

PLANET NEWS

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What's next?

PLANET members talk about
the economic landscape



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Interior Plantscaping

“Interior plantscapers can look for a modest uptick in 2010,” says Interior Plantscaping Specialty Group Chair Chris Raimondi of Raimondi Horticultural Group, Inc., Ho-Ho-Kus, New Jersey. “The growth, though, will likely come with renovation versus new installation opportunities as building owners look to make vacant properties more attractive to customers.”



**Interior Plantscaping Specialty
Group Chair
Chris Raimondi, Landscape Industry
Certified Manager
Raimondi Horticultural Group, Inc.
Ho-Ho-Kus, New Jersey**

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Chris Raimondi

Raimondi notes that the economic downturn creates an opportunity to reassess operations and develop stronger companies. “Like other business owners, interior plantscapers have been forced to take a new look at their business model to determine where they can cut expenses and become more creative,” he relates. “Some have developed new product lines and others have expanded into retail, while others still have taken a new approach to holiday decorating and other floral events. In fact, the more progressive owners are already seeing bottom-line gains with these new ventures.”

Like his peers, this specialty group chair sees an opportunity within the confines of the sustainable/green movement. “Interior plants currently are not counted in LEED certification,” says Raimondi. “Our industry recently had the opportunity to be counted as part of this certification thanks to the ongoing efforts of PLANET, Green Plants for Green Buildings, and other members of the Interior Industry Coalition (IIC). If successful, this effort will give interior plantscapers another way to take advantage of the sustainable/green movement.”