



"Plants for Presents" on your website

Wednesday 12th September 2013

'Joy of Plants', the powerful and easy-to-use Plant Finder for Garden Centres to use on their websites, announces "Plants for Presents", a new feature that suggests suitable plants for all the key special occasions – birthdays, weddings, bereavement, as well as Christmas, Valentine's Day and Mother's Day.

Garden Centres can add a "Plants for Presents" button anywhere on their website. The list of "Plants for Presents" can also be customised to include only the plants a Garden Centre sells, or even linked to their online selling tool so customers can find the right plant for the occasion and buy it online.

"Plants for Presents" gives Garden Centre customers another reason to buy plants - at a time when many are cutting back on spending themselves, they still want to buy gifts for other people. With "Plants for Presents" and the 'Joy of Plants' Plant Finder, websites keep customers coming back for more – more plant information, more time on the website, and more plant sales when they come to buy the presents they've found.

To view "Plants for Presents" in action, see www.joyofplants.com/testimonials.php and follow the links to our licensees' websites, then select their Plant Finders.

About Joy of Plants

As well as finding the right plant for the occasion, the 'Joy of Plants' Plant Finder allows customers to:

- * Look up plant details to see whether it is suitable for them. They can search by botanical name, common name or even partial names, and choose any number of criteria - plant colour, size and shape, and soil, light and moisture settings for the planting site.
- * Browse over 30 groups of plants – alpiners, aquatics for the pond, bedding, bulbs, climbers, fruit, herbs, houseplants, shrubs, trees, winter stems, and many more.

As well as making web visitors much more likely to find the kind of plant they want, the 'Joy of Plants' Plant Finder can help Garden Centres in other ways, if they wish:

- * Garden Centres can customise Plant Finder to include the list of plants they sell.
- * Garden Centres can link the Plant Finder to their online selling tools so that users can click "Buy now" and "Click and collect" buttons to buy and order their plants. Garden Centres can even indicate stock availability on plant entries.
- * Garden centres can use the website and associated smartphone apps for staff training and support. Joy of Plants publishes an iPhone version of the Plant Finder and a "web app" for Android and other phones.

Current Licensees

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 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

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. The UK & Ireland are in Hardiness Zones 7 to 9. Gardeners outside the UK & Ireland can also search for plants for their Hardiness Zone and check suitability for their climate. See www.joyofplants.com/iphone.php for the number of plants suitable for each Hardiness Zone.

* All the plant photos and texts for the app are created by a professional gardener with over 20 years of experience.

Quotes from 'Joy of Plants'

Quotes from Terri Jones designer of "Plants for Presents" and the Plant Finder 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."

"With the Plant Finder on their website, a Garden Centre can be sure their customers always have accurate plant information, and can find the plants that will really suit their gardens."

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

"I have been reading about plants, photographing them and systematically collecting data about them for the past eighteen years. Gardeners are generous beings and exchange plants, information and points of view. I hope that Joy of Plants follows this noble tradition and helps others to share this passion."

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, 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 trading name of Better Company Associates Ltd and 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

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