



2023 Spring  
Merchandising





# 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](http://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.



# Welcome to Jeffery's Greenhouses Merchandising Team! – cont'd

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- 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.

Petunia



## Merchandising Terminology:

- **Monster Cart:** the large metal display bench (10 feet 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.
- **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.



Geranium

## 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.



## Home Depot Lingo: cont'd

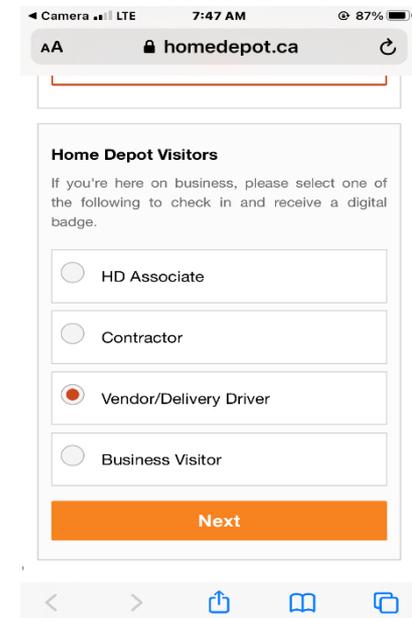
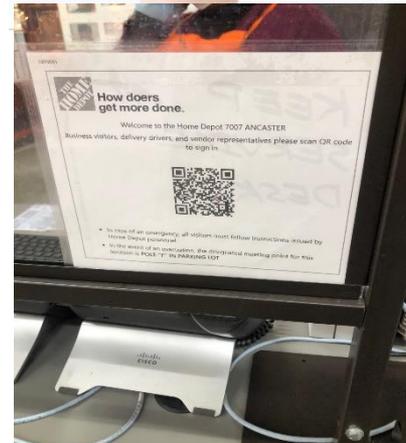
- **DS: Department Supervisor** who manages a designated department.
- **DLGA:** Designated Live Goods Associate. This is the Home Depot employee that has been designated as in charge of the live goods within the garden center.
- **Article Number:** is the ten-digit number that Home Depot and vendors 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.
- **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 forklift is required outside or for cold sensitive plants that need to be off-loaded through the Loading Dock directly into the store.
- **New digital visitor log-** Visitors to Home Depot stores will be able to scan QR code signs with their mobile device to sign-in and sign-out, eliminating the need to visit the service desk or receiving upon arrival and departure.

# Electronic Vendor Sign in Process

- All vendor reps and supervisors are required to use the new electronic sign/in process when visiting stores.

## Steps include:

- The **QR code** is posted at customer service or at seasonal desk
- Open your **camera app** and hold your device so that the QR code appears in the viewfinder in the Camera App.
- Tap the **Safari browser notification** that will pop up and follow the prompts to sign in
- Select **Vendor/Delivery Driver** and click **Next**



# Electronic Vendor Sign in Process

## Proceed to fill in

- First name **\*Mandatory\***
- Last name **\*Mandatory\***
- Email address **\*Mandatory\***
- Organization **\*Mandatory\***
  
- Your manager's name **\*Optional\***
- Your manager's email address **\*Optional\***
- Once mandatory fields are filled in you can click **'NEXT'**
- Brings you to a list of items we must acknowledge/adhere to

Camera LTE 7:48 AM 87%  
homedepot.ca

 Check In  FR

I acknowledge that I will:

- Work in compliance with all provincial health and safety legislation and public health guidelines in the prevention of workplace accidents and the spread of the COVID-19 virus.
- Wear CSA-approved foot protection with Grade 1 toe and sole protection (green triangle), face mask/covering and all other personal protection equipment required for the job.
- Maintain physical distancing of 2 metres (6 feet) to avoid close contact and frequently wash or sanitize my hands.
- Complete (or have completed) a health check and do not have any symptoms prior to entering a Home Depot location. (Common COVID symptoms include cough, breathing difficulty, flu-like symptoms, headache, sore throat, recent loss of taste or smell, or a fever of 38°C/100.4°F or higher.)

