



The Lawn & Garden Lawn & Garden Performance

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Innovative Business Partnership Recently Formed within the Lawn and Garden Industry

Gilbert, AZ –

The Lawn & Garden Performance Group LLC has partnered with Bonnie Griffin Kaake, president and founder of Innovative Consulting Group, Inc. (ICG), to bring clients the most effective and comprehensive marketing services in the lawn and garden industry. By working together, LGPG and IC will offer a full range of services from product development to strategic alliances. The combined experience of both organizations is unparalleled in the lawn and garden industry.

“By partnering with ICG, The Lawn & Garden Performance Group will be able to provide its clients with all that they need from product conception to placing the product on the shelves of retailers. Bonnie’s background and the ICG team will complement the LGPG team to get the job accomplished thoroughly and successfully,” said Rick Pontz, President, The Lawn & Garden Performance Group LLC.

Innovative Consulting Group, Inc. is a full-service business marketing company specializing in outsourced marketing services for product-based businesses and inventors. IC provides a full suite of integrated marketing communications solutions from consulting and strategy development through full-service marketing implementation for established lawn & garden businesses and start ups. Assisting businesses with the successful commercialization of new products and improving marketing results through new technology, best practices, and creative methods is the new partnership’s core competency.

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Bonnie Griffith Kaake has more than 25 years of marketing experience and expertise. She has been the inspiration of the outsourced marketing services offered by ICG since 1996. Through ICG she has systematized her wealth of experience with national and multinational corporations, including the General Electric Company, and experience with smaller businesses and inventors. Ms. Griffin Kaake is nationally published and is a frequent speaker at national conferences, and guest lectures at the University of Colorado on the topic of marketing.

In addition, she is a leader, an inventor and serial entrepreneur. Her knowledge, experience and success with building businesses, new product development, test marketing, as well as with launching and licensing of new products and intellectual property, is extensive. She is actively involved in the innovation process locally, nationally, and internationally. She serves on boards of directors and advisory boards for not-for-profit and for-profit companies and associations.

For more information, visit www.lgpg.com and www.biz-consult.com.

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