



## 'Joy of Plants' launches "Pay As You Go" Bed Cards

Tuesday 26<sup>th</sup> July 2016

'Joy of Plants' is launching a "Pay As You Go" version of its Print Your Own Bed Cards service at Four Oaks on September 6th 2016. Retailers can maximise plant sales by quickly and easily printing bed cards whenever they need them, from the 'Joy of Plants' library of over 13,000 UK plants.

Clients simply register online: upload their logo, choose their colours, and pick from the selection of templates. Then print what they need, and Pay As You Go (no annual fee). Standard sizes for 'Joy of Plants' bed cards are 8x6, A5 and A4 to suit label tracking and bed card frames. There are 13,000+ UK plants available in the library (and retailers can even add plants or tailor the information, should they ever need to).

Watch the 3 minute demo at <https://youtu.be/8h412bGi2mw> (or [tinyurl.com/joyofbedcards](http://tinyurl.com/joyofbedcards))  
Or register at [hub.joyofplants.com](http://hub.joyofplants.com)

### ***Current Licensees***

Current Garden Centres using the 'Joy of Plants' bed card printing service include Aylett Nurseries in Hertfordshire, Barton Grange in Lancashire, The Old Railway Line in Powys, Garsons in Surrey, Perrywood in Essex, Pennells in Lincolnshire, among many other centres both large and small. We are proud to count 10 of the top 30 garden centres as our clients (from Horticulture Week's Top 100 Garden Centres 2016).

### **Quotes from Joy of Plants Licensees**

"Garsons were searching for a solution to our bed cards. We were delighted when 'Joy of Plants' bed cards became available. The system is very simple to use. In the first few weeks we produced over 750 A5 plant information cards – and new plants are being added all the time. I would highly recommend this package to other garden centres and nurseries." Ben Thompson, Garsons Garden Centre, Surrey

### ***Quotes from 'Joy of Plants'***

#### **Quotes from Terri Jones, Managing Director of Joy of Plants:**

"Using our bed cards retailers can maximise their plant sales, minimise staff time spent answering simple customer questions, and help customers find the right plants to buy. Bed cards are the "Silent Sales Force", reassuring a potential buyer that it's the right plant, or moving them on to other plants instead."

"Our bed card printing tool has been extremely popular since its original launch in 2014. With the "Pay As You Go" option we are now making it available to many more retailers - those who need bed cards in smaller quantities, or for whom an annual subscription service is unsuitable, plus of course anyone who just wants to try the service."

### ***Notes to editors***

**Joy of Plants\*** is based in Twyford, Berkshire. It's led by Terri Jones and Susan A Tindall.

For more information see:

[www.joyofplants.com](http://www.joyofplants.com)

<http://www.facebook.com/joyofplants/>

Follow us on Twitter @JoyofPlants

\* Joy of Plants is a member of the Horticultural Trades Association and Garden Centre Association in the UK.

## ***Press & Contact Info***

For further information including images please contact:

Terri Jones  
Managing Director  
Joy of Plants  
[terri@joyofplants.com](mailto:terri@joyofplants.com)  
07717 532323

## ***About 'Joy of Plants' Bed Cards***

The 'Joy of Plants' Bed Card service provides the following benefits:

- An easy to use web-based tool that can be operated by any member of staff – just login, choose your plant & print!
- Save time, money & reduce waste by printing bed cards on demand – print just the ones you need, when you need them, no need to order them and hold stock.
- 'Joy of Plants' create & maintain the library of over **13,000 bed cards**. New bed cards are added throughout the year.
- Personalise the library: tailor our bed card content, add your own bed cards. Share bed cards with our other clients.
- Choose from sizes to suit a variety of Point of Sale and Bed Card holders – 8"x6" for label tracking, A4 & A5 for Green Magic bed card holders. Bespoke sizes can be set up for other display units.
- Print on polyester bed card blanks with OKI printers, or use any normal printer to print on paper and laminate, laserjet users can also use Xerox NeverTear waterproof paper.
- Choose from our Standard templates that include your logo, or we can set up bespoke templates for your company. Templates include either our "classic" horticultural text or a more commercial "benefits" text suitable for inexperienced gardeners. Templates can also include prices.

**Requires internet browser Chrome or Mozilla FireFox (free to download), and your own desktop printer.**

## ***Plant Information***

- Clients can print a bed card for any plant in the 'Joy of Plants' library of over 13,000 UK plants. Bed cards are provided at genus, species and individual variety level.
- The library is made up of plants that are retailed for, and popular in, gardens in the UK and Ireland.
- All the plant photos and data for the bed cards are created by a professional gardener with over 25 years of experience.