



THE DIRT ON TAGS



Tags are a large part of consumers shopping experience



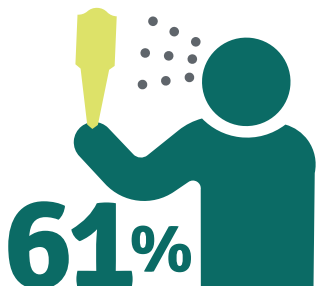
90%

of consumers are looking at tags in store for almost every trip



70%

use tags in store to learn about their plant purchase



61%

purchase based on what they read on the tag



Consumers do prefer tags over pressure sensitive labels



70%

prefer tags over pressure sensitive labels



34%

of consumers might not purchase if the item they want comes with a pressure sensitive label rather than a tag



Including retail price on the tag is very important



\$1.99

71% prefer price on the tag



What is the most important information to include on the tag?

We asked this question 3 different ways and lighting requirements was the top choice each time

SUN VS. SHADE



74% of consumers save tags



Over half save annual/perennial tags inside the home



98% reference the plant tag at least once a season



Vegetable plants preference switches to placing tags in the ground with the plants