

GROWERTALKS

Front Lines

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A New Look for Star Roses and Plants

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Star Roses and Plants announced the launch of its redesigned company website, starrosesandplants.com. The updated website offers a beautiful new look with a responsive design that's user friendly for both consumer and customer audiences.

The streamlined design visually tells the story of the company that's known for bringing revolutionary products and leading plant brands to market. It offers consumer-facing messaging and content, but also

allows growers, landscapers, garden retailers and customers to toggle to alternate, relevant information.

An additional new feature to the site includes an interactive search function. Visitors can search for plants by use, such as plants ideal for containers, for along the house, for hillsides, for planting in a group and so much more. Plants are also listed alphabetically for easy navigation.

As with the previous website, the new website has a retailer finder with store listings. Star Roses and Plants encourages retailers that sell their products to add their store listings to the site by visiting www.starrosesandplants.com/industry-professionals/store-submission. **GP**