



Landscape Professional's Guide to GoMaterials

All you need to know about our quality and delivery standards before sending your first plant list.

gomaterials

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**THE GOMATERIALS WAY:
A MESSAGE FROM OUR CEO**

Seamless plant material sourcing

**We believe that plant material
sourcing should be a hassle-free,
seamless experience for
landscaping professionals.**

Making sure that the deliveries go exactly as planned is one of the most fulfilling things that we do at GoMaterials.

Prior to starting GoMaterials, I owned my own landscape construction company for 10 years. I lived the hassle of sourcing my plant materials firsthand, and knew it was a huge drain on energy, time, and resources.

What else can you expect with hundreds of suppliers, each with different specializations, and the price and availability discrepancies that go along with it?

We created GoMaterials to change this for the better.

As our guiding principle, we rely on simplifying aspects of procurement that are incredibly inefficient today. It gives

me immense pleasure to know that we save this trouble and countless hours for the landscaping industry by taking over sourcing and delivery.

Think of us as your partners in this journey. I want to personally assure you of the effort that goes into the selection of vendors, and the plant-sensitive handling of deliveries to your job site.

Please do not hesitate to reach out if you have questions or concerns about any part of our service.

**Happy landscaping,
Marc**

HOW END-TO-END PLANT & TREE SOURCING WORKS

Our process

What happens between sending us a list, and getting the plants and trees delivered to your job site.

01

**Send us your
plant list**



We accept lists in any format online to make it easy for you to get an estimation.

02

**Optimized
quote**



Our experts search through hundreds of nurseries to build the best quote based on price, logistics, and availability.

03

**Delivery
scheduled**



After approval, our operations team takes care of all logistics planning to ensure on-time delivery of materials.

04

**Specs
validation**



Prior to delivery, we validate your order to ensure agreed upon sizing and specs.

05

**Plants on
the way**



Only expert plant transporters handle your materials and special care is taken to prevent wind or weather damage.

06

**Post
delivery**



Our support team is always just a call away. If something is amiss we facilitate the returns immediately.

UNDERSTANDING THE OPTIMIZED QUOTE

What is the optimized quote?

Every quote you receive from GoMaterials is custom built using our "best-fit" equation that uses the following criteria:

Availability

Nurseries with the sufficient quantities of the materials you require will be prioritized.

Logistics

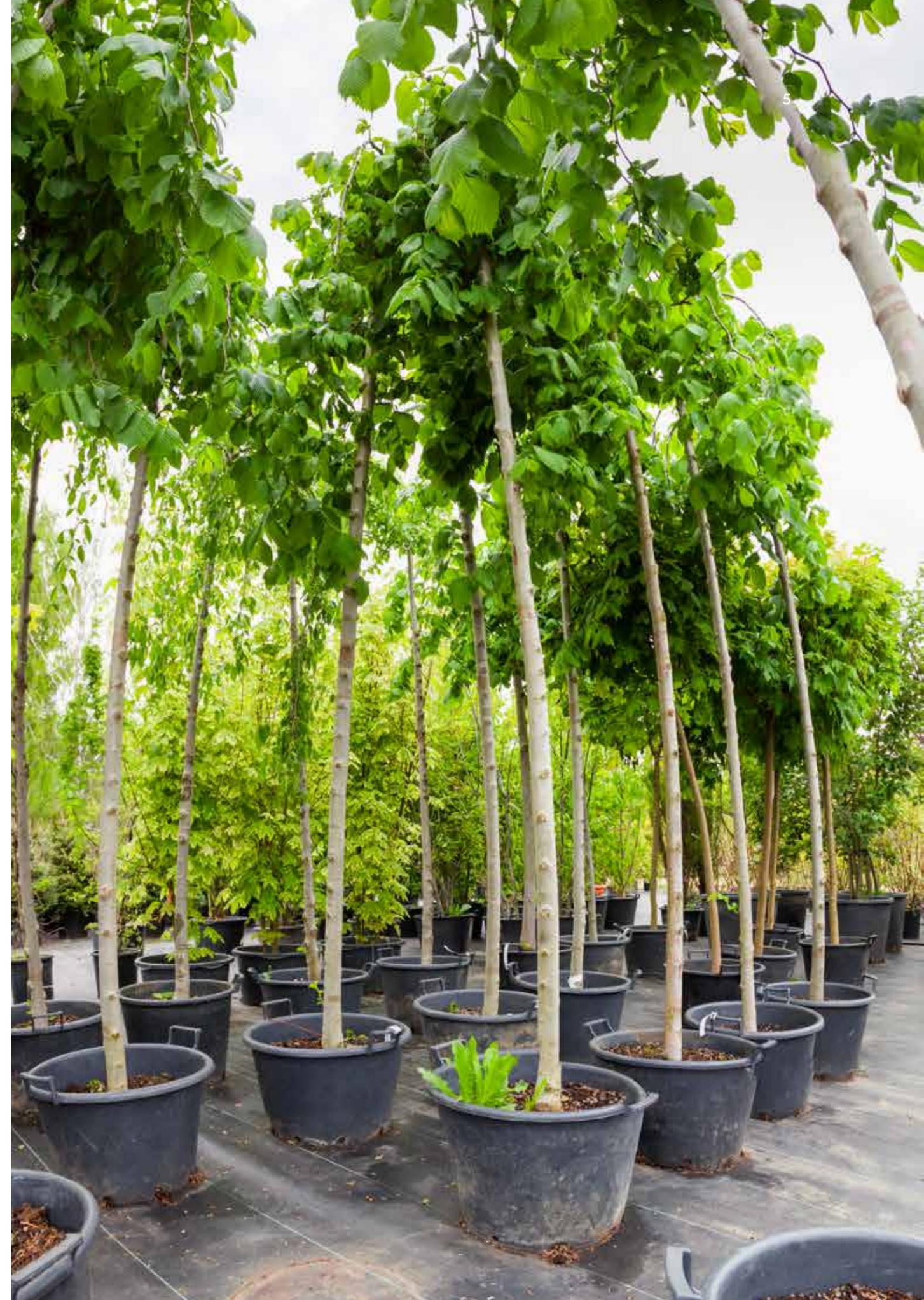
Nurseries closer to the site get a preference to save cost & time.

