger, Twitter, text, etc.
- Options for additional personalized experiences.
- \$160/month Basic Monthly Fee or \$260/month Advance with Micro-Site Option.

Order through Garden Center Solutions
610-690-7345
info@gardencentersolutions.com

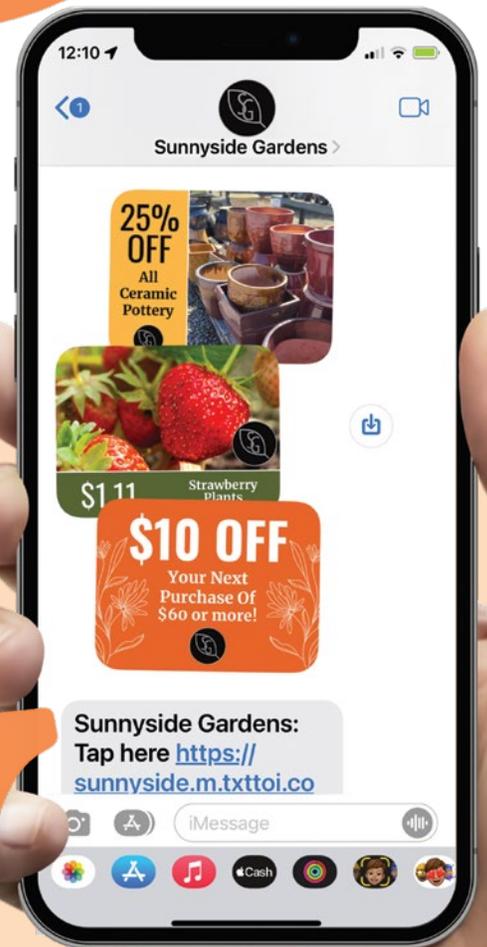
Hot New Marketing Option!

UP TO
99%
OPEN RATE!

From this...



...to
this!



- **Multiple images or video text** (52% higher click through rate with MMS messages)
- **Linked branded landing page** (For sharing & additional info/offers)
- **Custom micro sites available** (Or drive them to your website)

SIGN UP FOR A DEMO TODAY!

BRANDING & BUDGET PLANS | COMPLETE DIGITAL MARKETING CAMPAIGNS | PLASTIC POSTCARDS
WEBSITES | POSTCARDS | NEWSLETTERS | PLANTING GUIDES | CIRCULARS & FLYERS | LOGO DESIGN
LOYALTY CLUBS | GIFT CARDS | EMAIL CAMPAIGNS | SOCIAL MEDIA | E-MAGAZINES | VIDEOS
BANNERS & SIGNAGE | CONSULTING | MAIL LIST ACQUISITION | EDDM MAILINGS | MARKETING DATA ANALYSIS

349 Rambling Way | Springfield, PA 19064 | p: 610.690.7345 | f: 610.707.3558
info@gardencentersolutions.com | GardenCenterSolutions.com

GCS TEXT CLUB

POWERED BY  **taponit**



PRICING

FEATURES	STANDARD	PLUS	ENTERPRISE
SaaS Messaging Platform (SMS & MMS)	•	•	•
TFN or Short Code Provisioning & Management	•	•	•
Compliance Monitoring	•	•	•
Database Reporting & Growth Consultation	•	•	•
Opt-In API	•	•	•
Contact Card & QR Code	•	•	•
Branded/Customized Micro-site		•	•
Engagement Tracking		•	•
Audience Management & Targeting			•
Analytics & Business Intelligence			•
Set Up	\$500	\$750	\$1,500
Monthly Platform Fee	\$160	\$260	\$410

GCS MANAGEMENT SERVICE OPTIONS PER CAMPAIGN

Includes: Artwork, Scheduling/Deployment, Reports*

BUDGET	STANDARD	PREMIUM
\$65 <i>*Artwork for 1 Template Image/Offer</i>	\$90 <i>*Artwork for 2 Template Images/Offers</i>	\$125 <i>*Artwork for up to 4 Custom Images/Offers</i>

