

HELLO GARDEN

Selling perennials
at garden centres

hellogarden.nl





Selling perennials at garden centres



An asset in the garden, a delight for the eye. No garden is complete without perennial plants. A nicely balanced choice of perennials will blossom from early spring to late autumn. They attract a wealth of happy bees, bumblebees and butterflies to space previously devoid of planting. Perennials in the garden bring pleasure all year round. These plants enrich the biodiversity and bring joy and a relaxing sense of calm. And by reducing the surface area of hard paving in the garden, the climate will feel cooler and pleasant for longer. These are not just promotional slogans; The - social - benefits of gardening are attracting a lot of interest.

Through our proven concept Hello Garden, our company translates all the major trends and signals from the market into products that form an appealing commercial proposition for your business. No matter what kind of garden your customer has, with the familiar table presentation you can always offer advice optimally and quickly. Thanks to the clear themed presentation, you can find the ideal products to perfectly suit just what your customer is looking for. The wide, attractive assortment, which is available from early in the season with long-term availability, and the large P11 pot size, ensures a long season of selling. Complemented by an appealing seasonal range in autumn of evergreen plants to close the season successfully.

Hello Garden: three product lines in blue, green (herbs) and silver (specials), three clearly defined price groups, one larger pot size, good sales advice and attractive revenues. Hello Garden: the concept developed from proven practical experience and a solid pillar under your green department.

We are happy to build a healthy future with you!

Stefan Verbunt

Griffioen Wassenaar BV





The perennial plant nursery Griffioen Wassenaar was founded in 1923. Today the company has branches in Wassenaar and Boskoop.

Under the name GreentoColour®, we supply plants for public green spaces. At the site in Boskoop, plants are grown that are supplied under the brand name Hello Garden to garden centres and wholesale customers throughout Europe.

Griffioen has a wealth of experience in the garden centre industry and wide knowledge of the consumer market.

The location in Boskoop gives excellent access to logistic links. Plants can be supplied to destinations in the Netherlands within a day.



The basis is blue

HELLO GARDEN

The basis of the Hello Garden concept is made up of perennials in blue, square 11 cm 1.4 litre pots. The assortment of more than 600 varieties available all year round is distributed over various theme tables, according to colour or use.

- **BLUE, SQUARE 11 CM POT**
- **CHANGING THEME TABLES**
- **VARIOUS POS MATERIALS**
- **MODULES WITH 7-19 TABLES**
- **SALES SUPPORT**
- **NEW WEBSITE WITH CONSUMER INFORMATION**



Better results with

SQUARE 11 CM

P11, the standard size for wide ranges:

- 1 HIGHER MARGIN**
- 2 HIGHER TURNOVER**
- 3 VERY LOW LOSS**
- 4 MUCH LONGER SELLING SEASON**
- 5 FASTER 'FILLING' OF DISPLAY TABLES**
- 6 MUCH BETTER SHELF LIFE IN THE SECOND HALF OF THE SEASON**
- 7 NICER PLANTS TO LOOK AT**
- 8 HAPPY CUSTOMERS**



VARIOUS PHASES

The Hello Garden concept works on the interface of assortment and visualisation: a wide selection that is visually attractive. If you order your plants via the web shop, you decide which stage of development you order: 'budding', 'fresh green', 'bud/flower'. In the 'fresh green' stage you can choose between 'still small' or 'full pot'.

VERY LOW LOSS

Thanks to the robust, square P11 pot, the Hello Garden concept has a significantly longer selling season than smaller sizes. Moreover, thanks to the large pot size and trays with space between the plants, there are fewer of them on the display tables. A longer season means higher sales and a lower percentage of loss. The size and the strength of the plants, together with the larger buffer due to the pot size, also contribute to easier maintenance.

ORDERING AND LOGISTICS

The assortment list in the web shop is synchronised with the available stock of plants every 5 minutes. The trolley load is automatically included for cost effective transport. All plants are delivered from Griffioen's nursery. The delivery time for customers in the Netherlands is one working day. Cooperation with logistic partners for delivery in combination with other concepts (tray-tray) is excellent.

SUSTAINABLY GROWN

Griffioen's perennials are grown sustainably in low-peat substrates. The pots are reused. Natural fertilisers in combination with so-called slow release fertilisers are used whenever possible.

Griffioen opts for transparency in which great attention is paid to environmental, quality and social aspects. Griffioen Wassenaar is MPS-GAP certified and is in possession of Groenkeur and 'On the way to PlanetProof, an independent sustainability label, certification since May 2019.



