



JEFFERY'S

SPRING 2018

MERCHANDISING

HANDBOOK



Welcome to Jeffery's Greenhouses

Merchandising Team!

Jeffery's Greenhouses Inc. is a wholesale distributor of spring bedding and potted plants grown exclusively for sale to the Home Depot stores in Canada and in the United States. Jeffery's Greenhouses has two farms located in St. Catharines and Jordan, Ontario. More information about our company can be found on our website:

www.jefferysgreenhouses.com

As our In-Store Merchandising Representative, you are responsible for creating and maintaining displays of our product that are visually impacting and encourage sales of our product. In so doing, you must meet our merchandising standards as well as the merchandising guidelines set by Home Depot.

As a Jeffery's Representative, it is important that you build and maintain good working relationships with the Home Depot staff and other vendor reps as well as provide customer service and promote the Jeffery's product to the Home Depot customer as required.

In order to be effective in this role you will need to have an understanding of the terminology used by both Jeffery's and Home Depot. Knowing these terms make communicating with your supervisor and store staff easier and effective.

A general knowledge of the product that Jeffery's supplies to the Home Depot stores is also necessary. Being able to visually identify the annuals we sell, as well as provide basic care and planting instructions to the customer is essential to your role as our representative. As customers approach you looking for plants that will suit their garden environment, knowing which plants do well in sun and in shade conditions, as well as basic care and planting instructions, will enable you to provide better service and increase sales. On non-delivery days, take time to read the care tags for each plant. On these you will learn their light requirements, height, and bloom time.

We have provided in this Handbook a listing of the annuals you will find in the garden center and their light requirements. We have also provided you with a list of terms that you will use regularly.

Merchandising Terminology:

Monster Cart: the large metal display bench (10feet long and 3 tiered) that is on wheels and is typically used for outdoor displays in prominent areas.

End Cap: Will be either 2 steel 4' sections together or half circle steel. No Brick & board End Caps this year.

Rack/Rolling Rack: These shipping racks are used to transfer product from Jeffery's to the Home Depot stores. They are the property of Jeffery's and once they are emptied they should be rolled to a designated area for pick up. Please report the number of empty racks awaiting pick up at the end of each shift on the Jeffery's website which is electronically sent to the Jeffery's Head Office.

Front facing: The act of bringing product from the back of the shelf to the front of the shelf

Condensing: The act of grouping like product together to create more space for incoming product

Plan-o-gram: Often referred to as "**POG**" for short, this is a diagram which illustrates where and how products are to be displayed in the garden center broken down by vendor.

Racetrack: The aisle that runs across the front of the store where the cashiers are.

Power Aisle: Also referred to as the 'light bulb' aisle inside the store. Typically wider than the other aisles and it is the first aisle in front of you when walking into the store.

Front Apron: This is the area found in front of the store directly outside the garden center. The front apron is the first thing customers see so it is **priority** to keep full and fresh looking.

Waterfall: Create visual impact by merchandising color in vertical lines (like a waterfall)

Rainbow: Create visual impact by merchandising color symmetrically on both sides of the benches to create a 'rainbow' effect

Dead-heading: The act of removing dead flower heads from plants to improve their appearance.

Culling: Is the act of removing dead or unsalable product from the shelves. If you would not purchase the plant for a gift then it should be culled.

- For **indoor product** (Christmas and Easter) a **MOD cull sheet** is to be filled out and signed by the MOD.
- For **outdoor product** (spring and garden mums), we are to use the '**fillable**' **cull sheet** on the Jeffery's website which is electronically sent to the Jeffery's Head Office.

Product terms you should know:

6 pack: refers to six plugs of plants in one selling unit that a customer would purchase.

12" HB: this is short form for our 12" Vigoro Hanging Basket.

Herbs: Plants valued for their medicinal, aromatic or culinary qualities

Annuals: A plant that completes its life cycle in one year. Does not come back year after year. Customers choose this type of plant for their wide variety of colors and varieties.

Perennials: Flowering plants that return from their rootstock year after year. Often lack the color and variety of annual plants.

Tray: the plastic tray that holds the individual sizes of annuals. We recycle these trays. Please gather empty trays and place them securely on the bottom shelf of a rack that is being returned to Jeffery's.

