



Texas Nursery/Landscape Expo -- Booth #704

Village Nurseries Showcases Water Wise, Drought Tolerant Plants for Landscape Professionals at Texas Nursery/Landscape Expo

HOUSTON, Tex., August 15, 2012— Village Nurseries, a specialty [wholesale grower](#) for independent garden centers and landscape professionals, will showcase its agave, cacti and succulents, among other proprietary and non-proprietary plants, at the Texas Nursery/Landscape Expo opening here tomorrow at the George R. Brown Convention Center.

Village Nurseries penetrated the Texas market eight years ago as part of its expansion outside California. But unlike California, where the company sells directly to landscape professionals, Texas uses a different model in which professionals buy from independent rewholesalers. Village Nurseries works exclusively with rewholesalers in Texas rather than selling directly to the landscape professionals.

“Since I live in Texas I know the client base, and I’ve developed long relationships with the rewholesaler and the independent garden centers,” explained Michael A. Mireles, territory manager for Village Nurseries. “We have a diverse product line of high quality shrubs and trees, so rewholesalers can get all their needs met in once place. We also offer the ability to cross-dock material from different locations, which makes it easy to buy from us.”

“We have been fortunate that our conservative business approach has allowed us to ride out the current recession,” said David House, Village Nurseries CEO. “When other wholesale nurseries reduced size or went out of business, they left a large void that we have been able to fill. Also, the construction business—our bread and butter—is currently stronger in Texas than in many

other regions we serve in the western U.S. Thanks to our dynamic management team, we're prepared to increase sales even more as the economy rebounds."

As a specialty grower, Village Nurseries offers the variety, the quality and the expertise demanded by landscape professionals for both residential and commercial uses. In addition, the company has forged an alliance with Monrovia to wholesale their proprietary and patented plants known for extremely high quality and unique diversity. And they have an agreement with Anthony Tesselaar USA, Inc., to sell their proprietary product lines including their Flower Carpet ® rose lines.

In addition, Village Nurseries is a pioneer in sustainable landscaping, which lowers maintenance and water bills, and helps fight soil erosion and chemical pollutants while improving air and water quality.

About Village Nurseries

Founded in 1976, Village Nurseries currently has major wholesale sales offices in Orange and Sacramento, California and more than 700 acres under cultivation in growing facilities located strategically throughout Northern and Southern California. In addition, the nursery has four specialty Landscape Center locations to serve landscape professionals in Del Mar, Huntington Beach, Orange, and Sacramento. The large wholesale nursery operation also serves the Arizona and Nevada markets, with penetration into Colorado, Idaho, New Mexico, Texas, Utah as well as the Pacific Northwest and Canada. For more information, visit <http://www.villagenurseries.com>.

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