To complete the health check, please visit <https://ca.thrive.health/covid19/en>

 Privacy - Terms

- Immediately advise Home Depot management in-



# Electronic Vendor Sign in Process

- After **checking the box** that you acknowledge the safety requirements you will get to this screen showing '**Check in Successful**'
- An email will be sent to you confirming the check in confirmation and digital badge
- Keep the safari browser page open
- When ready to sign out, simply hit "**Sign Out**" to complete the sign out procedure

**\*QUICK TIP\*** enable 'autofill' in your Safari browser settings to speed up the filling out process

Go to :

>settings

>safari

>autofill

>use contact info OR my info

Camera LTE 7:48 AM 87%  
homedepot.ca

✓

Check in was successful.

Valid Until: **09:48 PM EST**  
**Tuesday, March 02, 2021**

Visitor's Name: **Brian Bajuk**  
Store Name: **ANCASTER #7007**

Your digital badge and sign out link will be sent to **brianb@jefferysgreenhouses.com**

Keep this page open to sign out at the end of your visit.

Sign Out

This pass is issued subject to the v agreement to observe and follow all app Home Depot health, safety and security

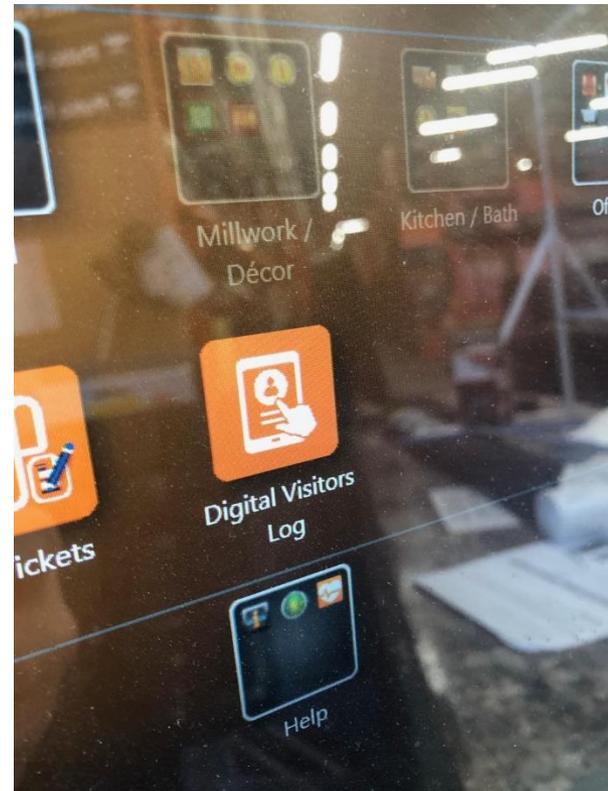
Privacy - Terms



# Electronic Vendor Sign in Process

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- For reps who **do not have a smart phone with a camera app**, this exact process can be accessed using the desktop at the seasonal desk, **however it requires a Home Depot associate to sign them in and out.**
- The following icon will be on the home screen on the Home Depot desktop.





## 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 culinary qualities, and medical properties.
- **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 & tropical plants
- **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!



**IMPACTING**

**SALES:**

**DELIVERY DAYS**

## **Make the Most of your Time...**

- Sign in
- Remove the plastic wrap from all the racks and remove the product from the top shelves of all racks.
- 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?
- Plan... Take general inventory of your product and advise your supervisor of any issues: i.e. Low stock, watering issues, store traffic was busier than usual.
- Fill end caps (color block when possible)
- Merchandise new product and product on ad and sign accordingly



# IMPACTING SALES:

## DELIVERY DAYS

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### **Take your breaks!**

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

- Merchandise planters (this is a high-ticket item and can be merchandised quickly)
- 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 and New Guineas, Begonias and New Guineas should be merchandised in SHADED areas such as inside the greenhouse or on an inside run of the tent.

# IMPACTING SALES:

## DELIVERY DAYS

### A customer asking for assistance is always your number one priority

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

- 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 are 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.
- Remember the veggies! Organize, fill and cull as necessary.
- 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.
- 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:**

- Sign in
- Take inventory of your product and advise your supervisor of any issues:
  - > **ARE THERE WATERING ISSUES?**
  - > Low Stock?
  - > Too much Stock?
- 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 to make a plan*

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

- Place Sale signs if applicable, ensure all areas are signed.
- Dead head spent flowers

**REMEMBER A CUSTOMER LOOKING FOR ASSISTANCE IS ALWAYS YOUR PRIORITY**

- 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 re-merchandise with a similar product and color block for maximum effect.



