

Manhattan PLANT EXPERTS INC.



Certified
WBENC
Women's Business Enterprise

DEC
2008
Volume 1
Edition 9

PLANT TECH CORNER

In these tough times...

Plants are extremely resilient and resourceful. In tough times during droughts, plant roots get creative and manage to grow through hard dirt and rock to find water and sewer lines. The roots grow quickly and curl around the pipe, choking it until it cracks and leaks water. Their natural instinct will find water, even if it's behind a thick concrete wall, and will find a way to break through it to get its life supporting source.

Plants want what you want... to survive and thrive. Let's learn from them. In tough times, listen to your instincts. It will make you more resourceful and creative and you will survive and thrive. At Manhattan Plants, we appreciate the intelligence of plants and work hard to keep them healthy and vibrant, so that your environment is beautiful and resourceful.

~ Bernie Furshpan, Marketing Director

2008... In Reflection

- A Year of Change for us.

February 2008: MP introduces its new brand and market positions: "Plant Therapy" and "What's Your Plant Type?"

March 2008: MP wraps their delivery and service vans with the new brand

April 1, 2008: Birth of our Newsletter to our clients

April 28: Earth Day Project: Living Wall Display at the Merrick Academy School in Queens

July 2008: MP launches its new website

August 2008: MP affiliates with Life Spire to teach the mentally challenged how to care for the plants at their facility

November 2008: MP produces its first commercial and launches it on the Internet for test marketing

It is a time to reflect back at this past year, and for the most part, it was exciting for us to find ways of improving our service to you, raise our level of professionalism and expertise, and create new opportunities to communicate with you, our loyal customers.

It is our goal to make 2009 even better. We are always seeking ways of improving our lines of communications and expediting all services to our clients, to keep them happy and healthy. Remember, we are sort-of in the health industry... supplying Oxygen to our clients every day. Bringing Oxygen to your work place improves productivity, allows you to think clearer, and stay awake longer.

Please let us know how we can serve you better this coming year. We are all ears.

We wish you and yours a happy holiday season and a happy and healthy New Year!



PLANT OF THE MONTH

Pointsettia

A species of flowering plant indigenous to Mexico, and Pacific coast of the U.S. Named after Joel Roberts Poinsett, the first United States Ambassador to Mexico, who introduced the plant into the US in 1825.



OUR GIFT TO
YOU!



Plant Therapy