

# Painted poinsettias

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**Fantasy Colors**, a line of 10 spray dyes from **Fred C. Gloeckner & Co. Inc.**, make it easy to customize poinsettias to match a particular home or office décor, pot covers or add-ons. The products can be applied at the grower and store levels.

## marketing tips for painted poinsettias

Painted poinsettias are expanding the selling time of the plants, and they appeal to a younger audience. **Andrew Lee**, vice president of sales and marketing with **Fred C. Gloeckner & Co. Inc.**, says they also give retailers an opportunity to raise the price points of poinsettias to "a much-needed" higher level. Mr. Lee says consumers have shown their willingness to pay more for painted poinsettias. In fact, in some parts of the country, if they take the time to market them well, retailers are getting as much as double the prices of traditional poinsettias.

Here are Mr. Lee's suggestions for marketing painted poinsettias:

**NONTRADITIONAL HOLIDAYS** Target nontraditional poinsettia holidays/events such as Halloween, Thanksgiving, Hanukkah, New Year's and birthdays. Some retailers are painting poinsettias to coordinate with the colors of fall mums so they can sell them as early as Halloween.

**CUSTOMIZATION** Offer to customize poinsettias to customers' tastes and needs. Businesses, churches and even some individuals will have different holiday themes each year. By customizing painted poinsettias for them each year, you can build a returning clientele.

**FAMILY EVENTS** Plan an event for families to dye their own plants. Display examples, and have different sizes of poinsettias in neutral colors for decorating. Make staff available to assist customers.

**MEETING ACTIVITY** Offer to work with civic groups, clubs or other organizations to plan special events where their members can learn to create their own painted poinsettias.

**FUND-RAISERS** Suggest groups such as Boy Scouts, sports teams or churches purchase painted poinsettias and sell them as a fund-raiser. Teams can sell poinsettias painted in their team colors and add picks with the team name. A women's organization could sell pink poinsettias with glitter for a breast cancer fund-raiser.

**SOCIAL EVENTS** Recommend painted poinsettias as a project for a "Girls Night Out" group or an annual holiday luncheon. If you have meeting space available, offer to host the event and provide the snacks, or send a representative with all the necessary materials to the home of the hostess to demonstrate the application methods and help the participants re-create the techniques.

**GIVEAWAYS** Build interest in painted poinsettias by giving away free plants in a drawing or with the purchase of a certain amount of product from the floral department.

**PUBLICITY** Alert the media to this unique and interesting new product. Invite them to your holiday open house.



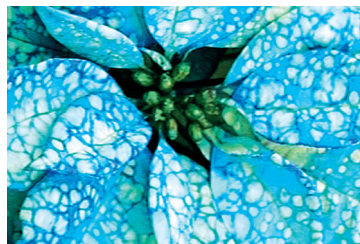
## glitter effect

The Fantasy Colors products work best on white, cream, apricot, light pink and marble poinsettias. Red and pink poinsettias will work with the more intense dark colors. You can follow up all the colors with an application of Gloeckner Clear Glue and glitter to add a bit of sparkle. Glitter on a natural poinsettia is also highly effective. Red glitter on red poinsettia; Green & red glitter on red poinsettia; and neon pink glitter on Marbles & Pinks are hot combinations.



## striping effect

Solid blue is the #1 seller. Especially effective when blue or silver glitter is added. Various shades of blue along with glitter or the "striping effect" is nice for the Hanukkah season. You can accomplish the striping effect by spraying a white poinsettia with Fantasy Colors blue, lilac or fuchsia. When it dries, dampen a swab, brush, sponge or rag with ethanol and bring it down the center of the vein of the bract once or twice to release the dye.



## splash effect

This splash effect is created with a base coat of Gloeckner's Fantasy Colors blue applied with a fine nozzle. After drying, apply ethanol with large drops from a distance of approximately 16 to 30 inches. Add light yellow to create different shades of droplets.



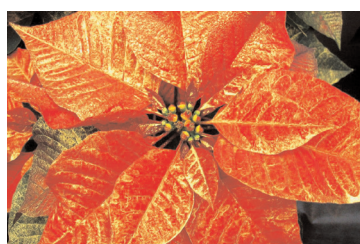
## golden melody effect

There is a strong demand for this color during the holidays of Halloween and Thanksgiving. Produce this look by applying Gloeckner's Fantasy Colors dark rose evenly on the bracts of a cream, marble or light pink poinsettia. After a short drying time, spray the bracts with an intense coat of yellow followed by light yellow or ethanol.



## confetti effect

Offering all the excitement of a birthday bash, this effect is best achieved with a white or cream poinsettia. You can use any combination of Fantasy Colors applied using a dropper or flexible plastic bottle with an extremely small opening. Then stand above the plant and apply the colors to the bracts from approximately 3 to 4 feet above to create the splashing effect. Young people love this combination, also great for New Year's and birthdays.



## shimmer effect

Shimmer Powder, a non-toxic natural product that comes in Gold, Silver, & Opal adds a whole new look & dimension to poinsettias, bouquets, potted & foliage crops based upon the proper method of use. The most popular is Gold Shimmer, which when used on poinsettias gives an elegant gilded look to the bracts and leaves.

