Container Gardens
It’s not Rocket Science!
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Why container gardens?
• Gardeners today want it big and they want it now.
• They do not really want to garden, they just want to have a garden.
• The garden is no longer a private refuge, it is a fashion statement.

No time, no space, no soil...

Our consumers want this...

...so in addition to this...

$2.00

...we need to do this to add value to our products
It’s not Rocket Science!

You just need to:
1. know a few tricks
2. keep up with the trends
3. be savvy with marketing

A Few Tricks

Too many flowers & not enough foliage is boring

Use variation in foliage form & texture

Use variation in flower form & texture

Tricks for Choosing Colors
Monochromatic = one color

The color wheel is a tool for harmonizing colors

Analogous = colors next to each other on the color wheel

Complementary = colors across from each other on the color wheel

Monochromatic

Monochromatic w/ blue or violet

Complementary

Analogous
Choose Popular Color Palettes

Cream & Black

Color echo = repeating the same color in plant materials

Color echo in plant materials

Color echo in plant material & container

Color echo in plant materials & container & accessories
Tricks for catching the consumer's eye with focus and contrast

Contrast attracts the eye and makes it focus.

Develop focus with contrast of texture.

Develop focus and depth with a darker color.

Develop focus with a contrasting color.

Develop focus with variegation.
Develop focus with an unusual flower form

Trick: use balance with conventional design styles

One-sided Asymmetrical

All-around Symmetrical
All-around Symmetrical

Rectangular Planting Design

Window Boxes

Window Box

Rectangular Container
Some Trends

Simple, Elegant & Avant-garde Styles
Plants sell containers & containers sell plants

Containers complement garden features
Containers complement garden furniture

Containers complement each other

Plants complement containers

Plants complement containers

Plants complement containers

Trend: Mixing Containers vs. Mixed Containers
Several monoculture pots mixed

Mixing Containers

Mixing containers

Trend: Succulents Cacti & Mosses

Trend: Mixing all types of plants that work together
Annuals, grasses & tropics

Ornamental grasses & annuals

Flowering & Foliage Tropicals

Bulbs & Annuals

Woodies, Bulbs & Annuals

Vines & Annuals
Grasses, Annuals & Perennials

Herbs & Rock Mulch

Tropicals, flowering potted plants, annuals & Spanish moss mulch

Tropicals, flowering potted plants & perennials

Annuals, Tropicals & Ferns
Trend: Container Gardens for all Seasons

Spring

Summer
Starting a Container Garden Program

- Start early
- Experiment with & know new plants
  - What works in your region
  - Which plants work together
- Visit university & other trials
- Keep up with current fashion trends
- Use references including books, popular press & internet

Starting a Container Garden Program con’t

- Develop your style
- Determine price points (3 or 4?)
- Identify a creative person on your staff to make designs and reword him/her
- Keep records
- Track sales

Developing a Program

Determine price points
Introduce new plants each year to your “bread & butter”

Incorporate Themes

Ethnic Cuisine Herb Pots for Father’s Day

Service Ideas for Marketing Container Gardens
• Tailor make from photographs
• Replace plants for customers
• Offer container garden classes
• Have mannequins on display
• Host a Trend Show

Use signs

In-store Planting or Customer Potting Bench
Use mannequins

Who are our customers?
- Women are our customers
- Women are the decorators
- Beauty sells
- Plants sell themselves
- Sell living beauty
- Labels = plant calling card, important!

What the Cosmetic Industry offers its customers
- Self image
- Promise of beauty
- Youthfulness
- Feeling good
- Attracting the opposite sex

The Cosmetic Industry
- Make women feel good
- New products work better
- Branding demographics
- Attractive kiosks
- Make-up artists
- High prices = valuable and they work
- Selling a vision, emotion, dream

Women Friendly Garden Centers
- Waist height or above
- Wide aisle
- Easy to use shopping carts
- Does not intimidate, not alphabetical by botanical name
- Something with a handle
- Light weight
Women friendly cont.

- Group by color within brands
- Create a speed bump
- Display plants to see, smell, touch
- Sitting area for men with TV

Cosmetic Trend Show

- Invite VIP customers
- Offer coffee, smoothies, bag of goodies
- Information - company reps show videos
- Charge to get in, taken off first purchase
- Free make-over
- Map on a piece of paper that becomes a shopping list
- Invitation to the next trend show

Kiosks in the store

Necessities for a successful Trend Show

- Increase value perception
- Have inventory ready to sell
- Grower support
- Have something new and better
- Accessories near by
- Trained retail garden artists

Marketing Idea: Make two, so they take two
Two for each side of a bench

Two to frame a walkway

Two to frame a lamp

The Last Word: Container Garden-ing & Nothing Lasts Forever

April 9 April 30 May 12
April 16 April 29 May 12
May 17 May 20
April 16 May 20
“Container gardening is a uniquely intense form of gardening. Many plants are crammed in a small space for an instant effect that lasts only seasonally. In other words, it offers an opportunity to be bold, dramatic and to experiment in a non-committal way”.

Kathy Pufahl