July 15th, 2015

For Immediate Release:

Under A Foot Plant Company and the STEPABLES brand is proud to announce the unveiling of a new line of ground covers available to all growers in North America and beyond!

Project Perfect- All Terrain Ground Covers makes it easy and understandable for homeowners to buy ground covers; all the while, helping them keep to an environmentally friendly and drought conscientious plan for their landscape.

All Terrain Ground Covers is a new, all encompassing ground cover line that is customizable to each grower’s list of plant offerings. A grower may now create a whole new line of groundcovers under the brand umbrella of STEPABLES and market Project Perfect -All Terrain Ground Covers to their various retail markets. There are literally hundreds and hundreds of groundcovers that could be sold under this umbrella; from sedums and sempervivums, to ferns and heucheras, along with the tried and true pachysandra and hypericum.

In addition, Under A Foot Plant Company has created an easily identifiable Drought-Wise campaign that strategically targets consumers with the current day problems of drought conditions and water restrictions. Also new is the Drought-Wise symbol on the tag front of drought tolerant plants to help consumers easily identify which plants will work for their water sensitive, drought restrictive situation.

Under a Foot Plant Company stays true to form with relevant and picturesque Point of Purchase material and has once again raised the bar for the entire ground cover category. Their new programs have unbelievably gorgeous, yet affordable Point of Purchase material, along with new POP handles to assist as the “silent salesman” to bring the message home and help consumers purchase the Right Plant for the Right Spot.

“I truly think this is our best work to date,” says Frances White, program director and President of Under A Foot Plant Company. “We have taken our 30 years experience growing ground covers with our 15 years experience of building a top notch brand in STEPABLES, and combined them together to build incredibly versatile and extremely relevant marketing programs for any grower wishing to sell more ground covering plants to consumers.” White continues, “Ground covers are going to be the next big thing consumers “must have” in their landscape to help them adapt to this crazy, ever-changing global environment we now live in, and Under A Foot Plant Company will be there to help guide them every step of the way.”

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