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See us October 8-10 at the World  
Workplace 2006 Conference &  
Expo in San Diego, CA

## Letter from "The Idea Guy"

Summer is in full bloom and the exotic scents of lilac, tuber roses, gardenia, viburnum, and more fill the air. But scents are more than just delightful byproducts of the season. They're also powerful brand-builders that are revolutionizing corporate branding.

In order to aid our customers in creating memorable branding, Initial Tropical Plants is expanding our services with the very latest remediation technology. In our lead article, **Sensory Branding: Revolutionizing Corporate Branding**, we tell you why scenting is so important and how we can help you leverage it.

Plus, in this newsletter we give you an insider's glimpse to how our Canadian leaders are weighing in on the latest interior landscaping trends. We introduce you to a couple of Initial Tropical Plants technicians who personify our company's dedication to service.

We're committed to bringing you timely information you can really use. And it's easy to keep receiving these quarterly newsletters. If you haven't already signed up, [click here](#). Don't forget to check out and bookmark our new web site [www.initialplants.com](http://www.initialplants.com), which will be updated regularly with the latest research and benefits on incorporating plants into your workplace.

We want this to be your newsletter. So contact Michelle Rodwell, our Director of Marketing, at [mrodwell@initialplants.com](mailto:mrodwell@initialplants.com) if you have any ideas or articles you'd like us to explore. We'll be back in the fall with more exciting news from interior landscaping to corporate sensory branding!



Jeff Mariola  
President

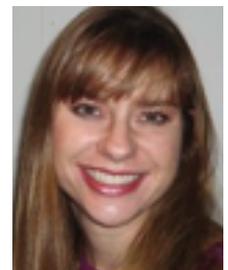
**Feature Article:**

## Sensory Branding: Revolutionizing Corporate Branding

by Michelle Rodwell

When you think about a brand that elicits a powerful response, are *all* your senses heightened? According to the book *BRAND Sense* by Martin Lindstrom, powerful brands are built through touch, taste, smell, sight and sound. But even though all five senses should ideally work together to build a brand, the lion's share of marketing initiatives appeal to two senses only: sight and sound.

When reinforcing your brand, one good way to appeal to all senses is through plants. Many companies are now making use of interior plants, which appeal to four of the five senses – certainly sight, touch and smell, and sometimes, even sound (think of rustling leaves from the movement of an interior fan). A vibrant



Michelle Rodwell  
Director of Marketing

## Sensory Branding... continued

display of interior plants artfully displayed in an office, hotel atrium, or retail mall, conjures up commanding brand-building images.

This surprising new 360° brand strategy approach is resulting in some high profile companies moving beyond the status quo and exploring new dimensions of sensory branding. Omni and Starwood Hotels, for example, are currently using ambient scents – from calming freesia to home-and-hearth-inspired apple pie aromas – as brand-building exercises aimed at boosting guest loyalty.

Here at Initial Tropical Plants, we believe so strongly in the power of scent that we are introducing an ambient scent at our corporate and branch offices across North America. We've created a signature scent that

represents our brand – an earthy and lightly floral and fruity scent with a hint of basil, sage and thyme. Each of our offices will disperse our signature scent through our newly-patented diffusion system, Microfresh.

**Sensory branding** – whether by ambient scents or the use of plants – is revolutionizing the world of corporate branding. Today's brands must satisfy, refresh, and invigorate all of our primary senses. How many of the five senses does your business incorporate as part of your brand?

Michelle Rodwell is Director of Marketing at Initial Tropical Plants. She can be reached at [mrodwell@initialplants.com](mailto:mrodwell@initialplants.com). If you'd like more information about Microfresh please visit [www.initialmicrofresh.com](http://www.initialmicrofresh.com)

### A Q&A Discussion:

## Interior Landscaping Trends with a Cosmopolitan View



F.J. Horgan Water Treatment Plant, Toronto

Recently, Canadian leaders Joanne M. Craft, VP, B.C. Region, David Straathof, VP, Prairie Region, and Jeff Koopmans, VP, Eastern Region, weighed in on the latest interior landscaping trends that are surfacing in Canada.