# IMPACTING SALES:

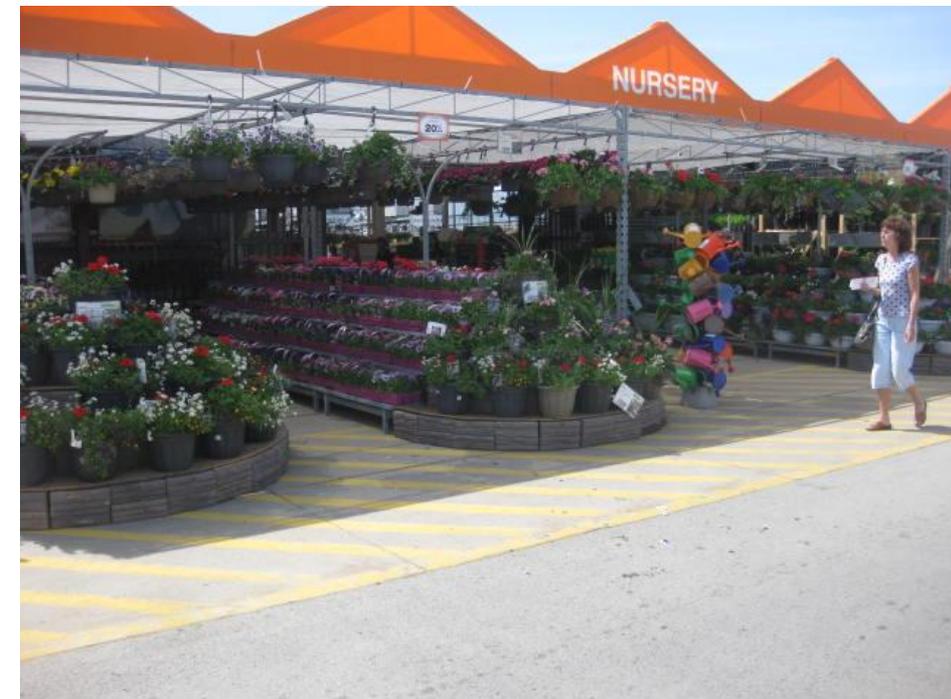
## NON-DELIVERY DAYS

### REMEMBER TO TAKE YOUR BREAKS!

- 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.
- Remerchandise hanging baskets to keep front lines full, deadhead and cull as necessary
- 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
- Don't forget the veggies! Organize, fill and cull as necessary
- 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.
- 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



Leave enough space between each hanging basket



# KEYS TO SUCCESS

- PRESENTATION

- Keep the Garden Center NEAT, CLEAN & SWEEP
- 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



# KEYS TO SUCCESS

## 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 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.



# KEYS TO SUCCESS

## 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!



## Sun Loving

6 Hours of Sunlight

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



## Shade Loving

2-4 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

# Determinate and Indeterminate Tomatoes

## 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.

<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		

# Easter 2023 April 9

Shipping will start March 21<sup>th</sup> over a 3-week period  
 Easter is on Purchase Order

Cull Sheets will need to be signed by MOD (Manager on Duty )  
 Jeffery's does not need a copy

1000112620	6" Easter Lily	6-23390-96467-9	\$ 9.98
1001701191	4.5" Hydrangea	6-23390-96503-4	\$ 12.98
1000682002	Seasonal Assorted Flowers (Pixie lily)	6-23390-97754-9	\$ 9.98
1000682001	Specialty Flowering planter (Calla lily plt)	6-23390-66433-3	\$ 17.98
1000687030	Spring Flowering Bulbs	6-23390-97753-2	\$ 6.98
1000820335	6.5" Designer Hydrangea	6-23390-14988-5	\$ 17.98
1001001914	Easter Drop N Bloom - Bulbs	6-23390-28527-9	\$ 19.98



# Home Depot Brands



# Burpee- Directional Signs

Size:23.5" x 52"

- 2023 tray talkers will be colour coded
  - This will help customers find varieties, under 6 subclasses.
  - Help us merchandise group like varieties together
  - Retail & Size has been removed from the tray talker.
- Large directional color sign 23.5" x 52"



# Burpee Farmers Market

2023- Goals

Amp up our game on Edibles!!!

