



**You can do it.
We can help.**

Part 2 For Merchandisers



Make it Happen!



You can do it.
We can help.

Merchandising Color Bench Displays



Price card on
front of flat
with retail

Pots facing
toward
customers

Bench cards in
sign holders or
taped to
display

Retail on
each bench
card



Merchandising Color Bench Displays

**Bench cards in
sign holders or
taped to display**

**Stripe by variety
-flats all facing
same way**

**VIVA! header board
set in the middle of
the bench display**

**Labels forward
-Price card on
front of flat**



**One bench card for
each category
displayed**

- Condense as product sells
- Remove distressed products
- Thoroughly water daily

**Attach the skirting to
the bench with tape,
magnets or staples**



You can do it.
We can help.



Merchandising Bench Displays

- Separate color items by category (geraniums, premium, gerberas, etc.) dedicating display space to each. 8 feet per core category (i.e. Premium Color) is recommended; 4 feet for stand alone items, i.e. Gerberas
- Increase or decrease display space based on store volume.
- Color categories can be displayed back to back or side to side
- All color items should be sold in full flats per variety
- Stripe by variety and flower color from front to center of the table
- Each stripe should be of one variety
- Always face the flats in a consistent orientation
- Labels face forward
- Price card is affixed to the front of the flat - **Retails must be on each tray**
- Staple or tape the correct category bench card to benches using one to two bench cards, depending on the size of the display - **Retails must be on bench cards**
- Affix VIVA! header board to the middle of the display (new metal benching has channel for narrow header board, for board & block use the large header board)
- Affix skirt to lower tier of bench with two sided tape, staples or magnets (for metal benches)



You can do it.
We can help.



Merchandising Veggies and Herbs Bench Displays



- Separate the herbs and veggies giving display space to each. 8 feet per category is recommended
- Increase or decrease display space based on store volume.
- Herbs and veggies can be displayed back to back or side to side
- Stripe by variety from front to center of the table
- All categories of the herbs should be represented. Keep culinary, health and beauty, tea, aromatic, pet and scented geraniums grouped together in their categories
- Lower volume of herb varieties can be sold in mixed trays, i.e. Culinary mix, basil mix, mint mix
- Veggies – Broad assortment; deep on tomatoes and peppers in season



You can do it.
We can help.

Merchandising Cart Displays



- Display full carts of Veggies, Herbs, Premium Color or Geraniums, etc. whenever possible
- Single herb or color category per shelf, i.e. all Culinary herbs, all Bacopa, etc.
- Labels face forward
- Price Card on front of the flat
- Retails must be affixed to each tray
- One VIVA! Bench Card with retail to the front of each cart
- One out of 10 carts to be signed with VIVA! Cart Banner; place banner in visible location
- Keep the display condensed, pull product forward





Merchandising Cart Displays

- Color items should be sold in full flats per variety
- A single variety or flower color per shelf displays better, i.e., all pink geraniums on a shelf
- Whenever possible display full carts per color category, i.e., all premium color, or all geraniums
- Labels face forward
- Price card is affixed to the front of the flat
- **Retails must be affixed to each tray**
- Affix side banner to each rack with zipper ties
- There will be one banner per ten carts that go into the store. Place banner in visible location of display (end of row, on aisle, etc.)
- **Tape a bench card with retails** to each cart in a prominent location
- Position carts in a prominent position in the store
- Keep the display condensed, pull product forward, keep organized



Cross Merchandising with VIGORO

- VIGORO merchandisers will be adding 12 bags of fertilizer on each bench display.
- The VIGORO product will be managed by their merchandisers.