Other Live Goods Vendors:

CMS : "Complete Merchandising Solutions" CMS is another merchandising company that represents some of the other vendors in the HD garden center

Foliera: Is the vendor that supplies Indoor floral to Home Depot

Rosaire: Is the vendor that supplies the perennials in some stores

Willowbrook: Is the vendor that supplies the perennials in some stores

BTN: Brookdale Treeland Nurseries: Is the vendor that supplies trees and shrubs in all stores

Get to know and maintain a good working relationship with the other vendor representatives.

We all work together to make The Home Depot garden centers successful!

Home Depot Lingo:

PBS: Pay By Scan is Vendor Owned Product. PBS applies to (outdoor) spring and garden mum product.

Host or Purchase Order: Home Depot owned product. Poinsettias and Easter (indoor) product is Purchase Order product.

On AD or On PROMO: refers to items that are in the current flyer. New flyers are released every Thursday and end Wednesday night the following week.

RTV: Return to Vendor (applies to Host/Purchase order product (Poinsettias/Easter))

SM: Store Manager

DSM: Home Depot **District Store Manager**

MOD: Home Depot **Manager on Duty**. Dial 300 to speak to the MOD

ASM: Assistant Store Manager

DS: **Department Supervisor** who manages a designated department.

DLGA: Designated Live Goods Associate. This is the Home Depot employee that has been designated as in charge of the live goods within the garden center.

Article Number: is the ten digit number that Home Depot and vendors use to identify products. Ex: (1000736592 identifies 10" Hanging Basket)

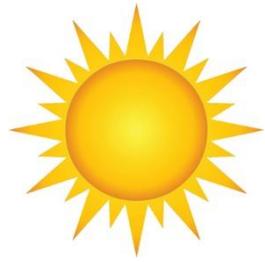
D28: Department 28 is the Seasonal Department at Home Depot

MET team: **Merchandising Excellence Team**. These are associates who travel between Home Depot stores and ensure product is merchandised to standard.

Vendor Pass: Identifies you as a merchandiser at the Home Depot. You must sign in and receive a new vendor pass every time you service a store. You will find the visitor log book and vendor passes in the receiving area OR at customer service.

Code Green: Term used when there is the threat of temperatures close to or below +5°C. Could include the threat of frost and/or snow. Procedures to follow are provided in this Handbook.

C3: A Program provided by Home Depot for Jeffery's to book deliver dates & times where assistance with a fork lift is required outside or for cold sensitive plants that need to be off-loaded through the Loading Dock directly into the store.



Sun Loving

6 Hours of Sunlight

- ☀️ Alyssum
- ☀️ Argyranthemum
- ☀️ Celosia
- ☀️ Dianthus
- ☀️ Dusty Miller
- ☀️ Geranium
- ☀️ Lobelia
- ☀️ Marigold
- ☀️ Pansy
- ☀️ Petunia
- ☀️ Portulaca
- ☀️ Salvia
- ☀️ Snapdragon
- ☀️ Verbana
- ☀️ Zinnia



Shade Loving

4 Hours of Morning or Late Afternoon Sun

- ☁️ Begonia
- ☁️ Coleus
- ☁️ Impatiens



Deer Resistant

- Angelonia
- Lantana
- Snapdragons
- Marigold
- Zinnia
- Dusty Miller
- Cleome
- Asters
- Heliotrope
- Lavender
- Alyssum
- Rosemary
- Thyme
- Salvia



Annuals that Attract...

Humming Birds

- Salvia Splendens
- Verbena
- Petunia
- Zinnia
- Dianthus



Butterflies

- Alyssum
- Dahlia
- Dianthus
- Penta
- Petunia
- Verbena
- Lantana



Plant's with a Purpose



Basil

- This medicinal herb can help with flatulence, lack of appetite, cuts, and scrapes. Harvest the young leaves of this annual plant as needed.

Lemon Balm

- A relative of mint, lemon balm is a versatile medicinal herb that helps relieve anxiety, insomnia, wounds, herpes, insect bites, an upset stomach. It also speeds the healing of cold sores.

Rosemary

- This medicinal herb helps memory and concentration, improves mood—and sweetens breath.

Marigold

- Good for sunburn, acne, and blemishes, also soothes ulcers and digestive problems.

