

# the inside advantage

spring2009



## what drives women TO YOUR STORE?

Women make more than 80% of the buying decisions in all homes, so getting them into your store is a high priority. Recommended ways to connect with women and draw them to your store include:

### Sponsor promotional events or host a workshop

Any event that draws attention can be effective. Consider an in-store raffle or giveaway, and advertise the event as widely as your budget allows. Additionally, education is every bit as important as promotions because women want to know how to get the most out of what they buy.

### Introduce periodic sales

"Offers that come with a sense of urgency are always effective to get customers to come to stores," says Irene Dickey of the University of Dayton's School of Business Administration. Moreover, customers are drawn to sales all year long, so reducing prices even minimally could spur sales!

### Stay in touch with customers

26% of women will visit a store based on a direct mail piece they've received.

#### UPCOMING Trade Shows...

**PACK TRIALS**  
MARCH 28 - APRIL 5  
CALIFORNIA

**SUPER FLORAL**  
JUNE 9-12  
ATLANTA, GA

**SE GREENHOUSE CONF.**  
JUNE 18-20  
GREENVILLE, SC

**AIFD**  
JULY 11-16  
KANSAS CITY, MO

**OFA SHORT COURSE**  
JULY 12-14  
COLUMBUS, OH

**TEXAS STATE FLORIST**  
JULY 24-26  
DALLAS, TX

**TNLA**  
AUGUST 14-16  
DALLAS, TX

**FAR WEST**  
AUGUST 20-22  
PORTLAND, OR

# vast image resources, variety and expertise

VanBloem Gardens distributes an extensive product catalog each summer to their grower customers throughout the US in advance of the fall planting season. The catalog serves as a buyer's guide and reference resource for over 800 varieties of perennials, with photographs and descriptions of each plant.

VanBloem worked with John Henry® to compile the photography and produce the finished catalog. Our horticultural imaging and resource team researched our library of over 200,000 digital images to select several options for each plant, including close-ups and lifestyle settings.

Working with copy and layout provided by VanBloem, the John Henry® creative team placed images and proofread the catalog. We produced the catalog at our facility in Lansing, Michigan, closely monitoring color to accurately reflect the broad palette among the plant varieties.

The catalog was a success among grower customers. The photographs and accompanying information simplified selection from the wide variety of plants suited to the various growing conditions across the US.



## NEW Premium Hang-N-Tag®

Displays triple the real estate compared to the standard JH Hang-N-Tag®! Easy to attach, easy to ship, and an easy way to boldly market your premium hanging basket and get your message noticed!

## funfacts TO SHARE

### Plants are Natural Air Purifiers

Research conducted by the US Department of Energy found that strategically planting three shade trees around a house can reduce home air-conditioning bills by about 30 percent. Shade trees also clean the air and water, take in carbon dioxide, slow storm water runoff, and improve property values.

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