



FOR IMMEDIATE RELEASE

Name: Maria Zampini
Company: UpShoot™ LLC
Address: 5010 South Ridge Road | Madison, Ohio 44057
Cell: 440.812.3249
Office: 440.259.4059 or 4064
Fax: 440.357.7676
Email: maria@upshoothort.com
Website: www.upshoothort.com

UpShoot Launches New Virtual Catalog

MADISON, OH – June 27, 2013 UpShoot is pleased to announce the release of an innovative new catalog featuring [LCN Selections plant introductions](#). The catalog has a unique format making it unlike any others offered in the horticultural trade. The catalog features a combination of tried and true plants and brand new LCN Selections never promoted before.

Virtual Catalog

UpShoot launched the digital version June 1 and is featured on the [UpShoot home page](#). The catalog enables readers to learn more about how to use [LCN Selections](#) plants at the click of a mouse. Viewers can utilize the following embedded links:

- Click on large, square photos which take you to a plant profile page
- Click on the small, circular pictures to access a photo album
- Click on a testimonial to view that individual's blog or company website



Innovative Sales Tool

The digital version is in a magazine format which can be viewed on mobile phones, tablets, projectors and computers. The layout focuses on the sales theory that "Facts Tell, Benefits Sell". Growers can pair it with their catalog which lists plant specs and pricing for a winning one-two sales punch. Jim Zampini, Emeritus of UpShoot exclaimed. "I may be old fashioned, but even I can see the benefit of using technology from a convenience and sales perspective."

Print Catalog



"What makes this catalog unique is the type of information presented in both the print and digital versions", explained Maria Zampini, UpShoot President.

Highlighting the selling features, usage examples, third party testimonials as well as benefits in a collection-based page format is very different from other industry sales catalogs. The print version will be launched in conjunction at the [IGC Show](#) in Chicago and [2013 FarWest tradeshow](#) in Portland, Oregon.

###

About UpShoot

[UpShoot, LLC](#) is a boutique horticulture marketing firm offering expert sales, marketing and licensing of new plant introductions to North America, Canada, Europe and Australia. UpShoot provides a wide range of services including new plant research and development, writing plant patents, trademarks and licensing agreements for growers and breeders, and marketing services to promote new plants to licensed growers, retailers and consumers. For more information, please contact Maria Zampini at 440-812-3249 or maria@upshoothort.com

UpShoot LLC • 5010 South Ridge Rd Madison, OH 44057 • Phone 440-812-4059 or 4064 • Fax 440-357-7676 • www.upshoothort.com



About LCN Selections

[LCN Selections](#) is the patent and trademark division of Lake County Nursery. This collection of plants was originally started by Jim Zampini in 1977 with his first patent on [Weeping Candied Apple™ crabapple](#). Zampini grew the portfolio to its present state of over 200 new plant introductions. A network of licensed growers across the United States, Canada, Australia and Europe offer [LCN Selections](#) as finished product and in liner sizes.