

Early Spring 2011

the magazine for success in the garden

PROVEN BEAUTY[®]



What's New?
Superbells Punch

Get Inspired
Give Your Landscape
a Makeover



Joe Lamp'I
Talks About
Green Gardening



PROVEN BEAUTY. IT'S THE NATURAL THING FOR YOU TO READ.

Why? Because as a gardener, you're environmentally conscious, and *Proven Beauty* is not only filled with ideas that create a beautiful environment and that focus on sustainable living features, it's also published with the environment in mind, which is why it is only available online.

In this issue, you'll find ideas on how to build a birdhouse from natural products, so that you can display your commitment to the environment and share your artistic flair in your garden and with others. You'll also learn how to make small adjustments to your existing landscape to make big improvements both in style and in soil conservation. The pages of *Proven Beauty* also highlight new plants that make the most of innovative breeding techniques and products that help conserve water. You'll find out how to make your own "nectar," so you can naturally attract hummingbirds to your garden.

These tips and more are part of Proven Winners' commitment to bringing you great plants and great ideas. *Proven Beauty* offers creative – and responsible – ways to enhance your love of gardening. We invite you to turn the pages and be inspired.

Sincerely,



Danielle Ernest
Editor



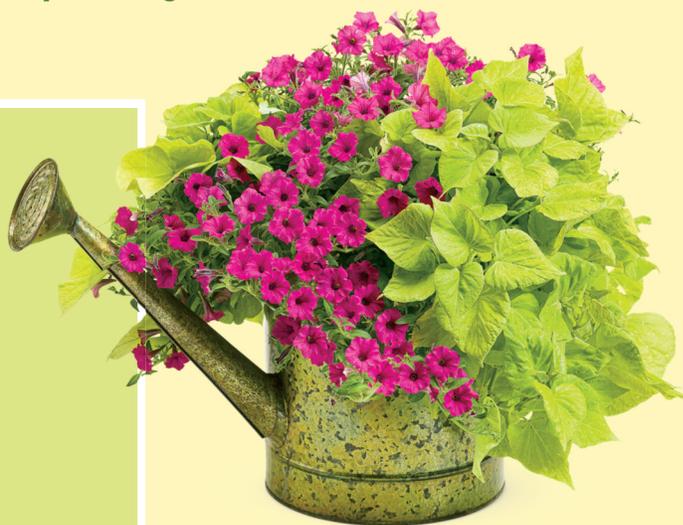
Hear from the *Proven Beauty* editor by clicking here.



Download a pdf of this issue by clicking here.

Table of Contents

- 3** Most Frequently Asked Gardening Questions
- 4** Superbells Punch and Other New Plants for 2011
- 8** Easy-Care Shrubs
- 10** How to Find Proven Winners Plants
- 11** Joe Lamp'l's Favorite Gadgets for Growing Green
- 12** Quick and Easy Landscape Makeovers
- 14** Container Design Made Easy
- 16** Gourd Birdhouse D-I-Y
- 17** How to Attract Hummingbirds to Your Garden
- 18** Outdoor Living Extravaganza Locations



Captivating –
SUPERTUNIA® Sangria Charm *Petunia* hybrid
with 'Sweet Caroline Sweetheart Light Green'
Ipomoea batatas

You Ask. We Answer.

Every season gardeners contact us with questions about how best to choose and care for their plants. Here are some of the most frequently asked questions and our answers. If you have a question for our Proven Winner experts, submit it by clicking here.

MY QUESTION

How can I tell if a plant is an Annual or Perennial?

Whether a plant is a perennial or an annual is based on whether that plant can withstand the cold temperatures of winter in the area where you live. So the first thing you need to do is consult a Hardiness Zone Map [ZONE MAP](#) to find out what zone you are in. Next, check the plant's tag to see what zones it grows best in. If, for instance, you are Zone 5, any plant that is Zone 5, 4, 3, 2, and 1 would be a perennial in your area; anything Zone 6, 7, 8, 9, or 10 would be an annual. Certain areas of your yard could be hot spots and might be able to tolerate one zone higher.

How often should I water my plants?

