

«FName» «LName»  
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Dear «Name\_2»,

Despite reaching record sales levels, the lawn and garden market faces serious challenges to future growth. The end of the housing boom, inexorably rising oil prices, deterioration of normal weather patterns, and stricter regulations are wreaking havoc on consumers' ability to maintain and upgrade their lawns and gardens and on the growth rate of the market, which is expected to reach only \$25.7 billion by 2011. So what's a lawn and garden company to do?

Work from the ground up. According to *Lawn and Garden Products in the U.S.*, a new report by Packaged Facts, market growth will spring from already fertile ground: the huge homeowner base that will remain after any shakeout, the need to keep up property values through lawn care and landscaping, and the demographics of the aging Baby Boomers.

Focusing on the consumer sector of the market for equipment, supplies, and services for the maintenance, treatment, and enhancement of lawns, gardens, and landscapes, *Lawn and Garden Products in the U.S.* provides comprehensive and in-depth analysis of the current market and provides the information you need to overcome current industry challenges, including the following:

- **Issues and Selling Trends:** globalization and manufacturing; consolidation; organic approaches to lawn care and gardening
- **Competitor Insights:** retailer/marketer profiles; retailing strategies; new product trends
- **Consumer Profiles:** who's buying what and where

A full report description and table of contents are just a click away. Go to [www.PackagedFacts.com](http://www.PackagedFacts.com) and enter product ID **LA1354279** in the search box. Then, call your Packaged Facts rep, «Rep\_FName» «RepLname» at «Rep\_Number» before **March 30<sup>th</sup> to save \$325** off the regular list price. Just mention media code «Media\_Code». Or, complete the enclosed **fax form** and fax it back to 240-747-3001.

*Lawn and Garden Products in the U.S.* provides the most in-depth and broad-reaching coverage of the market available. It gives you the advantage of having an insider's view of where the market is going, so your company can capitalize on current and future growth opportunities.

Regards,

Don Montuori  
Publisher, Packaged Facts  
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