



K&W Greenery was founded in 1972 by Bill Williams, when his hobby of growing plants outgrew his basement and backyard. He left his first career as a successful banker to explore this entrepreneurial dream. The business was located in a farmhouse at the current location, at the intersection of Old Humes and Kennedy roads in Janesville—a property that has grown and developed over the past 46 years.

In 1982, Bill married Phyliss, who then became co-owner of the business. Recently, the company began the transition of ownership to the second generation, Bill and Phyliss' children, Chris Williams and Jordan Graffin.

Initially offering a small selection of houseplants and flowers, K&W Greenery now offers annuals, perennials, trees, shrubs, tropical plants and seasonal plants as a full-service garden center. It grows all of its own annuals, perennials, some of the trees and roses in its extensive greenhouse growing operation. Although there are now a number of greenhouses on the property, K&W's

original greenhouse is still in use as a potting shed. K&W also offers design-and-build landscape services.

K&W Greenery offers a variety of products in addition to those of the plant variety. Customers can find garden supplies and tools, patio accessories, Christmas trees and other unexpected treasures. The K&W gift shop offers unique items from jewelry to decorative accessories to seasonal items. It also offers seasonal workshops, opportunities and experiences. The year-round shopping experience and greenhouse make K&W Greenery a destination during any season.

K&W Greenery is a family company with its roots firmly planted in the Janesville area. The Williams family has lived and grown in the community that they love. The business has survived and thrived throughout the 46 years of historical ups and downs of Janesville thanks to the faith and support of the community, and there is excitement and enthusiasm as the next generation takes the lead.



Above: The beginning-1972

Left: Mrs. P (Phyliss)

Below: Finally, a blacktop parking lot!

Right: The original sign



Above: Front - Phyliss & Bill;
Back - Chris Williams & Jordan Graffin

Left: Our store entrance

Below: The garden center in 1995

Right: The greenhouse in spring

