

Squires Garden Centres – Bespoke Bed Cards in 2026

In 2026, its 90th anniversary year, Squire’s Garden Centres chose Joy of Plants to provide the solution for printing bespoke bed cards for all their 17 centres.

Bed cards are the ‘silent salesforce’ that support garden centre staff and enhance plant areas, converting browsing shoppers to buyers.



In this case study we highlight the thinking behind their bed card designs and the collaboration between Joy of Plants and both Whartons Roses and Barnsfold Nurseries, who supply plants to Squire’s.

“Bed cards are far more than labels for us – they are a crucial part of how we communicate quality, provenance and inspiration to our customers. As we approached our 90th anniversary, we wanted a solution that reflected the standards of the Squire’s brand, worked across all 17 centres, and was practical for our teams to manage. Working with Joy of Plants has enabled us to achieve exactly that.”

Dean Ridley, Retail Process Manager, Squire’s Garden Centres

About Squire’s

Established in 1936 by D.J. Squire, Squire’s Garden Centres is an award-winning, successful, family-owned group that now operates 17 garden centres across the South East of England.

As well as a huge range of quality plants and products, Squire’s is at the forefront of developing best practice and innovation in the UK garden centre industry.


In 2022 Squire’s acquired Barnsfold Nurseries, marking a return to offering locally grown plants, in some cases, very close to some of Squire’s garden centres.

Squire's Bed Cards - for Whartons Roses



Rosa 'Ballerina'

Hybrid musk rose



- Pinkish white, single bloom, masses of flowers
- Summer-flowering shrub rose
- Wildlife attraction: bees
- Planting: containers & borders, likes sun, part shade, light shade, fine even in damp & wet soil
- Height & spread (approx.): 1m x 1m
- Reliable & hardy

printed from hsb.joyofplants.com

Images and bloom descriptions sell roses, since they are mostly sold "out of flower". Squire's bed cards feature a large image, plus sales-oriented information. The bed cards also feature the RHS "Perfect for Pollinators" and RHS AGM logos, because it's important to Squire's that shoppers can identify plants that benefit wildlife, and that new gardeners can spot the easier, "tried and trusted" varieties.

Joy of Plants already add new plants from the Whartons Roses catalogue to its library every year, so bed cards for the whole range are available. A new variety called Rosa 'Lasting Promise', the celebration rose for Squire's 90th anniversary, was added just for Squire's.


Joy of Plants created a "print list" from the plant buyer's reserves list so Dean could quickly print Squire's selection of Whartons Roses.

Squire's Bed Cards - for Barnsfold Nurseries plants



Arbutus unedo f. rubra

Killarney strawberry tree, Djina



- Grown by Squire's**
- Flowering shrub/small tree, evergreen. Green leaves all year. Autumn: scented pink flowers. Red fruit
- Wildlife attraction: bees
- Planting: likes sun, part shade, light shade, fine even in exposed/seaside gardens, drought tolerant from year two, long flowering for small gardens
- Height & spread (approx.) at 10 years: 1.5m x 1.5m
- Reliable, hardy, easy to grow

printed from hsb.joyofplants.com

A unique selling point for many plants is that they are grown at Squire's own nurseries. By working from the plant buyer's reserves list and info from Barnsfold Nurseries, Joy of Plants' "print list" system made it easy for Dean to add a "home grown" message to the bed cards for just those plants.

Joy of Plants extensive library already contained the great majority of plants supplied by Barnsfold Nurseries. Any missing plants are being added to the library, with images and data coming from Barnsfold Nurseries.

Further info – Q&A

We took the opportunity to ask Dean Ridley a few questions about Squire's approach to plant area displays and bed cards.

Q: Please tell us about your role at Squire's and how you came to lead the project to introduce bed cards to Squire's centres in 2026.

A: *"As Retail Process Manager, my role is to look at how systems, suppliers and processes can work better together across the business. With 17 centres, consistency and efficiency are just as important as presentation and quality."*

The introduction of bespoke bed cards in 2026 was a natural next step. We wanted to improve how we support customers while shopping our plant areas, support our teams to answer customer queries in the most effective way, and ensure that key product information and selling points were communicated clearly and consistently. I was asked to lead the project to make sure the solution worked operationally for all centres while still enhancing the customer experience."

Q: What were your key considerations in choosing a supplier of bed cards for Squire's?

A: *"Our key considerations were quality, accuracy, ease of use and scalability. We needed a supplier who understood horticulture, could handle the complexity of our plant ranges, and could support a multi-site business without creating additional workload for our teams."*

Joy of Plants stood out because of the depth of their plant library, the quality of imagery and content, and their clear understanding of how bed cards function as a retail tool. Just as importantly, the support we received throughout the project was exceptional. Terri and the team worked closely with us from day one to make sure the solution was tailored to Squire's rather than a one-size-fits-all approach."

Q: "What are the key characteristics of the design of Squire's bespoke bed cards?"

A: *"The design focuses on inspiring customers while also making purchasing decisions easier. Strong imagery is essential, particularly for plants such as roses that are often sold "out of flower". Clear, concise information helps customers quickly understand what they are buying and why it's right for their garden."*

We also wanted the cards to reflect Squire's values. Including RHS "Perfect for Pollinators" and AGM icons helps customers identify plants that support wildlife or are proven performers, which is especially helpful for newer gardeners. Overall, the design strikes a balance between being informative, attractive and clearly aligned with the Squire's brand."

Q: "How easy has it been to print bespoke bed cards for all 17 centres?"

A: *"The process has been easier than anticipated, particularly given the scale of our business. The "print list" functionality has been a real benefit, allowing us to work directly from the plant buyer's reserves list and quickly generate exactly the bed cards we need."*

Q: "What are your top tips for anyone else starting a project to print bed cards in a multi-site garden centre business?"

A: *"Firstly, be clear about what you want bed cards to achieve – they should support customers, reinforce your brand and make life easier for your teams. Secondly, choose a supplier who understands both plants and retail, and who is willing to work with you collaboratively rather than simply providing a product."*

The partnership with Joy of Plants has helped Squire's turn bed cards into a genuinely effective "silent salesforce", supporting customers, staff and plant sales across the business."

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