

# GROWERTALKS

## Front Lines

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### Delhi Flower & Garden Center Opens New Location

*Ellen C. Wells*

Delhi Flower & Garden Center, the retail division of Krueger Maddux Greenhouses, opened its newest location in Liberty Township, Ohio, on November 28, just in time for the holiday shopping season. Filled to the eaves with poinsettias, garlands, Christmas trees and all manner of holiday decorations, the new location had a successful opening weekend. "The opening was great," says Beth Maddux Cooley, Retail General Manager, "considering we set up the entire garden center in a little over nine days."

Sales were a little slower than expected that weekend and the following week. Based on customer comments, Beth attributes that to adjacent United Dairy Farms convenience store, which has yet to open. To remedy that, Beth sent several employees out into the neighborhood with poinsettias and "new neighbor" coupons to drum up sales.

Construction of the approximately 45,900 sq. ft. state-of-the-art facility began in the first part of 2008. It was designed by the Maddux family in conjunction with a team of key employees and the architectural firm Arch/Image2. With more than 45 years experience in the garden retail industry and ideas gathered from visiting other retail facilities, the team designed a facility that includes a main entrance atrium, main hardlines store, greenhouses and nursery sales areas. Cincinnati-based Rough Brothers designed and manufactured the greenhouse units at the new location. The property also has a ¾-acre parcel that they can develop in the future if needed.

Although a grey cloud hangs over much of the economy, the Maddux family sees great potential in their new store's location and is optimistic about the future. The property is located in a community that's just starting to take off, Beth says, where home building, road and highway expansions and new retail, restaurant and school construction continues.

"We're so excited about our new location," Beth says. "This is the first time we've built a garden center from the ground up. Even with the economy the way it is, our outlook is good. We think things will turn around and customers will still want and need our product."

The new Delhi Flower & Garden Center is located at 6282 Cincinnati Dayton Road in Liberty Township, Ohio.

If you're in the neighborhood, the Maddux family welcomes you to drop by for a visit!