

GROWERTALKS

Front Lines

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Studio M Planters Made in USA

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Studio M has reengineered its popular 15-in. Art Planters (pictured) to be 100% Made in the U.S.A, more specifically in Fenton, Missouri.

“By streamlining the planter design and offering one standard size, we were able to partner with a local materials supplier,” said Sue Todd, Studio M’s co-founder and director of product management. “This change supports more domestic jobs and allows for greater availability, quicker turnaround times and a much smaller carbon footprint.”

Studio M also debuted three new Garden Collections online for fall and winter, but they didn’t just focus on products for specific seasons.

“This launch, we tried a slightly different approach by offering more looks that last longer across a season,” said Margo Tantau, Studio M’s director of product

design and innovation. “Featuring seasonal color schemes on products instead of focusing on a festive character or element allows customers to enjoy their décor for extended periods of time.”

You can see the more than 600 décor accents recently introduced at wholesale.studio-m.com. **GP**