We collaborate with the Bijenstichting (Bee Foundation), Nederland Zoemt (Bee Foundation) and the Vlinderstichting (Butterfly Foundation) with the aim of improving biodiversity through offering the right assortment of perennials.





THEMES

- ALPINE / ROCK
- GROUND COVERING •
- FRAGRANT
- SHADE •
- BEE'S FRIENDS
- BUTTERFLIES AND BEES
- BUTTERFLIES FRIENDS
- SUMMER FLOWERING •
- BLUE-PURPLE
- YELLOW-ORANGE
- PINK-RED
- WHITE-CREAM
- NOT EATEN BY HARES AND RABBITS •
- GRASSES
- COASTAL AREA •
- RURAL
- POTS AND CONTAINERS
- NOT EATEN BY SNAILS
- FERNS
- SPECIAL VARIETIES •
- NATURAL HERBS
- AUTUMN COLOURS (FROM MID AUGUST)
- WINTER GREEN (FROM MID AUGUST)



Special

MIX & MATCH

- BEAUTIFUL COOL
- HAPPY BEES
- HAPPY BUTTERFLIES
- ROMANTIC GARDEN
- WILD & FIRE



HERB TABLE

A separate element of the Hello Garden basic concept is the table with natural herbs in recognisable green P11 pots. We recommend not placing the table with the perennials outside with the outdoor plants, but rather placing the table inside. This is where consumers will expect to find the herbs.



BASIC CONCEPT

The blue P11 pots form the basis of Griffioen's range of perennials. 90% of all the plants sold leave in a blue pot. An average of 600 varieties is divided between the various theme tables. All plants in the blue pot have an identical price.

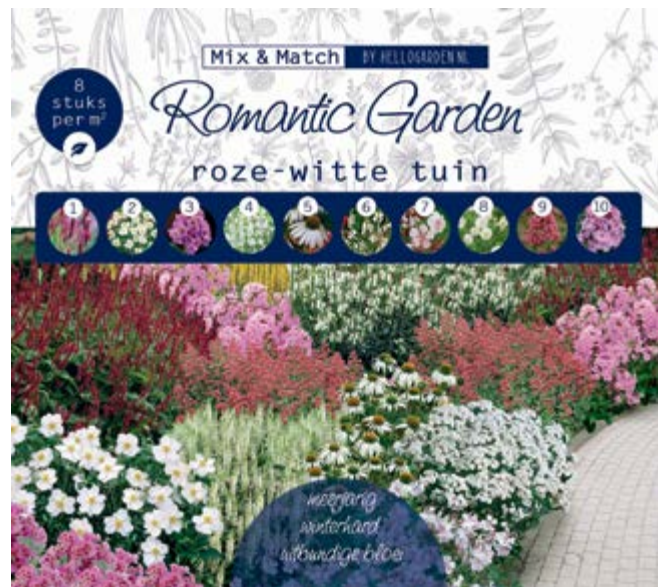


SPECIALS

The table with specials forms an addition to the blue basic concept. Visitors to the garden centre who like surprises, will find precisely what they're looking for here. For those who want something different.

