



*Lawn & Landscape*  
**Journal**

201-664-4022 · WWW.JVSLANDSCAPE.COM  
 700-76 BROADWAY, #334 · WESTWOOD, NJ 07675



*Greetings from Joe!*



Another growing season is coming to a close, and we've had a fun and productive summer and fall improving and beautifying our clients' environments. But We're Not Done!!!

We're ready to serve you through the winter, with our design team working on digital landscape and hardscape designs, plans and proposals for work to be done next year.

I know you're ready to get in from the cold and sit by the fire with loved ones – so am I! But a little pre-planning for next year's landscape will enable you to enjoy the outdoors that much more when spring rolls around. Send in your renewal for spring services now to have one less task to be concerned about in the busy spring. Also, our seasonal "Early Bird Special" Discount coupons for next season's various lawn and landscape services will be going out with the return of your renewal contract. And don't forget how quickly our schedule fills up in the spring!

Remember that our outdoor lighting, hardscaping, and (if it snows) snow plowing and de-icing services will continue through much of the winter. Why wait, when now is a great time to start enjoying these valuable and attractive property improvements?

Speaking of snow plowing, if you haven't yet signed up for our snow services, I encourage you to please get on our schedule for prompt, safe and reliable service. They say La Niña is back! I have a really awesome offer if you have a neighbor who signs up for our snow services. I call it our "Good Neighbor Policy Program." Please call me personally for more information.

To our clients who participated in our survey, I sure do appreciate your feedback! I've found this is to be a great tool for bettering our services. I also appreciate all of the feedback we received from our clients when we called to ask if you're satisfied with our services.

Thanks for your business!

*Happy Holidays and best wishes for a glorious New Year to all of our clients... from all of us at JVS.*

*Joe!* Joe Soccodato  
 Founder and President

## Hardscaping: Paver Stones

### *Update a Walk or Patio with "Flair"*

Two of the most common needs in both new and established landscapes are improved walkways and enlarged outdoor seating areas.

Paving stones are some of the best landscape materials to handle these needs while adding warmth and a welcoming feel. These stones are reminiscent of cobblestones, but they're far more uniform in size and shape. They come in a wide variety of shapes, sizes and colors, and they're widely used in both home and commercial landscapes.

A well-designed walkway allows two people to walk side by side. Most builders install walks that are far narrower. Or how about the edges of the driveway, where people have to step into the grass on either side?

Paving stone "landing strips" and replacement or additional walks are ideal uses for pavers. Extending or replacing a patio with pavers will add living space while vastly improving the look of your outdoor entertaining, cooking and seating areas.

Call our design team to help you improve your outdoor living space. We can provide any hardscaping services you may need throughout the winter months.





# Let JVS Perk Up Your Winter



Once the leaves are shed in autumn, there's a definite lull in the excitement of most gardens. Winter brings us a medium shade of gray, with only an occasional snowstorm to break the monotony. The winter landscape can be beautiful, however. Our design team uses careful planning and an appreciative eye to find it.

Evergreens are certainly an important component of the winter scene. You may suddenly notice that evergreens come in an infinite variety of shades and textures. For example, the thick needles of the bluish-white fir look nothing like the long, graceful needles of the Himalayan pine, which differ from the scale-like leaves of the arborvitae. Mixing species and adding an occasional young evergreen tree will provide differences in height and texture.

Once our team has established your landscape's character with a variety of elegant evergreens, we can be more daring. We can install a weeping Norway spruce or a "Zebrina" Himalayan pine with variegated needles in green and yellow. A weeping blue atlas cedar is magnificent – you might almost look forward to leaf drop just to eliminate

any distractions from its dignified grace. A contorted white pine is another fascinating plant. It's a slow-growing, pyramidal tree with slightly twisted branches and needles.



Harry Lauder's walking stick

Think beyond evergreens to perk things up in winter. Deciduous trees are sometimes more intriguing without their leaves. Harry Lauder's walking stick is a prime example. All summer it looks like a green mound. Once it drops its leaves, it looks like it has a curly perm. The contorted mulberry sends twisted branches in all directions, and the corkscrew willow sends spiraling branches almost straight up. The red twig dogwood comes in several varieties. One variety has bright-red stems on the current year's growth, which are stunning against a backdrop of snow. There's even a bright-yellow variety known as "Flaviramea."

Vines that twist and turn add character. An old wisteria can ramble in impossible directions. And a thick tangle of silver fleece vine breaks up straight lines all year long.

Fruits and berries add another level of interest. The brilliant red berries of the winterberry holly are spectacular against a field

of snow. The paper lantern pods of the goldenraintree are so beautiful that they're used as dried flowers. "Pyracantha" can be covered in berries that last for most of the winter, since birds don't seem to favor them.

Beyond trees and shrubs is a world of interesting perennials that can add a surprising



The Christmas Rose

twist. The Christmas rose, "Helleborus niger," produces 3" flowers in December and can hold on to them until spring. The sensitive fern has tightly curled, sporulating fronds

that last all winter. Ornamental grasses offer many varieties that maintain decorative plumes for most of the winter. They're excellent for decorative indoor use.

## Wonderful Surprises

Planting for winter interest is no different than planning a spring garden or autumn color. And remember, planning your winter garden with JVS will give you something to look forward to besides the winter blahs. Give us a call today!

## What Our Clients Are Saying...

*"Your crew is great. They're friendly and take care of my needs."*

David Johansen - Associated Installations  
Maintenance Client

*"The JVS Team has attended to every detail, and has exceeded my expectations. The crew works very efficiently, and they are professional, courteous and knowledgeable. All specific requests are handled promptly... and this provides me with additional peace of mind and more leisure time."*

Anne O'Loughlin  
Snow Service Maintenance Client



For more client testimonials, go to [www.jvslandscape.com](http://www.jvslandscape.com).  
Just click on Testimonials and listen!

**Save your sweat for the gym! If your property needs:**

- Designs for outdoor living
- Landscapes
- Pavers/hardscapes
- Maintenance services
- Snow plowing



*We're always here to help you improve the year-round beauty of your property.*

## Remember...

Because our spring schedule fills quickly, we will begin accepting deposits for work to be done next spring on February 1, 2005. Now is the best time to plan next year's landscaping.