



FOR IMMEDIATE RELEASE

HIP Labels Hires Plant Authority And Promoter Maria Zampini To Provide HIP Branded Products And Services To Growers

Greensboro, NC (September 15, 2016) – HIP Labels, LLC, is pleased to announce the addition of horticulture industry expert Maria Zampini to its staff as Brand Program Manager. Zampini will work nationwide on behalf of HIP to provide brand identification products from HIP’s menu of innovative ID goods and services to nursery and greenhouse growers.

Zampini is well known throughout the horticulture industry for her knowledge and experience in the sales, marketing and licensing of new plant introductions and gardening-related products to consumers and the green industry. Working for HIP, Zampini will offer new and current customers the range of HIP Labels’ horticultural identity products, which includes a full array of stake and hang tags, HIP’s unique custom fit pot wraps, and a comprehensive offering of POP signage. While representing HIP interests, Zampini will continue in her role as President of her boutique horticultural marketing firm, UpShoot™, LLC.

“We’re so pleased and fortunate to have Maria on board with HIP,” said Bob Lovejoy, president and owner of HIP Labels. “With her contacts in the industry, her knowledge from plant development to retail, and her hands on experience in marketing and branding, she’ll be the perfect fit for the kind of grower customers HIP seeks to partner with. Her unique perspective helps her appreciate the value HIP’s brand products and solutions bring to growers. She’ll be a great representative for the HIP mission of innovation.”

Zampini, a noted plant promoter, speaker, author, and writer, brings a depth of experience to HIP Labels and an understanding of all facets of wholesale and retail horticulture, from operations and production to sales and marketing. She has been closely involved with prominent nationally branded plant programs like HGTV HOME Plant Collection, where she was Director of Plant Development. Prior to that, she was President of Lake County Nursery, Inc., in Ohio, a thousand acre wholesale nursery that included an independent retail garden center and a research division that developed over 100 patented and trademarked plant introductions.

“I wouldn’t even consider partnering with any other plant ID company anywhere,” said Zampini. “I have known and bought products from Bob for years. His integrity, professionalism, and focus on custom, trend-setting solutions are in lockstep with what I’ve strived for in all my past endeavors. I’ll feel right at home from the get-go!”

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HIP Labels is based in Greensboro, NC and provides horticultural branding products to plant producers and retailers in the US and Canada. They are consistently on the cutting edge of innovation in materials, formats, and technologies, providing custom and sustainable solutions combined with exceptional customer service. They offer a wide array of stake and hang tags, advanced designs for pot wraps, and a variety of small and large format point of purchase signage.

For more information, contact:

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