



# The 2012 Collection

**PW**  
PROVEN  
WINNERS®  
The #1 Plant Brand.\*





# Introducing the Proven Winners® Consumer Ad Combination for 2012

Want to know what gardeners will be asking for next spring? Here it is. SUPERTUNIA® Bermuda Beach *Petunia*, LAGUNA™ Sky Blue, and SUPERBELLS® Yellow Chiffon *Calibrachoa* are the featured plants in our Bermuda Skies combination, which will be showcased in all of our consumer print advertising for 2012.

As you can see from the broad reach of our print campaign in gardening and lifestyle publications, this trio of beautiful plants will get lots of exposure across the country. And that means gardeners will be coming into garden centers looking for all three varieties. Plus, the campaign also offers consumers the opportunity to receive a free *Gardener's Idea Book*, which features many more of our most popular varieties.

Be ready to take advantage of this exposure by ordering plenty of the three plants in Bermuda Skies. And look for our Top Seller icons throughout this catalog for other popular varieties that you'll want to have in large supply.

Response to our recent print campaigns has been overwhelming. Let that brand awareness translate into sales for your business too.



**Bermuda Skies**  
 SUPERBELLS® Yellow Chiffon  
*Calibrachoa hybrid*  
 LAGUNA™ Sky Blue *Lobelia hybrid*  
 SUPERTUNIA® Bermuda Beach  
*Petunia hybrid*

## Here's where consumers will see the Bermuda Skies combination\*

	Feb	Mar	Apr	May	Jun	Jul/Aug
Birds & Blooms	■	■				
Garden Design	■		■	■	■	
Country Living			■	■	■	
Fine Gardening			■	■	■	
Flea Market Gardens	■	■	■			
Martha Stewart Living		■	■			
Sunset		■	■			
Southern Living			■			■
American Gardener		■	■			
Better Homes & Gardens			■	■	■	
Country Gardens		■	■			
Fresh Home		■	■			
Inspirations			■	■	■	
Midwest Living		■	■			
Traditional Home		■	■	■	■	
Woman's Day						■
Yankee		■	■			
Canadian Living			■	■		
Canadian Gardening			■	■		
Canadian House and Home		■	■			
Neil Sperry's Texas Gardening		■	■			
Chicagoland Gardening		■	■			
Missouri Gardening		■	■			
Ohio Gardening		■	■			
Indiana Gardening		■	■			
Pennsylvania Gardening		■	■			
Carolina Gardener		■	■			
Kansas City Gardener				■	■	
Gateway Gardener (St. Louis)				■	■	
Northern Gardener				■	■	■
Gardens West			■			
Garden Making		■	■			

■ Proven Winners Advertising  
 ■ Proven Winners ColorChoice® Advertising

\*Reflects consumer print ad placement for 2011. Schedule for 2012 to be determined.

# What Do Your Customers Want?

## More Perennials and More Superbells®

We all know that a successful business has to provide what their customers want. And what better way to find out than to actually ask them. That's what we do through online, in-person, and social media interactions with gardeners, so that you have the information you need to make good decisions for your garden center.

Today, consumers are telling us that they want to extend the value of their gardens with perennials. To meet their request for reliable, easy-to-maintain plants that return year after year, Proven Winners has established a partnership with Walters Gardens, the leading perennial supplier in North America. This partnership allows us to offer Walters' most unique, exclusive, and top-performing perennials as a complete Proven Winners perennial line for 2012.

You'll find 27 new perennials included in this catalog, along with other new plants gardeners have asked us for – like four new Superbells varieties and 25 new ColorChoice shrubs. And, of course, you'll find scores of other top-performing Proven Winners varieties that consumers will be looking for in garden centers across the United States.

At Proven Winners, we're committed to making sure you have what gardeners will be asking for . . . today and tomorrow.

