



FOR IMMEDIATE RELEASE

Retailers' Choice Awards™ Presented By The Garden Center Group At New England Grows 2015

Boston, MA, February 7, 2015 – Retailers' Choice Awards™ were presented to six companies at New England Grows 2015, recognizing a range of products for innovation and distinction for independent garden retail. The Garden Center Group's Tom Kegley led a team of retailers from The Garden Center Group as they searched the floor and voted for the best new live goods and hard goods for their stores. Products chosen were notable for their creative solutions, consumer flair, cutting-edge technology, retail presentation, and ground-breaking plant genetics.

The following six companies and their products were selected for the Retailers' Choice Awards™:

EcoHealth, Inc.

Damminix® Tick Tubes

An environmentally friendly, easy to use and precisely targeted solution to kill deer ticks and fight Lyme disease. Tick Tubes are biodegradable, cardboard tubes filled with permethrin treated cotton balls. Mice collect the cotton to build their nests. Deer ticks that feed on mice in the Spring and the Fall are exposed to permethrin and killed. Mice, other mammals, and lands are unharmed and undisturbed. 3 quantities/sizes.
www.ticktubes.com

Sunny Border Nurseries, Inc.

Arizona Pot™

Eye-catching hypertufa pots for succulents.

Retail-ready with selections of heat loving, drought tolerant succulents. Also available as empties for custom planting. Exceptional price point. Trendy, care-free varieties. Non-petroleum pot. Independents only.

Attractive tag. 2 sizes: Pot Petite and Pot XL.

www.sunnyborder.com

Sunrise Marketing

iBeacon from Apple®

In-store mobile marketing technology.

iBeacon is a new technology that alerts custom apps when customers approach designated locations within the garden center. iBeacons, placed in strategic spots around the garden center, automatically engage shoppers' smart phones with prompts and content to inform and drive sales.

www.sunrisemarketing.com

The Garden Center Group

3225 Sonia Trail Ellicott City, MD 21043 410-313-8067 www.thegardencentergroup.com

Bailey Nurseries, Inc.

Above and Beyond™ Rose

Large-flowered climbing rose.

Noted for its Zone 3 hardiness. Prolific spring and summer flush of apricot flowers with mild, spice fragrance. Tall, arching, upright climber reaching heights of 9-13' and spreads of 13-16'. Can be trained as a shrub. Disease resistant. Introduced as part of Bailey's First Editions® program.

www.baileynurseries.com

Netherland Bulb Co.

Organic Seed Potatoes with Retail Display

USDA certified organic seed potatoes in a ready-to-sell corrugated cardboard store display.

Includes most popular varieties of potatoes. Designed to promote impulse sales. Perfect fit near cash registers and end caps. Colorful packaging for fast read.

www.netherlandbulb.com

Pleasant View Gardens and Proven Winners®

VERMILLIONAIRE™ *Cuphea hybrid*

New market introduction for 2015 is a hummingbird magnet.

Hot orange flowers. Extremely heat and humidity tolerant. Very low maintenance and great in gardens.

Great for southern production. Drought tolerant, but can also tolerate high water and fertilizer levels.

Not prone to oedema

www.pvg.com and www.provenwinners.com

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The Retailers' Choice Awards™ at New England Grows was a joint presentation by New England Grows and The Garden Center Group.

For information about New England Grows visit <http://www.newenglandgrows.org>

The Garden Center Group focuses on business solutions designed to help garden centers increase sales, improve operations and retain more profit. With a support team of leading industry professionals offering business management, financial, marketing, HR services and more. The Group offers retailers innovative resources to maximize their potential to succeed.

For information about The Garden Center Group and the services it provides visit <http://www.thegardencentergroup.com> or call Danny Summers at 404.996.0041.

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