

Building Better Brands

Horticultural Marketing & Printing is continually improving its products and services for retailers.



by Laura Drotleff, Senior Staff Writer
ldrotleff@meistermedia.com

Celebrating 50 years in business, Horticultural Marketing & Printing has been a leader in supplying creative point-of-sale signage, sign holders, tags and labels for the retail garden center industry as one of the 75 largest printing companies in North America.

In recent years, it has seen the greatest growth in sales of customized marketing programs, including signs, tags and Web sites for retailers to help differentiate

them, as well as educating consumers and employees while building brand equity, according to Jack Davis, vice president of sales and marketing for Horticultural Marketing & Printing.

“Most of our business is producing custom marketing programs for our customers that meet their special needs,” Davis says. “No two programs are alike, though most revolve around an integrated program that includes tags, signing and a supporting consumer and business-to-business Web site.”

One-Stop Shopping

Primarily, Horticultural Marketing & Printing offers tags, signs and other point-of-purchase (POP) products that help retailers better merchandise their own products. The company has also recently expanded its assortment of signs and tags that retailers can imprint and customize themselves with a thermal transfer printer or laser printer.

Horticultural Marketing & Printing also has a separate Web site division (www.epoglobal.com) that designs, develops and hosts its own company Web site, as well as others created for its customers. Hosting a full line of production capabilities under one roof sets Horticultural Marketing & Printing apart from its competitors, without farming out any projects, Davis says. “This enables us to provide a wide assortment of products and services to the nursery industry,” he says. “We are continually investing in new technology to enable us to reduce costs, improve quality

and speed turnaround. Digital printing is advancing and will someday become a bigger force in producing small quantities of customized signs and tags for retailers at an affordable price.”

Goodbye Gardening, Hello Landscaping

Davis says it is evident in recent trends that gardening is on its way out, while landscaping is all the rage in today’s environment of “do it for me” homeowners. “Do-it-yourself is declining, creating new challenges and opportunities for retailers,” he says. “Retailers with design, build and maintenance capabilities will flourish. Outdoor living, curb appeal and beautiful landscapes are in – homeowners just want someone else to do all the work.”

Davis adds retailers who recognize and act quickly on consumer trends will lead the industry in the long term future.

“The future is bright for those who change and adapt to the evolving end consumer,” he says. “Growers and retailers are in the consumer products business. Understanding the wants and needs of the end consumer is the key to success.” TGC

Top Five Fixes

To catapult customer service, Davis recommends retailers make the following five improvements:

1. Invest in targeted advertising in your market area.
2. Display thorough directional and product-specific signage.
3. Demand good tagging from suppliers or provide it yourself.
4. Promote employees who are certified nursery professionals.
5. Add landscape design, construction and maintenance to your mix.



Horticultural
Marketing & Printing

For More Information
Horticultural Marketing & Printing
800-433-8247
www.hortmp.com