

GROWERTALKS

GT in Brief

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Certified Roses Acquires Sexton Nurseries

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Certified Roses, Inc., a producer and wholesaler of garden roses, has announced the acquisition of Sexton Nurseries, a third generation rose wholesaler based in Tyler, Texas. The acquisition positions Certified Roses as one of the nation's largest rose producers with a significant presence at lawn and garden retailers throughout the United States, Canada and Puerto Rico.

Certified offers a broad selection of roses that are available at more than 5,000 retail outlets consisting of independent garden centers, mid-size hardware stores and mass merchandisers. Certified's product line features the award-winning Simply Brilliant and RealFragrant collections, along with a high-quality selection of western-grown roses spanning traditional hybrid teas and floribundas to hardy shrub roses.

A pioneer in green and sustainable farming, Sexton's state-of-the-art facility includes more than 500,000 sq. ft. of greenhouse space utilized for production of dormant and potted rose bushes. Sexton's product line includes the My Bouquet family of roses, along with an assortment of fragrant, landscape, climbing and long-stem roses.

"Sexton Nurseries is the perfect acquisition for Certified Roses as we have a shared commitment to providing home gardeners with high-quality plants and exceptional customer service," said Certified Roses General Manager Lawrence Valdez. "The addition of Sexton's diverse lineup and state-of-the-art growing facility enhances our product line dramatically with significantly more plants under one roof. Our combined offerings allow us to provide customers with an extensive selection of garden roses—including bare root, dormant packaged, bud and bloom and liner roses."

Certified's purchase of Sexton strengthens the sales, production and distribution capabilities of the combined company with a product mix that's available wherever home gardeners shop—from independent garden centers to mass merchants and national grocery chains.

For more information, visit www.certifiedrose.com. **GT**