Home Depot has challenged us and stores to create a Farmers Market area.

With the subclass colour coding we will be able to create a clean look.

More time spent on merchandising for Burpee, keep clean and organized.

Article granularity

Will continue for 2023



4" Burpee Vegetable	1000732485	6-23390-49491-6
4" Burpee HOT Peppers	1001525548	6-23390-49412-1
4" Burpee Sweet Peppers	1001525549	6-23390-49411-4
4" Burpee Beefsteak Tomatoes	1001525550	6-23390-86611-9
4" Burpee Cherry Tomatoes	1001525551	6-23390-86612-6
4" Burpee Slicer Tomatoes	1001525552	6-23390-86613-3
4" Burpee Paste Tomatoes	1001525553	6-23390-86614-0
4" Burpee Herbs	1000732802	6-23390-59592-7
4" Burpee Basil	1001525554	6-23390-59591-0
4.3" Burpee Organics	1001041705	6-23390-67426-4
6" Burpee Vegetables	1000736873	6-23390-60603-6
6" Burpee Herbs	1000732754	6-23390-79794-9
606 Jumbo Cell Pack Veggie	1000736886	6-23390-60673-9
Veggie Planter & Cage	1000736838	6-23390-55234-0
VeggieTake 2- Combo Planter	1001104630	6-23390-55544-0
10" Burpee HB	1000736549	6-23390-55248-7
Herb planter	1000732601	6-23390-32222-6

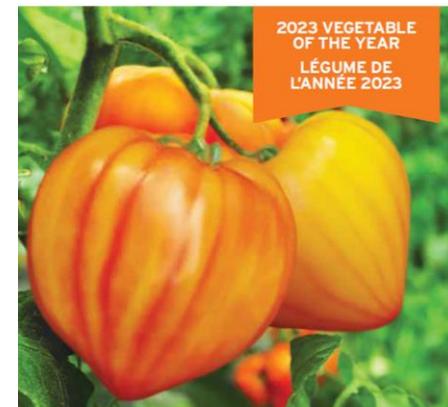
# Burpee Point of Purchase Displays



Size: 60" x 36"

Overhead Standard "Locally Grown"

## 2023 Home Depot Exclusive Gourmansun Love Sunrise



Love Gourmansun Sunrise  
Beefsteak Tomato  
Home Depot Exclusive

Love Gourmansun Sunrise  
Tomate cœur de boeuf  
Exclusivité Home Depot

Height: 5-6'  
Spread: 24-30"  
Spacing: 24-36"

Hauteur: 1,5-1,8 m  
Largeur: 61-76 cm  
Espacement: 61-91 cm

- Produces beautiful, flaming yellow bicolor beefsteak tomatoes.
- Everyone will fall in love with Tomato Love and its great-tasting, heart-shaped fruit.
- Produit des tomates bicolores immenses et magnifiques d'un jaune flamboyant.
- Tout le monde tombera amoureux de la variété Tomato Love et de ses fruits savoureux en forme de cœur.



Size: 16" x 30" Banner sign  
1 per store

23.5" x 52"

Burpee® Custom Area Sign - Pepper  
Burpee® Custom Area Sign - Tomato



## New 2023 Plant of the Year “CABANACHOA”

*The Cabanachoa collection will inspire island vibes from spring through autumn.*

- *An abundance of fully double mini-petunia-like blooms*
- *Cascading plants are perfect for hanging baskets and combination planters.*
- *Continuously blooming from spring through autumn.*
- *Plant in full sun or partial shade for an endless supply of summer flower power.*

# New Products Spring 2023

12" VIVA  
Enviva  
Petchoa

Exclusive



12" VIVA  
I'CONIA La Luna

Exclusive



12" Carrera  
Superbells Prism Pink  
Lemonade



13" VIVA  
I'CONIA Dahlia  
Orange Crush



1G VIVA  
I'CONIA Dahlia  
Orange Crush



1G VIVA  
I'CONIA Begonia Saffron

Exclusive



10" Drop N Decorate  
Enchanted Evening



# New Products Spring 2023

## New Combo's

Before you know it 12" Vigoro HB



CaliburstSunrise- 12" Vigoro HB



CaliburstSunset- 12" Vigoro HB



Fire Dancer-14" sienna Bowl



Tropical Mix- Exotic Planter



Pink Mix- Exotic Planter



Acapulco Sun- Exotic Planter



Polar Peach - 12" Eastlake HB



Nature Nutrients- Humming Bird lunch



Petchoa -Summer Fresh HB & Plt



Petchoa -Summer Fresh HB & Plt



Nightingale - 12" Eastlake HB



# New Products Spring 2023

<https://youtu.be/Qw60sS4BI2o>



PW Eco Pots made from starchy renewable plants like corn, switchgrass, and sugar beets grown right in the U.S.A.

