



## Table of Contents

Program Information	2
Weekly Breakdown	3
Grower Rack	4
Store Product Care	5
Frequent Questions	6
Thank You	7



# PROGRAM INFORMATION

## Mother's Day Orchids

<b>Start Ship Date</b>	4/23-5/8/2026
<b>Merchandise Location</b>	Orchid Island, Rolling Racks, indoor front display near check out.
<b>Item Number &amp; Size</b>	All Orchid Items that are in season will be sent to stores based on LY sales performance.
<b>Special Instructions</b>	Utilize extra space by creating a rolling rack to place near self check out. Cross merchandise with Gubler Orchid Accessories!
<b>Market(s)</b>	Region 5, 8, 12 and 14



### Items on Advertisement:

104966

1.50-PT ORCHIDS  
DELUXE

233203

2.50-PT DOUBLE  
DELUXE ORCHID





# WEEKLY BREAKDOWN

4/23-5/6

- Item 1.50-PT Orchid Deluxe will be on ad leading into Mother's Day
  - Spring Into Deals

5/7-5/13

- Item 2.50-PT DOUBLE DELUXE ORCHID will be on ad for Mother's Day

## Items on Advertisement:

104966

1.50-PT ORCHIDS  
DELUXE



## Items on Advertisement:

233203

2.50-PT DOUBLE  
DELUXE ORCHID





# GROWER RACK

## Merchandising Tips:

- When building an additional orchid display for the self checkout:
  - Group price points together.
    - If putting Ad Item, include the Ad sign to distinguish which item it is.
    - Utilize the Mother's Day sign that is inside the box to mark it as a Holiday focused display.





# STORE PRODUCT CARE

## Item #: 1.50-PT ORCHIDS DELUXE

- Unpack orchids from box and remove plastic sleeves.
- Merchandise on the Orchid Island, rack or display.
  - Grouped together to draw customer attention to Ad item.
- Water 1 time per week. Avoid plants sitting in water.

## Item #: 2.50-PT DOUBLE DELUXE ORCHID

- Unpack from box and remove all plastic sleeves.
  - Easiest to use scissors to cut the tape
- Merchandise on the Orchid Island, rack or display.
  - Grouped together to draw customer attention to Ad item.
- Water 1 time per week. Avoid plants sitting in water.





# FREQUENT QUESTIONS

## Phalaenopsis Orchid blooms last weeks!

- With proper care, watering and light, phalaenopsis blooms will last 3-4 weeks.

## Orchids Like consistency, not constancy.

- Water once a week on your preferred day, the right spot in the house and your orchid will be happy.
- If you can read a book without an additional lamp, that is the correct amount on indoor sunlight your orchid needs to thrive.

## Easy Orchid Accessory Add on Sales

- Gubler Orchid accessories are the same as what we use in the greenhouse!
  - Tags are color coded for easy sales.





# THANK YOU



A big thank you to our dedicated store associates! Your hard work and expertise have made Lowe's Garden Center a top destination for **Mother's Day Gifts!!**

For Questions, text, call, or email us!

AZ, AK, CA, CO, NV, NM, OK, TX  
[Emery@Gublers.com](mailto:Emery@Gublers.com)  
562-714-8048

CA, ID, OR, MT, SD, UT, WA  
[Travis@Gublers.com](mailto:Travis@Gublers.com)  
760-401-5006