DECADENCE™ 'Cherries Jubilee' *Baptisia*

'Autumn Frost' *Hosta*

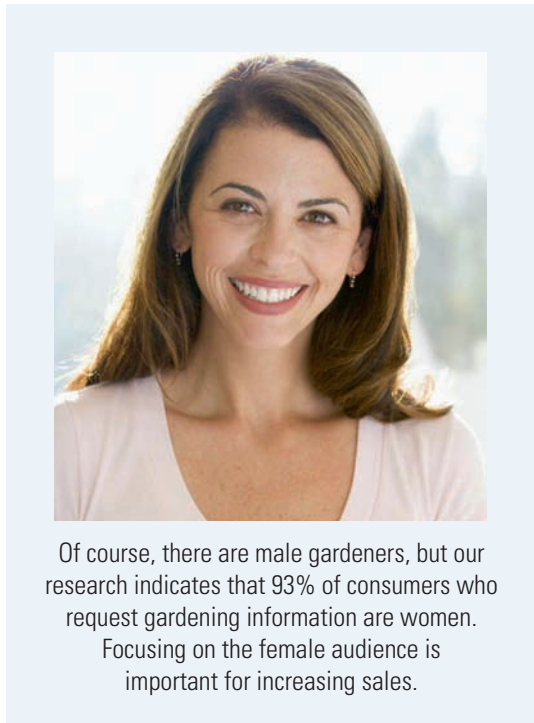




# Proven Winners Helps You Sell to a Changing Market

## 2012 Consumer Shopping Trends

Proven Winners takes the time to find out who today's gardeners are, how they shop, and what they want. Our research indicates that they're more likely to live in a city, more likely to rely on the Internet for information, more attracted to "experiences" than "things," and more interested in making eco-friendly choices. Just what does this mean for our industry and your business? It means opportunity. With Proven Winners you have a partner who knows the changing market and offers programs and products that help you respond to it. Here are some of our suggestions for capturing those opportunities in 2012:



### 1 Save Her Time.

She's looking for quality. Make it easy for her to find it quickly by using Proven Winners containers and creating a Proven Winners destination area. She identifies our brand with performance, beauty, and reliability and will be looking for the white containers to ensure she's making the right choices.



### 2 Surprise Her.

Get her attention by offering the most unique plants – like Supertunia® Pretty Much Picasso, Superbells® Cherry Star, and Supertunia® White Russian. Proven Winners has the varieties that offer something different, that surprise gardeners with their dramatic color and textures, and that increase sales.





### 3 Inspire Her.

Proven Winners provides great ideas as well as great plants, and today's gardeners value the inspiration. They order our *Gardener's Idea Book* and subscribe to *Proven Beauty*, our online magazine, and the ideas consumers see inspire them to recreate Proven Winners gardens for themselves.



### 4 Support Her Values.

Research affirms that consumers' buying decisions are influenced by cause-related campaigns. They respond positively to purchasing a product that offers a societal benefit. Proven Winners Pink Days and Smile campaigns, as well as our commitment to donate \$1 for every Invincibelle® Spirit Hydrangea sold to the Breast Cancer Research Foundation, validate for consumers that their purchase does more than just look beautiful in their garden. It does good, too.

### 5 Connect Her.

Consumers want to be connected both to industry experts and to other gardeners. Our website and our new Quick Response Code technology (see page 13) gives them easy access to a wealth of ideas and gardening information. Proven Winners' presence on Facebook and Twitter allows them to connect with others about the newest varieties and trends, about tips for designing beautiful containers and growing healthy plants, and about what works in different parts of the country. Our Outdoor Living Extravaganzas allow the same in-person opportunity to hear from experts and meet other gardeners who want to learn more about their favorite pastime.



At Proven Winners, not only do we make it our business to provide top-performing, innovative plants for growers and retailers, we also make it our business to know what gardeners will want to buy today – and tomorrow. It's how our business helps you grow yours.



# What's New?

## Exceptional Introductions for 2012 from Proven Winners

SUPERBELLS® Cherry Star  
*Calibrachoa hybrid* 'USCAL91001' USPPAF CanPBRAF  
Cherry Star delivers the same great performance you've come to expect from Superbells in a unique bloom color and pattern. A stable yellow star radiates across the cherry pink petals.



SUPERBELLS® Grape Punch  
*Calibrachoa hybrid* 'USCAL84704' USPPAF CanPBRAF  
The introduction of the two-tone Punch series of Superbells in 2011 was a big hit with growers and gardeners. Grape Punch is sure to add to that success with large grape blooms that feature a deep velvet throat and a yellow eye.

SUPERBELLS® Miss Lilac  
*Calibrachoa hybrid* 'USCAL87502' USPPAF CanPBRAF  
The abundant blush lilac flowers of this introduction are constantly in bloom. A great choice for baskets and containers, Miss Lilac has exceptional disease resistance.







**SUPERBELLS® Sweet Tart**  
*Calibrachoa hybrid* <sup>\*\*\*\*</sup> USPPAF CanPBRAF

The mounding/trailing habit of Sweet Tart creates season-long cascades of soft pink flowers accented with a large lemon-yellow eye.

**SUPERBELLS® Tequila Sunrise Improved**  
*Calibrachoa hybrid* <sup>USCAL88203</sup> USPPAF CanPBRAF

This improved version is extremely easy to grow and has a superior growth habit. Tequila Sunrise features a vibrant mix of yellow, orange, and red flowers.



**Sweet Caroline Bewitched Improved**  
*Ipomoea batatas* <sup>NCORNSP-014BWPI</sup> USPPAF CanPBRAF

The improved foliage texture and richer, darker color of this perfect autumn plant makes it an eye-catching jewel in baskets, containers, and the landscape.