Most Proven Winners varieties like to be kept moist but not consistently wet. They don't like the soil to be too soggy, but they do need a lot of water when they are first planted and when they get big (especially during hot summer days, when they will need daily watering). When you water, be sure to saturate the soil, rather than simply moistening the top few inches. Plants have deep roots and may wilt if only the top soil is moist. And remember, too, that container plants will require more frequent watering. To take the guesswork out of watering, Proven Winners



offers the WaterWise system, which can water up to 10 containers at once from a single faucet.

What about fertilizer?

We recommend a fertilizer that has high amounts of nitrogen and low amounts of phosphate, such as Proven Winners Water-Soluble Fertilizer and



Controlled-Release Fertilizer. If you look at the fertilizer bag, it should have a ratio of three figures, which is called the N:P:K ratio. The first figure should be the highest, because it's the amount of nitrogen in the mixture. We recommend a ratio of about 24:12:17. We recommend fertilizing every two weeks. In addition, periodic feeding with iron will help to prolong plant life and enhance performance.

How do I know if my plants will get the right amount of sunlight?

Before you purchase your plants, think about where you want to plant them and how much sunlight each area of your yard gets during the day. When you choose your plants, examine the tags to see what their light requirements are and plant accordingly. Full Sun means 6 hours or more of direct sunlight. Part Sun/Part Shade means 3 to 6 hours, preferable in the morning or early afternoon. Full Shade means less than 3 hours of direct sunlight, with filtered sunlight the rest of the day.

ANSWERS TO OTHER QUESTIONS



SUPERBELLS®
Blackberry Punch
Calibrachoa hybrid

SUPERBELLS® Coralberry Punch
Calibrachoa hybrid

SUPERBELLS® Apricot Punch
Calibrachoa hybrid

The Superbells® Punch Series is a Winner

And so are the rest of our new introductions

For years, gardeners have loved the vibrant color and exceptional performance of Superbells. And this spring there will be something even more to love as Proven Winners introduces the Punch series. The two-tone feature of Apricot, Blackberry, and Coralberry Punch make their blooms truly unique, while their reputation as Superbells make them a reliable, easy-to-grow favorite. They love the sun, they can take the heat, and they bloom non-stop until frost.

For more information on each variety, click on the plant name to be redirected to our website.



SUPERBENA® Royale Chambray
Verbena hybrid

Cascades of lavender flower clusters fill containers and landscapes with bright blooms and a sweet fragrance. Plus, this new Verbena is an early bloomer.



INTENSIA® Blueberry
Phlox hybrid

Tons of rich blue-purple flowers make a carpet of color on this plant, which grows 8 to 12 inches high, making it especially lovely in containers and hanging baskets.



SUPERTUNIA®
Sangria Charm and
Indigo Charm *Petunia hybrids*

If you love how Petunias grow but are looking for one with a smaller bloom, the new Supertunia Charm series is perfect. The two vibrant colors are showstoppers and create exceptional containers.



'Sweet Caroline Purple'
Ipomoea batatas

'Sweet Caroline Light Green'
Ipomoea batatas

Sweet Caroline series
Ipomoea batatas

Sweet Potato Vines are exceptional foliage plants that look magnificent alone or mixed with flowering varieties. The nine Sweet Carolines give you a variety of distinctive colors and leaf shapes to choose from. Series includes: Sweet Caroline Purple, Light Green, Green Yellow, Red, Bronze, Sweetheart Light Green, Sweetheart Red, Sweetheart Purple, and Bewitched *Ipomoea batatas*



LUCIA® Lavender Blush *Lobelia erinus*

Lucia is brand new and already P. Allen Smith has included it in his Platinum Collection for 2011. You'll love it too with its bright mounds of flowers and tolerance for the intense heat of summer.



DAISY MAY™ *Leucanthemum*

If you love Daisies but haven't had luck growing them, Daisy May will change all that. This easy-to-grow plant has a long bloom time and comes back year after year.



GOLDILOCKS ROCKS® *Bidens hybrid*

Constant summer flowering and a unique almost-double bloom makes Goldilocks Rocks a spectacular addition to your garden.

GOLDDUST™ *Mecardonia*

Dainty bursts of true yellow blooms make a beautiful basket and an exceptional ground cover, growing just 1 to 3 inches high.



GRACEFUL GRASSES® *Vertigo*
Pennisetum purpureum

The rich burgundy foliage of Vertigo creates a magnificent focal point for combinations. It's easy to grow and will reach 3 to 6 feet when watered and fertilized regularly.



