

the **Arett**

Outlook
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Since 1953**

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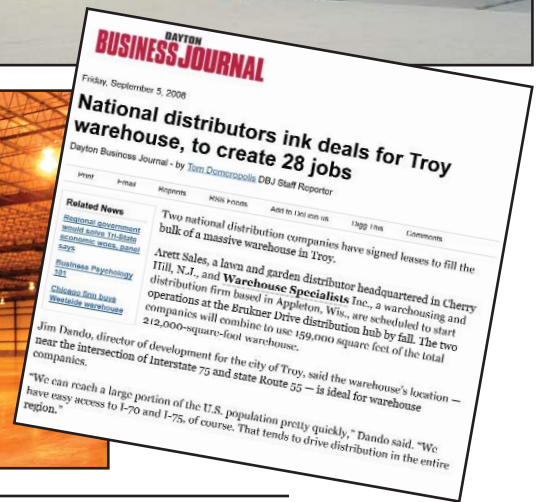
Arett Sales Newsletter • October 2008

Your success is our goal!

First Look At New Arett Sales Ohio Warehouse

Arett's new warehouse facility in Troy, Ohio is scheduled to begin operations on November 1, 2008. 675 bays of pallet racks and shelving are being installed in this 84,000 sq. ft. facility, as well as a state-of-the-art radio frequency warehouse management system.

David McCarthy has been hired to manage the new warehouse facility in Troy. McCarthy has spent many years in the Canadian Army during which he managed a 4 million square foot manufacturing and distribution depot. For the last several years, McCarthy has worked as a plant manager for an auto parts manufacturer and distributor located in Dayton, Ohio. Arett will be hiring between 15 and 17 additional full-time workers as well.



Open House 2008 Offers Something For Everyone

Arett Sales would like to thank all of our retail customers, our exhibitor partners and our hard-working employees for making Open House 2008 a **HUGE SUCCESS!**

1,400 attendees packed the aisles looking at all the latest and best merchandise the lawn and garden industry has to offer for the 2009 season. Over 400 exhibitors ensured that Open House 2008 offered plenty of opportunities to buy and save with valuable show-only specials, extra-profit programs and hundreds of new items offered at special discounted prices.

Attendees also had the opportunity to win prizes, including tickets to Madonna's "Sticky & Sweat" concert, an excursion to the Atlantic City Marriot's Seaview Resort & Spa, or one of two Grand Prize trip giveaways to Cancun, Mexico.

Arett Outlook ~ October 2008

Business author and marketing expert, Rick Segel, combined laughs and learning in a special presentation that focused on using internet technology to increase business.

Arett Sales also offered retailers a new Internet Fulfillment Program that makes it easy for retailers to add an internet shopping cart to their existing website or start from scratch and establish a new internet presence.

Over 1200 attendees and exhibitors enjoyed a delicious feast and Hawaiian entertainment at Arett's exciting Luau Night, with the tropical atmosphere of The Pool at Harrah's serving as the background.

A charity golf tournament was also held to benefit Angel Flight, a non-profit volunteer organization



The Pool at Harrah's, was host to the 1200 attendees and exhibitors who participated in Arett's fun-filled Luau Night.

that arranges free air transportation for charitable and medical needs.

The show took place from September 14th to 16th at the Atlantic City Convention Center. See pages 2 and 3 for more show highlights.

HOT NEW PRODUCTS

Aqua Globe Vendor #A27

- Waters plants for up to two weeks
- Genuine hand-blown stained glass
- Indoor & outdoor use



Susan G. Komen Gloves Vendor #A63

- Supports the Susan G. Komen Breast Cancer Foundation
- Best-selling Atlas Glove



Boss Manufacturing Vendor #B68

- The perfect gardening companions
- The new Muddy Mate and Dirt Digger gloves



Dimex Vendor #D32

- New triangle merchandising displays will turn product
- Winner of the Arett Sales Open House 2008 Best New Packaging award



DuraTrel Vendor #D75

- New mocha colored products
- 100% maintenance-free PVC vinyl
- Made in the USA



Earthmaker Composter Vendor #E16

- First continuous-cycle composter
- Reduces greenhouse gas emissions
- **Arett exclusive!**