Determinate and Indeterminate Tomatoes

<u>Type</u>	<u>Variety</u>	<u>Growth</u>	<u>Remove Suckers ?</u>
Bush	BUSH CHAMPION	Determinate	NO
Italian	FRESH SALSA		
Salad Slicer	CELEBRITY		
	HOMESLICE		
	TASTI LEE		
Beef	BIG BEEF	Indeterminate	YES
	STEAK SANDWICH		
Cherry	CHERRY PUNCH		
	POWER POPS		
	SUNGOLD		
	SWEET 100		
Grape	RED GRAPE		
Heirloom	BRANDY BOY		
	BRANDYWINE PINK		
	MARIANNA PEACE		
	MORTGAGE LIFTER		
Italian	BIG MAMA		
	SAN MARAZANO		
	SUPER SAUCE		
Salad Slicer	EARLY GIRL	Semi-Determinate	NO
Yellow	LEMON BOY		
Cherry	MIGHTY SWEET		
Orange	SOLAR POWER		

What are they?

- Tomato suckers are smallish shoots that grow out of the joint where a branch on the tomato plant meets the stem.



Should you remove them and what are the benefits?

- Yes, you should remove these because it allows more fruit to ripen towards the end of the crop.
- There are two types of tomatoes: **DETERMINATE** and **INDETERMINATE**.
- For **DETERMINATE** tomatoes, it is generally not necessary to sucker because the plant will not continue to set new fruits late into the season.

Watering

Properly watered plants will look beautiful & attract customers, resulting in higher sales and less loss. Technique, timing and having the proper equipment are all essential.

Look, Touch, Water

- Use your senses!
 - Pick up the container: heavy =moist OR light =dry
 - Touch the soil: soft & sticks to finger =moist OR hard & doesn't stick = dry
 - Look at the soil : dark in color =moist OR light in color = dry
- Aim for soil- NOT flowers
- Spot water more often in high sun & windy areas
- Most material will need to be watered at least once a day
- Water with nozzle on “shower” or “gentle flooding”



Watering (continued...)

- Smaller pack sizes and product in the sun, dry out quickly
- Re-water wilted, very dry plants for longer periods of time until the soil holds the water
- Check to make sure wilt is from being dry. Overwatered plants wilt too when suffering from root rot
- Avoid stress > balance is important. Plants need to be moist, not saturated



Code Green

Sales Staff at Jeffery's Greenhouses monitor the weather conditions and temperature for the various regions throughout Ontario multiple times a day.

If the over night temperatures are expected to be below +5°C and/or there is the risk of frost/snow a “**CODE GREEN**” is put into affect.

Jeffery's Sales Staff send out an e-mail notification for the affected Ontario Regions to the Sales Supervisors – along with Home Depot Managers.

Once a **CODE GREEN** is in affect there are certain procedures that must take place before the end of the day.

Jeffery's Greenhouse recommends you follow along with the current weather conditions in your region of Ontario. It is a good practice to be able to anticipate when a **CODE GREEN** may be issued so you are better prepared.

Cold damage to plants is irreversible and can sometimes result in major losses when the proper steps are not taken to protect the product.

Protecting Annuals

Apron Sets:

- Secure Blue Tarps around perimeter of Shade Tents

Benching inside:

- Need to be covered completely – all sides– no air coming in.
- Use plastic or black landscape fabric

Baskets:

- Remove from inside runs & racked up to be rolled inside store

Standing Carts:

- Carts full of product should be rolled inside store

- The GOAL of **“Tarping the Apron”** and **“Covering the Benches”** is to keep as much Heat as possible Inside– like a Greenhouse – as AIR TIGHT as possible so the plants don’t freeze. Make sure everything is well sealed.
- The tenting should be done closer to closing time > 7-9pm
- Should not be removed until it is above freezing temperatures in the morning > 8-9am

DELICATE ITEMS – Can NOT be Outside **BELOW +5° CELCIUS**

- **Potato vine (Ipomoea)**
In planters and in pots
- **Basil**
- **Cucumbers**
- **Peppers**
- **Squash**
- **Herbs**



These sensitive items need to be brought

INSIDE the store on racks,

as even covering them will not save them from cold damage

FROST PROTECTION: Best Practices

- Hang Blue tarps off the sides of shade tent (use 40 x 50 Tarp)
- Secure with Zip Ties – as shown in photo
- All of these materials are sold in the stores.



