

Smart Marketing Tops TPIE Agenda

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Health and beauty go hand in hand. The ability and importance of marketing and selling products that promote both was one of the main takeaways from the 2009 Tropical Plant Industry Exhibition (TPIE) last week at the Broward County Convention Center in Ft. Lauderdale.

“Tag It Tropical” was this year’s show theme for the annual industry gathering, which is known for a trade-show floor with aisle upon aisle of awe-inducing colorful foliage. The three-day event presented by the Florida Nursery, Growers &



Sun Parasol 'Stars and Stripes' was voted favorite new flowering plant at TPIE 2009.

To Your Health

There is plenty of research to back the benefits of plants. The ability to help produce the very air we breathe should be enough reason to want plants around at all times. Over the years, these kinds of studies and information have provided plenty of fodder for growers and garden-center retailers to market their product.

General session speaker Jim Bouchard of Dynamic Components of Personal Power LLC, listed his top 5 reasons plants are essential during his presentation. All the reasons revolved around various sources of plant/health findings.

5. Plants can help with Seasonal Affective Disorder;
4. Plants clean the air;
3. Plants help improve productivity;
2. Plants help reaction time;
1. Without plants, you'll die.

While taking his point to an extreme, Bouchard’s message was well taken by attendees that there are ways to creatively and powerfully promote products. For example, last June, Costa Farms conceived its successful O2 For You: Plants With A Purpose program. The public-service message is designed to spread awareness of the dangers of indoor air pollution and educate about the health benefits of having plants in the home and at work. Their booth contained product and signage relating to that message.

“Marketing can be a powerful tool,” Bouchard said.