

## **“Tickled Pink at Easter”**

As the gardens wake up after their winter sleep and the evenings get longer, everyone is dreaming about what spring will bring this year. Easter is early and gardeners are eager for colour and life. Dianthus ‘Tickled Pink’ will add colour and scent to any garden.

Dianthus ‘Tickled Pink’ is the second campaign plant to be launched by The Bransford Webbs Plant Company for 2008. The use of larger than average POS boards, table talkers and bespoke labels aim to capture the consumer’s emotions and involve plants in their lifestyle aspirations. The first campaign plant of 2008, Primula ‘Woodland Walk’ was embraced by all garden centres who were involved. “We are delighted with the success of Woodland Walk”, says Adrian Marskell, Sales Director, “Sales for the corresponding period last year have tripled; which goes to prove that if you have a quality plant, with innovative POS and good displays, it *will* sell”.

Dianthus ‘Tickled Pink’ is an excellent garden plant, producing beautiful flowers with a heady clove scent. The long lasting flowers develop freely from mid spring and continue until the early frosts of winter. Gorgeous in pots, a splash of colour at the front of the border and a heavenly scent as a cut flower in the house, Dianthus ‘Tickled Pink’ is a genuinely versatile plant. It is hardy, compact and extremely attractive to bees and butterflies. Available from mid March, Dianthus ‘Tickled Pink’ is the perfect Easter present for everyone, or why not treat yourself and be Tickled Pink this Easter?

*N.B Dianthus ‘Tickled Pink’ will be available from mid March and throughout April, this press release can be used at any point throughout this period.*

Suzanne O’Neill. Marketing and Stock Control Co-ordinator.  
The Bransford Webbs Plant Company.  
Bransford, Worcester, WR6 5JB  
[suzanne@bransfordwebbs.co.uk](mailto:suzanne@bransfordwebbs.co.uk)  
01886 833733