Tarps rolled up after frost warning is passed



Tarps held down by soil bags

FROST PROTECTION: Best Practices



FROST PROTECTION: Best Practices



**Tarps rolled up and secured by
bungee cord**



**Tarps rolled up and secured by
zip tie**

IMPACTING SALES: DELIVERY DAYS

Make the Most of your Time...

- 1) Sign in
- 2) Remove the plastic wrap from all the racks and remove the product from the top shelves of all racks.
- 3) Review your delivery i.e. what's new, what's needed ASAP, what do you have a lot of? Are the end caps and monster carts full?
- 4) Make a plan... Take inventory of your product and advise your supervisor of any issues: i.e. Low stock, watering issues
- 5) Fill end caps (color block when possible)
- 6) Merchandise new product and product on ad and sign accordingly

Take your breaks.

The product isn't going anywhere and will be waiting for you when you return.

- 7) Merchandise planters (this is a high ticket item and can be merchandised fairly quickly)
- 8) Hanging baskets: It is important to remove the plastic from all hanging baskets. Hang the baskets grouped by price point first and then by color or flower. Have a plan before you begin.

Larger hanging baskets should be merchandised at the front of the tent or in a prime viewing area such as the front of the garden center. Take a look at the product in the hanging baskets: are they shade loving flowers or a tender plant? i.e. Begonia Begonias should be merchandised in a protected area such as inside the greenhouse or on an inside run of the tent.

A customer asking for assistance is always your number one priority

The plants will wait; a customer asking for assistance will not.

- 9) Prioritize the rest of the order based on the amount of work merchandising it. I.e. you have 2 racks of 12 packs and 2 racks of 6 packs. The 12 packs on the benches is spread out to look full and placing the 6 packs will require a lot of work because you have to make a big move to fit them. Work on the 12 packs first since it will take you less time to place them on the benches.
- 10) Remember the veggies! Organize, fill and cull as necessary.
- 11) Communicate with your supervisor at the end of your shift. Communication with your supervisor at the beginning and end of your shift is necessary to ensure issues are resolved quickly. This results in maximized sales and minimizes extra work for you.
- 12) Sign out

IMPACTING SALES: NON-DELIVERY DAYS

NON-DELIVERY DAYS CAN BE JUST AS BUSY AS DELIVERY DAYS.

ON THESE DAYS WE NEED TO COMPLETE THE FOLLOWING:

- 1) Sign in
- 2) Take inventory of your product and advise your supervisor of any issues:
 - **ARE THERE WATERING ISSUES?**
 - Low Stock?
- 3) Make a plan & Review your plan with your supervisor.

LOOK AT YOUR NEXT DELIVERY'S ORDER SUMMARY:

>WILL YOU NEED TO ADJUST THE EXISTING PRODUCT TO MAKE ROOM ON THE BENCHES?

Taking 15 minutes now to make a plan

- *Minimizes the number of product moves you will need to make*
- *Saves you time and energy.*

- 4) Place Sale signs if applicable, ensure all areas are signed.

