



# Predictable Quality

With 61 years under its belt, Greenleaf Nursery prides itself on providing quality products and superior customer service.

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**B**orn out of a cash and carry nursery and garden center more than 60 years ago, Greenleaf Nursery has grown into a multi-state operation with locations in Texas, Oklahoma and North Carolina. The company has 27 territory representatives who serve about 3,000 customers and distribute plants for 45 states and Canada.

But enough of the numbers. Harold and Rebecca Nickel founded the company in 1945, and the leadership today continues to emphasize the family atmosphere despite employing more than 1,000 people. “Communications and accessibility are keys to keeping a business successful,” says Jim Thompson, vice president of sales, Oklahoma division. “Information is shared between departments and divisions as to budgets, sales goals and crop quality. Keeping everyone in the loop keeps the entire work force focused on the company’s goals.

“It’s difficult to achieve if you do not know what you are trying to achieve.”

Joe Schulte, president of Southwood Landscape & Nursery in Tulsa, Okla., has been a Greenleaf customer for 25 years and calls the company his “partner in business.”

“Their product is just

always consistent, and we rarely if ever have problems – and if we do, they take care of it right away,” Schulte says. “I’m really satisfied with their consistency. The product is always what they represent it to be. They’re on the front edge with their products, and they take a position that it’s their customer who they want to be successful.”

## Full Steam Ahead

Greenleaf’s team knows exactly what it’s trying to achieve and even has a tag line surrounding it. “Predictable Quality” has been the business plan since the company was founded to continually produce high quality products and be the “go-to company” for green goods, says Thompson.

The company is succeeding, and has its focus on new varieties with the motto “All the Best to You,” representing the desire to supply the market with the latest and greatest material. Those materials include Garden Glow dogwood, Light of Day hydrangea, Endless Summer Blushing Bride hydrangea, Center Glow ninebark, Double Knock Out rose and others.

## A New Addition

An exciting new partnership with several others in the horticulture industry has produced a collection that capitalizes on the popularity of the esteemed Biltmore Estate in Asheville, N.C. The

partners include Cottage Gardens, Netherland Bulb Company, Fisher Farms and River Bend Nursery, along with the Biltmore Estate, and the finished product has been named the Biltmore Horticultural Collection.

“(The partners) have joined with Biltmore Estate to create a strong presence that will benefit retailers across all product lines,” Thompson says. “The Biltmore Collection will have its own uniquely colored pots, specialty tags and POP materials, and will be found only at fine independent garden centers across the United States.”

Greenleaf President Randy Davis visited the estate in Asheville and said this upon his return: “It was exciting to expe-



**A sampling of the gardens at Biltmore Estate – the inspiration for the varieties in the Biltmore Horticultural Collection.**

rience the gardens of Biltmore. From its vast vistas to intimate alcoves, this garden is a true horticultural masterpiece. It is our hope to explore, collect and reprise plant cultivars from this vast, 100-year-old American treasure, along with new selections from our own nursery. The collection will be comprised of an evolving, continually updated ‘list of the best’ containing varieties planted at Biltmore and selected from Greenleaf’s production schedule or from other fine growers and breeders.” TGC

For More Information:  
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