Price & Quality

The best possible combination of quality and price is considered.

Supplier combination

We select the best combination of suppliers for your orders.



OUR NURSERY PARTNERS

The best growers in every location

GoMaterials nursery partners are selected based on strict criteria and the supplier list is constantly updated based on feedback after every project.

Supplier Rating System

The best rated nurseries in our network get prioritized for sourcing. Our rating system is based on these four factors:

1. Quality

High quality standards with correct size & specs.

2. Price

Benchmarked on time of the year, quality, and availability versus their peers.

3. Communication

No surprises on pickup, speed of the delivery, organization and accessibility over phone.

4. Trust

Transparent processes and clear yet efficient return policy.



GOMATERIALS QUALITY GRADES

Our quality assurance

GoMaterials delivers only the best-quality plants and trees across the US and Canada.

Quality grades at a glance for Trees, Palms, & Shrubs

We deliver plant materials and trees based on the grades specified by the Florida Department of Agricultural and Consumer Services. For all other delivery locations, we use our own quality standards, derived from the Florida grades.



GOMATERIALS QUALITY GRADES

Trees

Florida Fancy
Go Fancy



Preferred GoMaterials grade

- Single leader (except for multi-trunk species)
- No flush cuts or open wounds
- Full canopy
- Appropriately sized root ball & branches

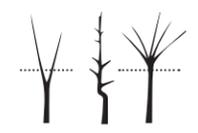
Florida No. 1
Go Green



Ordered on request

- Single leader 70-80% up the canopy, with nearly equal trunks in upper half
- Full canopy

Florida No. 2
Go Yellow



Ordered on request

- Multiple trunks in the lower half
- Defects that require extensive pruning
- Voids in the foliage or lop-sided crown

Cull
Go Red



For rare requests only

- Poor trunks and sparse crown
- Loose root ball or circling roots
- Health issues including open wounds, flush cuts etc.

What we check before delivery:

- Caliper & Tree type
- Trunk quality
- Root ball & branch condition
- Crown/Canopy

GOMATERIALS QUALITY GRADES

Palms

Florida Fancy
Go Fancy

Preferred GoMaterials grade

- Excellent frond conditions (6-40, depending upon species)
- Root ball proportionate to the palm size
- Trunk without a single defect or diseases

Florida No. 1
Go Green

Ordered on request

- Good frond conditions (5-32, depending upon species)
- Root ball proportionate to the palm size
- Trunk without any defects or lethal diseases
- Zero eliminating & downgrading factors

Florida No. 2
Go Yellow

Ordered on request

- Good frond conditions (4-24, depending upon species)
- Root ball proportionate to the palm size
- Trunk without any lethal diseases
- Zero eliminating & up to 1 downgrading factor

