

## PRESS RELEASE

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Media Contact: Shannon Currey, 919-479-6620

shannoncurrey@hoffmannursery.com



### **GREAT GRASSES WITH HOFFMAN NURSERY'S NEW WEBSITE**

*Redesigned site features sections for Growers, Landscape Professionals, and Home Gardeners.*

**Durham, NC (February 12, 2013)** – The horticultural industry now has an easy-to-use, practical source for information on ornamental and native grasses. Hoffman Nursery's redesigned website went live on December 31, 2012. The new website at [www.hoffmannursery.com](http://www.hoffmannursery.com), delivers more information, gives users easier access, and is tailored to users' interests. Hoffman Nursery, Inc., located in Rougemont, NC, grows ornamental and native grass liners for the wholesale trade. The company wanted to provide an expanded resource for their customer base and introduce newcomers to the world of ornamental and native grasses through the new web site.

Growers and Landscape Professionals have dedicated sections on the site so they can easily find relevant information. A section for Home Gardeners focuses on landscape use and basic grass information. The new site also features extensive plant search options. The Find Your Plants section makes picking the right ornamental or native grass from among all the choices easier. Users can search by growing and cultural conditions or browse plant lists. Expanded plant profiles offer beautiful photos, a detailed description, container production guidelines, and helpful landscaping tips.

The Grower section aims to help growers finish a beautiful, profitable grass product. Topics such as overwintering, finish times, and detailed plant profiles provide guidance with unfamiliar crops. Cultivar comparisons introduce new varieties and help in choosing among selections. Landscape Professionals will find inspiration plus solid advice in their section. They can browse the photo and idea galleries, and search for grasses and sedges based on function and site conditions. Articles explain why liners are a smart choice and how grasses help build sustainable landscapes.

The Home Gardener section is directed at educating consumers and increasing demand for ornamental and native grasses. The section includes information on selecting and growing grasses in the home landscape, along with images and ideas for using grasses. There is an emphasis on grasses to address site challenges and build more sustainable landscapes. The previous website required a user login; however, the new site makes informative material available to all. Only the pricing and availability are restricted to wholesale users.

The new website familiarizes customers with Hoffman Nursery's GrassSolutions™. This section explains the merits of Hoffman Nursery liners, such as lower input costs and quick turnaround. It also outlines the support available to customers, such as troubleshooting with Hoffman Nursery's Growing Team and assistance in planning large-scale grass programs. Customers will also see what the nursery does to make the ordering experience efficient and hassle-free.

High-resolution photos and further information are available from Shannon Currey, Director of Sales & Marketing at Hoffman Nursery, Inc., 5520 Bahama Road, Rougemont, NC 27572, Phone: 919-479-6620, Fax: 919-471-3100, Email: [shannoncurrey@hoffmannursery.com](mailto:shannoncurrey@hoffmannursery.com).

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