July 15th, 2015

For Immediate Release:

Under A Foot Plant Company announces the addition of an all new Drought-Wise campaign for all of their marketing programs for spring 2016. The new marketing campaign targets consumers with current day problems of drought conditions and water restrictions in their area.

“Our marketing strategy has always been to put forth products that simplify “yardening” and take the “guessing game” out of the plant buying experience,” explains Frances White, President of Under A Foot Plant Company. “Our new Drought-Wise symbol will guide consumers and retailers to precisely the right ground covering plants that will work best for water sensitive, drought restrictive situations.”

The Drought-Wise symbol has been added to all four Under A Foot Plant Company tag programs, as well all Point of Purchase Material including the new Project Perfect-All Terrain Ground Cover line.

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