

FOR IMMEDIATE RELEASE

CONTACT

Andy Doesburg
Thornton Landscape
513-683-8100 ext. 311, 800-582-6129
or
Karen Vance
The Deciding Factor
513-459-9064, 513-503-2337
karen.vance@decidingfactor.us

Thornton Landscape launches new website

Maineville, Ohio – Boxes of photographs, dog-eared magazines, clipped newspaper articles, marked-up garden books – the professionals at Thornton Landscape have seen it all. Clients will spend hours with stacks of magazines and a pair of scissors in order to bring their landscaping ideas to life.

Thornton Landscape's new website – www.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 website uses the power of technology to make communication easier. The site's Favorites Box feature allows site visitors to save up to 64 pictures in a personal folder on the website. They can visit the images as many times as they'd like to select additional landscape elements.

“Most landscape websites are about the company, their sale or their promotion. This website 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 website. “This is truly an innovative site that offers customers a look at some of the work Thornton Landscape has done in the past and makes it simple to find ideas for their own landscape.”

“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.

“I’m excited that we could bring this vision to life and provide an interactive and innovative website to our customers and the community,” Doesburg said. “We’re always seeking ways to elevate our customer’s experience with us, and this offers an additional way for us to interact with our customers and give them a tool to inspire their landscaping plan.”

Thornton Landscape, founded in 1961, is located in Maineville, Ohio, and provides comprehensive landscape services from design through installation to the residential and commercial markets. Thornton Landscape employs 45 professionals who have extensive experience and certification in the landscaping industry. For more information, visit www.thorntonlandscape.com.

###