



What's going on at The Perennial Farm

Customer Appreciation Days - September 9th - 11th, 2008
(come visit us - delicious food - good conversation - interesting plants)

ANLA Tour Location - Friday September 12th

About us - The Perennial Farm is fast approaching our 30th year in business at its present location in Glen Arm, Maryland. We were originally a landscape design and installation company. These landscape roots have given us valuable insight into the needs of garden centers and landscapers as we have transformed and grown our business through the years. *We continually try to meet and exceed our customer expectations.*

Today - We have expanded to over 50 acres and we have over 60 greenhouses and an additional 40 outside growing areas. More than half of these greenhouses are heated for year-round production. The Perennial Farm grows to fulfill the "on demand" needs of our customers. We continue to introduce new varieties of plants and have grown over 1000 different varieties for our wholesale customers. We specialize in growing quality landscape-sized perennials, ornamental grasses, hardy ferns, flowering shrubs & vines and ground cover. We continue to grow varieties that are unusual and hard to find. Our high quality standards ensure healthy and uniformly attractive plants. We have the tried and true favorites, grown in the State of Maryland.

What makes us "tick" - We have created an environment dedicated to doing things efficiently in all of our operations. This means understanding how to grow and produce a mature plant that is the highest quality at lowest cost. We listen to the marketplace and continually adjust our operations, support and business strategies to meet an ever-changing business environment. Our customers have told us they want the highest quality plant material at a good price value. They want a high level of customer service and support. They want plant material delivered when they need it...not when a grower wants to deliver it. Lastly and most importantly, our customers want a grower who they can rely on as a business partner to help them grow *their* business.

How have we demonstrated our business partnership? - By listening to our customers and helping them compete in an ever-changing business environment. We've developed hundreds of "silent sales aids" for our customers to use. We've created web sites for our customers that are totally dedicated to plant lovers...with no information on The Perennial Farm...just tons of pictures, articles and gardening tips.

- **A beautiful, 128-page full color catalog** ...for our customer reference and use.
- **Perennial Availability... made easy** - We have created many easy, user-friendly ways to get and review our availability. We send out weekly faxes. We publish weekly newsletters linking to important places on our various web sites. We email the availability to you directly...or you can call our 800 number and it's on your fax is less than a minute.
- **Beth's Picks** - Each week we publish **Beth's Picks**. These are plants that caught Beth Kelly's eye and are plants that are gorgeous for that week. You can't go wrong with **Beth's Picks**.
- **Three web sites for our customers.**
 - www.perennialfarm.com - Tons of information available...only a click away.
 - www.growingforyou.com - This web site was designed as a resource for the customers of premium garden centers and landscapers. This site provides pictures, articles and important information on over 1000 different perennials, ornamental grasses, hardy ferns, flowering shrubs, flowering vines and ground cover. Hundreds of articles and tips on gardening.
 - www.perennialavailability.com - Under development for "one click" plant availability.

The Highest Quality - Best Customer Service - Fastest Delivery
The Best ... Exceeding Your Expectations!

- **Big Barn Tags, Mini Barn Tags and Big Barn Posters**
 - When you see the "Barn Tag" you can be sure the Garden Center you are visiting has the finest perennial plants along with great perennial care information.
- **30 different trifold brochures** – Available to our customers on plant varieties, uses and subjects.
- **Treadwell Perennials** - Go beyond the boring and stretch your imagination. Put the finishing touch on your garden project. *Treadwell Perennials* tolerate foot traffic and are excellent groundcovers along pathways or between stepping-stones and throughout your garden, patio or deck. *Treadwell Perennials* have been selected by landscape professionals for ease of planting, availability year-round & landscape durability. Our selection includes landscaping favorites that are "tried and true" and proven to be readily available and climate durable.
- **Educational Presentations** – We've created a library of PowerPoint presentations and educational tools on over a dozen gardening subjects. These can be for in house training or as a tool to help attract new customers. The Perennial Farm staff are available to help coordinate presentations at your location. We can customize a presentation to your specific needs.
- **Quotes the same day** - we research and offer substitutions to allow you to complete your order. We also find and bring in hard to find plants to help our customers get the job.
- **Customer Appreciation Days** – We open up The Perennial Farm to all of our valued customers and host a barbeque with special pricing on all of our plant material for those who visit us.
- **Deliveries**...when you want them...not when we feel like delivering them. Our customers marvel at our deliveries and refer to us as "*The Delivery Specialists*". We deliver from Maine down to North Carolina.



Big Barn Tag



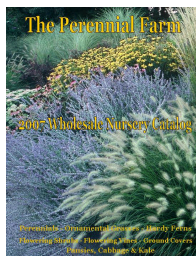
Unique creative products



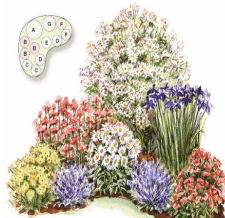
Fast, dependable delivery



3 web sites, to help our customers



128 page color catalog



Training Seminars



The highest quality plants



Deliveries, most locations every day

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The Best ... Exceeding Your Expectations!