What we check before delivery:

○ **Trunk measure & Palm type**

○ **Trunk quality**

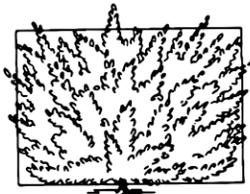
○ **Root ball**

○ **FronDs**

GOMATERIALS QUALITY GRADES

Shrubs

Florida Fancy Go Fancy



Preferred GoMaterials grade

- Completely healed graft union
- The best height and spread ratio
- Well-formed canes without any damage or eliminating conditions
- Excellent foliage with no cavities or visible pest damage and good quality of color, shape, and texture
- Sturdily established in a container without being excessively rootbound

Florida No. 1 Go Green



Ordered on request

- 75% healed graft union
- Good height and spread ratio
- Normal-sized foliage without any cavities or dead leaves and good quality of color, shape, and texture
- Up to 10% pest, chlorosis, or seasonal damage to the foliage

Florida No. 2 Go Yellow



Ordered on request

- 50% healed graft union
- Normal height and spread ratio
- Fairly normal-sized foliage with leaves of good shape, color, and texture
- Up to 25% pest, chlorosis, or seasonal damage to the foliage

What we check before delivery:

- Health & vigor or excessive succulence
- Canes or trunks and branches
- Foliage
- Root System

ON THE ROAD PLANT CARE

Weatherproof, and stress-free logistics

Our route planners take maximum care of your materials to protect them from any wind damage or drying during the transport. All plants and trees are transported using the best suited vehicle.



Open trailer flatbeds



- Large caliper trees are delivered on flatbed trailers with mesh nursery tarp to prevent wind damage.
- For orders with large caliper trees and shrubs we generally put boards on the sides of the trailer in order to fit everything into a single load.
- Roots of trees are covered in a ventilated mesh designed to retain moisture. All plants are watered prior to being loaded ensuring that they do not dry out during delivery.
- Trees are picked up by the pot or the root ball, either chaining it by the wire basket or using straps to wrap the root ball to ensure root balls are not damaged.

Enclosed trailers



- Smaller plants, such as shrubs or perennials, or container-grown trees are transported in an enclosed van to ensure ideal moving conditions.
- All Shrubs and Perennials are stacked carefully to ensure none of the heads get damaged during transport.

GUARANTEE & RETURNS

GoMaterials Assurance

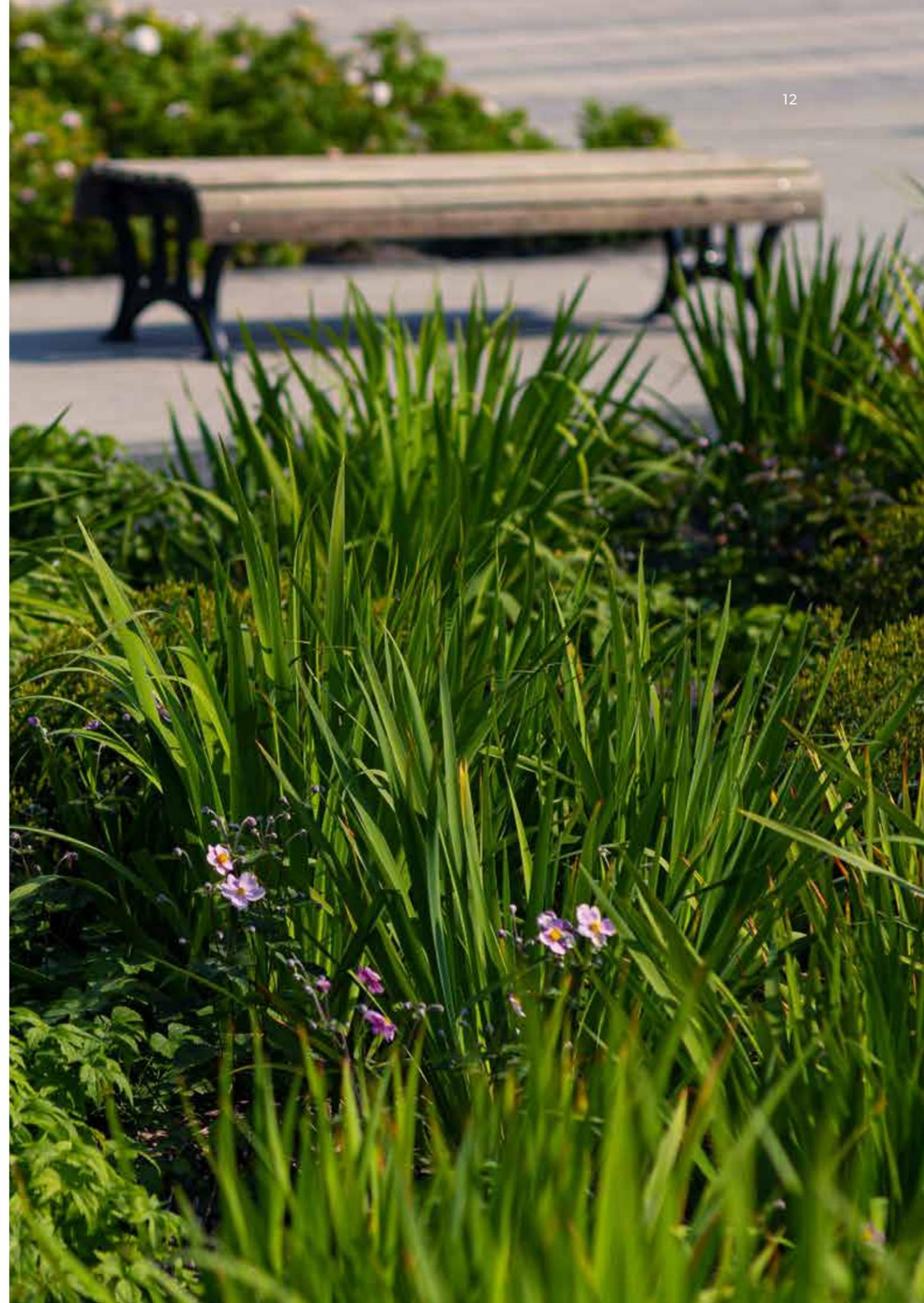
Get free returns for mismatched specs.

