



**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**

