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Contact Information: Customer Service 847-742-1790

### Midwest Groundcovers Unveils Customized Labeling Program

(July 6, 2009) – During these difficult economic times, Midwest Groundcovers in St. Charles, Illinois, is creating new programs to help customers market products and generate sales. One such strategy is Midwest's new Product Label Program, a customizable marketing service available to all customers.

Beginning July 6, 2009, customers can select from three levels of labeling options, with a fourth option to be added in early August. For no additional cost, customers can choose from a straightforward Product Identifier Label, a compact and legible Black and White Label, or a compelling Color Label. The Color Label contains a striking picture of the plant and a detachable bar code.

Midwest Groundcovers is excited to offer a customizable version of the Color Label, available for an additional fee, in August of this year. Garden centers will find the Custom Color Label most helpful with identifying and promoting plants, enhancing product displays, and helping garden center customers better understand planting specifications, pricing, and plant care.

Customers who choose the custom option will receive a label that prominently displays their logo, business name, and address. To help save valuable labor hours, customers can submit pricing information via Excel spreadsheet. This information will then be printed on each label, which will have detachable barcodes. The larger-sized Custom Color Label will also feature an enhanced color photo on premium grade label stock and will list up to eight cultural traits, with sun/shade icons and bloom bars.

Customers can sign up for Midwest's new Product Label Program by calling 847-742-1790. Further details are also available under the "Products" tab on Midwest's website, [www.midwestgroundcovers.com](http://www.midwestgroundcovers.com).

For the past forty years, Midwest Groundcovers has been an industry leader in the propagation, growth, and wholesale of quality container nursery stock. Midwest boasts three state-of-the-art production facilities, including nurseries in St. Charles, Ill., Virgil, Ill., and Glenn, Mich. Each year, these facilities produce millions of groundcovers in over 100 different varieties; over 500 varieties of perennials, ornamental grasses, and native plants; and over 170 varieties of deciduous shrubs, broadleaf evergreens, hardy shrub roses, conifers, and vines.

Midwest Groundcovers garners frequent press coverage by regional media outlets and is regularly featured in a number of major trade publications, including *The Landscape Contractor* and *American Nurseryman*. For general media inquiries, please contact Grace Koehler, Sales and Marketing Development, at 847-468-2011 or visit Midwest Groundcovers on the web at [www.midwestgroundcovers.com](http://www.midwestgroundcovers.com).