

MIRACLE GARDEN TIE HISTORY

Prior to 1958, "plastic tree tie" did not exist. Individuals or nurseries who wanted to tie up their trees, shrubs or flowers used string or other like-products which had to be cut and re-tied over and over to **prevent "girdling" of the tree or plant**. There had to be a better, less costly way which was kinder on the plant.

The L.E. Cooke Co, a wholesale grower of quality (i.e. straight) trees, wanted a resolution to this problem. In 1958, Mr. L.E. ("Ted") Cooke and Robert Ludekens (Son-in-law) approached the rapidly emerging plastics industry for a solution. Many different sample sheets of plastic were hand slit with razor blades until one with the right stretch and strength was decided upon. Monsanto Chemicals provided much of the early expertise for the vinyl formulation used in this newly named "**Miracle Garden Tie**".

Although originally intended for internal use, this was too important to keep quiet so it was put on the market. There was surprising demand for this new Miracle Garden Tie among growers and retail nurseries alike. The initial direct marketing efforts developed tremendous **name brand recognition for Miracle Garden Tie** which has withstood the tests of time and competition.

A Los Angeles area manufacturer provided the slitting in the early years before the volume became too great to handle. In the mid '60s the first of two modern slitting machines was purchased by the L.E. Cooke Co and since then, all slitting has been performed internally. **This gave greater control over both quality and customer service.**

The L.E. Cooke Co has continually made minor refinements to the Miracle Garden Tie formula. As a result, it continues to **lead the industry in strength, stretch and resilience**. It is truly a tie that stretches and holds as your trees or vines grow.

The L.E. Cooke Co developed into a leader in the bareroot nursery industry. The Supply Department has functioned as a semi-autonomous and very important division. Both support each other. Our field production workers are the first to use new plastic formulations in order to obtain their professional opinions. We also let them try the competitors' brands for expert evaluation. Their honest feedback keeps **Miracle Garden Tie as the leader.**

DISTRIBUTORS PLEASE NOTE: For many years now, Miracle Garden Tie sales have been directed through distributors. Even so, the L.E. Cooke bareroot salesmen calling on retail and wholesale nurseries continue to promote Miracle Garden Tie, acting as an extension of the distributor's sales force. On occasion, this calling on the same customer has created a misconception. Each year we receive one or two calls from distributors who are distressed over our credit check on one of his nursery customers. This gives the appearance that we are bypassing the distributor to sell Miracle Garden Tie direct to his customer. This is not the case! The credit check covers the nursery's order for bareroot or greenhouse grown trees.

The L.E. Cooke Co. is committed to selling through distribution and works diligently to protect that special relationship.