**ILLUSION® Garnet Lace**  
*Ipomoea batatas* <sup>NCORNSP-013GNLC</sup> USPPAF CanPBRAF

The third addition to the Illusion series has the same compact growth habit and dense branching of Midnight Lace and Emerald Lace. Garnet Lace rounds out the color palette, adding a vibrant garnet red, lacy leaf form to the already popular series.



**Sweet Caroline Raven Improved**  
*Ipomoea batatas* <sup>NCORNSP-015SSCPI</sup> USPPAF CanPBRAF

With rich, dark purple-black foliage, Raven is breathtaking alone and also makes a great addition to any combination planting.



# What's New?

Exceptional Introductions for  
2012 from Proven Winners



**SUPERTUNIA® White Russian**  
*Petunia hybrid* 'Kerivoryvein' USPPAF CanPBRAF

White Russian adds another unique coloration to the Supertunia line-up. Its antique white petal, dark chocolate veins, and dark eye will get gardeners' attention.



**COLORBLAZE® Velvet Mocha**  
*Solenostemon hybrid* (Coleus) \*\*\*\* USPPAF CanPBRAF

A bold, yet lacy, textural plant with rich, burgundy-mocha leaves, Velvet Mocha features a strong, upright habit and the same outstanding performance of other ColorBlaze varieties.



**ROCKAPULCO® Coral Reef**  
*Impatiens walleriana* 'balcoree' USPPAF CanPBRAF

This new Rockapulco is the most floriferous yet. The bright coral pink blooms are vibrant, large, and rose-shaped, matching the rest of the series. Coral Reef also boasts excellent branching and exceptional performance.





**INFINITY®**  
 Electric Cherry  
*New Guinea Impatiens* \*\*\*\* USPPAF CanPBRAF  
 Electric Cherry is supercharged, with cherry pink-based blooms that are shot through with vivid lilac and accented by a small white eye as flowers age.

**INFINITY®** Electric Coral  
*New Guinea Impatiens* \*\*\*\* USPPAF CanPBRAF  
 This new addition to the Infinity series is high voltage. The huge, vibrant coral-based blooms of Electric Coral are shotthrough with hot pink and accented with hot pink and accented by a small white eye as flowers age.

**INFINITY®** Lavender Improved  
*New Guinea Impatiens* \*\*\*\* USPPAF CanPBRAF  
 Gardeners love shades of purple, and the rich lavender flowers and clear white eye of this variety will surely get their attention. Improved flower size and color create a crown of vibrant blooms.

**INFINITY®** Salmon Bisque  
*New Guinea Impatiens* \*\*\*\* USPPAF CanPBRAF  
 Salmon Bisque features the same outstanding versatility and performance you expect from Infinity in a new color. Salmon-red petals have a soft splash of white at the eye.



**SUPERBENA®** Royale Peachy Keen  
*Verbena hybrid* \*\*\* USPPAF CanPBRAF  
 The superb shelf life, yet strong garden performance of Royale Peachy Keen is sure to make it an industry and consumer favorite. Flowers open in a rich salmon color and turn a beautiful blush peach.

**SUPERBENA®** Royale Iced Cherry  
*Verbena hybrid* 'INVEBROICH' USPPAF CanPBRAF  
 The early compact habit of the Royale series makes it great for Grande™ container production, but it still becomes a vigorous spreading plant for the consumer. Iced Cherry features vibrant cherry flowers with pink undertones and a bright white eye.



# What's New?

## The Proven Winners Partnership with Walters Gardens

To meet gardeners' requests for more exceptional perennial varieties, Proven Winners has established a partnership with Walters Gardens, the leading perennial supplier in North America. It's a natural fit, because we both share a focus and dedication to developing, testing, and introducing the highest-quality new varieties. The partnership allows Proven Winners to offer Walters' most unique, exclusive, and top-performing perennials and establishes us as the most comprehensive, trusted source of superior, exclusive genetics for growers, retailers, and consumers.



'Banana Cream'  
*Leucanthemum superbum* USPPAF CPBRAAF

A perfect pot plant for retail, this vigorous grower has a compact habit, excellent disease resistance, and axillary budding, which results in summer-long bloom.





DECADENCE™  
 'Lemon Meringue'  
*Baptisia* USPPAF CPBRAAF

'Lemon Meringue' is exceptionally vigorous and forms an upright, vase-shaped mound of attractive blue-green foliage topped with long, charcoal stems that carry lemon yellow flowers.



'Primal Scream'  
*Hemerocallis*

One of the most sought-after daylilies available today, 'Primal Scream' features huge 8", spectacular glimmering tangerine orange, gold-dusted blossoms with a green throat.



SUMMERIFIC™  
 'Cranberry Crush'  
*Hibiscus var.* USPPAF CPBRAAF

This plant's relatively short, full compact habit is a breeding breakthrough. Dramatic, nearly black buds open to glossy, deep scarlet red flowers.