# New Products Spring 2023



## Material

The Proven Winners Eco-Pots is a compostable garden pot, made out of PLA (polylactic acid). PLA is made from starchy renewable plants like corn, switchgrass, and sugar beets grown right in the U.S. Starch from these materials is processed into a biopolymer that looks, acts, and performs like its traditional, cousin: petroleum-based plastics.

Proven Winners Eco-Pots have plant nutrients built right into the walls of the container. These organic nutrients are rich in phosphorus, calcium, and nitrogen. As Eco-Pots break down, they release these nutrients and proteins directly into the roots. This helps the plants grow bigger and faster all season long.

## Planting and Peeling the Tabs

Ready to plant your Eco-Pots? Peel all 4 tabs off to allow the plant's roots to develop properly. Transplant entire Eco-Pots and loose tabs into a larger planter or into the ground. Continue to water as needed. If you plan on starting the seeds in the eco-pots but are not ready to transplant them into a larger planter or in the ground, wait until planting before peeling the tabs. This will help the smaller pots from drying out too quickly.



### STEP 1: PEEL

Plant your seeds in Eco-Pots, then peel the tabs off the pot and toss them into the planting hole where they will naturally degrade over time. The holes in the pot allow the roots to grow properly.

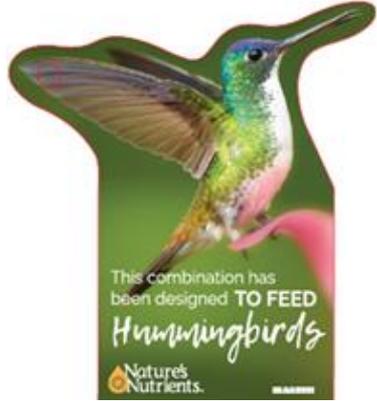
### STEP 2: PLANT

Plant the entire Eco-Pot in the ground. Yes, the whole darn thing. It's made of natural, compostable materials!

### STEP 3: WATER

*Water your plant well after planting. Eco-Pots will naturally disintegrate over time, helping to feed the plant's roots with nitrogen, phosphorous, and calcium as it does so.*

# Nature Nutrients



Cuphea



Lantana



Salvia



Geranium



New Guinea

Create a pollinator- friendly habitat, a healthy and vibrant ecosystem with Nature's Nutrients! This family of plants have been selected to attract bees, butterflies, and hummingbirds. Planting a variety of flowers in your pollinator garden ensures something is blooming all through the growing season. No garden space not problem! Nature's Nutrients is perfect for creating miniature habitat in your favorite containers for the balcony, patio, or rooftop.

# 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

# FROST PROTECTION: Best Practices



# 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

# Advertising

- Home Depot Flyers break Thursday morning, every Thursday morning we need to check that the promo articles are scanning at the promo price.
- Monday's there might be an early release e-mail sent to garden club members with promo items listed.
- Home Depot promo signs will be posted on the Website Wednesday evenings. There will be 2 different sizes 5x8 & 7x11 available. 7x11 are for re-set stores only.
- A promo sign package will be included on product coming in the week of the promo. The rack will be identified via e-mail the day of.

The Home Depot Ad information is **confidential** and may be legally privileged. Any disclosure, copying, distribution or any action taken or omitted to be taken in reliance on it, is prohibited and may be unlawful.

We are **not** able to disclose any advertising details prior to shipping. We will provide a general overview the week of but not any earlier.





# Trays & Racks

Stack up all empty trays and place on one of our rolling racks as we will reuse these the following year.

