

Media Release

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Plant With SunStick For Good Measure: A Garden Tool For Planting Right The First Time

Grand Rapids, Mich., April 23, 2009---Transform a yard's sunlight and shade into gardens of healthy blooms by planting a SunStick first for good measure. Approved by the [Good Housekeeping Research Institute](#), this garden tool makes it a breeze to measure sunlight and root a plant in its best location, weeding out unfruitful time and expense.

Distributed online at gosunstick.com and via retailers throughout the U.S., this new product also is earning its creators the 2009 Michigan Celebrates Small Business Innovation Award on April 30.

"Proper sunlight is the most important factor to growing plants, but before SunStick, there was no good way to measure it," said Cynthia VanRenterghem, Co-owner of Plumstone, Inc, which manufactures SunStick and its indoor light-measuring counterpart, [SunStick Home](#). "We were very pleased to be recognized by the Michigan Small Business Association for SunStick's innovation as there really isn't anything like it in the marketplace."

"By providing a plant with the light it needs to grow best, you can reduce the amount of supplemental water it uses and limit fertilizer requirements, as well," added Kerry VerMeulen, VanRenterghem's business partner at Plumstone.

For use during the growing season, SunStick bridges the gap between knowing how much sunlight a particular plant needs and how much sunlight one's yard actually receives. After just one day in the yard, SunStick will define an area as full shade, part shade, part sun or full sun...[matching the right plant to the right spot](#). Tested for ease, accuracy and versatility, [SunStick measures sunlight for all types of plants](#), such as perennials, grass seed, and vegetables.

SunStick's starter pack comes with a sunlight color chart and the complete set of three single-use sun disks, flower tops and stems for less than ten dollars, making this simple, faux red daisy an attractive and economical garden tool. Refill packs of three additional single-use sun disks retail for under six dollars.

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Plumstone's founders are dedicated to helping avid and beginning outdoor enthusiasts cultivate a positive gardening experience. This goal is evident in their recent decision to donate a portion of their proceeds to skin cancer education and research and place [skin cancer prevention tips on their website](#). Medical studies have shown that gardeners have a higher risk for getting melanoma, the fastest growing cancer in the U.S, just because they're doing what they love.

Additional gardening information and tips are available on Plumstone's website at [gosunstick.com](#), as well as their [Facebook page](#) and [blog](#).

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