



We all need the Joy of Plants (app)

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The first iPhone garden plant encyclopaedia for UK & Ireland

Joy of Plants has launched an iPhone app version of its powerful and easy-to-use Plant Finder encyclopaedia that gives users access to detailed information on over 6,900 plants, just when they need it at the start of the gardening year.

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

- * Take the app to the Garden Centre, and find more details of plants you see there. Look up plants by botanical or common name, or enter partial names and choose from the matches found.
- * Plan the garden with it - if you're after particular colours, sizes, plants that will do well in a certain soil or certain conditions, "easy to care for" maybe, flowering in a certain season – find plants to meet any combination of these things, and more.
- * Browse through the groups of plants for ones you like the look of. There are over 30 groups of plants e.g. alpiners, aquatics for the pond, bedding, bulbs, climbers, fruit, herbs, houseplants, shrubs, trees, winter stems.
- * Keep track of the plants 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.
- * Share plants with your friends via Facebook, Twitter and Email.

Find out more at: www.joyofplants.com/iphone.php

The price for the app in the App Store is £4.99 - a snip when you consider that a decent plant encyclopaedia costs at least £20 and won't fit in your pocket.

Joy of Plants license the web-based version of the Plant Finder to Garden Centres for use on their websites. Current clients include Longacres Garden Centre in Surrey, The Big Plant Nursery and Hare Hatch Sheeplands Garden Centre in Berkshire among many others. The app has the same plant content as the "website version", but is designed for the iPhone and has additional features.

To take a look at the Joy of Plants Plant Finder before purchasing the app see the website version at any of the above garden centre's sites, or at www.joyofplants.com/plantfinder.php

Plant Information

- * Joy of Plants supply full details and photo for EVERY one of over 6,900 plants.
- * Includes popular plants suitable for gardens in the UK & Ireland. Gardeners outside the UK & Ireland can also search for plants for their Hardiness Zone and check suitability for their climate.
- * All the plant photos and text descriptions have been created by a professional gardener over an 18-year project.

Images & demo video

Image files are available for download at <http://www.joyofplants.com/pressinfo.php> App icon:



The demo video is available at <http://tinyurl.com/joyofplants>

Quotes

Quotes from Terri Jones, designer of the Plant Finder and Director of Joy of Plants:

“With so many plants to choose from, it’s hard for gardeners to make the right choices. That’s where the Joy of Plants app comes in. It makes it easy for them to find the plants that will really suit them and their gardens, and inspires them to consider plants they didn’t know existed.”

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

“With the Plant Finder on their iPhone, a gardener can be sure they always have accurate information about plants to hand in an easy to use app.”

“At Joy of Plants we provide plant information to garden centres as well as gardeners. We update our plant information every quarter, adding new plants that our garden centres stock, and updating our Plant Finders. When you buy our Joy of Plants app you will gain a Plant Finder that will continue to grow over time in tune with trends in gardening. For example in 2012 we include a “Patriotic planting” group with red, white, blue & gold plants for the Jubilee, next year we’ll have something different.”

“What we are aiming to do with our app is to take away some of the fear and uncertainty inherent in learning about gardening. We want to give both new and experienced gardeners the confidence to add new plants to their gardens by giving them the info they need about plants in an easy to digest format.”

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. There is so much to learn and see! 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.”

“My fascination with the variety and beauty of plants has increased with my knowledge and understanding of them. There is pleasure in the whole cycle of their life, from the freshness of young foliage, the flowers and fruit, the brilliance of autumn, then even the colours of stems and leaves during winter, to lift the spirits on the dreariest of days.”

“When you enjoy gardening you regenerate your spirits, you forget your problems, regain perspective. Look closely at flowers, even the simplest, and relish their brief perfection. The more you understand, the better it gets.”

“Gardens are your personal domain: you can make paths straight or curved, pack in the trees, the perfect green lawn, or fill with colour and movement. Whatever, it never stay still, it’s not pots on a shelf but an ongoing negotiation with nature. “

Quotes from Joy of Plants Licensees

"It's great to see Joy of Plants launching their Plant Finder as an iPhone app as well. We're the biggest Garden Centre in the South of England and we license the Joy of Plants Plant Finder for our own website. We think the quality of their plant data and the user-friendliness of their design is second to none. It's the best Plant Finder out there!" Michael Ainley, Longacres Garden Centre, Surrey

"Having the Joy of Plants Plant Finder on my phone is brilliant. Now I don't have to go back to my PC to look up details of plants, I can just look them up wherever I am. It's really easy to use and has the same plant info as we have on our website which is great." Andrea Tandy, Hare Hatch Sheeplands Garden Centre, Berkshire

“The Joy of Plants app is a fantastic reference, and works really well for me. With the app on my iPhone I can look up plants for my landscape design clients while I’m on site, and show them pictures to help them decide what they want.” Mark Gillard, The Big Plant Nursery, Berkshire

Notes to editors

Joy of Plants is based in Twyford, Berkshire. 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.

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>

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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

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