Why it’s Cool
I grew up in a fourth generation flower business, and every day included blooming plants. We offered blooming seasonal plants as an alternative to fresh flowers or green plants. Let me tell you, these days, blooming plants are bigger than ever. Customers see the value in having a plant that fills the air with fragrance or blooms for weeks on end. It’s two for one: beauty of flowers, with longevity. Plus, studies prove that caring for another living object, such a pet — or a plant — improves our lives and reduces stress.

Dress it Up
Many speak about how grocery stores “stole” the plant market, offering poinsettias and Easter lilies at “rock bottom” prices. There’s no denying that a bank of Easter Lilies or mass of red poinsettias commands attention — customers love them. But what the typical retail florist, with lower volume and minimal space, lacks in the mass display of product, they can easily make up for in style. With craftsman baskets, ceramics and observation glass along with stones, moss and curly willow, you can easily turn the ordinary into extraordinary.

The notion of “collections” is a popular and effective merchandising approach that not only helps grab attention but also adds a nice upscale touch to products. Using several of the same small plant is the perfect way to portray color and fragrance. The collection approach allows us to sell three plants at once, along with the container they’re displayed in — so make it one that screams for reuse after its present inhabitants have moved on.

Nurture It
Many blooming plants require water daily because of their profusion of blooms — hydrangea and azalea are good examples of heavy drinkers. Offering different blooming stages for your customers will help you appeal to even more potential buyers: A plant in full bloom is ideal for sympathy or grand openings, that while a plant that is coming into bloom works well for hospitals, congratulations or thank you gifts. And be sure to include care instructions!

Source It
Call your local wholesalers for blooming plants, or search “blooming plants” on SAF’s All Industry Supply Guide, ultimatefloralindustryupplyguide.com. Chicago-based Vans/Kennicott Wholesale Florist sourced the above azalea plant, as well as the containers. The primrose plants were purchased at a local garden center and upgraded into a triple pot container.

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