



# 12' PLANOGRAM

natural gardening solutions

The planogram displays a variety of Espoma products organized into five rows. Each row is topped with a green and white arch containing the Espoma logo and the text 'NATURAL GARDENING SOLUTIONS'. The products are as follows:

- Row 1:** Organic Potting Mix (5 bags), Flower-tone (6 bags), Holly-tone (6 bags), Bulb-tone (6 bags), and Earth-tone (12 bottles).
- Row 2:** Organic Potting Mix (5 bags), Tree-tone (6 bags), Plant-tone (6 bags), Garden-tone (6 bags), and Earth-tone (12 bottles).
- Row 3:** Organic Potting Mix (5 bags), Organic Seed Starter (2 bags), Organic Orchid Mix (2 bags), Organic Cactus Mix (2 bags), Organic Peat Mix (2 bags), Rose-tone (6 bags), Organic Traditions (6 bags), Tomato-tone (6 bags), and Earth-tone (12 bottles).
- Row 4:** Organic Potting Mix (5 bags), Organic Seed Starter (2 bags), Organic Vermiculite (2 bags), Organic Perlite (2 bags), Organic Traditions (6 bags), Blood Meal (6 bags), Bone Meal (6 bags), and Earth-tone (12 bottles).



1-800-634-0603 | [www.espoma.com](http://www.espoma.com)  
The Espoma Company 6 Espoma Road, Millville, NJ 08332



# MERCHANDISING PERFECT SALES START WITH PERFECT DISPLAYS



## NEW PRODUCTS, NEW DISPLAYS, NEW MERCHANDISING



## HEAR WHAT OUR CUSTOMERS ARE SAYING

**Bob Friedl-Senior Buyer Hicks Nurseries Inc. Westbury, NY**

“ As the Senior Buyer for Hicks Nurseries Inc. I have dealings with many manufacturers. Some are good, some bad and a few are excellent. One of the excellent ones is Espoma. They have always taken the lead in product selection and quality as well as packaging. It is so easy to offer my customers the finest in natural plant foods under one label. Their customer service and support is as good as their products. I am happy to recommend them to anyone wanting a complete line of plant foods from a great company. ”

**Theresa Riley-Owner Rockledge Gardens Rockledge, FL**

“ We are very pleased with the Espoma product line and highly recommend it to our customers. We can, in confidence, tell them that it is safe for the environment and that plants respond very well to it. Our employees use it at home and can give personal testimonies as well. The packaging is very appealing and is easy to merchandise. The company is great to work with and offers support that is above and beyond. ”



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POP

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