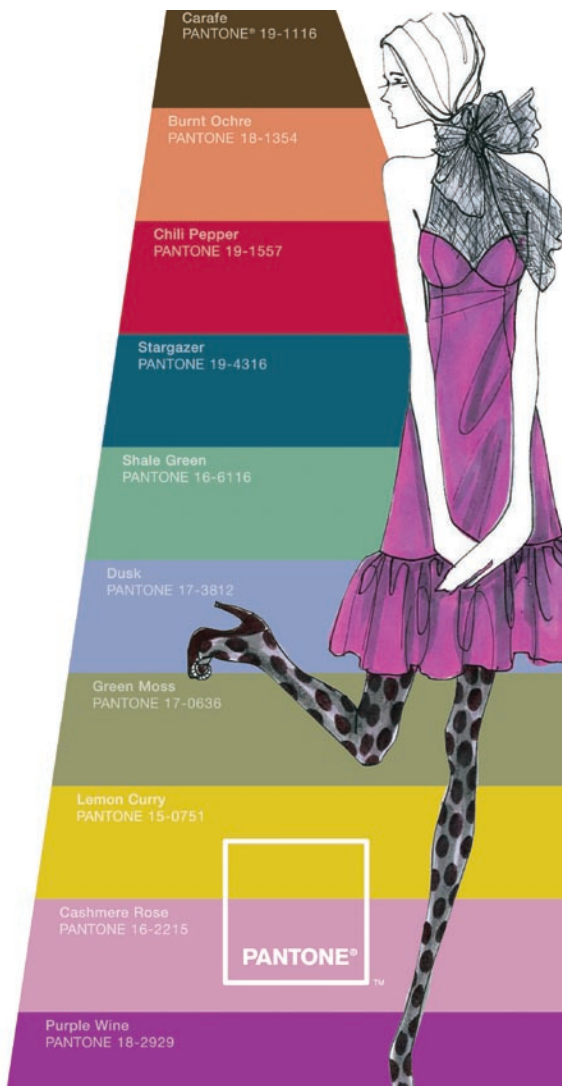


# March



## What's Old is New

At this year's Tropical Plant Industry Exhibition in South Florida, one of the hot new trends was old: that is, "what's old is new" in all sorts of "old fashioned" houseplants that had almost gone out of production in recent decades. Included among the hot "new" picks are various varieties of *Sansevieria*. Yep, good old mother in law's tongue is all the rage with commercial interiorscapers. Seems the clean-cut, towering spears mix well with post-modern interior design trends.

## Easy Patio Dining

Today's meals are often a combination of partially prepared foods pulled together at meal assembly centers, according to the International Housewares Association. And **the kitchen or dining room table may be collecting dust because, increasingly, those easy meals are being eaten outside on a newly renovated patio or in the back yard.** In fact, a recent focus group found half the participants were planning to work on their patios to do more entertaining outside.

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BE GARDEN CHIC

## Organics Boom Is On

**Organic lawn and garden products are expected to see double-digit growth for each of the next five years,** reaching \$670 million by 2011, according to market research recently released by Packaged Facts, a division of MarketResearch.com. "Much of the grass roots success is coming from baby boomers, who, through sheer force of their demographic size, have the ability to shift the status quo in favor of an environmental utopia," says Don Montuori, Publisher.

## Exotic Fall Fashion Hues

Color trends often start with fashion. According to the experts at global color authority Pantone, "complex" and "exotic" describe the unusual color palette for women's fall fashions in 2007. Traditional neutral shades for autumn will be replaced with rich hues of curry, moss, purple and brown. "Designers find inspiration in a variety of places, but one thing they all have in common this season are rich, complex colors," says Leatrice Eiseman, Executive Director.

## Eco-Flower Power

"We expect to ship more than 20 million stems of earth-friendly roses and flowers in 2007," reports Gerald Prolman, Founder of Organic Bouquet. "We are racing to keep up with demand." His company sells cut flowers grown under certified sustainable farming practices. "Americans are spending \$230 billion each year on environmentally considerate purchases," he says. "Conscious consumerism isn't a passing fad but a serious consideration at all levels."

## Rent-a-Garden

**Rent-a-Garden, a Dutch company, offers consumers a quick fix of green and flowers to make over their terraces or yards.** Sculptures, potted plants or a whole theme are available for rent. Typical rentals last three months, appealing to both busy homeowners and realtors. After discussing a client's needs, Rent-a-Garden draws up a plan and takes care of all the details, including installation. Prices start at \$400 for a makeover lasting three months, including upkeep.