GRACEFUL GRASSES® *Blue Mohawk* ***Juncus inflexus***

A stunning grass with beautiful blue-green leaves, Blue Mohawk grows 3 to 4 feet tall, adding elegance to your landscape or large containers. It prefers moist soil but tolerates bright light and hot temperatures.

EASY-CARE SHRUBS ADD YEAR-LONG ENJOYMENT

Flowering shrubs add color to your landscape year after year, without much work on your part. Just plant them once, and you can enjoy them without much work or cost in the years to come. The latest shrubs from Proven Winners® also provide color and interest in all four seasons.

Winter/Early Spring

Double Take™ Quince

Chaenomeles speciosa

You'll do a double take when you see these Quince, which look like Camellias. The Double Take series of flowering Quince puts on a spectacular early season display of blooms. Bright spring flowers are only the beginning of the Double Take Quince's appeal: they're also thornless, they do not produce fruit, and they're extremely drought tolerant once established. These early spring charmers are excellent landscape plants. Double Take is available in three colors – red, pink, and orange.



Double Take™ 'Pink Storm'



Double Take™ 'Scarlet Storm'



Double Take™ 'Orange Storm'

Winter/Early Spring

Snow Day™ Surprise Pearl-bush

Exochorda

Snow Day Surprise's large white blooms cover this plant in a flood of spring flowers. This is a stronger grower than old-fashioned Pearl-bush, with a neater, more compact habit. An excellent plant for the spring landscape!



Late Spring/Early Summer

Bloomerang® Purple Reblooming Lilac

Syringa x penda

Enjoy classic Lilac fragrance for months instead of weeks! A revolutionary new kind of Lilac, Bloomerang blooms in spring and then again throughout the summer. It does go through a rest period in the heat of the summer, then flowers. While traditional Lilac varieties bloom for a few short weeks in spring, Bloomerang's fragrant flowers continue until frost.



Invincibelle® Spirit Smooth Hydrangea

Hydrangea arborescens

It's the first pink 'Annabelle' Hydrangea! Invincibelle Spirit is as hardy and adaptable as 'Annabelle' but produces loads of hot pink flowers from early summer to frost. A reliable bloomer in the north, this Hydrangea is also heat tolerant. It's also the only pink Hydrangea which supports breast cancer research, as \$1.00 will be sent to the Breast Cancer Research Foundation for each Invincibelle Spirit sold.



Late Summer/Fall

Little Lime™ Hardy Hydrangea

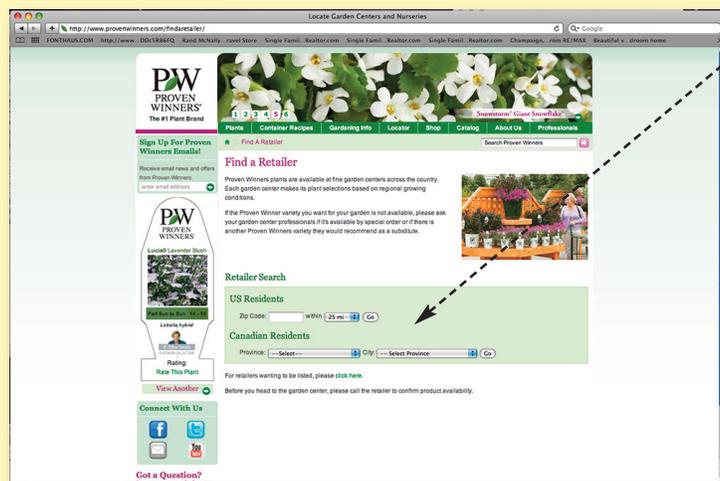
Hydrangea paniculata

A new dwarf form of the ever-popular 'Limelight' Hydrangea, Little Lime sports the same great flowers and coloration as 'Limelight' but in a smaller package. At one-third the size of traditional hardy Hydrangeas, this new variety fits well into any landscape. Summer flowers open soft green and turn pink and burgundy in fall.