REMEMBER A CUSTOMER LOOKING FOR ASSISTANCE IS ALWAYS YOUR PRIORITY

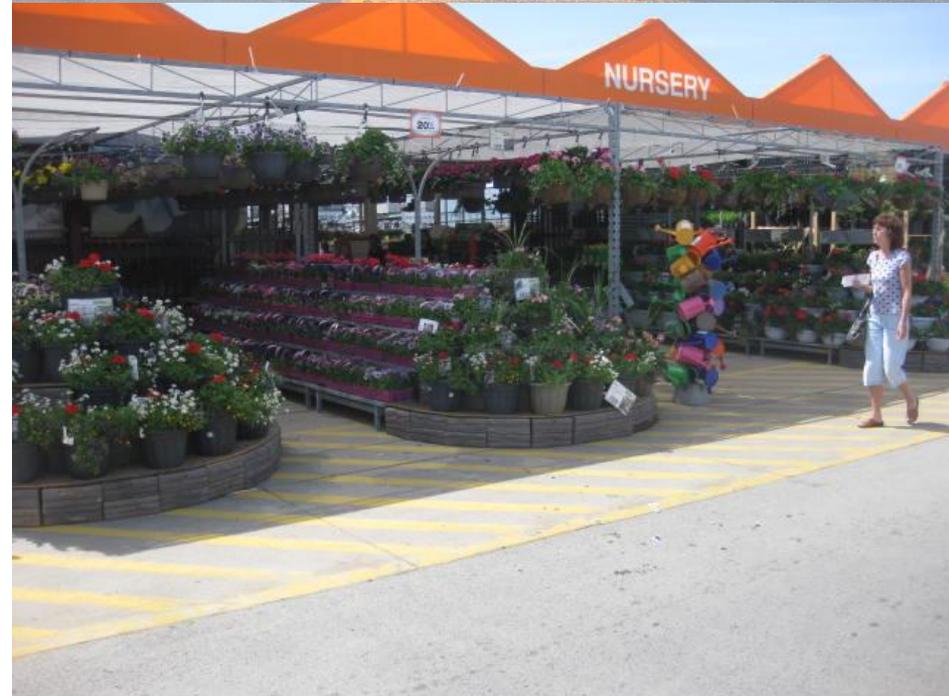
- 5) Reorganize product on end caps to maintain fullness. The end cap attracts customers. Keep the end cap full according to the planogram. When stock levels do not support an attractive end cap remerchandise with a similar product and color block for maximum effect.

REMEMBER TO TAKE YOUR BREAKS!

- 6) The monster carts attract customers the same way the end caps do. Treat them the same as an end cap. They should be full, color blocked, signed and watered.
- 7) Remerchandise hanging baskets to keep front lines full, deadhead and cull as necessary
- 8) Remerchandise the product on your benches to maintain an impacting display i.e. merchandise the trays lengthwise versus widthwise to fill more space with less product , dead head and cull as necessary
- 9) Don't forget the veggies! Organize, fill and cull as necessary
- 10) Communicate with your supervisor at the end of your shift. It is important to touch base with your supervisor at the end of your shift. Communication with your supervisor at the beginning and end of your shift is necessary to ensure issues are resolved quickly. This results in maximized sales and minimizes extra work for you.

- 11) Sign out

Where to start when it's a mess?....



**FLOWERS ARE IMPULSE PURCHASES
LOOKING GOOD = SALES**

Start your day at the place the customer sees first...front apron

Front Apron



BEST MERCHANDISING PRACTICES



GROUP HANGING BASKETS TOGETHER BY COLOUR



Planters and higher priced items go well on end caps, also on the front apron.

KEEP COLOURS IN BLOCKS TO CATCH CUSTOMERS' EYE



VERTICAL COLOUR STRIPING BY ARTICLE # MAKES IT EASY TO SHOP



Spacing of product

- Product like **planters** and **hanging baskets** should have a good amount of space between each other
- Do not try to cram too many items into a section as this can lead to plant damage
- Having enough space between each product allows the full product to be showcased



KEYS TO SUCCESS

PRESENTATION

- Keep the Garden Center NEAT, CLEAN & SWEPT
- A simple layout, with no clutter makes it easy for customers to shop

MAINTAIN PLANTS QUALITY

- Plants need to be watered everyday > always keep soil moist
- Get plants off the carts > they will do better on the benches
- Remove spent blooms & dead product
- Remove from benches (cull) any product that does not look fresh or saleable

DISPLAY PLANTS EFFECTIVELY-color sells

- Use 'COLOR' > create ribbons of color to catch customer's eye
- Create displays that make people walk around them
- Put items at different levels > from tall to short
- Place items where they can be seen > Planters on end caps
- Hang baskets where customers can reach them

PROVIDE INFORMATION

- Greet and talk to your customers & provide information.
- Use care tags that come with the product to help with customers' questions
- If you need assistance answering questions, just give us a call
- Don't give your customer any reason to leave and shop elsewhere

BAR-CODES

- We operate by Pay-By-Scan (PBS) during the main season so it is crucial that all items be scanned by cashiers in order for Jeffery's to get paid.
NOTE: Especially important that each pot is scanned individually:
 - During BOGO (Buy 1 get 1 free) Sales
 - Burpee products > Herbs / Vegetables / Tomatoes each have their own bar code.
- Thursday mornings are the start of a new ad week – make sure anything on sale is scanning correctly. Make sure anything that was on sale the previous week is now scanning back at regular price.