Easy Gardener Vendor #E12

- New Eco-Friendly Gardening Choices Display
- Hot products for "green" gardeners



Rhino EZ-Straw Bales Vendor #R34

- Faster germination
- Prevents soil erosion



Scenery Solutions Vendor #S21

- New curved timbers
- Add versatility and design to their raised bed garden system
- **Arett exclusive!**



Unipet Vendor #U33

- No-melt pelletized suet with great packaging
- **Arett exclusive!**



Show guests were greeted by a large, hand-made sand sculpture created by artist John Gruber of Clay Window in Northfield, NJ.

Open House 2008 SHOW HIGHLIGHTS

Our Power Alley was a tremendous success. Attendees loved the format, which was a product showcase that featured tried and true merchandise at exceptional prices, special opportunity buy items, new items, exclusive pallets, displays and plan-o-grams! This product showcase will be expanded for future shows.

The New Product and Packaging area was also a show highlight. Dealers walking this area upon entering the show immediately realized the extensive offering of new products they would be seeing in the show. They enthusiastically voted for

the best products for the 2009 season. The area also featured many of the "green" eco-friendly products, a category that has made its way to the forefront of consumer interest. This product showcase has become a perennial favorite of both the exhibitors and the attendees.



New Product & Packaging Display

HOT SHOW FAVORITES

Bayer Vendor #B08

- Category purchase opportunities for end caps
- Portable racks for in-season instant in-store impact displays



Espoma Vendor #E60

- Introduced new line of all organic products.
- Changed their natural product line to all organic for 2009
- Expanded their RTU controls to now include concentrates, updated lawn products, and Bio Tone starters
- Packaged plant foods into smaller easier to handle sizes



Bonide Vendor #B70

- One of the busiest booths at the show
- Pop up control center displays
- New hose end-ready to spray applicator



Lebanon Vendor #G81, L07

- NUTRILIFE fertilizer and weed control for lawns line introduced
- The Lyric brand of Bird Seed is always a large draw both for fall, winter, and spring needs



Scotts Vendor #C45, S09, S70

- Introduced new line of Turf Builder Grass Seed
- Offered exclusive marketing piece through Arett



HOT NEW LINES

Aqua Rock Vendor #A80

- New fountain kits to enhance your garden with a natural look
- All natural rock formation that is shipped complete and easy to install



Garden Meadow Vendor #G06

- Garden accent solar ornaments
- **Arett exclusive!**



Bond Manufacturing Vendor #B07

- New innovative fire bowls
- Exclusive resin sculptured designs



JWALT Vendor #J72

- The ultimate tomato cage & plant support
- Grower preferred
- **Arett exclusive!**



Casabella Vendor #C14

- New line of outdoor cleaning products
- With these products, utility meets style
- **Arett exclusive!**



The PlantFurniture Company Vendor #P09

- Create products that make it easier to grow plants that thrive and enhance your home
- Best sellers include the Original Plant Nanny and the Wine Bottle Plant Nanny



Converted Organics Vendor #C72

- All organic fertilizer and plant food made from composted food waste
- Won 2nd place for Arett Sales Open House 2008 Best New Packaging award



Ray Padula Vendor #R90

- The new standard in hose end products
- Helping you keep your earth green



Esschert Designs Vendor #E57

- Unique home & garden gifts
- Cast iron planter assortment, Aged Ceramic Collection ... not only flowerpots, but birdbaths, oil lamps, lawn edging & more!



Terra Verde Vendor #T70

- New garden hose program
- **Arett exclusive!**



Fafard Vendor #F09

- New drop ship soil line
- Extremely successful show and will now be available in all of our market areas



Wet & Forget Vendor #W28

- Hot new moss control and eliminator
- It's easy, no scrubbing & washing just spray it on and forget it!



Rick Segel offers tips on electronic marketing

Rick Segel, business author and marketing expert, discussed strategies for using the internet as a successful business tool at a seminar held at Arett's Open House. Segel discussed using a blog to provide valuable knowledge and generate sales, effective website design, nine common myths about web marketing, as well as adding humor to communication, advertising and signage.

