

THIS WEEK'S POP ITEM

BOLD BROMELIAD



Start the new year off bold and beautiful! The *Bromeliad* adds a beautiful touch of the tropics to the home with a brightly colored bloom atop cascading leaves. The leaves overlap to form a “watering tank” or “leaf cup,” which plant owners fill with water to allow the plant to water itself as needed, just like it would in its tropical habitat. Max and Miles™ *Bromeliads* come in two varieties: Vriesea (with a tight bloom at the top) and Guzmania (with an open bloom).

Bold Bromeliad Care



WATER

Water bromeliads by adding water to the leaf cup, the center area created by overlapping leaves, once a week.



LIGHT

Place bromeliads in a bright location, avoiding direct sunlight.



TEMPERATURE

Keep bromeliads at room temperature between 65° and 85°F, never below 55°F. Avoid placing near drafts.

Tips for Retail

- Merchandise Bromeliad on the POP table of your Max & Miles™ display
- Post images and share your Max & Miles™ experience on Instagram - [@maxandmilesplants](#) [#maxandmilesplants](#) [#rootedinstyle](#)
- Bromeliads hold onto water to use as needed, making them an easy and convenient care plant - simply keep the “watering tank” full of clean water.
- Bromeliads are pet friendly
- Color block Bromeliads for quicker and easier purchase decisions
- Prune any browning or dying leaves/blooms to maintain uniform, attractive displays

   Learn more at maxandmilesplants.com

