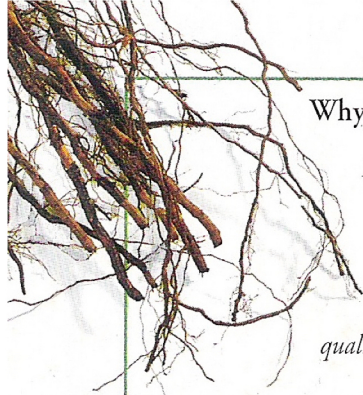


THIS CAMPAIGN was a key reason for the Catalog Age Gold Award.

On the “Why buy from us?” opening page, Teri persuaded the marketing team to highlight the product’s most important point of differentiation, their bareroot plants.



Why J&P bareroot roses are better:

Mature, two-year-old stock for a faster-growing, stronger plant

Extra-fat canes for top performance in the all-important first year

Loose, soil-free roots let you see the quality of your plant. Plus, they're light and easy to plant correctly in the hole

Average size of J&P bareroot roses: 16" to 18"

See page 25 for how to plant your bareroot roses

Why are J&P’s bigger and better than the alternatives (potted plants; other sources), and what are the benefits? Why should the customer purchase a premium product for a premium price?

Not a sexy image, granted, but a persuasive one with her copy.

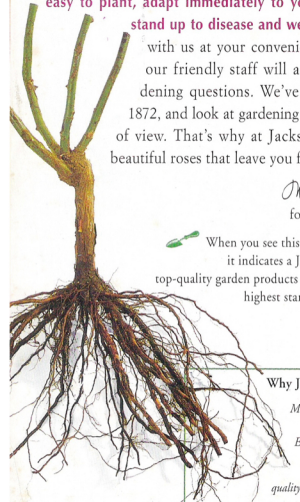
SALES of “bareroot” plants from this Spring catalog were 11% higher than the previous year.

Jackson & Perkins
Hardworking J&P roses that leave you free to enjoy them

There's no easier nor more economical way to beautify a yard or open space than with J&P low maintenance roses. Take our popular Simplicity® hedge roses. They grow dense and bushy, require no fussing, and bloom abundantly **just 60 days after planting**. Grow them tall for privacy or a screen of color, or keep them trimmed low along borders or walkways. You'll find easy-growing, versatile roses like Simplicity throughout this catalog, because at Jackson & Perkins, we're always looking for new ways to give gardeners years of trouble-free, rose growing satisfaction. That's why we continue to develop easy-care roses you can effortlessly add to your yard and enjoy for a lifetime. And **unlike roses you get at discount garden centers**, ours spend 24 months maturing in our fields, so they're **easy to plant, adapt immediately to your soil, flower fast, and stand up to disease and weather**. Plus, you can shop with us at your convenience, 24 hours a day, and our friendly staff will answer your toughest gardening questions. We've been growing roses since 1872, and look at gardening from the gardener's point of view. That's why at Jackson & Perkins, we create beautiful roses that leave you free to enjoy them.

Marthe D. Tarrett
for Jackson & Perkins

When you see this symbol throughout the catalog, it indicates a J&P Exclusive, your assurance of top-quality garden products and custom grown plants of the highest standards, available only from J&P.



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