MAKE SURE ALL PRODUCTS HAVE SIGNAGE AND UPC'S!

- Make sure all displays and racks have signage
- Point-of-Purchase (POP) signage is provided.
 - Branded **Extra Large Bench Signs** for Easter Drop-N-Bloom, Cool Wave Pansy, Wave Petunia, & Burpee ****SAVE THESE TO RE-USE NEXT YEAR****
 - Branded **Rack Signs** for Cool Wave, Wave, Vigoro, VIVA, Proven Winner, Burpee, & Burpee Organic,

GARDEN CENTER SEASON IS FAST AND FURIOUS-PLAN AHEAD OF TIME

- It's a busy time with lots of opportunity
- Being fully stocked right before the weekend is KEY!
- Nice weather = increase garden center customer traffic
- We need to work together to create a WIN/WIN situation
- Treat every day as a Big Selling Day!

Flats 2018 Articles

ANNUAL PACKS			
6 Pack Cool Beginnings	1000736733	6-23390-66547-7	\$6.98
4 Pack Pansy (304)	1001097106	6-23390-49845-7	\$4.98
6 Pack PROMO (806)	1000861206	6-23390-80672-6	\$1.52
6 pack Annual (406)	1000829711	6-23390-40666-7	\$3.98
6 pack Impatiens (406)	1000836458	6-23390-40668-1	\$3.98
6 pack Wave Petunia (306)	1000736727	6-23390-66333-6	\$7.98
306 Pk VIGORO Premium Annual (306)	1000736794	6-23390-66100-4	\$7.98
Landscape Flat	1000736556	6-23390-55346-0	\$11.98



May 2018 Articles (pots)

Pelargonium Regal	1000736751	6-23390-26464-9	\$7.98
3.5" Sword Collection	1000736583	6-23390-07345-6	\$2.50
3.5" Basket Stuffer	1000736695	6-23390-15823-8	\$2.50
3.5" Seed Geranium	1000740317	6-23390-22183-3	\$1.98
3.5" New Guinea	1000829710	6-23390-33294-2	\$1.98
Grandee Proven Winner 4.33"	1000742283	6-23390-88456-4	\$4.98
4.33" Vigoro Annual	1000736481	6-23390-66123-3	\$3.98
4.33" Vigoro Geranium	1000736491	6-23390-66999-4	\$3.98
4.33" Vigoro Cordyline	1000732465	6-23390-57431-1	\$6.98
1 Gallon Sword Collection	1000736808	6-23390-56321-6	\$8.98
1 Gallon Vigoro Annual	1000736852	6-23390-55823-6	\$8.98
VIVA Quart Pink Kisses	1000856079	8-42276-00943-7	\$5.98
VIVA Dahlia XXL 2.6qt	1000793390	8-42276-00511-8	\$9.98
VIVA Geranium BIG RED 2.6qt	1000793389	8-42276-00264-3	\$9.98
VIVA Petunia Big Wow 2.6qt	1000829708	8-42276-00515-6	\$9.98
VIVA Osteo Blue Eyed Beauty	1000830241	8-42276-00846-1	\$9.98
VIVA Starry Night	1001000648	8-42276-00975-8	\$9.98
1 Gallon Begonia	1000660258	6-23390-70536-4	\$9.98
8" Drop N Bloom	1000830315	0-48834-99887-2	\$9.98
10" Drop N Bloom	1000796191	0-48834-99888-9	\$14.98
12" Drop N Bloom	1000830314	0-48834-99889-6	\$19.98



May 2018 Articles cont.. (Hanging Baskets)

10" Spring Hanging Basket	1000731668	6-23390-85731-5	\$11.98
10" Hanging Basket	1000736592	6-23390-05995-5	\$12.98
11" Grandee Villa Hanging Basket .	1000737015	6-23390-14544-3	\$14.98
12" Vigoro Hanging Basket	1000736507	6-23390-66711-2	\$24.98
12" VIVA Hanging Basket	1001041616	6-23390-19984-2	\$19.98
12" Coco Proven Winner Hanging Basket	1000735434	6-23390-20388-4	\$29.98
16" Coco Hanging Basket	1000736766	6-23390-16846-6	\$54.98
Cone Hanging Basket	1000732588	6-23390-69965-6	\$39.98
Summer Fresh Hanging basket	1000732433	6-23390-55555-6	\$21.98



