

TREE AND SHRUB STORY IDEAS

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Story Idea 1: NEW Plant Introductions

Along with magazine editors, customers are always asking garden center employees 'What's New?' We are premiering two new Two new introductions debuting in the New Variety Showcase during Farwest Trade Show August 2014. **Note:** Last year's Persian Spire™ Upright Ironwood was awarded the Award of Merit in the 2013 New Variety Showcase. For more new plant introductions, visit our website www.upshoothort.com and download our latest new plant flyer.

Lo-Hugger™ American Cranberry
Vaccinium macrocarpon 'Lohzam'



Mature Size	4-6" h x groundcover
Shape	Low, spreading
Flower	Pink
Fruit	Edible, red berries
Zone	4
Foliage	Dark green

An edible evergreen groundcover, Lo-Hugger produces delicious cranberries right on the ground and has intense burgundy winter color.

Marleys Pink™ Japanese Snowbell
Styrax japonica 'JLWeeping' US PP 23,755 P3



Mature Size	8-10' h x 4-5' w
Shape	Weeping
Flower	Pink
Fruit	Brown nutlets
Zone	5
Foliage	Dark, glossy green

A weeping ornamental flowering Japanese snowbell covered in a shower of light pink flowers that wafts a sweet cotton candy fragrance in a gentle breeze.

Story Idea 2: Small Space and Low Maintenance Plants

As seen in *Foolproof Plants for Small Gardens* mobile phone gardening app, Maria Zampini contributed these and more Zone 5 and 6 plants. Apartment and condo dwellers are always on the lookout for trees and shrubs that stay smaller in stature.

Lancelot® Dwarf Crabapple
Malus 'Lanzam'



Mature Size	10' h x 6' w
Shape	Upright, oval
Flower	White, red bud single
Fruit	3/8" golden
Zone	4
Foliage	Crisp green

A genetically dwarf ornamental flowering and fruiting tree that can be grown successfully in small urban gardens or patio containers. One of seven dwarf crabapples in the Roundtable of Crabapple series.

Mr. Bowling Ball® Globe Arborvitae
Thuja occidentalis 'Bobazam'



Mature Size	2.5 h x 2.5' w
Shape	Rounded
Flower	Inconspicuous
Fruit	Inconspicuous
Zone	3
Foliage	Sage green

Perfect ball shape does not require trimming or pruning to keep its rounded appearance. Mr. Bowling Ball holds up well under heavy East Coast snow loads. Great as a hedging substitute for boxwoods.

Story Idea 3: Drought Tolerant, Modern Day Nativars Provide the Best of Both Worlds

UpShoot is conscientious on finding plants that are heat and drought tolerant. Total Landscape Care Magazine recently featured "How to Properly Water Trees Through Summer Season," quoting advice from The Arbor Day Foundation for landscapers and homeowners on properly maintaining plants during the dog days of summer.

Cuyahoga™ Gray Dogwood
Cornus racemosa 'Cuyzam'



Mature Size	12-15' h x 10-12' w
Shape	Pyramidal
Flower	Creamy-white
Fruit	Luminous white
Zone	4
Foliage	Black-green

Clump form developed for use under utility lines that works in the harshest conditions and still looks clean. Designers use this plant for reclamation projects, stream banks, understory natar in woodland garden designs.

Geauga® Gray Dogwood
Cornus racemosa 'Geazam'



Mature Size	6-8' h x 4' w
Shape	Upright
Flower	Creamy-white
Fruit	White
Zone	4
Foliage	Glossy, green-black

"I use *Cornus Geauga*® the most because so many urban and suburban lots have narrow spaces, yet height is needed to create privacy or screening." - *Bobbie Schwartz, FAPLD, GWA*



NEW GARDEN PRODUCTS STORY IDEAS

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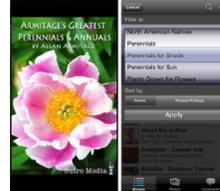
Are you currently writing a book and need marketing assistance? Learn more about how UpShoot can help assist you in promoting your book and garden-related products and services to the horticultural industry and consumers.

Story Idea 1: Gardening Goes Mobile

"The Armitage app is perfect for me and all of us at east coast garden center located in Millsboro, Delaware. When a customer wants to know about a plant the app gives us instant access to everything we need to answer questions and make a sale. The app is easy to navigate. I like to use my iPad and others use their iPhones. The videos are fun to watch and offer another method to showcase the plants. It is nice to have a hand held botanic garden!" - Valery Cordrey



Contact Dr. Allan Armitage,
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Website www.allanarmitage.net



Product Mobile phone garden app
Feature FREE IGC listing
Content Annuals, perennials, grasses, veggies, deer resistant, sun/shade plants, USDA zones
Publisher Sutro Media

Dr. Allan Armitage is well-known as a writer, speaker and researcher throughout the world. His plant knowledge and academic background has allowed him to write thirteen books, countless papers and hundreds of articles for professionals and the gardening public.

An app about perennial and annuals that spans the gap between the horticulture industry and consumers. Dr. Armitage picks his favorite genera in annuals and perennials coaching readers know why he chose them. He provides hints for success with photos and how-to videos.

Story Idea 2: Mobile Gro Carts: Perfect for Urban and Elder Gardening

"Container gardening is the Number One form of gardening as a hobby and is very therapeutic. What I like about the Mobilegro is that you can pack a lot of material in a little space ... and for people with limited mobility, Mobilegro brings the garden to them." - Nick Federoff from *Things Green*, radio host



Contact Angela D'Maggio,
Inventor and producer
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State Arizona
Website www.mobilegro.com



Product Mobile garden cart
Feature 3 and 4 tier options
Content High quality, powder coated steel construction, four custom trim and four side panel design options to choose from
Produced United States

Many people have lost their homes and gardens due to challenging economic times. Angela DiMaggio experienced this first hand. She was determined to find a way to enjoy the benefits of gardening in a condo with a small concrete patio.

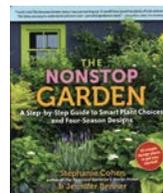
Mobilegro Carts allow people with space constraints or limited range of motion the ability to still enjoy gardening. Designed specifically for urban cityscapes, balconies, apartments, postage stamp size lots, patios and courtyards.

Story Idea 3: The NonStop Garden Book and Nurseries

"Just when it seems there couldn't possibly be anything original to say on the subject of perennial design, along come two authors with a breezy style, down-to-earth advice and a refreshingly open approach to prove you wrong." - *Booklist*



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Product Paperback book
Features Nursery listing for quality plant sourcing nationwide
Content Ten non-stop flowering garden plans with detailed plant descriptions
Printer Timber Press

Stephanie has taught herbaceous plants and perennial design at Temple University for over 20 years. She is a contributing editor for consumer publications, sits on industry advisory boards and writes for Blooms of Bressingham Plant Program.

The Nonstop Garden features hand-picked lists of top performing perennials, shrubs, and trees. Stephanie's seasonal flair rounds out this fun approach to landscaping that every gardener at any level can succeed with!