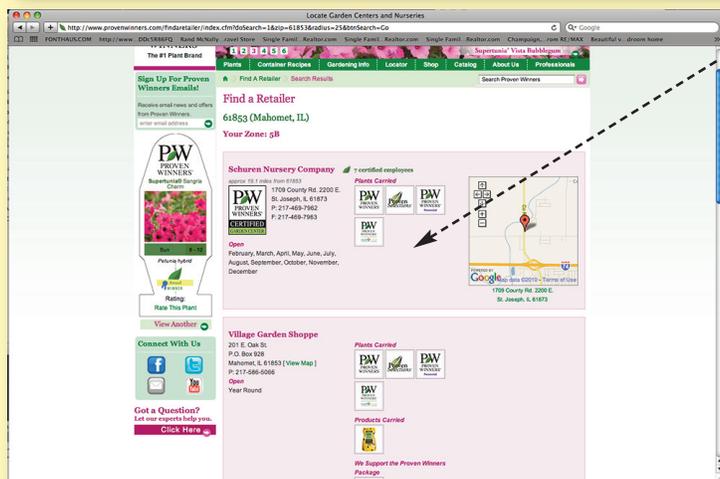


Looking for Proven Winners Plants?

The Proven Winners plants you love are often just around the corner at your independent garden center or down the street at your local Home Depot. But with hundreds of popular varieties, not every retailer can carry every plant. If you're looking for your favorite Supertunia®, the latest Superbells®, or the new Snow Princess®, follow these steps to make it easy:



1. Go to provenwinners.com.
2. Click on the Locator bar at the top of the page and go to Find a Retailer.
3. U.S. residents should enter your zip code and distance you are willing to travel; Canadian residents should enter province and city.



A list of retailers will appear that will include location and contact information, distance to travel, location map, the plants and products carried, hours of operation, and other information specific to that garden center. It's a good idea to call the garden center to see if they carry the particular variety you are looking for before driving there.

If the Proven Winners variety you want for your garden is not available at your local retailer, please ask them if they can special order it for you or if there is another Proven Winners variety they would recommend as a substitute.

And if your heart is set on a particular variety that isn't available locally, we do offer an online order option for the Top 100 Proven Winners plants. To determine which varieties are currently available to order online, click below.

BUY PLANTS ONLINE

We make it easy to find North America's #1 Plant Brand.



CELEBRITY GARDEN SHED

Joe Lamp'l's Favorite Gadgets for Growing Green

PROVEN BEAUTY: What item in your garden shed do you use the most?

JOE LAMP'L: I don't use herbicides, so I'm constantly hand weeding. A new tool showed up at my office a while back, and it's now my new favorite tool. It's called a "hoe-dag," and it's a hand tool with a wide blade on one side and a narrow blade on the other. It's well balanced and very versatile for digging out those tap-rooted weeds as well as for scraping off the surface weeds. It's also great for planting seedlings and small annuals and perennials. So between the planting and the year-round weeding, this tool is never far away.

PROVEN BEAUTY: What item in your garden shed could you not do without?

JOE LAMP'L: I love to prune, so it would be my Fiskars® pruners. There are always reasons to prune, but I love doing it to see how plants respond after the cut. To me, it's important for the overall health and look of the garden, but it's such a learning opportunity for me too. We're attached at the hips as they say. Pretty much every time I head into the garden, my pruners are by my side.

PROVEN BEAUTY: What's the oldest item in your garden shed?

JOE LAMP'L: Well, it's no longer in my garden shed, but it is definitely the oldest. It's a digging fork. I'm not sure how old it is, but I'm thinking turn of the century. I bought it at an antique store right about the time I started hosting my first television show, "Fresh from the Garden." I don't think I intended to actually use it in the garden, but I did anyway, and I was hooked. It had an old hardwood shaft and T-handle. It was so well balanced, and it just looked so cool. I used it every day on the show...until I broke the handle. Man I was sick. Fortunately, I was able to conceal the break, and now it's retired in a place of honor in my office. I love looking at it, and it's a great reminder of some memorable times.



PROVEN BEAUTY: What's the newest item in your garden shed?

JOE LAMP'L: I get lots of stuff sent to me to try in the garden. And I do try and give almost everything its due. If I like it, I may use it all the time and maybe even talk or write about it or use it on TV. But the shed is now so full of those types of things, I usually donate many of them several times a year. I usually take them on the road and give them away to school or community gardens. Plus, my wife is in a garden club, and she's been known to raid the shed a time or two also.



