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Dorian Winslow, owner

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Meet
the new
varieties

News Across Channels

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▶▶ **Eco-Friendly Plant Tags**

Horticultural Identification Products (HIP) has developed two earth-friendly alternatives to traditional plastic plants tags. [Read more](#)



▶▶ **Greenleaf Nursery Marketing Program Targets Generations X And Y**

Greenleaf Nursery's new "O2: Planting For The Future" marketing initiative introduces busy families to horticulture through activities and events sponsored by local independent garden centers. [Read more](#)

▶▶ **Meet My Monet Weigela Breeder Bert Verhoef At Mid-Am**

Get your free My Monet weigela poster autographed by breeder Bert Verhoef at the Mid-America Horticultural Trade Show (Mid-Am) in Chicago later this month. [Read more](#)

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color



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Bailey Nurseries Introduces New Shrubs



Firegold spirea and Cabernet barberry have been added to Bailey Nurseries' First Editions premium collection of plants for 2008. Each plant in the First Editions collection is chosen for its unique look and excellent performance.

Firegold spirea's foliage shines through the growing season to create long-lasting interest in the garden. Spring growth starts out as a soft yellow, transitioning to a brilliant lemon-lime. The unique color

change makes Firegold a great addition as a focal point, foundation plant or backdrop for the garden.

Like the wine it's named after, Cabernet barberry offers a lush, complex color pallet. New foliage starts out a bright crimson that matures through stages of rich burgundy to deep purple hues. It offers a dense, compact form that requires virtually no pruning.

Find out more at www.firsteditionsplants.com.

Ann-Marie Conroy, Jan 03, 07:29

Wave Petunias: Think Pink



For Spring 2008, PanAmerican Seed is supporting its **Wave** petunias with a complete, integrated consumer marketing campaign that will focus on promoting Wave petunias in pink pots. The goal of the marketing effort is to get consumers to look for Wave in

pink packaging at the garden center.

The marketing initiative will feature an all-new Wave TV commercial airing on lifestyle channels, trade and consumer print advertising,

Boskoop, Netherlands.

Find out more about My Monet at www.colorchoiceplants.com, and learn more about Mid-Am at www.midam.org.

Ann-Marie Conroy, Dec 27, 13:23

Eco-Friendly Plant Tags



Horticultural Identification Products (HIP) has developed two sustainable plant tag products.

EcoTag is a degradable alternative to traditional plastic plant tags. Manufactured using wind power as one energy source, EcoTag retains its structural integrity until buried in compost or disposed of in a landfill. The buried tags disintegrate in one to five years.

BioTag is made of biodegradable plastic using state-of-the-art polymer technology that relies on bio-based products, such as corn and soybeans, instead of fossil fuel-based resins. The end product has a natural composition that is biodegradable. The degradation process takes about one year.

Bob Lovejoy, president and CEO of HIP, has identified a need for environmentally friendly packaging options and developed alternative materials for

custom-designed labels.

"These environmentally conscious horticultural tags contribute to the brand image of a horticulture company, not only enhancing the look of plant products, but also conveying a corporate commitment to environmental awareness and the conservation of natural resources," Lovejoy says. The tags are ideal to pair with earth-friendly containers, he adds.

For more information, visit www.hiplabels.com.

Ann-Marie Conroy, Dec 27, 13:24

Greenleaf Nursery Marketing Program Targets Generations X And Y



Greenleaf Nursery Company recently announced a marketing program focused on attracting the X and Y generations to the positive aspects of planting and owning trees and shrubs. "O2: Planting For The Future" is a multi-layered environmental strategy designed to promote the positive attributes of plant ownership, while