

Case study

Scotsdales Garden Centre Cambridge

Scotsdale's are one of the UK's top independent family owned Garden Centres with 3 sites in Cambridgeshire.

Plants are at the heart of the business, with well stocked planteria's managed by a hardworking, enthusiastic and dedicated team of people.

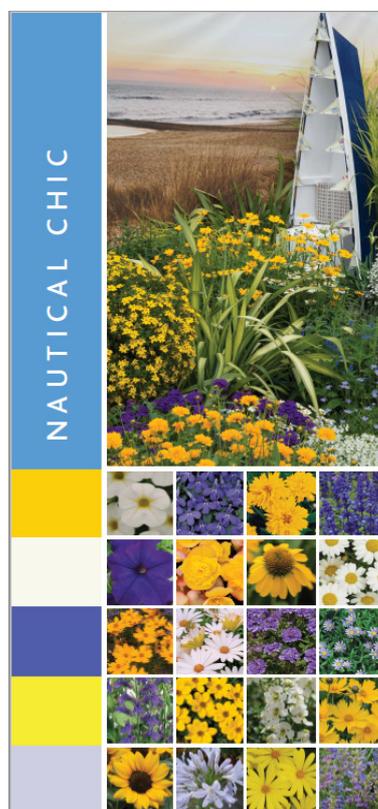
Inspired by the **Trends** colour themed retail displays on a visit to the 2015 Summer Showcase at Ball Colegrave, Managing Director Caroline Owen knew immediately this was a huge opportunity for Scotsdale. The fast expanding market for patio gardening and growing shift to customers looking for colour solutions and inspiration, the visionary team at Great Shelford soon embraced the concept.

They choose 4 colour themes to adopt for their seasonal bedding displays; **Bollywood, Celebration, Nautical Chic** and **Sophistication**.

With colour guidance from Ball Colegrave, a small 'shop window' display was created for each of the 4 colour themes, using plants, containers and sundries from around the Garden Centre. Alongside on colour coordinated plant tables were matching flowering plants.

The opportunities for linked sales were boundless. Each day more accessories fitting the themed displays would appear as staff from other sundries departments would from different departments within the same colour theme.

The displays caused a huge amount of interest both with customers and staff and improved the interaction between them. As customers made more comments and discussed with staff the colours used, so the staff began to take greater ownership of the displays.



Nautical Chic was one of 4 Trends colour themes chosen, inspired by the Ball Colegrave Summer Showcase displays.



The goal was soon realised as staff understood that by placing their colour themed plant benches adjacent to the 'shop window' displays, it really helped customers identify which plant varieties were available within each colour theme. Their displays had encouraged extra sales and bolt on products such as Stewarts plastic pots started to generate increased sales.

Caroline has been delighted with the feedback from the whole team commenting "This project has enabled teams from all departments to work together. Next year we just need to be able to link the sales of pots and compost with the displays. We need to think how we can do this effectively just to make the customer's journey easy. With smaller gardens and balcony gardens being built now the project has shown how to turn a balcony into an array of colour. Sales have certainly increased with bedding plant sales up 12% in July"

Sales were even seen on plant lines that were perceived as non-saleable or low sales before. For example orange coloured flowers simply didn't work for Scotsdale. But since customers have seen it in the Bollywood theme with Purple and Yellow colours, the customers now get it and orange has become a top seller!

Outside the Garden Centre Scotsdale extended one of the colour themes to the roadside with giant planted containers. This provided a great impression to customers and passers by shouting 'we sell colour'!

Caroline's visionary adoption of Trends has been truly successful for both sales growth and staff motivation. The team are already planning their colour themes for 2017 and dedicating prime space for these displays.

For further information or support on how to introduce Trends Colour Themes into your Garden Centre email: info@planttrends.com



Scotsdale's win Gold with 'Best Plant Display' from Garden Trade News



"What we sell, when we sell a plant, is becoming a future promise of what it will become. But we never showed the consumer that promise. Now we show them the promise, it's completely different!"

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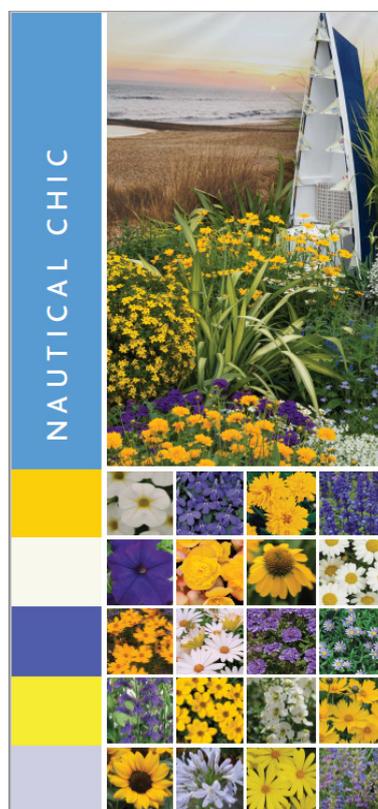
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