'Empress Wu'  
*Hosta* USPP20774 CPBRAAF

Absolutely the largest Hosta available, 'Empress Wu' is pure royalty. Its huge, thick, dark green, deeply veined leaves can each measure 18" wide and long, making it a tremendous focal point in the garden. 3-4' height; 5-6' spread



'Cheyenne Sky'  
*Panicum virgatum* USPPAF  
 (Red Switch Grass)

An ideal ornamental grass for growing in decorative containers, this hardy Red Switch Grass is the perfect perennial substitute for the annual Pennisetum 'Rubrum.'



'Hocus Pocus'  
*Veronica* USPPAF

This beauty has everything gardeners are looking for in a Speedwell: incredibly showy flowers, short, compact habit, clean foliage, and branched flowers that extend the bloom time from early through midsummer. The perfect pot plant for retail.

'Hocus Pocus' *Veronica*





# What's New?

## Exceptional Introductions for 2012 from Proven Winners ColorChoice®

These introductions are sure to be big sellers this season, not only because of their unique characteristics and exceptional performance but because of strong promotional efforts across the country. Consumers will be hearing about them in advertising and social media, and garden writers will be spreading the word as well.



BLOOM-A-THON™ Pink *Rhododendron*



LO & BEHOLD 'Purple Haze'  
*Buddleia*

Consumers love our dwarf Buddleia, and 'Purple Haze' is sure to be another big hit. It features dark purple-blue flowers that radiate downward and outward like purple pinwheels and bloom continuously from midsummer to frost. It has a uniquely horizontal, low-spreading habit and dark green, feathery leaves.



DOUBLE PLAY™ Big Bang  
*Spiraea*

Pink flowers are bigger than any Spiraea on the market, which means lots of color from spring through fall. And that's true for the foliage, too, as it glows orange in spring and then matures to bright yellow.



MY MONET® 'Sunset'  
*Weigela florida*

This 'Sunset' truly inspires. The new dwarf Weigela has eye-catching gold foliage and attractive red fall color. In addition to its colorful season-long foliage, it will occasionally produce soft pink flowers.





### HOME RUN® *Rosa x*

What will set this new Rose apart? Simple. It's the most disease-resistant Rose on the market. True red flowers bloom continuously from summer to frost, and this heat-tolerant, cold-hardy beauty requires no deadheading.



### PINK HOME RUN® *Rosa x*

A pink sport of Home Run®, this beauty has the same superior disease resistance, plus, it's early to flower and produces fresh vivid, rich pink flowers all summer without deadheading.



HOME RUN® *Rosa x*



PINK HOME RUN® *Rosa x*



# What's New?

## Introducing Proven Winners Biodegradable Containers

Consumers are asking for green solutions and Proven Winners is responding. Our new Eco-Grande™ and Eco-Royale™ containers are fully plantable alternatives to our branded white containers. Each peat container includes an attached four-color printed recyclable plastic wrap, with instructions on how to plant.

### What growers need to know about the Eco-Grande and Eco-Royale containers:

- Water the peat containers on a different schedule than plastic containers – keep them on different benches to make irrigation easier.
- Let the containers dry between watering, this will help prolong the container's life.
- Many plants tend to grow faster in peat containers – so again your watering cycle will be different than with a plastic container crop.
- Less fertilizer will prolong container life but also notice that the peat containers will tie up a small amount of nitrogen, so minor adjustments to your feed program may be necessary.
- Crop timing tends to be faster with peat containers, so modify your production schedule based on your growing experience.
- Regarding handling the containers in the greenhouse, the containers tend to break down faster under more humid, wet, and higher fertilizer conditions. It is best to handle the containers when they are on the dry side. Watch the brushes on container-filling machines, don't scrub the tops of the containers, and keep an eye on possible damage done by hoses and rough handling.
- The four-color wrap gives the container additional strength when handling.
- At retail, the peat containers stay wetter longer, so be careful not to overwater, especially when the containers are placed between plastic containers, which require more regular watering.

### What consumers need to know about the Eco-Grande and Eco-Royale containers:

- It's a 100% biodegradable container with the recyclable wrap removed.
- For best results, twist bottom of the container and plant the peat container and all.
- Make sure the lip of container is not above the soil line, avoiding any chance of moisture wicking away from roots.

For more information about the Eco-Grande and Eco-Royale containers, contact your Proven Winners propagator.



Container artwork subject to change.



# What's New?

## Technology on Our Plant Tags

Consumers are increasingly using technology to get quick and easy access to gardening information and to make their buying decisions. At Proven Winners, we want to be the company gardeners know they can count on to provide that information. It's why we have established online, in-person, and social media opportunities that allow gardeners to communicate with us and get 24/7 access to information about our plants.