GCS TEXT CLUB

POWERED BY  **taponit**



PRICING *(Continued)*

À La Carte	SET UP
Triggered Messages	Custom Quote
Additional Integrations	Custom Quote
Opt-In Landing Page	\$250
Opt-In Landing Page with Sweepstakes Add-On	\$500
Audience Management, Targeting, Analytics & Business Intelligence	\$750 Set Up • \$160/month
Geo-Targeting by Zip Code	\$250 Set Up • \$25/month

PROVISIONING & MONTHLY NUMBER RATES	TYPE	RATE CARD
	Short Code Provisioning	\$1,000
	Short Code Monthly	\$500
	TFN Provisioning	\$100
	TFN Monthly	\$10

TOLL-FREE NUMBERS MESSAGING RATES	TOLL-FREE NUMBERS	RATE CARD
	TFN SMS*	\$0.025
	TFN MMS*	\$0.050

SHORT CODE MESSAGING RATES	SHORT CODE	RATE CARD
	SMS*	\$0.02
	MMS*	\$0.045

**Plus Carrier Surcharge Fees*

COMPLETE DIGITAL WEB PACKAGE (DWP)



Got a few minutes? We make digital marketing EASY!

GCS makes it possible for you to complete your ENTIRE MONTH of digital marketing in just 30 MINUTES OR LESS!

\$750/MONTH
(1 YEAR COMMITMENT)

Billed monthly. Easy-to-use online dashboard to manage all of your content.



With unlimited access to our comprehensive article library, email blast, and social media selections, you have more content to choose from and are relieved of the burden of writing your own copy in an effort to keep it fresh and interesting year in and year out.

Scan this code with your smartphone for more info.



EASY ONLINE DASHBOARD

The ability to edit all GCS content and publish to your social media accounts and website is just a click away. Using our online dashboard, you can easily edit content or simply check a box to schedule or publish your posts and website content for an entire month at a time.

CALL US TODAY FOR A FREE DEMO! 610-690-7345

PACKAGE INCLUDES:

WEBSITE CONTENT & BLOG ARTICLES

Unlimited access to our extensive article library.

Change/edit articles 24/7/365 and post to your website for optimum organic SEO.

Up to 1 hour of website maintenance per month.*

**For websites built by GCS. Additional fees may apply for websites not built by GCS.*

EMAIL BLASTS

Select up to 4 pre-written, editable email blasts per month. (48 E-blasts/year)

Plus we'll host your subscribers (up to 2,500) for free!*

**Additional charge for accounts with higher subscriber amounts.*

SOCIAL MEDIA

 Facebook Business Page

 Instagram Business Profile

Select up to 15 pre-written, editable posts per month, each.

That's 180 posts/year, each!

BONUS
5 FREE



&

Coast of Maine

BRAND-SPECIFIC SOCIAL MEDIA POSTS AVAILABLE!

