

And the winner is....

The first Campaign Plant of 2008 from The Bransford Webbs Plant Company, Primula 'Woodland Walk' was introduced to garden centres across the UK throughout February. The high quality plants, use of marketing aides and encouraging response from the garden centres involved, led to high sales and a fantastic response from all involved.

A competition has been launched, for each campaign plant introduced throughout 2008, for the garden centre who creates the best display. The winner will receive a bottle of Champagne for the plantarea staff. A 'grand' competition has been launched for the best overall display of the year with the winner receiving £250 of leisure vouchers to take the plant area staff out for a night out. The displays are being judged by Will Tooby, Chairman of The Bransford Webbs Plant Company, using several criteria including creativity, extra effort, linked merchandising and accessibility to plants.

The Primula 'Woodland Walk' display winner was Planters Garden Centre, Tamworth, with a fantastically display creating a wonderful spring feel. Caerphilly Garden Centre was a close second, having built an authentic rockery and woodland in their plantarea. Both Brykley Garden Centre, Burton on Trent, and Webbs of Wychbold, were highly commended for their displays.

Mark Garrison from Planters Garden Centre said, "The wonderful images on the POS and table talkers and our impulse display really appealed to our customers, leading to increased sales. I think the Campaign Plants initiative is a great idea as it encouraged us to make even more effort on our display".

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