



# THE GARDEN WORKS



Who we are - What we do - How we do it!



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Welcome to The Garden Works.

Kevin Waters, David Gale and John Connel bring years of experience in the garden market to provide solutions to retailers, manufacturers and marketers. We work in a number of areas around the industry and find that the crossover of skills enables us to deliver results and real value for our clients.

Our aim is always to exceed your expectations and we like to think that our enthusiasm and commitment is infectious!!

The Garden Works Group Ltd  
Head Office, Gelli, Lon y Wern, Tregarth, Bangor, Gwynedd, LL57 4BA  
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### David Gale

David has worked for 20+ years in the garden and horticultural industries, initially as a scientist and then broadening his portfolio of skills to include technical, innovation and environmental concerns; management, marketing and customer care.

He is an accomplished speaker, adept at providing training packages individually tailored to the clients requirements. As a keen gardener himself, David can call upon his depth of knowledge and excellent communication skills to bring a combination of experience, professionalism and sheer enthusiasm to any task.



### Kevin Waters

Kevin started his career in horticulture at Barton Grange Garden Centre, Lancashire. He has worked in all aspects of the trade and also training at Lancashire College of Agriculture, Merrist Wood Agricultural College and Pershore College of Horticulture. Having worked at several leading Garden Centres in retail management he has a broad knowledge of gardening consumers and first hand experience of working the shop floor.

In 1995 Kevin set up his own horticultural training and promotional consultancy which helped set the foundations for The Garden Works Group Ltd.

Kevin is an accomplished presenter, demonstrator, writer and broadcaster.



### John Connel

John brings 25+ years experience in the Lawn & Garden Market to the company, starting his career in agricultural research then broadening his portfolio of skills to include sales, merchandising, marketing, category development and team leadership with The Scotts Miracle-Gro Company. He has worked closely with many leading Independent Garden Centres, GC Groups in the UK and USA helping them embrace innovation and develop their consumer shopping experience. John has a comprehensive picture library of merchandising ideas and concepts from around the globe and actively follows the trends that are shaping the future of the industry.



- **Themed Training Events**

A series of bespoke, multi location practical training events focused on how to sell across a range of products within a category, e.g Garden Power, Garden Care, Landscaping, Plant Care, Garden Furniture and BBQ's, Houseplants/ Living Design etc.

- **Garden Centre Staff Training & Development**

A wide range of training courses and packages specially tailored to individual requirements. Designed to bring out the best in your staff in a language they will understand. We are accredited to train staff for the BAA Certificate of Competence in Garden Care and also the HTA Retail Plant Care and Shop Care Awards.

- **Promotions / Demonstrations / Roadshow Events**

One of the key services provided to garden retailers and manufacturers is an in-season menu of fully supported days. These can be product related, launching a new line for example or retailer sponsored themes which provide entertainment and information to consumers and greatly increase sales through the tills.

- **Innovation Workshops**

Designed to unlock the creative potential within your business and connect it effectively with market trends and consumer insights. Fun, Practical and Engaging.

- **Garden Retail "Look & Learn" Tours**

These can be delivered "in-house" from our comprehensive picture library of store visits around the Globe or can be "escorted trips" where valuable local knowledge and insights are shared. We will help you translate these ideas back into your own business.

- **Product Development**

We can carry out trials, physical development and suggest suitable marketing partners to help manufacturers develop and launch new products and concepts.



## How we do it!



### Themed Category Training Events

Designed to help retail staff set-up, maintain, recommend and sell across a product category with enthusiasm and confidence.

These workshops are practical in nature and encourage staff to have “hands-on” experience with the Products and become more familiar with features and benefits.

They also help reduce returns and keep the product sold.



### Promotions Demonstrations Roadshow Events

Designed to generate "Edu-tainment" for your staff and consumers while increasing sales and levels of consumer satisfaction.



## Innovation Workshops

Unlock the creative energy within your team and take your consumer shopping experience to the next level.



B&Q  
The Scotts Miracle-Gro Company  
PBI Home and Garden  
Gem Gardening  
Easy Gardener (UK) Ltd  
Glowcroft Ltd  
Dobbies  
Squires GC Group  
Notcutts GC'S  
Taylors Bulbs  
The Garden Centre Association  
Wyevale Garden Centres  
Over 100 Independent Garden  
Centres  
Crop Protection Association  
Horticultural Trades Association  
Homebase  
Focus DIY  
BIC Eryri  
International Flower Bulb Council  
Bord Bia (Irish Horticultural Board)  
Electrolux Outdoor Products (Flymo)

Black & Decker  
Bosch  
Qualcast  
GGP (Mountfield)  
Trenchex Ltd  
M&M Brothers  
Honda (UK) Ltd  
Gardena (UK) Ltd  
Ryobi Technologies  
Halls Greenhouses  
Bradstone  
Johnsons Seeds  
E.P. Barrus



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