Within the first 24 hours of delivery

- We strive to deliver free returns for all valid complaints reported within the first 24 hours of delivery.
- In case the specs don't match with the original requirements or major damages are reported, the GoMaterials operations team conducts a thorough evaluation and offers a free replacement upon inspection.
- Replacements are sent within 48 hours.

Post 24 hours – conditional replacement

- After 24 hours, it's still possible to get a replacement, however the decision is taken on case-by-case basis, while considering multiple contributing factors.



FREQUENTLY DELIVERED PLANTS & TREES

500,000 and counting

Our best-selling plants and trees across the USA and Canada.



FREQUENTLY DELIVERED PLANTS & TREES

North Region

Conifers

- Thuja Occidentalis
(Arborvitae)
- Taxus X Media
(Intermediate Yew)
- Microbiota Decussata
(Russian Arborvitae)
- Picea Glauca
(White Spruce)
- Picea Abies
(Norway Spruce)
- Picea Pungens
(Blue Spruce)
- Larix Laricina
(Tamarack)
- Pinus Nigra
(Austrian Pine)
- Pinus Strobus
(Eastern White Pine)
- Juniperus Horizontalis
(Creeping Juniper)

Ornamental Grass

- Calamagrostis X Acutiflora 'Karl Foerster'
(Feather Reed Grass)
- Calamagrostis 'Brachytricha'
(Korean Feather Reed Grass)
- Deschampsia Cespitosa
(Tufted Hair Grass)
- Schizachyrium Scoparium
(Little Bluestem)
- Sesleria Autumnalis
(Autumn Moor Grass)
- Panicum Virgatum
(Switchgrass)
- Elymus
(Wildrye)
- Schizachyrium Scoparium
(Little Bluestem Grass)
- Hakonechloa Macra
(Japanese Forest Grass)
- Carex Aurea
(Golden Sedge)

Perennials

- Allium Schoenoprasum
(Chives)
- Pachysandra Terminalis
(Japanese Spurge)
- Hemerocallis 'Stella De Oro'
(Stella De Oro Daylily)
- Rudbeckia Fulgida
(Black Eyed Susan)
- Salvia Nemorosa
(Woodland Sage)
- Anemone Canadensis
(Meadow Anemone)
- Solidago Nemoralis
(Gray Goldenrod)
- Geranium Macrorrhizum
(Bigroot Geranium)
- Nepeta X Faassenii
(Catmint)
- Vinca Minor
(Periwinkle)