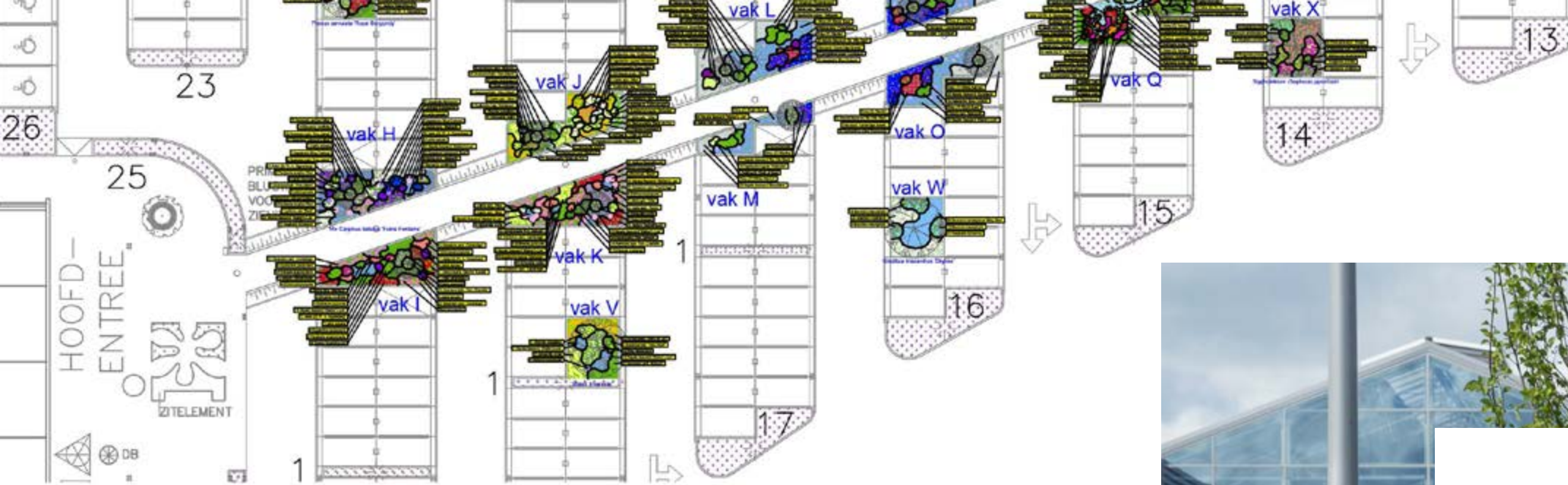
PERFECT MIX & MATCH

The Mix & Match display tables, including special table banners and a tubular frame with a canvas, help consumers to create beautiful combinations and encourage the purchase of more plants, without demanding the input of more time and knowledge from employees.



5 MIX & MATCH DISPLAY TABLES:

Beautiful Cool, Happy Bees, Happy Butterflies, Romantic Garden, Wild & Fire



The outside area

AS A SHOWCASE

GreentoColour® from Griffioen offers a total solution for perennials in public green spaces. This concept is also applicable around the garden centre. With many advantages.

- **VISUAL APPEARANCE**
- **SALES PROMOTION**
- **LOW MAINTENANCE**
- **INSPIRATION AND EXPERIENCE**
- **ALSO FROM GRIFFIOEN**



OUTDOOR PRESENTATION BRINGS IN TURNOVER

Under the name GreentoColour®, Griffioen realises hundreds of public green projects with perennials every year. A successful translation of this is planting on the grounds of garden centres. The same concept can be offered to the consumer using special display tables inside. This concept is already used successfully in many garden centres.



LONG SEASON

A continually changing, season-oriented supply per theme ensures flowering, diversity and attractiveness. There are more than 600 varieties available. Top quality, fresh plants are available from the beginning of February until the end of October. The assortment changes throughout the season with each plant having its 'own season'. This keeps your display table looking fresh and inviting.

THEMES

There are various colour and user themes. Modules of 7 to 19 display tables offer garden centres of all sizes the possibility to create suitable presentation displays with optimal turnover.

ONE SALES PRICE

A high return per m² is realised due to a good margin and high turnover. The assortment generally has one purchase and one sales price. This is simple and clear, with easy ways to multibuy. Hello Garden is fast and simple to handle on the shop floor.

CUSTOMER-ORIENTED

The thematic presentation with a simple selection meets the needs of the modern consumer. Table banners are available per theme. A poster on a tubular frame is available for Mix & Match. Other purchase guidance for the consumer includes a label with basic information and a new website www.hellogarden.nl for inspiration and deepening.

CUSTOMISATION AND SUPPORT

Your sales figures are analysed regularly, and you will receive tips to help boost the revenues of the perennial plants department. Together with you, we will minimise maintenance costs and surpluses. We aim to achieve an even fresher product and presentation, with a high stock turnover. The optimal number of tables with the right theme are components of the advice, as are the optimal number of units to order and right times to order.





3 SUPPLY PHASES

From top to bottom: 'budding', 'fresh green' and 'bud/flower'. These stages can be filtered in the web shop. In the 'fresh green' stage you can choose between 'still small' or 'full pot'.



CONVENIENCE FOR THE BUYER

The Griffioen web shop 'knows' which theme tables there are at the garden centre and adjusts the assortment accordingly. Continual updating increases delivery certainty to almost 100%.



SUSTAINABLE

The recyclable tray is made from recycled raw materials.

POS-MATERIALS

All concepts including POS materials are built for standard plant display tables: aluminium VK-Pro tables measuring 3080 x 1680 x 700 mm. The tubular frames are approximately 165 cm wide by 220 cm high. The canvases are 135 cm wide and 120 cm high. The tubular frames are only available for the five Mix & Match display tables. All other POS materials are available for all themes. The plant labels are multilingual. All POS materials are available in multiple languages including English.