And it's why we're introducing the addition of **Quick Response Codes** to our plant tags.\* When customers use their mobile phone to take a picture of the code, it will take them to a website that is optimized for mobile users, that allows them to view consumer ratings, growing tips, design ideas, and awards for that particular plant. Some consumers will take advantage of this feature after their purchase as they make planting decisions, but others will likely use it in the store to validate their buying decisions.

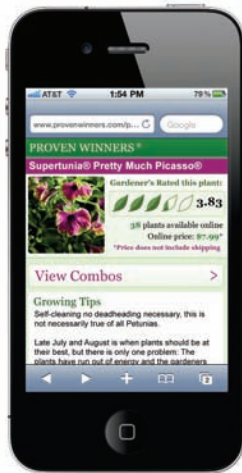
To ensure that these codes are visible to the consumer, you'll want to make sure you use branded containers and tag locks, so that the codes do not get buried in the soil. The Quick Response Codes are just one more way Proven Winners monitors consumer behavior and trends in order to provide you with information to grow your business.



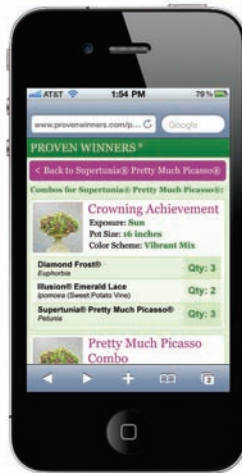
It is important to use the tag locks to assure the QRCs are not buried in the soil.



Variety landing page that allows the user to choose what they'd like to learn about.



Our plant database contains growing tips for both home gardeners and growers alike. In this application, home gardeners will learn helpful tips for the plant they select.



Container combinations continue to be very popular. This feature will allow the user to select from a number of combinations containing the plant they have selected.



Each year hundreds of plants are sent to nearly 50 public trials. Home gardeners can quickly see how their selected plant performed in their locale.

\* QRCs will appear on tags for all new varieties immediately and will appear on tags for current varieties as existing supplies are exhausted.



# What's New?

FREE Container Sample Program

Think there's  
no such thing as  
a free lunch?

Think again.



## We're Giving Away FREE Containers

We're so sure that our branded containers will help you sell more plants, that we're giving you the chance to try them for FREE. If you've wondered whether branded containers really work, now's your chance to see for yourself. Please place your liner order first, then contact us at 877.895.8138 and we'll send you a **FREE case of Grande™ containers along with one FREE case of matching trays**. There really is such a thing as a free lunch.



# What Sells?

## Plants in Branded Containers with POP

While a Proven Winners tag can catch a consumer's eye, the very best way to make the most sales of Proven Winners plants is to use our branded container and our POP. But you don't have to take our word for it. Independent research from StandPoint Market Research proves it. Visit our website to read the full results of this important study.

### Good:

Proven Winners plants in unbranded containers



### Better:

Proven Winners container with tag



### Best:

Proven Winners in branded containers with POP



### Top 5 Best-Selling POP

- No Work. All Play. Benchtape
- Amazing Annuals Benchcard
- Proven Winners Pricing Benchcard
- Plants for Sun Benchcard
- Annuals 23" x 23" Poster





# Six Targeted Ways Proven Winners Reaches Consumers



**1** MAGAZINE —  
**47 MILLION**  
**SUBSCRIBERS**

**Advertising in popular lifestyle magazines —**

45 million subscribers.

These ads appeared in the above magazines February through April 2011.



**Advertising in fine gardening magazines —**

2.2 million subscribers.

These ads will appear in the magazines February through April 2011.



**2** ONLINE  
**ADVERTISING**

Proven Winners will utilize SEO (Search Engine Optimization) and SEM (Search Engine Marketing) techniques to target new consumers with thousands of online ads on the world's most popular websites.