FREQUENTLY DELIVERED PLANTS & TREES

North Region

Shrubs

- *Euonymus Alatus*
(Burning Bush)
- *Cornus Canadensis*
(Dogwood)
- *Sorbaria Sorbifolia*
(False Spirea)
- *Physocarpus Opulifolius*
(Common Ninebark)
- *Diervilla Lonicera*
(Bush Honeysuckle)
- *Berberis Thunbergii*
(Japanese Barberry)
- *Hypericum Kalmianum*
(Kalm St. Johns Wort)
- *Rhododendron Canadensis*
(Rhodora)
- *Amelanchier Canadensis*
(Shadblow Serviceberry)
- *Hydrangea Arborescens*
(Smooth Hydrangea)

Trees

- *Celtis Occidentalis*
(Common Hackberry)
- *Ginkgo Biloba*
(Ginkgo Tree)
- *Phellodendron Amurensis*
(Amur Cork Tree)
- *Gymnocladus Dioicus*
(Kentucky Coffeetree)
- *Syringa Reticulata*
(Japanese Tree Lilac)
- *Acer x Freemani 'Autumn Blaze'*
(Autumn Blaze Maple)
- *Maackia Amurensis*
(Amur Maackia)
- *Ulmus x Morton 'Accolade'*
(Morton Elm)
- *Ostrya Virginiana*
(American Hophornbeam)
- *Quercus Rubra*
(Northern Red Oak)



FREQUENTLY DELIVERED PLANTS & TREES

South Region

Conifers

- Taxodium Ascendens
(Pond Cypress)
- Pinus Elliottii
(Slash Pine)
- Podocarpus Macrophyllus
(Japanese Yew)
- Taxodium Distichum
(Bald Cypress)
- Cupressus Sempervirens
(Italian Cypress)

Ornamental Grass

- Muhlenbergia Capillaris
(Pink Muhly Grass)
- Ophiopogon Japonicus
(Mondo Grass)
- Tripsacum Floridana
(Dwarf Fakahatchee)

Perennials

- Liriope
(Lilyturf)
- Mimosa Strigillosa
(Sunshine Mimosa)
- Arachis Glabrata
(Perennial Peanut)
- Agapanthus
(African Lily)
- Alpinia Zerumbet
(Shell Ginger)
- Hymenocallis Latifolia
(Spider Lily)
- Helianthus Debilis
(Beach Sunflower)
- Bulbine Frutescens
(Bulbine Fruticosa)
- Dianella
(Flax Lily)
- Lantana Camara
(Lantana)

Shrubs

- Viburnum Obovatum
(Walters Viburnum)
- Capparis Cynophallophara
(Jamaican Caper)
- Conocarpus Erectus
(Green Buttonwood)
- Ficus Microcarpa 'Green Island'
(Green Island Ficus)
- Schefflera Arboricola
(Umbrella Tree)
- Rhamphiolepis Indica
(Indian Hawthorn)
- Viburnum Suspensum
(Sandankwa Viburnu)
- Loropetalum Chinense
(Chinese Fringe Flower)
- Cephalanthus Occidentalis
(Buttonbush)
- Ilex Vomitoria 'Stokes Dwarf'
(Yaupon Holly)

FREQUENTLY DELIVERED PLANTS & TREES

South Region

Trees

- *Acer Rubrum*
(Red Maple)
- *Magnolia Grandiflora*
(Southern Magnolia)
- *Ilex Cassine*
(Dahoon Holly)
- *Cordia Sebestena*
(Orange Geiger Tree)
- *Conocarpus Erectus* Std.
(Green Buttonwood Tree)
- *Conocarpus Erectus* 'Sericeus' Std.
(Silver Buttonwood Tree)
- *Quercus Virginiana*
(Live Oak)
- *Coccoloba Uvifera*
(Seagrape)
- *Bursera Simaruba*
(Gumbo Limbo)

Palms

- *Zamia Pumila*
(Coontie)
- *Sabal Palmetto*
(Cabbage Palm)
- *Serenoa Repens*
(Saw Palmetto)
- *Thrinax Radiata*
(Florida Thatch Palm)
- *Roystonea Regia*
(Royal Palm)
- *Wodyetia Bifurcata*
(Foxtail Palm)
- *Phoenix Roebelenii*
(Pygmy Date Palm)
- *Rhapis*
(Lady Palm)
- *Veitchia Merrillii*
(Christmas Palm)
- *Cocos Nucifera*
(Coconut Palm)





CONTACT US

**Have a question?
Talk to our experts!**

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