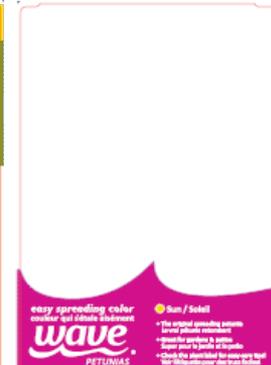
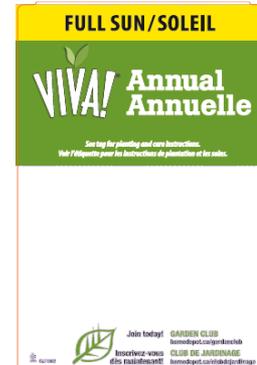


## Racks

- ALL Racks must be secure from rolling. Shipping racks that are stored in designated areas ready for pick up, MUST be secured to prevent them from rolling away.
- Reps must use the Jeffery's website DAILY to fill in empty rack quantities.
- When many empty racks accumulate at a store supervisors please e-mail to office.

# Rack & Store Signs

All stores will be receiving pre-priced 5x8" rack signs on the racks.



# 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



# Spring 2023 Price List



PACKS			
1000736733	406 Pack Cool Beginnings	6-23390-66547-7	\$5.98
1000829711	406 Cell Annual Pack	6-23390-40666-7	\$5.98
1000836458	406 Cell Annual Pack Impatiens	6-23390-40668-1	\$5.98
1000736727	306 Pack Wave Petunia	6-23390-66333-6	\$9.98
1000736794	306 Pk VIGORO Premium Annual	6-23390-66100-4	\$9.98
1001675202	306 Pk SUMMER Annual	6-23390-65235-4	\$7.98
POTTED			
1000736751	6" Pelargonium Regal	6-23390-26464-9	\$9.98
1000736695	3.5" Basket Stuffer	6-23390-15823-8	\$3.48
1000736583	3.5" Sword Collection	6-23390-07345-6	\$3.48
1000740317	3.5" Seed Geranium & Marigold	6-23390-22183-3	\$2.48
1000829710	3.5" New Guinea	6-23390-33294-2	\$2.48
1000742283	4.25" Grande Proven Winner	6-23390-88456-4	\$5.98
1001677137	PO- ECO 4.25" Grande Proven Winner	7-38793-98972-0	\$5.98
1000736481	4.33" Vigoro Annual	6-23390-66123-3	\$4.98
1000736491	4.33" Vigoro Geranium	6-23390-66999-4	\$4.98
1001240149	4.33" Vigoro Ipomoea	6-23390-55530-3	\$4.98
1000732465	4.33" Cordyline	6-23390-57431-1	\$6.98
1000736852	1 Gallon Vigoro Annual	6-23390-55823-6	\$8.98
1001621556	1 G Nature's Nutrients	0-48834-69997-7	\$9.98
1000856079	VIVA Quart Pink Kisses	8-42276-00943-7	\$5.98
1001240148	VIVA Quart Super Hero Petunias	6-23390-99884-1	\$5.98
1001240147	VIVA Quart Candy Calibrachoas	6-23390-99885-8	\$5.98
1001675204	VIVA Quart Sunpatiens	6-23390-66343-5	\$5.98
1000793390	VIVA <u>Dynamo</u> Dahlia 2.6qt	8-42276-00511-8	\$9.98
1001240146	VIVA Sunstanding Impatiens 2.6qt	6-23390-99886-5	\$9.98
1000829708	VIVA Geranium Big Wow 2.6qt	8-42276-00515-6	\$9.98
1001000648	VIVA Starry Sky Petunias 2.6qt.	8-42276-00975-8	\$9.98
1001621554	VIVA 1G Sunpatiens 2.6qt.	6-23390-20624-3	\$9.98
1001621555	VIVA 1G l'conia 2.6qt.	6-23390-20623-6	\$9.98
1001675203	VIVA 1G Coleus Mainstreet 2.6qt.	6-23390-88954-5	\$9.98
1000660258	1 Gallon Solenia Begonia	6-23390-70536-4	\$9.98
1001531437	Canada Day 1 Gallon pot	6-23390-20202-3	\$9.98