**3** **facebook** **twitter**  
**SOCIAL MEDIA —**  
**37,000+ Fans**

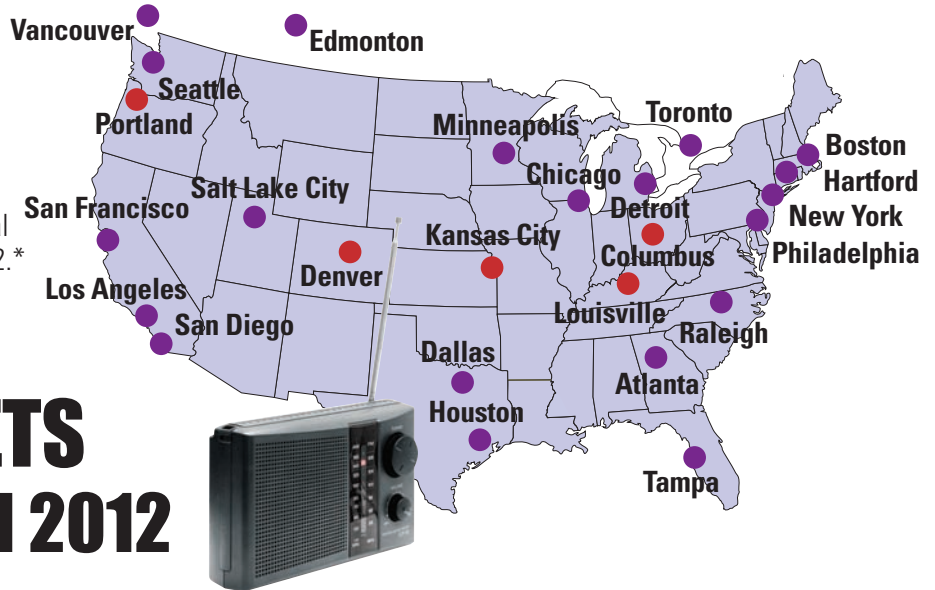
37,000 gardeners have joined the Proven Winners Facebook group and 2,300+ people follow us daily on Twitter.

# 4

In 2011, over 3,400 radio commercials were aired in a 16-week period across North America. Five additional markets will be added in 2012.\*

## RADIO — 20 MARKETS + 5 MORE IN 2012

\* Subject to change.



# 5 TELEVISION — 200 MILLION IMPRESSIONS

Broad television advertising includes: P. Allen Smith's gardening shows, GardenSMART Sponsorship, and NBC affiliates in 7 major markets

# 6

## Expanded website capabilities

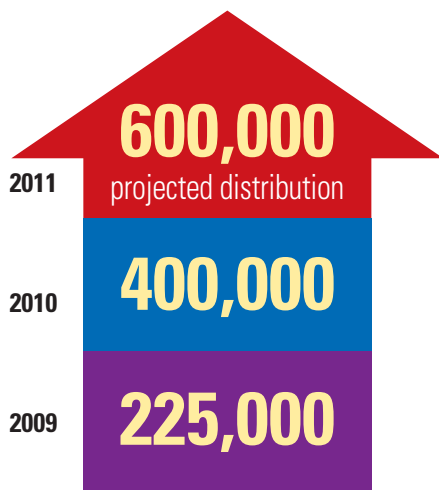
As our website has grown to include more than 4.5 to 5 million visitors, we are upgrading the features to work harder for the individual user. Information will be localized, relevant, and quick.



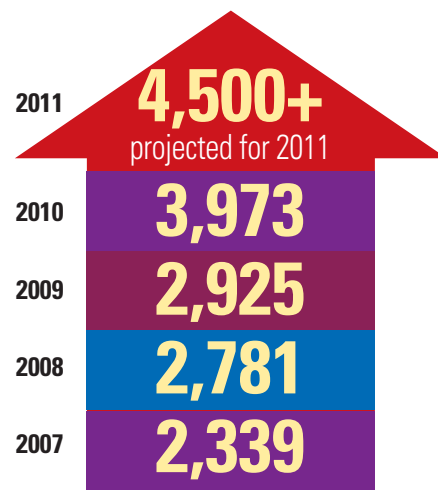
## WEBSITE — 4.5 to 5 MILLION UNIQUE VISITORS



# Proven Winners Gives You **MORE** Results

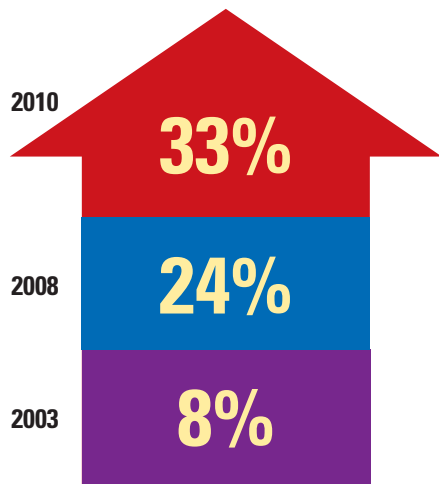


**Gardener's Idea Books requested by consumers**

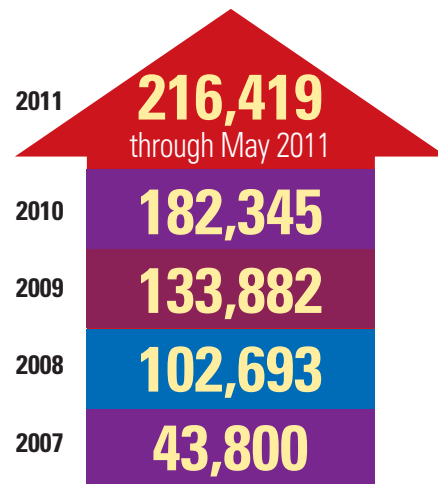


**12,245 personally answered comments**

Every day, our staff answers your customers' questions within 24 hours.

