

BUSINESS SPOTLIGHT

Colonial Gardens Celebrating our Fiftieth Year

In 1967, Stan Schmidt decided to make a career change from an aeronautical engineer to a garden center owner. It may not take a rocket scientist to run a retail business, but it sure didn't hurt. Fifty years later, Colonial Gardens in Phoenixville continues to delight its customers under the second generation on ownership of Eric Schmidt.

Much has changed in retail over the last fifty years and Colonial Gardens has adapted to the ever changing industry. Colonial continues to be an oasis of green in a mass merchant retail environment. Much of Colonial's success is based on the area's largest selection of exceptional annuals, perennials, shrubs, and trees coupled with their friendly and knowledgeable service. In today's competitive world, however, much more is required of a retailer to be a success.

Colonial has expanded its services in several directions. Firstly, its landscaping consultation, design, and installation business is booming. The homeowner is realizing that getting a job right the first time is a huge cost savings. Secondly, the florist business is growing due to its ability to customize weddings and events, including renting flowering plants and garden accents from its enormous inventory. Lastly, Colonial has expanded the entertainment side of its business.

Five years ago, Colonial purchased six acres adjacent to its property. The property was already being used for its successful fall festivities, Pumpkinland and Haunted Gardens. Now the property is being used for its new Christmas at Colonial light show, the Garden Party in June, the immensely popular Butterfly Festival in September. The property has been rented for weddings and parties and continues to improve the property each year.

Colonial Gardens has been thankful for its loyal customers and has embraced the community in the surrounding Phoenixville area with its support of several beautification projects and gardens. As a company, Colonial is looking forward to serving the community for another fifty years.



745 Schuylkill Road,
Phoenixville, PA 19460
• 610-948-9755

• www.colonialgardenspa.com