Drop N Decorate			
1000830315	8" Drop N Decorate (was -Bloom)	0-48834-99887-2	\$12.98
1000796191	10" Drop N Decorate (was -Bloom)	0-48834-99888-9	\$16.98
1000830314	12" Drop N Decorate (was -Bloom)	0-48834-99889-6	\$23.98
PLANTERS			
1000735435	12" Spring Bowl	6-23390-72679-6	\$12.98
1001531435	10" Early Spring Mix Trial	6-23390-73514-9	\$19.98
1001041706	8" Bri Planter	6-23390-99877-3	\$14.98
1001240145	8" Mojave Planter	6-23390-55549-5	\$14.98
1000732476	10" Planter Grandee Villa	6-23390-52500-9	\$22.98
1000735439	10" Specialty Planter (calla)	6-23390-22552-7	\$23.98
1001041707	12" VIVA Planters	6-23390-19983-5	\$24.98
1001240140	12" Sunflower Planter	6-23390-55556-3	\$24.98
1000736470	13.5" Vigoro planter	6-23390-66933-8	\$27.98
1001097105	14" Crackle Planter	6-23390-14714-0	\$39.98
1000830316	14" Modern Planter	6-23390-79987-5	\$99.98
1000736498	14" Sienna Bowl	6-23390-66777-8	\$25.98
1000736831	14.5" Siena Square Planter	6-23390-56489-3	\$39.98
1000732507	14.5" Exotic Planter	6-23390-06644-1	\$44.98
1001064011	15" Keg Whiskey Barrel	6-23390-53423-0	\$44.98
1000732564	18" FLAIR Planter	6-23390-74675-6	\$79.98
1001531436	16" Flair planter	6-23390-16500-7	\$49.98
1000736824	15" Window Box (was 18")	6-23390-56583-8	\$23.98
1001240144	20" Vigoro Window Box	6-23390-55557-0	\$39.98
1000735440	Coco Wall Planter	6-23390-25514-2	\$29.98
1000736883	Welcome Stand	6-23390-04554-5	\$34.98
1000736708	10" Blooming Crazy Planter	6-23390-11844-7	\$14.98
1000736564	12" Summer Fresh Planter	6-23390-55460-3	\$24.98
NEW	18" Philly Planter	NEW	\$69.98





## Hanging Basket

1000731668	10" Spring Hanging Basket	6-23390-85731-5	\$14.98
1000736592	10" Hanging Basket	6-23390-05995-5	\$14.98
1000737015	11" Hanging Basket	6-23390-14544-3	\$18.98
1000736507	12" Vigoro Hanging Basket	6-23390-66711-2	\$27.98
1001041616	12" VIVA Hanging Basket	6-23390-19984-2	\$24.98
1000735434	12" Eastlake Hanging Basket	6-23390-20388-4	\$34.98
1000736766	16" Coco Hanging Basket	6-23390-16846-6	\$59.98
1000732588	14" Cone Hanging Basket	6-23390-69965-6	\$49.98
1001240142	12" PW Carrera Hanging Basket	6-23390-55558-7	\$29.98
1000732433	12" Summer Fresh Hanging Basket	6-23390-55555-6	\$24.98



## EDIBLES

1000732485	4" Burpee Vegetable	6-23390-49491-6	\$3.59
1001525548	4" Burpee HOT Peppers	6-23390-49412-1	\$3.59
1001525549	4" Burpee Sweet Peppers	6-23390-49411-4	\$3.59
1001525550	4" Burpee Beefsteak Tomatoes	6-23390-86611-9	\$3.59
1001525551	4" Burpee Cherry Tomatoes	6-23390-86612-6	\$3.59
1001525552	4" Burpee Slicer Tomatoes	6-23390-86613-3	\$3.59
1001525553	4" Burpee Paste Tomatoes	6-23390-86614-0	\$3.59
1000732802	4" Burpee Herbs	6-23390-59592-7	\$3.59
1001525554	4" Burpee Basil	6-23390-59591-0	\$3.59
1001041705	4" Burpee Organics	6-23390-67426-4	\$4.98
1000736873	6" Burpee Vegetables	6-23390-60603-6	\$6.98
1000732754	6" Burpee Herbs	6-23390-79794-9	\$6.98
1000736886	606 Jumbo Cell Pack Veggie	6-23390-60673-9	\$4.98
1000736838	Veggie Planter & Cage	6-23390-55234-0	\$19.98
1001104630	Veggie Take 2- COMBO	6-23390-55544-0	\$22.98
1000736549	10" Burpee HB	6-23390-55248-7	\$16.98
1000732601	Herb planter	6-23390-32222-6	\$17.98