On Left:
COLORBLAZE® Kingswood Torch
Coleus hybrid, **INFINITY® Lilac**
 and **Salmon New Guinea Impatiens**,
 and 'Sweet Caroline Purple'
Ipomoea batatas
 Above:
COLORBLAZE® Dark Star Coleus
hybrid, **SUMMER WAVE® Amethyst**
Torenia hybrid, **CHARMED® Wine**
Oxalis, and **Pink Chablis®**
Lamium maculatum

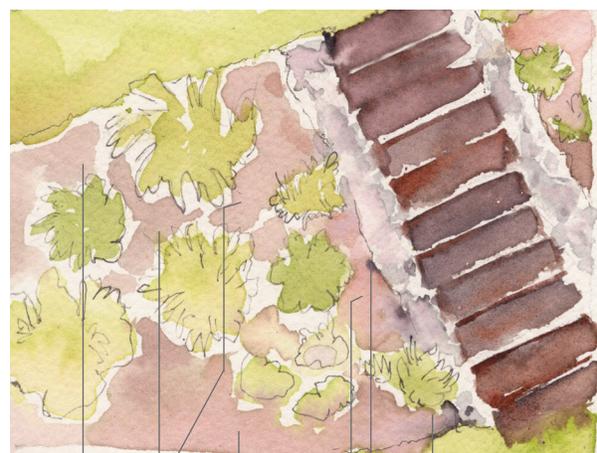
Just because an area of your yard doesn't get a lot of sunlight doesn't mean it has to look dull. Bring some vibrant colors to a shady garden bed by adding some of these stunning crimson, purple, and dark pink Proven Winners varieties shown here. These beauties are made for the shade.



On Left:
SUPERBELLS® Coralberry Punch
 and **Dreamsicle Calibrachoa**
hybrids, **SUNSATIA® Raspberry**
Nemesia hybrid, and
 'Tuscan Sun' *Heliopsis*
 Above:
SUPERBELLS® Pink Calibrachoa
hybrid, **FLAMBE® Yellow**
Chrysocephalum apiculatum,
SUPERBENA® Pink Shades
Verbena hybrid, and **FLIRTATION®**
 Orange *Diascia hybrid*

Do you have an existing perennial bed that you love, but you'd like to give it a fresh look? Try a color-theme approach, choosing flowering plants that will complement your existing perennials when they are in bloom but offering something new at the same time. Don't forget the power of size, too. Shorter, trailing varieties, planted near a rock edge in this partly sunny location, adds a soft look to your landscape.

Want a Quick and Easy Landscape Makeover?



On Left:
DAREDEVIL® Claret *Pelargonium zonata*, **LUSCIOUS®** CITRUS BLEND™ *Lantana hybrid*, and **SUNSATIA®** Lemon and Cranberry *Nemesia hybrids*
 Above:
COLORBLAZE® Dipt In Wine *Coleus hybrid*, Orange **SYMPHONY** *Osteospermum hybrid*, **GRACEFUL GRASSES®** Purple Fountain Grass *Pennisetum setaceum*, and **SUPERBELLS®** Apricot Punch *Calibrachoa hybrid*



On Left:
SUPERTUNIA® Lavender Skies *Petunia hybrid*, **INTENSIA®** Orchid Blast and Blueberry *Phlox hybrids*, and **SNOW PRINCESS®** *Lobularia hybrid*
 Above:
SUPERTUNIA® Vista Silverberry *Petunia hybrid*, **ANGELFACE®** Dresden Blue *Angelonia hybrid*, **GRACEFUL GRASSES®** VERTIGO™ *Pennisetum purpureum*, and **SUPERBELLS®** Lavender *Calibrachoa hybrid*



A sloping bed with existing perennials and shrubs can become a garden showpiece when you add the bright bloomers. Here, bright reds and oranges provide a lovely contrast to the yellow home, and because these varieties are vigorous spreaders, they will fill in your full-sun garden bed quickly and beautifully. Remember to use plenty of mulch on sloping ground to keep plants from washing out and to keep moisture in.

