

Cover Story



Doug and Jan Hull got into the plant business in an unusual manner, according to husband Doug.

"You might say we stumbled into it", he said in good humor. "We opened a produce stand in 1978, and Jan put up some hanging baskets as decorations. It wasn't long before people were asking if they were for sale."

By 1980, the plants were selling so well, the Hulls decided to make it their primary business. As a consequence, Seven Oaks Plant shop was born in Columbia, S.C.

"Jaderloon started their greenhouse business a few years earlier," continued Doug, "and they were only about a mile up the road, so I got in touch with them."

Thus began the Hull's relationship with Jaderloon.

Jaderloon's 72' x 63' gutter-connected, four-bay, Classic greenhouse was the Hull's first building. Later, they added another slightly smaller structure out front, which was one of the first greenhouses with Jaderloon's patented Roll-a-Roof.

By 1997, the Hulls decided to renovate the retail shop and office, raze both original buildings and put up 12,324 square feet of Jaderloon's Piedmont square tube greenhouse with Roll-a-Roof.



In the meantime, Jan Hull set up another part of the business across town close to the Hull home in several gutter-connected buildings that provides plants for Seven Oaks.

In addition, Jan has three 16' x 60' plant-protection cold frame buildings each with a manually operated Roll-a-Roof.

All in all, it's been a mutually beneficial relationship between Jaderloon and the Hulls.

"The service that we get from Jaderloon is excellent, and that's not just because of our close proximity", remarked Doug Hull. "When we need something, it's done."



"Ours is more than a customer/supplier relationship. We're friends and support each other's businesses. In fact, there are times when Jaderloon may come up with a new idea or product, and we gladly become the 'guinea pig' to see how well it works." "Then too, there is a standing invitation for Jaderloon to bring anyone, anytime to visit our facilities and show off their fine products."

From Jaderloon's standpoint, the relationship is equally complimentary.

"I really appreciate working with the Hulls over the years", commented Don Looney, President and CEO of Jaderloon. "We sort of grew up together and there's nothing more valuable than working with customers and friends who helped you get started."