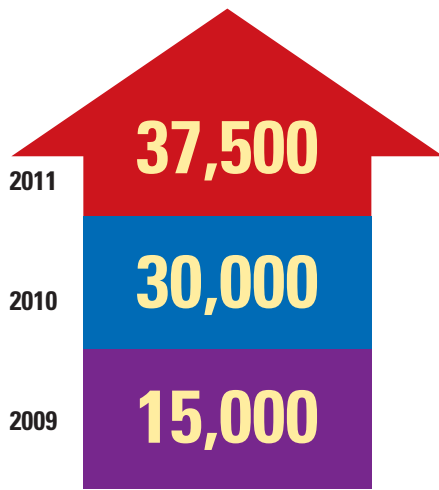


**Un-Aided Brand Awareness Increased 313% since 2003**



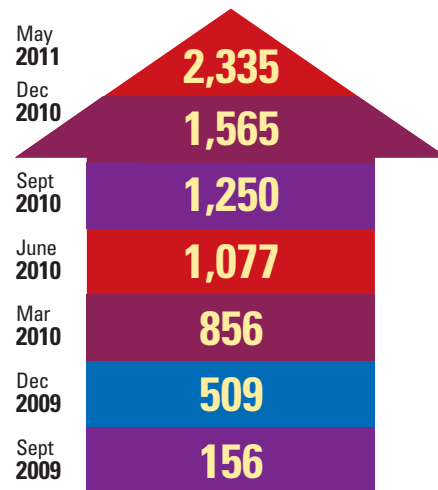
**Consumer Email Database**

**61%**  
increase from 2009

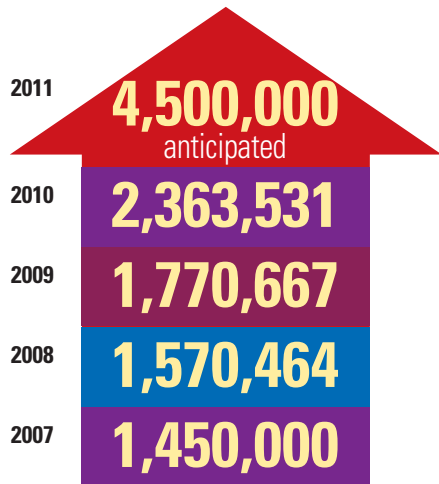


### Increase in Facebook Fans

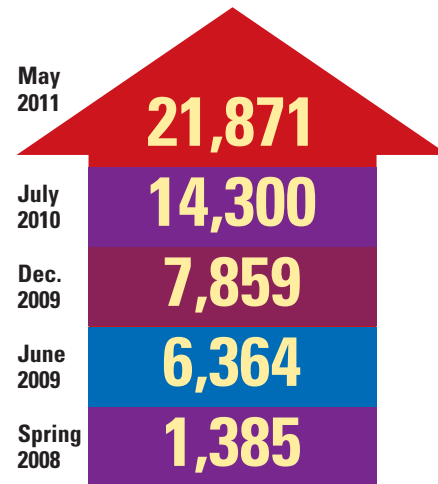
Includes 12,000 fans of Proven Winners ColorChoice



### 2x Increase from last year



### 53% Increase in unique visitors to our website



### Proven Beauty readers





# How Easy Is It to Become a Key Account Grower?

	Size of Greenhouse	Total Square Feet	Liners Needed	Greenhouses Needed	Number of Points Earned
<b>Bronze Key</b>	28 x 108 ft.	3300 sq. ft.	20,000-49,000	1.25	1/4 per liner
<b>Silver Key</b>	28 x 108 ft.	8000 sq. ft.	50,000-99,000	3.1	1/2 per liner
<b>Gold Key</b>	28 x 108 ft.	16,000 sq. ft.	100,000+	6.25	1 per liner

Your liner purchases can be combined from more than one propagator to help you achieve Gold Status. Silver and Bronze statuses are awarded per propagator and are not combined.



**Any grower that dedicates this amount of space (28' x 108') can become a Key Grower.**

## Liners That Count

All of the liners listed below count toward becoming a Key Grower.

- Proven Winners®
- Proven Selections®
- Proven Winners® Perennials
- Proven Selections® Perennials
- Proven Winners® ColorChoice®
- Spring Magic®
- Fall Magic®

A Proven Winners Key Account grower is a member of a highly qualified group of growers that receive annual training, plant samples, and free promotional products to better support the Proven Winners line of products. In order to qualify for this program, each grower must purchase an established number of liners from a Proven Winners propagator during July-June of each year. The number of liners purchased determines Gold, Silver, or Bronze Key status.

