

The Bluemel Story

The Bluemel story began way back in 1955. Started by James and Gladys Bluemel, “**Bluemel’s Tree & Landscape Service**” originally began as a small-scale nursery that offered trees, shrubs, and landscape services to the Metro-Milwaukee area. The Bluemel’s mission consisted of 2 simple ideas; offer quality landscaping products at competitive pricing, and customer service that is second to none. As easy as this recipe for success may seem, many businesses in their industry struggle to maintain the integrity of this common goal *consistently*. James and Gladys believed by staying true to their mission, their business had the potential to be very successful.

Even though Bluemel’s Tree & Landscape Service was a considerably small operation, it made a huge impact on their customers. They appreciated the fact that Bluemel’s was a business that truly valued and cared about every one of their patrons. It didn’t take long before Bluemel’s gained a solid reputation for being one of the premier landscape businesses in Southeast Wisconsin.

Over the years, Bluemel’s has evolved into a multi-faceted company. New departments such as a gift store and floral shop were eventually added. They then became known as “**Bluemel’s Florist, Garden & Landscape Center**”. Each new addition gave Bluemel’s a unique identity, and each new addition brought on new successes. There is no question that the successes they experienced can be attributed to the dedication to their mission.

That mission still lives on today.

In 1992, the reigns were handed over to their son Mike, the youngest of 6 children. Mike Bluemel proudly carries on the tradition of offering high quality products and unbeatable service; so much so that he has actually made it company policy. Because of his aggressive and innovative approach, Mike has taken the company to new heights. To keep up with the always-changing industry as well as consumer demand, he has made some pretty exciting and significant changes to the company in the last decade. In 2000, Mike eliminated the tree and shrub department so that he could expand and improve the annual and perennial departments. In 2008, he decided to eliminate the floral part of his operation in order to expand and improve his garden center. That’s not to mention that Mike has also expanded his landscape and lawn maintenance departments tremendously. He has increased his work truck fleet to over 30 trucks. A brand new shopping and office facility that features the historic, century-old “South Division Dome” was constructed. The list of improvements goes on and on.

And anyone who knows Mike knows that he isn’t done yet. In fact, he is far from it. Mike, as well as his professional management team, are constantly looking for ways to improve each department or even add departments if the demand is there.

Despite all of the maneuvering and changes made to the business over the years, Bluemel’s has now taken on a more simplified and refined identity. The company is now simply known as “**Bluemel’s Garden & Landscape Center**”. They feature a retail garden center with an impressive selection of home-grown annuals, perennials, herbs, rose bushes, and other bedding plants. Their bulk department boasts over 35 bulk varieties of landscaping products such as soil, mulches, construction and decorative stone- ready for pick-up or delivery as well as many materials available in convenient bags. Couple that with a store that provides everything from garden accents and problem-solving chemical applications to gardening tools and birding supplies, and you’ll quickly find why Bluemel’s is considered one of Southeast Wisconsin’s best kept secrets. The full-service landscape & lawn maintenance departments offer a wide variety of services ranging from landscape design and installation to lawn cutting and snowplowing. They specialize in commercial as well as residential properties.

Bluemel’s continues to make a long-lasting impact on their customers and the landscaping industry. The entire staff remains committed to the mission that James and Gladys set forth over 50 years ago. Come see for yourself why Bluemel’s Garden & Landscape Center is considered one of the premier independent garden center and landscapers in Southeast Wisconsin!

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