

Wow factor plants

Europlants says British consumers are demanding 'wow' factor plants. The company, that acts as agents for Italian nursery Vannucci Piante, says the market for specimen plants is well established but the public are increasingly looking for something a bit special.

Mark Smith from Europlants says, "This year we have seen a major uplift in sales of plants in formal shapes such as spiral *Laurus Nobilis*, half standard trees and special items such as the cloud tees from Japan."

David Domoney who created the silver medal winning 'Reflective Garden' for BBC Gardeners World Live used spiral *Laurus Nobilis* (twisted trunk bay trees) as an integral part of the design, he sourced the plants from local garden centre Hollybush Nurseries who are supplied by Europlants. Steve Hallet, General Manager at Hollybush says, "We made the move to buy from Italy through Europlants this spring. Although always confident of our success the real surprise has been the demand for formal topiary. Certainly when we visit Vannucci this summer we will be talking about increasing our supply."
