



# Style Guide

From bright foliage to vibrant blooms, this season's look is all about color!



**Soleil de France 'Fleming'**  
 from *Plaisir de France* series  
 features spectacular deep  
 pink foliage in spring and  
 retains a strong pink color  
 throughout the growing sea-  
 son. Produces an enormous  
 range of contrasting colors in  
 the garden. Mature growth  
 reaches a height of 72". It  
 can be planted several  
 times during summer to pro-  
 duce new shoots that make  
 the plant more bushy at the  
 desired length. This pairing is  
 March-April after the  
 first period is over.  
 Deep red flowers appear  
 from late spring to the  
 June 4.

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## Not Your Mother's Catalog

Garden Bloomers Takao Nursery in Fresno, California is a plug grower known for its creative catalogs highlighting new trends and varieties for their customers. This year, the Takao catalog took on a decidedly younger feel, complete with fashion themes, style guides and a look into the gardening habits of two married 29-year-olds who recently moved into a new home. *GrowerTalks* Editor (and *Green Profit* Executive Editor) Chris Beytes caught up with the owner of Takao Nursery, Danny Takao, to discuss the catalog but was quickly referred to Lisa Takao, 26, who designed the piece.

"The concept behind the catalog was to convey plants in a way that would attract and appeal to young adults," Lisa says. "I love my fashion magazines. They always offer insightful tips and style ideas and trends and it makes you just go out and shop 'til you drop."

Lisa hit on a number of key things there—attracting a new demographic; looking outside our industry to fashion for ideas; and our industry's responsibility to go out and inspire new customers. With stories about how to throw garden parties and suggestions of pet-friendly plants instead of endless lists of perennial varieties (alphabetized in Latin, of course), the Takao catalog should rise to the top of the stack of mailers sure to arrive in customers' mailboxes.

Consider reaching out to the next generation by adapting your business in some way to meet their needs. If your customer mix is changing and you notice more and more young couples visiting, pay attention to them.

Lisa explains this is the perfect time to reach the next generation—as they settle down and begin to make their first house a home. "Too often, many young people don't even consider plants when they think of home improvement—that's because the industry doesn't market to them in any way whatsoever," she says. "I know it seems odd for a plug producer to be placing so much importance on marketing, but even though we are far removed from the end consumer we feel that we can and have made an impact on helping to evolve our industry and make it more imaginative and personal."

To learn more about this innovative company, visit them on the Web at [www.takaonursery.com](http://www.takaonursery.com).