Is your landscape tired and uninspired? You can change that by filling your beds with plants that complement the color of your home, in this case, whites and soft blues do the trick. And by all means if you have ornamental grasses in your landscape, keep them and plant your annuals in front of them. Grasses enhance the look of your blooming plants by providing an elegant and statuesque backdrop.

Try These Ideas and Plants from Proven Winners.



Select a favorite container.
 Make sure it has a drainage hole.
 Fill it with a quality potting soil.
 Add Proven Winners
 time-release plant food.



Select a vibrant combination of Proven Winners plants.
 Make sure they have the same light and water requirements.
 Purchase equal numbers of each – 2 each for a 14" container
 and 3 or more for larger containers.



Choose one variety and plant in
 opposite sides of the container.

5 Easy Steps to Beautiful Container Design

Container design is art, but it's science, too. The art begins with your selection of Proven Winners. If you choose plants that are similar in size, like those in the All Fired Up combination shown here, the science is in how you plant and care for them. By following the step-by-step instructions shown here, you're sure to enjoy containers of blooming beauty all season long. If you choose plants of varying sizes and growth habits for your containers, plant from the center out, with the tallest plant in the back center, smaller plants around the base of the tall plant, and trailing plants at the container's edge to spill over the side. For more artistic ideas for your garden, click below to order our FREE *Gardener's Idea Book*.

MY FREE IDEA BOOK





Plant your second variety alternating with the first.



Fill in the container with the third variety. With time, water, and Proven Winners plant food, your container will grow into a tapestry of bright, shimmering colors.

At right: All Fired Up –
SUPERBELLS® Dreamsicle *Calibrachoa*
hybrid, SUNSATIA® Lemonade
Nemesia hybrid, and SUPERBENA®
Pink Shades *Verbena hybrid*



Do-It-Yourself Gourd Birdhouse

A Birdhouse from the Garden and for the Garden

Gardeners are naturalists, and what's more natural than taking a plant and turning it into a home for wildlife? That's just what you can do by following the four easy steps shown in the slideshow available below. All you need is a gourd, a drill, some nontoxic paint, and a rope or wire. Add your own personal style and a dose of inspiration and you have a beautiful and environmentally friendly addition to your garden – or a lovely gift for friends, family, and other naturalists on your list.



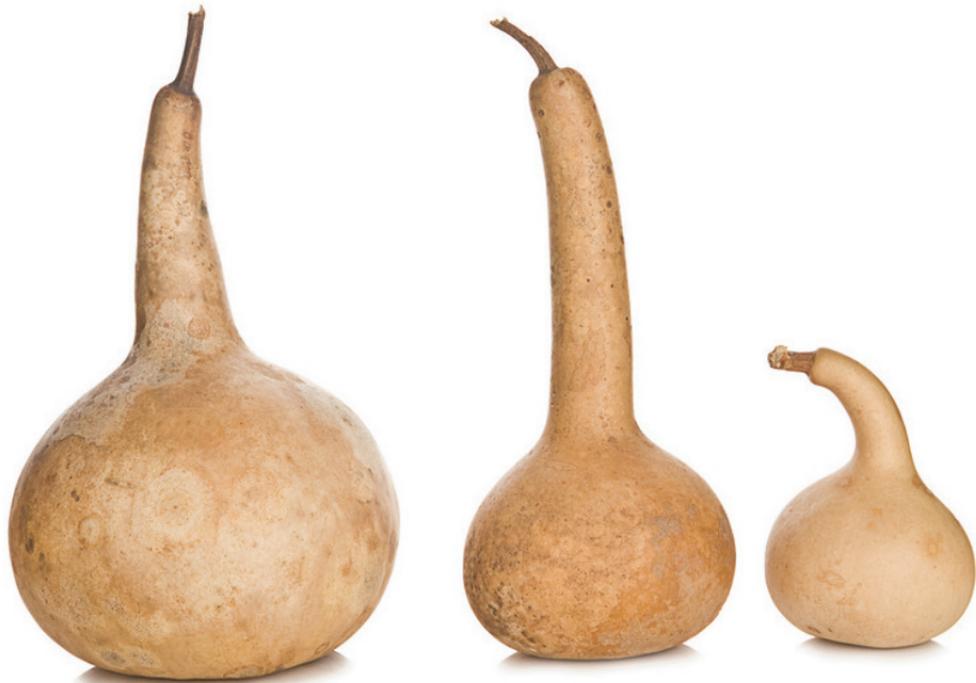
In addition to the Do-It-Yourself birdhouse project slideshow, here is a list of other websites that can help you create, design, and decorate a birdhouse that you'll be proud to display.

