

# THE BEAUTY (AND BUSINESS) OF CONTAINERS

Nick McCullough, APLD

## MCCULLOUGH'S LANDSCAPE & NURSERY

Residential landscape DESIGN | INSTALL | MAINTIAN. Family owned business, located in Columbus, Ohio. Primary clients are executive level that use all services and are long-term clients from design through maintenance with majority of work within 15 miles of offices.

- **FOUNDED:** 1997
- **EMPLOYEES:** 35-40 peak season – 15 year round
- **CLIENTS:** 110 clients
- **DIVISIONS:** DESIGN 10%  
INSTALL 40%  
MAINTAIN 50%

## CONTACT

**NICK@MCCLAND.COM**

mccland.com

thinkinaoutsidetheboxwood.com



NICKMCCLAND



NICKGARDENGUY

## BEAUTY OF CONTAINERS: DESIGNING FOR THE GARDEN

- MINIMUM PREFERRED CONTAINER SIZE : 24 x 24 (BIGGER IS BETTER)
- Think outside the front door
- Design for lighting, irrigation and outlets
- When you think it's full, add two more
- Never design the same container twice

## BEAUTY OF CONTAINERS: INSPIRATION

### IMA Horticulture Symposium

Saturday, February 11, 2017  
Indianapolis Museum of Art

### The Shaker Lakes Garden Club - Patrick Blanc

Tuesday, February 28, 2017  
Cleveland Museum of National History

### Detroit Garden Cruise

Sunday, July 16, 2017  
Detroit Garden Works

## INSTAGRAM FOLLOWS

@clausdalby  
@philipnixondesign  
@zetastradgard  
@kathrynherman4  
@anstedt  
@elisabethhaggqvist

## BUSINESS OF CONTAINERS: PRICING

### PREFERRED PRODUCTS

- **POTTING SOIL:** Berger BM 7
- **CONTAINER HOLE STRAINER:** Scotch-Brite Scour Pads
- **PLANTING FERTILIZE:** Poly-Coated Slow 3-Month Release Fertilizer
- **SUMMER FERTILIZE:** Foliar-feed every other week with BIO-HUME 12% CONCENTRATED LIQUID HUMUS\* 1 tbs / gallon

## NICK'S MIX

3cu. Ft. potting soil bag  
2 Gallons of leaf compost  
2 gallons of Pine Fines

## BUSINESS OF CONTAINERS: PROMOTION

### INSTAGRAM TIPS:

- Use hashtags in posts - #cutstems, #containerdesign, #windowboxes
- Tag companies featured - @provenwinners or @seibertandrice
- Include Local tags and handles - #asseenincolumbus @columbusmonthly
- Comment and network with others you follow

POST PORTFOLIO ON



## CASE STUDY: **WALTERS**

- *Angelonia angustifolia* 'Angelface White'
- *Scaevola aemula* 'Whirlwind® White'
- *Euphorbia* Diamond Frost,
- Silver Dusty Miller,
- *Helichrysum petiolare* 'Petite Licorice',
- English Ivy

## CASE STUDY: **WHITTS**

- Playin' The Blues® - *Salvia longispicata* x *farinacea*
- Angelface® Blue - Summer Snapdragon *Angelonia angustifolia*
- *Tradescantia pallida* 'Purple Queen'
- Blue Chalksticks- *Senecio serpens*

## CASE STUDY: **END OF MANN**

- *Dichondra argentea* 'Silver Falls' (silver ponysfoot)
- *Tradescantia pallida* 'Purple Heart' (spiderwort)
- *Sansevieria trifasciata* (mother-in-law's tongue)

## CASE STUDY: **RAYDEN/NYE**

- *Colocasia esculenta* Royal Hawaiian 'Black Coral'
- *Tradescantia pallida* 'Purple Queen'
- Planter: Vintage Olive Harvesting Tub

## CASE STUDY: **FACKLERS**

- *Coleus* 'Dark Chocolate'
- *Lantana* 'Luscious Lemonade'
- *Begonia bolivensis* 'Waterfall Encanto Orange'
- *Tradescantia pallida* 'Purple Queen'
- *Dichondra argentea* 'Emerald Falls'

## CASE STUDY: **GROSS**

- Playin' The Blues® - *Salvia longispicata* x *farinacea*
- Angelface® White - Summer Snapdragon *Angelonia angustifolia*
- *Tradescantia pallida* 'Purple Queen'
- Supertunia® Bordeaux™ - *Petunia* hybrid
- *Begonia* 'Bossa Nova White'
- *Dichondra argentea* 'Silver Falls'

## CASE STUDY: **END OF MANN**

- *Strelitzia Nicolai* - (White Bird of Paradise)
- Fishnet Stockings *Coleus*- (*Solenostemon scutellarioides* 'Fishnet Stockings')
- Midnight Lace Sweet Potato Vine- (*Ipomoea* 'Midnight Lace')
- Lemon Licorice- (*Helichrysum petiolare* 'Lemone Licorice')

## CASE STUDY: **JORGENSEN FARMS**

- *Sporobolus heterolepis* (prairie dropseed)
- *Kalanchoe thyrsiflora* (flapjacks),
- *Thymus x citriodorus* (lemon thyme)
- *Echeveria* x 'Lola' ('Lola' echeveria)
- *Portulacaria afra* (miniature jade plant)
- *Crassula muscosa* (princess pine)