**JK:** "Toronto is the most modern in interior landscape design. Interior design firms include containers and plants strategically placed in focus areas to complement the clean lines."

**DS:** "My Calgary office has more corporate head offices that require higher end containers and plants. Edmonton, on the other hand, is a government-oriented city that enjoys its plants, but not necessarily the high-end look."

**JMC:** "We like to bring the outdoors look inside because many British Columbians spend the majority of their extracurricular time outdoors."



Joanne M. Craft, VP,  
B.C. Region



David Straathof VP,  
Prairie Region



Jeff Koopmans, VP,  
Eastern Region

### **Q. What are some exciting interior landscaping trends you're seeing in Canada?**

**JK:** "Most buildings are moving toward 'less is more' with clean, straight lines. Plants such as *Sanseveria* and *Lisa* are quite popular."

**DS:** "More earth tones and metal tones are showing up."

**JMC:** "There is a 'green revolution buzz' in Vancouver. It's naturally a green city with our West Coastal mountain forest terrain and breathtaking scenery. Clients want to bring the outdoors indoors with live interior landscapes."

### **Q. How do the respective markets you oversee differ in interior landscaping trends?**

**Q. In the U.S., a partner may get a larger plant or tree while a secretary receives a potted plant. How does "plant power" play out in Canada?**

**DS:** "As a rule of thumb, we see more open office plants. Plants usually are located in the reception area, main boardroom, and President/executive offices. It appears that in the Prairie Region, there's a trend toward strategically placed plants that can be enjoyed by all."

**JMC:** "Interior landscaping is expanding in to the healthcare facility and hospitality sector in the B.C. Region. We're seeing more and more hotels that are adding plants to guest rooms to help enhance the 'home away from home' experience."

Initial Tropical Plants is the *only* interior plants company to directly serve all major markets in Canada – from Victoria to Montreal – through our offices in Toronto, Vancouver and Calgary.

## Announcing Our Lucky Contest Winners!



## CONGRATULATIONS from Initial Tropical Plants

### Canada Name Change Contest

Grand Prize Winner:

**Jessica Chen**, Metro Waste Paper Recovery Inc.  
23" LCD Flat Panel TV

Runners up all received a Digital Camera

**Donna Fry**, Conroy Ross Partners Ltd.

**Diana D'Mello**, FCB Property Management Services

**Linda Halyk**, Scotiabank

### Initial Tropical Plants Web Site Sweepstakes

Grand Prize Winner:

**Jennifer Lahners**, Nelnet  
Apple iPod 30GB Video

Runners up all received an iPod Nano

**Bill Bleakley**, Cushman & Wakefield

**Patricia Dettloff**, David Weekly Homes

**Kate McMicken**, Novo Recruiting

**Zohida Muntaz**, Benfield Corporate Risk

## Featured Service Technicians

Every quarter, we'll introduce you to members of our service team who have excelled in changing the landscape of business interiors. This time, we're proud to introduce two of our technicians who personify our company's dedication to service.



**Helen Janecek**

**Service level:** Gold

**Years of service:** 10

**Location:** San Antonio/Austin, Texas

**Best part of the job:** Interacting regularly with clients to help them create an attractive place to work.

**A little bit of what she thinks:** "I definitely feel that I can make a difference in the client workplace. I see my job as an opportunity to put my customer service skills and abilities to use on the front line while learning new details about the business for my own personal growth. I love to recommend the appropriate plant, size, and container to clients!"



**Laura Keener**

**Service level:** Eligible for Silver

**Years of service:** 25

**Location:** Washington, D.C.

**Best part of the job:** Working with plants and the people she comes in contact with on a daily basis.

**A little bit of what she thinks:** "I love meeting new people and working alongside other great professionals – including my partner! It's invigorating being outdoors and not confined to a daily schedule. Most of all, I like the challenge of working with plants to make them look better – from the reception area to the president's office!"

Check out  
our new  
web site  
[www.initialplants.com](http://www.initialplants.com)