

## The Benefits of Adding a New Category to your Shelves

There's an old saying in business: innovate or die. It sounds harsh, but consider the case of Sears. Once the world's largest retailer, it failed to innovate as Wal-Mart and then Amazon crushed its business model. It's ironic, really. The business that started the mail order boom in the 1890s is getting torched by a company who took mail order to the next level.

But there's an interesting twist to this saga. As it bleeds cash, Sears is considering divesting its core brands, including Craftsman, DieHard and Kenmore. These are very brands that keep customers coming in the doors. Sears lost more than \$2.2 billion last year. Meanwhile, Amazon's CEO Jeff Bezos is approaching richest-man-on-the-planet status. Will he surpass Bill Gates? Bet the house on it.

So how does Amazon do it? For one, they continue to expand product offerings and categories. From its beginnings as a humble bookseller, Amazon now sells virtually every product on the planet, including cloud computing services, streaming television, scientific components, artificial intelligence assistants, knickknacks, herbal supplements, car parts and yes, groceries. In fact, they just [acquired Whole Foods](#) for nearly \$14 billion. Not to mention their publishing business, motion picture studios... you get the idea.

The list is endless, and the lesson is simple. Product diversification is a powerful strategy for growth. And there's one category that should be in every lawn and garden store in America: **Fabric garden containers like the Smart Pot<sup>®</sup> and Big Bag Bed<sup>®</sup>**. As the benefits of fabric containers become widely popular, consumers are seeking retailers to meet their needs. And the urgency can't be overstated.

Imagine the following scenario: Your loyal customer sees an ad, reads a blog or discovers **fabric garden containers** by word of mouth. They quickly discover that **Smart Pots and Big Bag Beds** (A.K.A. "**root pruning pots**") are vastly superior to plastic pots. They visit your store and walk away empty-handed. Guess what big, ~~evil~~ super ~~villain~~-genius is waiting to snatch their business from you? Could it be... Amazon? For the sake of argument, let's say it's any better-stocked competitor.

Container gardening is a unique beast. When it comes to cross-selling, there's nothing quite like it. Container gardens require premium soil, amendments, fertilizers, gardening implements and seeds. If you don't have **Smart Pots and Big Bag Beds**, you miss out on the whole shebang. And that's not the worst news. You might lose a customer for life.

Why do gardeners love Smart Pot and Big Bag Bed **fabric garden containers**? They:

- Are the original **fabric aeration container**
- Are manufactured in the U.S.A.
- Promote optimum root structures, vastly increasing vegetable yields
- Aerate and drain roots to prevent strangulation and rot

- Are lightweight, portable, foldable, reusable and 100% BPA-free

But don't take our word for it. Try them in your stores. Your customers will be incredibly impressed with ornamentals and vegetables growing to massive proportions. Before you know it, they'll be the most popular containers in your store. And the whole cross-selling thing? Cha-ching!

Take a lesson from Amazon. No matter how long you've been in business, it's crucial to innovate and diversify. If it works for the (almost) richest guy in the world, why not try it yourself? For free samples, email us at [info@SmartPots.com](mailto:info@SmartPots.com).\*

\*Free samples available to qualified retailers only.