May 2018 Articles cont.. (Planters)

Spring Bowl 12"	1000735435	6-23390-72679-6	\$10.98
13" Vigoro planter	1000736470	6-23390-66933-8	\$24.98
Sienna Bowl	1000736498	6-23390-66777-8	\$23.98
18" Window Box	1000736824	6-23390-56583-8	\$19.98
Siena Square Planter 14.5"	1000736831	6-23390-56489-3	\$34.98
10" Square Planter	1000732476	6-23390-52500-9	\$19.98
Exotic Planter	1000732507	6-23390-06644-1	\$39.98
18" Chatham Planter (was PW)	1000732564	6-23390-74675-6	\$59.98
14" Modern Planter	1000830316	6-23390-79987-5	\$89.98
Coco Wall Planter	1000735440	6-23390-25514-2	\$29.98
Specialty Planter (calla)	1000735439	6-23390-22552-7	\$21.98
Welcome Stand	1000736883	6-23390-04554-5	\$29.98
Blooming Crazy Planter	1000736708	6-23390-11844-7	\$11.98
Summer Fresh Planter	1000736564	6-23390-55460-3	\$21.98
15" Keg Whiskey Barrel	1001064011	6-23390-53423-0	\$39.98
14" Crackle Planter	1001097105	6-23390-14714-0	\$39.98
7" Square Planter	1001041708	6-23390-88654-4	\$8.98
12" VIVA Planters	1001041707	6-23390-19983-5	\$19.98
8" Ellis Planter	1001041706	6-23390-99877-3	\$9.98



2018 Fruit, Vegetable & Herb Articles

4" Burpee Vegetable	1000732485	6-23390-49491-6	\$2.98
4" Burpee Tomatoes	1000741737	6-23390-86628-7	\$2.98
4" Burpee Herbs	1000732802	6-23390-59592-7	\$2.98
4" Burpee Organics	1001041705	6-23390-67426-4	\$4.48
6" Burpee Vegetables	1000736873	6-23390-60603-6	\$5.98
6" Burpee Herbs	1000732754	6-23390-79794-9	\$5.98
1 gallon Burpee Boost	1000795675	6-23390-83444-6	\$8.98
606 Jumbo Cell Pack Veggie	1000736886	6-23390-60673-9	\$3.98
Veggie Planter & Cage	1000736838	6-23390-55234-0	\$16.98
NEW Veggie Take 2	1001104630	6-23390-55544-0	\$19.98
10" Burpee HB Strawberry/pepper/tomato Herb planter	1000736549	6-23390-55248-7	\$12.98
	1000732601	6-23390-32222-6	\$16.98



Health and Safety

SAFETY TIPS

Avoid unnecessary bending and lifting whenever you can

- Place objects up off the floor-set something down on an elevated surface instead of lifting it off the floor.
- The best zone for lifting is between your shoulders and your waist. Avoid carrying anything that blocks your vision.
- Use the floral cart to move to your final destination instead of carrying objects one by one over a far distance.

Make sure the tow bar on the Jefferys Shipping Cart is always in the 'up' position and not laying on the floor to avoid someone tripping over it.

USE PROPER LIFTING TECHNIQUES

- By bending the knees, you keep your spine in better alignment.
- **DO NOT LOCK YOUR BACK.** Let your legs do the work. Rise slowly and smoothly with no jerking motions.
- Take a balanced stance with your feet about a shoulder width apart. Make sure your feet have proper traction.
- Squat down to lift the object but keep your heels off the floor. Get as close to the object as you can.
- Keep the load as close to your body as possible.
- Avoid twisting at your waist while carrying a load.
- Get help if the shape is too awkward or the object is too heavy for you to lift and move by yourself.
- Take short frequent breaks if you feel your back begin to tighten. Avoid doing too much all at once. Stretch if needed.
- When moving floral carts its best to maneuver it by walking beside the cart and pulling it as you walk. Always maneuver the floral cart with a clear view of your surroundings.

BEND YOUR KNEES



HUG THE LOAD



AVOID TWISTING



USE FOR
Hanging
Basket