PRICES FOR POS MATERIALS (EXCL. VAT AND TRANSPORT)

Display table		
Plant table (VK-Pro, aluminium, 3080 x 1680 x 700 mm)	€	335,--
Plant table with integrated card holder (VK-Pro, aluminium, 3080 x 1680 x 700 mm)	€	385,--
Front card holder A4 (VK-Pro, 3000 x 297 mm)	€	95,--
Front card holder A5 (VK-Pro, 3000 x 153 mm)	€	47,--
Front card holder A5 (VK-Pro, 1600 x 153 mm)	€	29,--
Rotating price sign stand base	€	59,--
Rotating price sign stand	€	35,--
Rotating price sign complete	€	85,--

Themes		
Table banners matte laminated A4 (2960 x 297 mm)	€	35,--
Table banners matte laminated A5 (3000 x 153 mm)	€	27,50
Table banners matte laminated A5 (1596 x 153 mm)	€	15,--
Price sign A4 plastic (available in general, herbs and specials)	€	1,50
Price sign A5 plastic (available in general, herbs and specials)	€	1,--

Mix & Match		
Complete tubular frame, canvas, two matte laminated table banners ‘plants 1-10’, including elastic bands	€	325,--
Extra separate canvas (135 x 120 cm) excluding elastic	€	50,--
Extra separate canvas (135 x 120 cm) excluding elastic bands and including two matte laminated table banners	€	120,--
Elastic bands per piece	€	1,50

Prices mentioned are valid until 31-03-2020

MOST APPLIED GARDEN CENTRE LAYOUT

	ALPINE / ROCK	GROUND COVERING	FRAGRANT	SHADE	BUTTERFLIES AND BEES	SUMMER FLOWERING	NATURAL HERBS	SPECIAL VARIETIES	VARIETIES / TABLE
Module A (7 tables)	1	1	1	1	1	1	1	-	22
Module B (9 tables)	1	2	1	1	1	2	1	-	22
Module C (10 tables)	1	2	1	1	1	2	1	1	22
Module D (19 tables, block)	2	4	2	2	2	4	2	1	11

- Varieties are not included in more than one theme.
- Module D has been especially designed for garden centres with a particularly high turnover.
- Module D shows 4 trays per type in a block presentation.

This is a less crowded presentation which has been proven to boost the number of units bought by the customer.





BIODIVERSITY

Every year, Griffioen grows millions of perennials in an extremely wide range of varieties. All these plants find a home in natural surroundings. The plants are a feast for bees and other beneficial insects even when grown at the nursery. And after the plants have been delivered and found a new home in private or public gardens, they offer a diverse and richly flowering display from early spring to late autumn. A blessing for bees, butterflies and other insects.

Griffioen works closely with the following organisations that are committed to biodiversity:

- Nederland Zoemt contributes with Griffioen by helping municipalities to improve the living environment for wild bees.
- De Bijenstichting helps Griffioen to create the most bee-friendly ranges of plants, while
- de Vlinderstichting gives Griffioen input to put together a butterfly-friendly range of perennials aimed at promoting biodiversity.
- Stichting Steenbreek promotes the multifunctional importance of green elements in both the public and private domains.



SUSTAINABLE PRODUCTION

Griffioen grows all its plants using methods that minimise the impact on the environment:

- Having beehives on the nursery does not directly add any value to plant cultivation, but the bees love to live here. The use of neonicotinoids has been banned for years.
- We control weeds using hot water.
- We use low-peat substrate to protect vulnerable, unique environments.
- We fertilise using slow release fertilisers.

Griffioen works closely with the following organisations that are committed to sustainable production:

- MPS: The MPS-GAP certificate recognises efforts in areas such as the environment, traceability and hygiene.
- NL Greenlabel: Sustainability passport with intensive annual audits for reassessment.
- Groenkeur: Working with high quality standards, according to established standards with qualified personnel.
- PlanetProof: A sustainability quality mark for the fresh produce/products sector with annual audits for air, soil and water quality. Griffioen has been certified since May 2019.



RECYCLING THROUGH CHAIN COLLABORATION

Every year Griffioen brings millions of plastic pots into circulation for its products. However, we no longer use new plastics, but recycled yogurt pots and other upcycled domestic waste. All the pots and labels used by Griffioen are reused or recycled. If the pots end up in the domestic waste flow, they can be automatically sorted and recycled. Supplier Modiform calls this the 'designed to recycle' principle.

Griffioen's new, light grey 'Cool Grey' trays are made from polystyrene, sourced from old refrigerators. As a result, no new raw materials enter the resource loop to produce the trays. In turn, the trays are recycled. To realise this, Griffioen offers its customers a free periodic return arrangement.

The fully recyclable pots and trays, made from already recycled raw materials, are the result of an intensive cooperation with Modiform. Developing a special product line has resulted in an enormous benefit for the environment without compromising on quality and costs.





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