

# The Pulse~Journal

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## Business News

### Briefcase

#### Thornton Landscape launches Web site

Maineville-based Thornton Landscape's new Web site — [thorntonlandscape.com](http://thorntonlandscape.com) — offers a different way to hunt for landscaping ideas. Visitors can browse hundreds of images and with a simple click, tell the computer to save the ones they love into a gallery. Then, they can view the gallery with a Thornton professional and easily communicate their preferences and vision, said Andy Doesburg, vice president of sales and marketing for Thornton Landscape.

"As a custom landscape design company, we start with a fresh perspective on every landscape. Our customers want a unique design that matches their preferences and complements their space. Getting a sense of the landscape elements they like is a great starting point for designing a truly custom outdoor living area," Doesburg said.

The Web site uses technology to make communication easier. The site's Favorites Box feature allows visitors to save as many as 64 pictures in a personal folder. They can visit the images as many times as they'd like to select additional landscape elements.

"Most landscape Web sites are about the company, their sale or their promotion. This Web site is about the customer — people who love their gardens, their landscaping, their homes, their neighborhoods," said Karen Holzer, executive officer of The Deciding Factor, which designed and created the site.

"It's also an informative site for people looking for gardening tips or trends in outdoor living. The site has an online archive of Thornton Landscape's newsletter, Ground Cover. The newsletter is like a mini-magazine of seasonal articles, landscaping ideas and trends in outdoor living," Doesburg said.

The site also allows customers to sign up for regular updates from Thornton Landscape, request more information about a project, ask a question to be answered in Ground Cover, or subscribe to the newsletter by mail.