



"Sellers" - join the Joy of Plants app

Thursday 10th October 2013

'Joy of Plants', the UK's most complete and easy-to-use Plant Finder app for mobile phones, announces "Sellers", a new feature that lists retailers who stock the plant you are looking at – both nearby retailers and online sellers.

"Sellers" will be launched in early 2014.

The 'Joy of Plants' app is used by thousands of amateur gardeners and garden professionals alike. The app has 4 stars in the Apple App Store.

Garden Centres, online sellers and nurseries who retail to the public are invited to sign up now to join the list of "Sellers" ready for launch date. Joy of Plants is looking to include retailers right across the country. Retailers will be added to the app on a first come, first served basis.

To find out more about how "Sellers" are represented in the 'Joy of Plants' app and how to get listed, see www.joyofplants.com/retailers.php

About the Joy of Plants app

The 'Joy of Plants' app helps gardeners with selecting, buying and managing their garden plants by enabling them to:

- * Find details of plants they are interested in. They can search by botanical name, common name or even partial names, and choose any number of criteria - like plant colour, size and shape, and soil, light and moisture settings for the planting site.
- * Plan the garden with it – keep track of the plants already in their gardens, see which ones add special interest in each season and find new plants to add interest to the garden in every season.
- * Browse over 30 groups of plants – alpiners, aquatics for the pond, bedding, bulbs, climbers, fruit, herbs, houseplants, shrubs, trees, winter stems, and many more.

The app costs just £2.99 - a snip when you consider that a decent plant encyclopaedia costs at least £20 and won't fit in your pocket. There is a version available in the App Store for iPhones and iPads, and another version for Android, Windows and Blackberry phones available from www.joyofplants.com.

Benefits of a listing in the 'Joy of Plants' app to plant retailers

- * Attract new customers to your premises and online stores.
- * If you wish, you can even link plants in the app to your online selling tools so that app users can buy and order their plants direct from the app.
- * Use the app as your own plant app – get your customers and staff to set your business as their favourite "Seller" in the app and the app becomes yours. Customers and staff can search for plants from the list of ones you sell.

Current Licensees

'Joy of Plants' has invited existing licensees of their web-based Plant Finder, as used on Garden Centre websites, to be the first "Sellers" in the app.

Current Garden Centre licensees include Longacres and Garsons in Surrey, Scotsdales in Cambridge, Bents in Cheshire, Van Hage in Hertfordshire, Barton Grange in Lancashire, Pennells in Lincolnshire, and Podington in Northamptonshire, among many others.

Quotes from Joy of Plants Licensees

"We chose Joy of Plants to supply our website Plant Finder because of the breadth and quality of their plant data, and the user-friendliness of their design. We are linking the Plant Finder to our online selling tools so that it becomes an integrated part of our system. We're really impressed with it and think it will bring multiple benefits to our customers." Michael Ainley, Longacres Garden Centre, Surrey

Quotes from 'Joy of Plants' app users

"As a garden designer, it is important to know my plants. I love the 'Joy of Plants' iPhone app - I can access all this plant information on the move, and have 'favourites' as well as keeping a list of plants in the 'my garden' section. I think that this app is an absolute must have for anyone who has an interest in plants..." PaulHarrisDesign.com

"I don't know a thing about gardening, but this app has helped me no end. Really useful and informative. Huge amount of plants listed (but still room for a few more). Great app." ian26uk, review in App Store

Quotes from 'Joy of Plants'

Quotes from Terri Jones, designer of the 'Joy of Plants' app and Director of Joy of Plants:

"We spent a lot of time talking to both novice and experienced gardeners about what they wanted from a Plant Finder and based our design on their needs. We help them take the guess work and uncertainty out of choosing the right plants, and keep their key plant lists in one place, linked to the info they need about each plant."

"By adding 'Sellers' to the app we are both helping gardeners locate the plants they want to buy, and also introducing them to local and online sellers who they might not have discovered otherwise."

"Joy of Plants is here to help plant retailers reach the mobile wielding public, without needing to become mobile developers themselves."

Quotes from Susan A. Tindall, source of plant photos and information in the Plant Finder and Director of Joy of Plants:

"For those of us who are addicted to visiting Garden Centres and Plant nurseries this is an invaluable tool and a great help it finding that special 'must have' plant."

Plant Information

* Joy of Plants supply full details and photo for EVERY plant. Over 8,800 plants.

* Includes popular plants suitable for gardens in the UK & Ireland.

* All the plant photos and texts for the app are created by a professional gardener who has devoted 20 years to creating the content for Joy of Plants.

Notes to editors

Joy of Plants* is based in Twyford, Berkshire close to the "Floral Mile". It's led by Terri Jones and Susan A Tindall. Their development team includes Zenobyte Ltd, Slash Design Ltd and Pete Borlace Design Solutions, all specialists in design and development for mobile devices and websites.

For more information about the Joy of Plants app and the team who created it see:

www.joyofplants.com

<http://www.facebook.com/pages/Joy-of-Plants/101411419982943?sk=wall>

Follow us on Twitter @JoyofPlants

* Joy of Plants is a member of the Horticultural Trades Association in the UK.

Press & Contact Info

For info and images for the press see www.joyofplants.com/pressinfo.php

For further information please contact:

Terri Jones

Director

Joy of Plants

terri@joyofplants.com

07717 532323