

PANTONE'S PICK FOR '17

In December, the color industry experts at Pantone announced that Greenery (Pantone 15-0343) would be the Color of the Year for 2017.

It's a color that everyone in our industry is familiar with since we are the original Green Industry.

Greenery takes over for Serenity and Rose Quartz, the 2016 Color of the Year.

"While Serenity and Rose Quartz expressed the need for harmony in a chaotic world," said Leatrice Eiseman, the executive director at Pantone. "Greenery bursts forth in 2017 to provide us with the reassurance we yearn for amid a tumultuous social and political environment."

"Satisfying our growing desire to rejuvenate and revitalize, Greenery symbolizes the reconnection we seek with nature, one another and a larger purpose," Eiseman added.

Pantone says Greenery is a "versatile trans-seasonal" shade that lends itself to many color combinations and symbolizes the reconnection we seek with nature, one another and a larger purpose."

It is "a refreshing and revitalizing shade ... [that] is symbolic of new beginnings. Illustrative of flourishing foliage and the lushness of the great outdoors, the fortifying attributes of Greenery signals consumers to take a deep breath, oxygenate and reinvigorate."

Pantone's description of Greenery sounds like it could be the description for most of the products in your greenhouse, doesn't it? It's a choice that should provide growers, garden centers and, most importantly, consumers with a lot of different options in the new year.

Do you have any special plans for Greenery in 2017?

DID YOU KNOW?


Did you know that GPN's Plant Health Management Webinar series is available online — and you can view the webinars for free?

Last fall, we presented two webinars — one on greenhouse pest management and the other on plant growth regulators.

Regular GPN contributor Raymond Cloyd from Kansas State University presented the webinar on pest management. During the one-hour presentation he addressed innovative techniques that growers can use to identify and manage thrips in their greenhouses.

During the PGR webinar, Roger Styer of Styer's Horticultural Consulting, discussed the basics of commonly used growth regulators, how to apply them, and how to adjust for vigor of crops and weather conditions. He also shares examples of different successful growth control techniques, from plugs to poinsettias, to help growers control their crops.

Both of these webinars are great learning tools for you and your co-workers. If you missed either of the presentations on the days they were presented, you can still view them on demand because they are archived on GPN's website.

Just go to www.gpnmag.com/edwebinar and start learning. 




616.520.2161
 thodson@greatamericanpublish.com
 ● www.facebook.com/gpnmag
 ● www.twitter.com/gpnmag



STAFF

EDITORIAL DIRECTOR

Tim Hodson, thodson@greatamericanpublish.com
 616.520.2161

MANAGING EDITOR

Jasmina Dolce, jdolce@greatamericanpublish.com
 616.520.2162

RETAIL EDITOR

Abby Kleckler, akleckler@greatamericanpublish.com
 616.520.2163

ASSISTANT EDITOR

Ana Olvera, aolvera@greatamericanpublish.com
 616.520.2171

CREATIVE DIRECTOR

Kristina Howell, khowell@greatamericanpublish.com
 616.520.2168

GRAPHIC DESIGNER

Greg Ryan, gryan@greatamericanpublish.com
 616.520.2145

DIGITAL DESIGNER

Allison McKenzie, amckenzie@greatamericanpublish.com
 616.520.2142

PRODUCTION ASSISTANT

Samantha Orsi, sorsi@greatamericanpublish.com
 616.520.2148

CUSTOM MEDIA EDITOR

Courtney Coon, ccoon@greatamericanpublish.com
 616.520.2141

AUDIENCE DEVELOPMENT

Becky Stovall, bstovall@greatamericanpublish.com
 616.520.2138

GROUP MARKETING DIRECTOR

Melissa Gray, mgray@greatamericanpublish.com
 616.520.2153

ACCOUNTING/BILLING

Sally Ostman, sostman@greatamericanpublish.com
 616.520.2136

CEO

Matt McCallum, mmccallum@greatamericanpublish.com

ADVERTISING

VICE PRESIDENT, GROUP PUBLISHER

Bob Bellew, bbellew@greatamericanpublish.com
 606.520.2164

INTEGRATED MEDIA CONSULTANT - EAST COAST

Amanda McAdam Brown, amcadam@greatamericanpublish.com
 708.560.4046

INTEGRATED MEDIA CONSULTANT - WEST COAST

Kimberly Sammartino, ksammartino@greatamericanpublish.com
 630.901.4735

CLASSIFIED ADVERTISING MANAGER

Kim Meyers, kmeyers@greatamericanpublish.com
 616.520.2137

SUBSCRIPTIONS

CIRCULATION OFFICE

616.520.2137

EDITORIAL ADVISORY BOARD

DIANE BLAZEK NATIONAL GARDEN BUREAU

MARSHALL DIRKS PROVEN WINNERS

PAUL FISHER UNIVERSITY OF FLORIDA

JUSTIN HANCOCK COSTA FARMS

LELA KELLY DOSATRON

ANNE LEVENTRY PANAMERICAN SEED

DANNY TAKAO TAKAO NURSERY

BRIAN WEESIES MAST YOUNG PLANTS

GREAT AMERICAN MEDIA SERVICES INC.

P.O. Box 128, Sparta, Michigan 49345

Phone: 616.887.9008 • Fax: 616.887.2666

Email: frontdesk@greatamericanpublish.com

Greenhouse Product News is a publication of

 a division of Great American Publishing

GPN accepts no responsibility or liability for the validity of information supplied by contributors, vendors, advertisers or advertising agencies.

SUBSCRIPTION INFORMATION

GPN (ISSN 1529-5524) is published monthly by Great American Media Services Inc., 75 Applewood Dr., Suite A, Sparta, Michigan 49345. Subscription rates in the U.S. are \$30 per year (Canada is \$50 and all other countries are \$60 payable in U.S. currency). Reproduction of contents forbidden. Copyright 2017. Periodical postage paid at Sparta, MI and additional mailing offices.

Printed in the USA. Postmaster: Please send address changes to Greenhouse Product News, Attn: Circulation, P.O. Box 128, Sparta, Michigan 49345, USA.

