



**Test
Retailer**



**DeHaven's
Home & Garden Showplace
Findlay & Lima, Ohio**



Comments

We think it is a really cool product . . . it retains moisture very well yet has excellent drainage. Customers choose the pre-planted FLEXITs right off our parking lot trees where we've displayed them. We then simply replace them.

Results

**(Full product launch the week after Memorial Day)
156 units sold through August**



DeHaven's Recipe for Success

Selling FLEXIT™ Planters

Pre-plant most units and sell at \$45-\$70

Sell un-planted units at around \$30

Display prominently

