

# PRIVATE GARDEN

Issue 7

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Please go to [www.private-garden.com](http://www.private-garden.com) for more information or call 413.566.0277.

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Happy Spring!

April showers bring May flowers? Around Private Garden headquarters in Massachusetts, we have had extreme weather: 30 degrees one day, raining 6 inches the next three, and 90 degrees in APRIL after that! The crazy weather makes me wonder how my *outdoor* plants will survive? I am anxiously awaiting the answer to that question; only time will tell!

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## Private Garden is Going Green

Private Garden is proud to announce our new Division called PG Green. Through our PG Green initiative, we will offer an array of environmentally sound and cost effective products to our customers.

We have joined forces with Focus Energy as a partner for PG Green. Focus Energy and PG Green will supply our customers with energy solutions that are better for the environment. Together, PG Green and Focus Energy are bringing the finest European Biomass Boilers to North America. Biomass Boilers are environmentally friendly; they burn waste for fuel, including straw, wet woodchips and other yard waste.

Another green product from PG Green is our Photovoltaic solar panels. Photovoltaic solar panels directly attach to structures, ground arrays, parking garages, or high rise buildings. These solar panels turn the sunlight directly into usable energy and electricity. Save electricity and money with this energy-efficient option. Your return on investment may be realized in as little as two years!

Call to get more information on PG Green, 800.421.4527.

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## Private Gardens Welcomes The Richel Group, of France, to our Product Line

At Private Garden, we constantly search for the best products to

offer our industry. We want our structures to allow our customers to be more competitive in the business with the most updated technology in the world.

That's why we are pleased to welcome The Richel Group from France as part of the Private Garden Family. Richel is the largest manufacturer of Garden Centers and Growing Ranges in the world, and their ranges can be found in almost every country around the globe.

The new partnership allows Private Garden to offer the largest selection of Poly Greenhouses in the World, in addition to our long-time project lines including Garden Center Structures, Estate Glasshouses, and Glass Greenhouses. We consider Richel's Structures to be the finest greenhouses in the world, at a price that will give our customers the best possible return on investment.

During the months to come, please be on the lookout for additional information about this addition to our product line, "The North American Greenhouses Industry will never be the same".

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## **Good Vibrations**



by Roberta Dehman Hershon

If you want to feel better about yourself and improve your health, do something nice for someone else. It's a win/win for both parties. April is the perfect time for those in the green industry to take the plunge. Spring is in the air, it's National Gardening Month , and the 29<sup>th</sup> is Pay It Forward Day. I'll bet you've never heard of the last one. The name alone has to make you smile. And, that's just what happens when you extend a hand.

I know firsthand about the joy of helping someone else. After losing my friend and gardening buddy of almost 50 years to breast cancer, I started the non-profit Hope in Bloom in her memory. The program plants indoor, outdoor patio and in-ground gardens free of charge at the homes of breast cancer patients in Massachusetts. Since its inception in 2007, 77 gardens have been planted across the state. The organization operates with a network of 675 volunteer planters and a few dozen landscape architects/designers who donate their time to meet with recipients, learn about the person's lifestyle and gardening experience, tour their site and then create a small low maintenance garden. The goal is to have a paid staff and expand the program nationwide.

Everyone who reaches out to brighten someone's day receives numerous emotional and physical benefits. One of the most important is stress reduction, which is the precursor for many health problems. In his book, [The Healing Power of Doing Good: The Health and Spiritual Benefits of Helping Others](#), researcher Allan Lusk documents over 3,000 volunteers who reported feeling less stressed along with a rush of euphoria and well-being after doing a kind, unsolicited deed for another person. Lusk named these sensations "helper's highs." The list of ways to achieve these perks is endless. A look around your community will provide a wealth of ideas and inspiration. Some simple ways to give back might be to maintain a local park or deliver flowers to a nursing home. For me, every time a Hope in Bloom garden is planted, it improves my day. It keeps my friend's spirit alive while beautifying the surroundings of someone going through a difficult time. Recipients receive a jolt of "medicine" doctors do not have in their tool kit. Statistics prove interacting with nature makes a noticeable difference for people who are sick. Dr. Roger Ulrich found patients who were exposed to flowers and plants required fewer drugs, had shorter hospital stays and faster recovery times. Having access to a garden or greenery alleviates many issues for patients including stress, anxiety and fear. Gardens also increase the feel good hormone, serotonin, and for those who can prune, weed and snip they provide strength-building exercise.

In short, twenty-one years ago I opened [Blue Plate Communications](#), a public relations/marketing agency. It's a full-time job, which I love. I never expected to add another demanding activity to my busy days. Now, I can't imagine life without Hope in Bloom. The rewards far outweigh the challenges. It keeps me centered, allows me to be outdoors and has introduced me to many new friends. I invite readers to join me to extend Hope in Bloom's reach or find your passion and make a difference in your neighborhood. You'll be glad you did.

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## **Fashion Island Gazebo**

Private Garden recently finished a Gazebo in Newport Beach, CA at the Fashion Island Mall. This unit is a custom Gazebo that is presently being utilized as an additional covered seating area and respite for weary mall shoppers. This custom Cast Iron Gazebo was designed and manufactured for Private Garden by Neri of Italy. Please call Private Garden at 800.421.4527 for more

information on our Gazebos.



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## Victorian Glasshouses 101

Above and beyond your Victorian Glasshouse, you may need the following accessories from Private Garden:

Benching - PG offers different types of benching: high level shelving, lower shelf benching, and tiered display benching.

Shades - PG offers shades for your Victorian Glasshouse to protect your plants from the sun. The shades are fitted externally to prevent light from entering the Victorian Glasshouse and producing excess heat.

Lighting - PG offers lighting to give our clients the opportunity to garden at any time of the day or night.

Heaters - Heating your Victorian Glasshouse is critical for year round gardening. PG is an expert in the design and installation of these systems.

Fans - PG offers horizontal air fans that will not only circulate air, but maintain a healthy growing environment.

Misting Systems - Misting Systems can be used to add moisture and also as an instrument to cool the Victorian Glasshouse environment. PG can assist in the design and installation of these systems.

Watch for next month Victorian Glasshouse 101, for information on Automation and Environmental Controls.

**Call for more information about Accessories for your Glasshouse 800.421.4527!**

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Thank you for reading our newsletter. We are always open to suggestions, please do not hesitate to email me @ [jsackrider@private-garden.com](mailto:jsackrider@private-garden.com) or call 800.421.4527 X 30.

**Sincerely,**

*Jennifer*

Jennifer Sackrider  
Private Garden

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