

Scotts Wins Certificate of Merit at Chelsea Flower Show 2009

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Using the 'It's Gro Time' theme, Scotts Miracle-Gro has been awarded a highly-prized Certificate of Merit by the judges at this year's Chelsea Flower Show for the outstanding presentation of their stand on Southern Road.

The fascinating exhibit that is topped off with the famous EverGreen frog symbol, shows a wide range of grow-your-own vegetables, fruit and containers full of flowers to promote their range of garden care aids.

Part of the stand shows how to 'Gro your Own Pizza' and display examples and leaflets to show consumers that they too can grow a great crop of tomatoes, sweet peppers, chillies and herbs using Levington Tomorite Giant Planters and Tomorite Liquid Plant Food.

A similar area entitled 'Gro your own Sunday Roast' (<http://www.lovethegarden.com/its-gro-time/potato-grosac.html>) shows how to grow potatoes, carrots and other vegetables on patios, balconies or other hard standing thanks to the growing abilities of the popular Miracle-Gro Organic Choice Potato and Vegetable gro-sac.

Decorative flowers are not ignored and a separate area of container-grown bedding plants and shrubs provides a beautiful display of blooms to delight visitors who may be surprised at the extra height and area that a simple stepladder can create.

An unusual obelisk-shaped lawn provides a visual surprise that will challenge the way visitors view a thick, green lawn. The unique 3-dimensional lawn will be used to highlight the new products that have been launched this year, including EverGreen Mow-It-Less and brand-leader EverGreen Complete.

Head of Marketing at Scotts, Paula Parker said, "Showing new techniques for grow your own will ensure we attract a huge crowd to the stand to pick up our informative 'It's Gro Time' leaflets. We are also featuring home fruit growing and will show raspberries and blackberries climbing vertical surfaces and strawberries in fruit. Hopefully these show visitors will swell the numbers of gardeners who will be asking for our garden and lawn care (<http://www.lovethegarden.com>) products by name during the peak demand period of May and June."