

Customer-Inspired Improvements from Botanical Interests

Broomfield, CO (July 19, 2018)—Botanical Interests, a Colorado garden-seed company in their 24th year, has long focused on the success of the home gardener. Recently, they have made some major improvements geared toward making the home-gardener shopping experience more inspiring and educational.

Non-GMO Project Verified

Botanical Interests is one of the first seed companies to earn the nationally recognized, Non-GMO Project Verified label. In keeping up with customer demand for non-genetically engineered products, completing this rigorous testing process is also an indicator of the company's values of providing high-quality products.

Updated Online Store

The week of July 9 saw the launch of a new website that is mobile friendly, making it easier for online shoppers to browse and purchase seeds and garden products on their mobile devices. The new website offers intuitive navigation to make shopping a more pleasant experience, allowing the customer to quickly and easily find products and information at their fingertips. Customers can also leave comments and reviews on each product's page and share their favorite products and articles on social media, both to the benefit of other shoppers.

In reference to Botanical Interests' tag line, "to inspire and educate the gardener in you", shoppers will find vital variety information, such as seed sowing and growing, directly on the variety's page. Customers will also find plant-specific articles, growing and harvesting tips, and comparison charts for specific vegetables, so the customer can choose which tomato or squash is best for their garden.

Updated Seed Packets

One thing that sets Botanical Interests' seed packets apart is their use of plant illustrations on the front of their packets, created by local artists. For their new season, starting July 2018, Botanical Interests has increased the size of the artwork on the packets and set it on a white background; small steps that make a big difference in showcasing the art. They have also put an illustration of the plant seedling on the backside of the packet, to help the grower know what to expect.

A Bright Future

Their fresh, up-to-date website including all the behind-the-scenes efforts that went into all the changes, shows that Botanical Interests clearly has the customer in mind, striving to keep up with customer's wants and needs. From co-owner Judy Seaborn, "Our customers love our art and information, and we were happy to make improvements to them. The overwhelming positive enthusiasm for the changes has made all the hard work our teams put into these improvements worth all the effort. We are proud of the changes and thrilled our customers love it, too!"

[Botanical Interests](http://www.botanicalinterests.com), founded in 1995, offers more than 600 varieties of certified organic, heirloom, Non-GMO Project Verified vegetable, herb, and flower seeds specifically chosen for the home gardener. Our goal is to inspire and educate gardeners so that they can create beautiful and successful gardens. Seeds are available for purchase at www.botanicalinterests.com, and at independent garden centers, hardware stores, specialty grocers, and health-food stores throughout the United States.

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Botanical INTERESTS®
Let us inspire & educate the gardener in you.