Where can I buy dried gourds?

What size birds do I want to attract?

What's a simple way to paint a birdhouse?

How else can I decorate my birdhouse?



Step 1:

Choose a gourd. Find one in the size and shape that appeals to you for the area where you want to hang your birdhouse. You can either dry your own gourd or buy one. If you dry your own, you must clean the gourd by soaking it in bleach water for at least 15 minutes and then scrubbing off the outside layer of the gourd.



Red-headed
Woodpecker



Titmouse



Swallow



Step 2:

Drill holes. Determine the size of the bird that you want to attract to your birdhouse and drill one hole in the front with a saw bit to accommodate that size. Next, drill two holes at the top in order to hand the finished birdhouse. Finally, drill several small holes at the bottom for drainage and ventilation.



Step 3:

Paint your birdhouse. You can choose a minimalist approach, using one neutral color, or you can experiment with more complex designs, using colors and artistic flourishes that complement or contrast with other garden accessories. The sky's the limit. Just remember to use nontoxic paint.



Step 4:

Display it. Using rope or wire, hang your birdhouse from a secure object in an area where you can see it but where bird droppings will not be an issue.

IS YOUR GARDEN HUMMINGBIRD FRIENDLY?

Hummingbirds love nectar, so if you love hummingbirds, try these two ways to bring them to your garden.

1 Use a hummingbird feeder and fill it with "nectar" you can make at home.

Four parts water to one part sugar closely matches the sugar content in nectar. Boil the solution for 2 minutes, cool, and fill the feeder. Store extra in your refrigerator and refill the feeder as needed.



2 Fill containers and garden beds with bright red and orange plants.

Hummingbirds are attracted to these colors, so you'll want to plant red and orange varieties that are in bloom when hummingbirds are looking for them, like the varieties shown here. These Proven Winners plants will draw hummingbirds to your garden and make it beautiful at the same time.

Proven Winners Plants that Attract Hummingbirds:

SUPERBELLS® *Calibrachoa hybrids*
TOTALLY TEMPTED® *Cuphea llavea*
COLORBLAZE® *Coleus hybrids*
SIMPLY SCENTSATIONAL™
Heliotropium hybrid
ABSOLUTELY AMETHYST™ *Iberis*
DOLCE® *Heuchera hybrids*
LUSCIOUS® *Lantana hybrids*
LUCIA™ *Lobelia hybrids*
LAGUNA™ *Lobelia hybrids*
SUPERTUNIA® *Petunia hybrids*
GARNET BROCADE™ *Sedum hybrid*
CATALINA® *Torenia hybrids*
SUMMER WAVE® *Torenia hybrids*



Sweet Nectar:
SUPERBELLS® Tequila Sunrise
Calibrachoa hybrid
LUSCIOUS® Citrus Blend *Lantana hybrid*
SUPERTUNIA® Red *Petunia hybrid*

Outdoor Living Extravaganza

a Retreat and Seminar with Proven Winners



Atlanta

March 4, 2011

Atlanta History Center
130 West Paces Ferry Road NW
Atlanta, GA 30305-1366

Seattle

March 18, 2011

The Golf Club at Newcastle
5500 Six Penny Lane
Newcastle, WA 98059

Milwaukee

April 8, 2011

Peck Center at the Milwaukee Zoo
10001 W Blue Mound Rd
Milwaukee, WI 53226

Toronto

April 15, 2011

Angus Glen Golf Club
10080 Kennedy Road Markham
Toronto, Ontario, Canada L6C 1N9

There's no more perfect way to get an inspiring jump on your spring gardening than to attend an Outdoor Living Extravaganza. Each of these Friday sessions will feature several gardening experts who will share their thoughts on a range of gardening topics to get you ready to plant your most successful garden yet. Plus, you'll get a sneak peek at the newest varieties available from Proven Winners. Registration includes the seminar, a catered lunch, snacks throughout the day, raffle prizes, and a gift bag filled with fun and useful gardening items.

\$80 per person
8:30 am to 4 pm

REGISTER HERE