ADDITIONAL OPTION



Extra \$100/month*

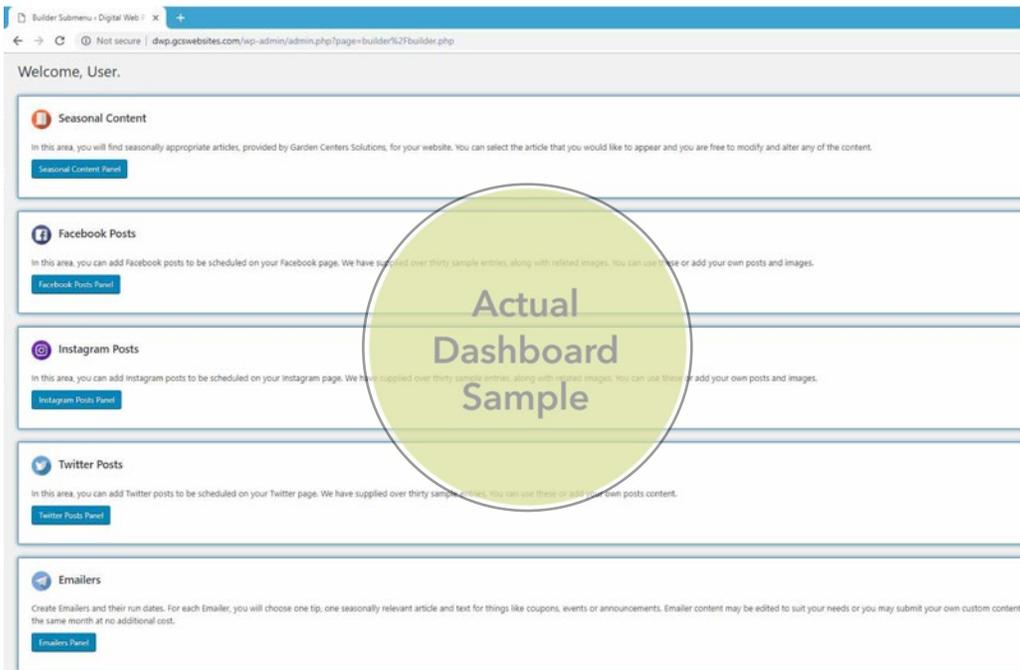
Join DWP+ and enhance your social media by adding specially curated videos to your posts. (*up to 6 videos per month)

All GCS Digital Marketing Platforms include:



- **EASY ONLINE DASHBOARD LOGIN.** See sample below.
- **GORGEOUS IMAGES** for all posts and articles (*3 each*).
- **PROFESSIONALLY WRITTEN HORTICULTURAL CONTENT** for you to edit if you wish (100's of tips and articles) and monthly garden calendars.
- **ABILITY TO EDIT ALL GCS CONTENT** to 'make it yours', or simply check a box and put a date to schedule your posts for the month or publish your website content.

It's that EASY!



***ONE YEAR CONTRACT REQUIRED.**

Learn more at: gardencentersolutions.com/social

**CUSTOM
POSTS
ALSO
AVAILABLE**

**CALL TODAY
FOR A FREE
DEMO
610.690.7345**

**ASK US!
BUY MORE
SAVE MORE!**

COMPANY: _____

ADDRESS: _____ PHONE: _____

CITY: _____ STATE: _____ ZIP: _____

CONTACT PERSON: _____

EMAIL + PHONE: _____

BRANDING & BUDGET PLANS | COMPLETE DIGITAL MARKETING CAMPAIGNS | PLASTIC POSTCARDS
WEBSITES | POSTCARDS | NEWSLETTERS | PLANTING GUIDES | CIRCULARS & FLYERS | LOGO DESIGN
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info@gardencentersolutions.com | GardenCenterSolutions.com

Digital Marketing à la carte



FACEBOOK

\$175/month
(select 15 posts*)

or

\$275/month
(select 30 posts*)



INSTAGRAM

\$175/month
(select 15 posts*)

or

\$275/month
(select 30 posts*)



DIGITAL ADS

Targeted Digital
Web Placement Ads



NEXTDOR



GOOGLE



FACEBOOK

(price varies)



Coast of Maine



5 FREE BONUS POSTS/MONTH

for Coast of Maine® Retailers
& Master Nursery® Retailers

**ASK US ABOUT OUR
MULTI-PLATFORM
DISCOUNTS.**

**Professionally written content with gorgeous images. Add and schedule your own posts, too!*

EMAIL MARKETING

**\$75 & up/
Template
E-blast**

Includes custom
header, one tip,
one short article,
and more - such
as coupons &
events!



WEBSITE ARTICLE CONTENT

\$500/month*

Unlimited access to our
article library to edit content &
automatically post to your website,
24/7/365. (up to 10 articles per month)

***Or \$375/month with a digital
package of 2+ platforms.**

Scan this code with
your smartphone
for more info.

