



Garden Centres discover the Joy of Plants

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Joy of Plants has licensed its powerful and easy-to-use Plant Finder to Garden Centres to use on their websites giving their customers access to detailed information on over 6,900 plants just when they need it at the start of the gardening year. With Joy of Plants, websites keep customers coming back for more – more plant information, more time on the website, and more plant sales when they come to buy what they've found.

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

- * Find plants and trees that will look good and thrive in their gardens. They can choose any number of criteria - plant colour, size and shape, select the soil, light and moisture settings for the planting site - tap Search and get a list of plants that match their specific needs. They can sort and refine the results list in a number of ways to help them decide what to buy.
- * Keep a plant shopping list, or a list of plants they are interested in by saving them in the My Plants view. Note: some Garden Centres plan to link the Plant Finder to their online shopping carts so you can buy plants from within the Plant Finder.
- * Look up a plant they see for sale or hear about and check plant details to see whether it is suitable for them. They can search by botanical name, common name or even partial names.
- * 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 Plant Finder helps Garden Centres:

- * Garden Centres can customise the Plant Finder to include the list of plants they sell.
- * Garden Centres can indicate stock availability on plant entries.
- * 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 use the website and associated iPhone app for staff training and support.

To view the Joy of Plants Plant Finder see www.joyofplants.com/plantfinder.php or follow the links on www.joyofplants.com/testimonials.php to our licensees' websites and use their Plant Finders.

Current licensees include Longacres Garden Centre in Surrey, The Big Plant Nursery and Hare Hatch Sheeplands Garden Centre in Berkshire among others. See www.joyofplants.com/testimonials.php for a list of current licensees.

Joy of Plants published an iPhone version of the Plant Finder in March 2012.

Plant Information

- * Joy of Plants supply full details and photo for EVERY plant. Over 6,900 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 18 years of experience.

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 Plant Finder 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 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 they always have accurate information about plants available for their customers.”

“At Joy of Plants we provide plant information to gardeners as well as Garden Centres, we are making an iPhone app version of the Plant Finder available in April 2012. We update our plant information every quarter, adding new plants that our garden centres stock, and updating our Plant Finders. When you license our Plant Finder website or 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 Plant Finders is to take away some of the fear and uncertainty inherent in learning about gardening. We want to give 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 still 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 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

"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're in the process of customising the Plant Finder and will be linking it 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

"We're always looking for ways to help our customers enjoy their gardening more, and the Plant Finder does just that, giving them lots of plants and photos to look through to help plant their gardens. And for us, it's a great service - Joy of Plants do all the work, updating the Plant Finder in the background with new plants when we need them so we can get on with looking after our customers at the store." Andrea Tandy, Hare Hatch Sheeplands Garden Centre, Berkshire

“These days our customers want more information about plants before and after they buy, and if they can get it from us we give them a better service. Joy of Plants helps us by taking care of it all, creating the plant information and managing how it is delivered via our website Plant Finder and their iPhone app. It’s invaluable to our customers and our staff.” Mark Gillard, The Big Plant Nursery, Berkshire

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>

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* 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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