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FOR IMMEDIATE RELEASE

Petitti Family of Farms Debuts at MANTS®

2,500-acre collection of wholesale nurseries located in Northeast Ohio reintroduces itself under a new brand identity, emphasizes its unique positioning as a single source of bareroot, container, and B&B plant material

PERRY, OH – On Wednesday, January 11, 2023, while displaying at the Mid-Atlantic Nursery Trade Show (MANTS®), Willowbend Nurseries, LLC, owned by Angelo Petitti and the Petitti family, debuted its new, customer-facing brand, Petitti Family of Farms. The shift to do business as Petitti Family of Farms organized the company's three, well-regarded, wholesale nursery operations under one single, and highly recognizable, brand identity.

"The ultimate goal of creating the new brand was to communicate the unification of all three operations to customers in a clear and easily understood way while still maintaining each farm's name and reputation," said Joe Allio, president of Petitti Family of Farms. "The umbrella brand conveys the collection of farms is under Petitti ownership and management, which in and of itself signifies a commitment to quality, innovation, and long-term growth. Continuing to use each nursery's name within that framework also reaffirms to customers that they will continue to receive the unique selection they've come to rely on from these nurseries, while also achieving the enhanced benefits superior quality, consistent supply, and efficient service."

All three Petitti-branded nurseries are located within 10-15 miles of each other in the Lake County region of Northeast Ohio, a region known as being advantageous for the nursery industry due to its moderate climate, natural water supply, and diversity of soil types. Petitti Family of Farms' positioning within 500 miles of 75% of the North American population also allows for one-day shipping to most locations. Willowbend is a century farm specializing in bareroot hydrangea trees along with a wide assortment of shrubs. Ridge Manor is a container nursery producing premium, zone-hardy shrubs, trees, grasses, and perennials. Losely is a balled-and-burlapped ("B&B") farm featuring a diverse selection of mature tree, shrub, and ornamental plant material. Together, Petitti Family of Farms represents a newly streamlined experience of securing bareroot, container, and B&B plant material from a single source, saving customers time, labor, and overall cost.

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“We’re proud to give customers a new and unique opportunity with our combined offering under the Petitti family brand,” said Angelo Petitti, chairman of Petitti Family of Farms. “Our goal for the nurseries is simple: we want to be the absolute, very best in the industry. That means always reinvesting in expertise and technology so we can supply the best product to our customers with non-stop availability throughout the growing season, and unparalleled service. This rebranding effort is another step forward in that direction.”

The re-branding includes a new company logo featuring a panicle hydrangea as the centerpiece illustration, honoring the plant’s place in the history of the farms as well as its ongoing role as a signature crop. A new website, petittifamilyfarms.com, tells the full story of the new brand and will be leveraged as a powerful tool going forward to reach and connect with customers nationwide. Availabilities are accessible to current wholesale customers via the website, a feature which updates every 15 minutes. Further, social media users are invited to follow and engage the new brand on [LinkedIn](#), [Facebook](#), [Instagram](#), and [YouTube](#). The brand is also scheduled to display at the industry’s major annual trade shows including MANTS®, iLandscape™, Cultivate™, and BFG Supply’s Cleveland Marketplace Expo.

About Petitti Family of Farms

Petitti Family of Farms, headquartered in Perry, Ohio, is a collection of farms owned and operated by the Petitti family, including Willowbend Nursery, Ridge Manor Nursery, and Losely Nursery. The combined operation encompasses more than 2,500 acres (2,000 acres of field production and 500 acres of container production), all located in Lake County, Ohio. Petitti Family of Farms specializes in the sale of container, bareroot, and B&B trees, shrubs, and perennials to garden centers, re-wholesalers, growers, and the landscape trade. Petitti Family of Farms is a trusted partner to and grower of Proven Winners® ColorChoice® Shrubs (Gold Key certified), Endless Summer® Hydrangeas, First Editions® Shrubs and Trees, NewGen® Boxwood, Star® Roses and Plants, Easy Elegance® Roses, and Bloomin’ Easy® varieties. The operation is also one of the largest suppliers of bareroot hydrangea stock in North America. Learn more by visiting petittifamilyfarms.com.

