



Down To Earth Distributors®, Inc.

WHOLESALE

Quick Start Guide For Garden Centers

Welcome! This guide will help you choose proven products, create strong displays, and start selling successfully from day one.

Start With Best Sellers

These core categories perform consistently well across garden centers and retail stores. Our Down To Earth® Fertilizers are natural and organic:

- All-Purpose Fertilizer - (OMRI Listed)
- Vegetable Garden Fertilizer - (OMRI Listed)
- Rose & Flower Mix - (OMRI Listed)
- Organic Soil Amendments (Bone Meal, Blood Meal, etc.)
- Seasonal Planting and Garden Essentials, Growing Supplies

Merchandising Tips

- Group products by garden purpose (Vegetables, Flowers, Lawn)
- Place fertilizers near plants or seed displays
- Use simple signage like “Organic Garden Solutions.”
- Keep best sellers at eye level

Add-On Sales Opportunity

The Down To Earth Basics® Collection of 100% cotton and cotton canvas accessories pairs well with lifestyle and garden gift merchandising. Botanical totes, pouches, garden aprons, and kitchen textiles help encourage impulse purchases and increase average transaction value. The Basics Collection includes collectible vintage glass with bright colorful designs that are attractive on the shelf.

Seasonal Planning

- **Spring:** Down To Earth® All-Purpose, Vegetable, and Flower Fertilizers
- **Summer:** Soil boosters and plant nutrition, wettable powders
- **Fall:** Soil building and amendment products, garden minerals
- **Year-Round:** Down To Earth Basics® cotton accessories

Free Resources

We offer free printables for your customers on our website, such as garden How-To guides and brochures. We also offer free coloring pages that match our Down To Earth Basics® Designs. Ask for our free printed garden guide booklet, to be sent with your order. It is full of great gardening information.

We're Here to Help

Our team is available to help you plan orders, select products, and build displays that work for your store. We can help you with questions like, what fertilizers to use by season, what is the difference between granular fertilizer mixes and single ingredients, what are wettable powders, and the best time to advertise garden minerals.

Contact Sales

Call 541-485-5932 or email sales@downtoearthdistributors.com