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## SALES & MARKETING REPORT

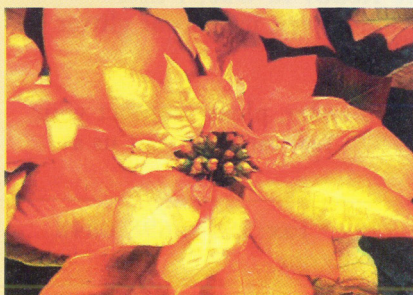
### Pointed Poinsettias - Changing the Category



Now in its third year, Fantasy Colors™ from the Fred C. Gloeckner Co. is changing the poinsettia market at an unprecedented pace, which is causing renewed interest from retailers and consumers. During the past 15 years, poinsettias have been commoditized to the

point where very few growers felt they were profitable. Wholesale prices continued on a downward spiral, while most growers focused on reducing their growing costs and jamming in more plants per acre. This resulted in poinsettias being relegated to a promotional item for the national retailers.

Then the Gloeckner Company introduced the Fantasy Colors™ paint, which gave the industry a tool



to add value and get higher prices while bringing some real excitement to the category. Since the original launch, the Gloeckner Company has expanded the offering to include 10 paint colors and increased from 3 to 18 colors of glitter. This year, they added Shimmer Powders (Gold, Silver and Opal), that give an elegant gilded look to the bracts and leaves.

According to Andrew Lee Vice President of the company the most popular colors of paint are: Fantasy Blue, Fantasy Lilac, Fantasy Fuchsia, Fantasy Dark Rose, Fantasy Orange, Fantasy Turquoise

In focus groups, Gloeckner found the following combinations were preferred by women:

- White Poinsettia with Fantasy Colors™ blue dye and dark blue glitter
- Red Poinsettia with regal red glitter and emerald glitter
- Pink Poinsettia with blush glitter
- Red Poinsettia with regal red glitter
- White Poinsettia with Fantasy Colors™ apricot or orange and copper bronze glitter
- Marble poinsettia with Neon Salmon or Neon Fuchsia Glitter

Lee feels the Painted Poinsettia concept is most compelling to the 15 to 45 age group.

On the economic side of Painted Poinsettias, growers and retailers are charging higher prices and there appears to be little resistance at the consumer level. What we were starting to see, was growers decreasing the potential value by lowering the price spread between a painted and non-painted poinsettia. We saw a couple of instances where the up charge for painting was less than \$ .00 at wholesale, which was a sad mistake in pricing and perceived value.

There is a vast difference on how Painted Poinsettias are marketed between the national retailers and the independent/florists segments. The



national retailers tend to use lighter more subtle colors to control the cost of goods purchased. The independent/florist segment used many more colors and color combinations, which resulted in big bold colors and a much more compelling look.

#### Pricing

The standard benchmark price by large growers selling to national retailers was an added \$1.00 for 6.0" and 6.5". However there seemed to be some slippage as growers yielded to the pressures brought to bear by national retailers. The price range at retail this season in the South was \$7.97 to \$8.87 for 6.0" Painted Poinsettias. It was discouraging to see some of the decreases in the premium prices. This tended to cause a reduced use of the paint volume, which resulted in weaker colors at the point of purchase.

In the independent garden center and retail grower segment, you saw many more colors and combinations and more extensive use of the glitters.

Of course, the garden center retailers have far less volume to handle and consequently there was more creativity. Added value pricing in this segment ran in the \$4.00 to \$7.00 range

### **Effects on the Poinsettia Category**

The Painted Poinsettia concept has caused several key changes in the pricing arena, which is very healthy for the category:

- Fewer 6.0" poinsettias sold by the national retailers below the range of \$3.50 unless they were part of a week-end promotion.
- More opportunity to make this category profitable for both growers and retailers
- Created renewed consumer interest and arguably helped bring in new consumers (especially young people, many who thought the poinsettia was an old traditional plant.)
- Has vastly increased the consumer press coverage

### **Changes in Variety Selection**

- Growers who participated in painting are now looking for varieties that don't have overlapping bracts to insure the process is as efficient as possible.
- Growers are also seeking varieties which have minimal stem breakage, because of the increased handling in

the painting process.

- Painting is now not confined to white as other colors have proven potential and make very attractive painted combinations. (Light pinks and marbles)
- The # 1 color grown and sold is red. Now with the growing popularity of the various glitters and shimmerers, it is giving the reds a new makeover.

### **Opportunities**

Painted Poinsettias present an opportunity not only to grow the poinsettia category, but to provide growers the ability to make the category more profitable for their businesses and retailers.

Due to this new trend with poinsettias, there are many opportunities in marketing, especially at the independent/florist segment. Celebrations/ open houses for poinsettias, Hanukkah awareness type events, and family/school related activities are being planned and implemented throughout the country.

Painting and glittering is not just confined to poinsettias. Other categories like foliage and indoor flowering plants can be upgraded to add value, increase margins and create more sales. There will be a major effect on the cut flower category, resulting from the use of painting and glittering.



If we combine painting, glittering and then add some upgraded containers, the value of all potted plants can be increased. That will bring consumers floricultural products which are in sync with their wants and needs.

These concepts have provided the industry with a sound method of adding value. The struggle this industry faces, is having the courage to get paid for that value and understanding the consumer is not the roadblock. GB

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