

Petunia Trees Beautify Business

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Appleway Florist & Greenhouse in Spokane, Washington, has a beautiful way of publicizing its product. This wholesale and retail operation displays two large petunia trees in front of its retail shop, creating a splash of color that's impossible to miss. Owner Harvey Weible, who has erected the petunia trees for the past four years, says they are the "most photographed things in this area." Appleway's is located on a six-lane highway, yet it's not unusual for cars to stop in the road so people can admire and photograph the trees.

Mr. Weible fills the trees with nine varieties of petunias, which, like all of Appleway's bedding plants, are grown in their own greenhouse. The trees are watered by an irrigation system. Mr.

Weible commented, "The petunia trees have been very good for our business, because people associate them with the business."

Like any use of bedding plants which beautifies a retailer's landscape, petunia trees can make a positive statement about your business. To create your own petunia tree, follow these simple directions from the BPI handbook, "How to Make Your World More Beautiful with Bedding Plants."

Materials

2 in. metal pipe, 8 ft. long

½ in. black pipe:

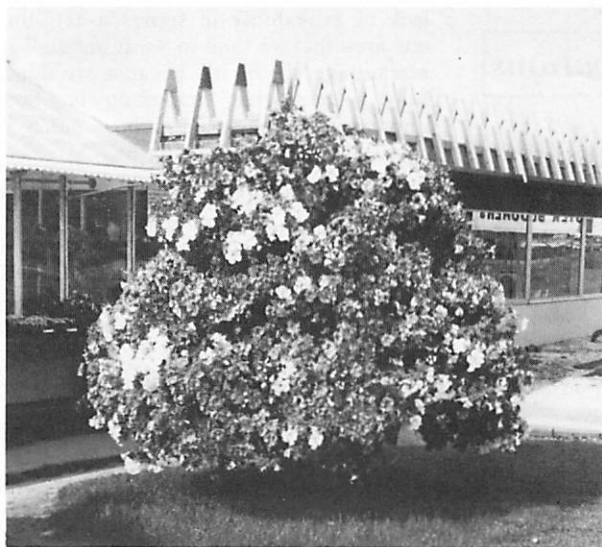
7 pieces, 21" long

5 pieces, 12½" long

3 pieces, 7¾" long

½" x 1/8" metal for top holders

½" metal to make 15 hoop holders for pipe ends.



This gorgeous petunia tree is one of two on display in front of Appleway Florist & Greenhouse. Photo submitted by Wally Gillogly of Vaughan's Seed.

16 pots, 12" in diameter, cascading petunias, 6 plants to a pot (total 96 plants)

Directions

To make the frame, weld the bracket pipes to the 8 ft. metal pipe as indicated in the diagram. Stagger each level of pipes. Weld the bracket hoops securely to bear the weight of planted pots. Start the first level of seven brackets 35 inches above ground level.

Fill the tree with 16 pots, watering as needed using a trickle irrigation system. Or, water by hand. Fertilize as necessary with water-soluble fertilizer. Pinch the plants to produce a well-branched, full-blossomed tree. Be sure to place your petunia tree in a sunny location.

If you'd rather not bother with the metal frames, it may be possible to have them made for you. Interest in Appleway's petunia trees has prompted an area factory to build frames for customers; Appleway's then provides the potted petunias.

However you choose to do it, your petunia tree will be an eye-catching way to entice customers into your shop.