A blog (a contraction of the term "web log") is simply a website that functions similar to an online diary. Users can add commentary, photos, videos and links to their blog, and use it to discuss upcoming events, describe new products, offer consumers tips and suggestions, as well as a wide variety of other possible topics. Blogs can also be interactive so that readers can ask questions or leave comments.

Rick Segel is the author of "Retail Business Kit for Dummies" and the marketing expert for Staples.com.



Segel offered these reasons why blogs can be effective marketing tools:

- Cost: Many websites offer free blogging services.
- Time: A blog entry can be written and posted in just minutes.
- Image: They position you as the expert.
- Storage: Many offer free storage that can be used as a place to store newsletters and ads.
- Sales: They drive traffic to your store.

Open House 2008 Winners' Corner

Grand Prize Winners

- Dave Churchill, Adams Fairacre Farms
- Frank Troelstra, Garden Time
- Dom D'Agostino, D'Agostino's Nursery
- Jack Carroll, Kings Garden Center
- Glen Benson, Bremec's Greenhouses
- Paul Laible, Bedrock Landscape



Vendor of the Year

In addition to their superior customer service, sales growth, and innovative product lines, Gardman was also recognized for their support of Arett programs and consistent product fulfillment.



Best New Packaging

- 1st Place: Dimex - EZ-Connect Edging
- 2nd Place: Converted Organics - Lawn & Turf Fertilizer
- 3rd Place: Scotts - Turf Builder Grass Seed

Best New Product

- 1st Place: Ray Padula Turbine Pulse Sprinkler
- 2nd Place: Scenery Solutions - Tri-level Curved Timber Kit
- 3rd Place: Garden Meadow - Solar Ornament Collection



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**Inside:
"Arett Outlook"**

Promote Your Store with a *DEALER'S CHOICE SUPER SHEET!*

**ONLY
AVAILABLE
THROUGH
ARETT**



ARETT SALES

Easy as 1-2-3!

1. Choose your cover & back page theme design.
Save \$30 by using a Pre-Set Product Page.

Some pages are shown at left.

For more page designs, visit
www.arettsales.com

2. Pick your items

Pick 12 from our "Dealers Choice" list or create a Custom Super Sheet!

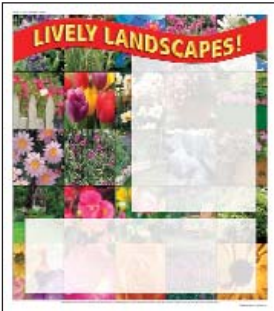
3. Submit your order!

Specifications:

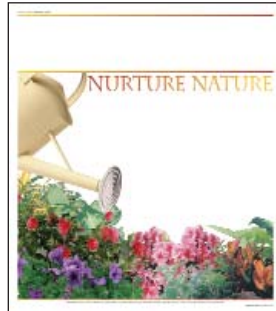
- 9³/₄" x 11"
- Two pages
- Full color
- 50# glossy stock

**WE CAN
HANDLE YOUR
DISTRIBUTION
TOO!**

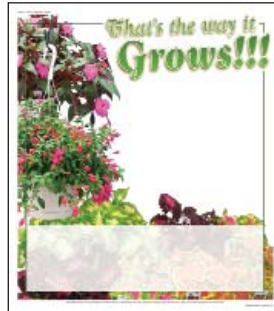
COVERS



09000 Lively Landscapes!



09001 Nurture Nature

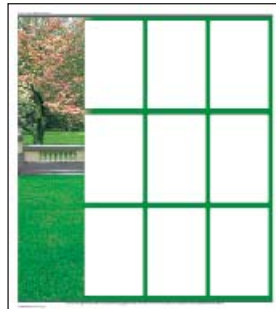


09004 That's The Way It Grows!!!

THEME PAGES



09030 Hanging Baskets #2



09034 Lawn Care #2



09037 Garden Decor

PRE-SET PAGES



09048 Organics



09049 Garden Basics 1



09050 Garden Basics 2

Call us today! 800.257.8220 Press #5 for Advertising email: advertising@arettsales.com