# Key Benefits for Key Growers

## Here's what you can get for FREE

The program is simple. For every liner you purchase, you earn points that translate into benefits. You can choose from Proven Winners POP materials, branded apparel, advertising opportunities, and plant foods for both growers and retailers. There are three levels in the program, with higher point awards given as volume purchases increase. So there is an opportunity for every grower and independent garden center, no matter the size, to take advantage of these program benefits.





# More Ways Proven Winners Helps Growers Increase Their Business

**1 Our Complete Online Cultural Guide**  
When you have growing questions, our online guide has the answers anytime you need them.



**2 Container Packaging**  
We guarantee greater sell-through with our containers or we'll refund the difference.



**3 Gold Key, Silver Key, and Bronze Key Programs**  
Earn rewards when you purchase Proven Winners plants.



**4 Our New Online Plant Tip Sheets**  
We've created stand-alone information sheets for our most popular varieties. Available online to print and share with customers and employees.



# 5 Update your records

As we add new programs and benefits for retailers, they constantly search our website for information. Be sure to update your records on our site so that retailers and landscapers can find you when they visit [www.provenwinners.com](http://www.provenwinners.com).



# 6

## Do You Know Which Fertilizer Will Work Best in Your Greenhouse? We Do.

To get the most from your plants, you need a high-quality fertilizer that works with your water supply. So we've developed four different formulations to minimize and correct pH-related problems. Just provide your Proven Winners propagator with water test results, and they'll recommend which fertilizer will work best in your greenhouse. Plus, you can choose from a cold weather growing product as well as a greening formula.



# 7 Our Popular Roadshows

Get the latest growing information on our new varieties and hear from the experts at these annual seminars.

**Gardener's Rated this:**



**Rate This Plant**



# 8 Know what's in demand in your area

We have received more than 7,000 plant ratings from consumers and have added this important information on our grower and retailer sites by region, so you know what is most popular with consumers in your area.

# 9 Trial Gardens Across North America

Every year we send our new varieties to trials across the country, so that we have data on how our plants perform in various climates. For a full listing of locations and previous results, visit our website. Results are updated in September and October.



# More Ways Proven Winners Helps Retailers Increase Their Business

## 1 Point of Purchase Materials

A wide selection of colorful, professionally designed POP to fit any garden center and catch your customers' attention.



## 2 The We Grow Smiles™ Campaign

A plant giveaway is a great opportunity to serve your community while earning goodwill and exposure for your garden center. This campaign kit includes all the marketing materials to make your event successful – all you have to do is follow the suggestions and provide the plants.



## 3 The Bloombox Kit

Everything you need to organize a container workshop, customizable to your garden center including a complete PowerPoint presentation.



## 4 Host a Pink Day

Nearly 250 retailers have already reaped the benefits of hosting a Pink Day celebration, and you can join them. Just plan your event around promotion of Invincibelle Spirit Hydrangea to bring interest to your garden center and to the cause of breast cancer research. Make a slow sales period into an opportunity to raise awareness about your business and about this good cause.





## 5 The iGarden Certification Program

It's FREE, it's easy, and it gives your staff the information they need to make more sales. Join the 7,000 employees who benefit by repeating this training annually.



FREE +



## 6 Gardener's Idea Book Giveaway

Don't have time to create and print your own brochure? Here's a solution. You can add your message to our *Gardener's Idea Book*. We pay for the books, address them using your mailing list, and include a customized promotional message for your garden center. All you have to do is provide the list and pay the 50 cents for mailing in the continental US. The giveaway is an easy, affordable, and effective way to inspire consumers to come into your garden center.



## 8 Everything a Gardener Needs to Ensure Success

Not only do we offer a great line of plants, but we also provide premium soil and plant foods, and even watering solutions. And our innovative 30-Second Planter is perfect for any time-starved gardener. So we make it easy for you to make your customers successful in the garden. Order WaterWise and Proven Winners soil and plant foods by visiting [www.pwcertified.com](http://www.pwcertified.com).

## 7 Our Online Retailer Listing

Our new website will automatically display the two closest certified retailers on each page consumers visit. We make it easy for them to find you.



Gardener's Rated this:



## 9 Know what's in demand in your area

We have received more than 7,000 plant ratings from consumers and have added this important information on our grower and retailer sites by region, so you know what is most popular with consumers in your area.



# Why Is Everyone Writing About Our New Plants?

Every year Proven Winners gets hundreds of stories written in magazines and blogs across the country. Why do these writers choose to feature our plants? Because we make sure they know about them. With our plants in their hands and in their gardens, the writers can preview our introductions and see for themselves how they look and perform in their region. It's a plant giveaway that creates exposure for our plants every time. For 2011, 250 writers in the U.S. will receive 10 of the varieties shown below.

## Annuals



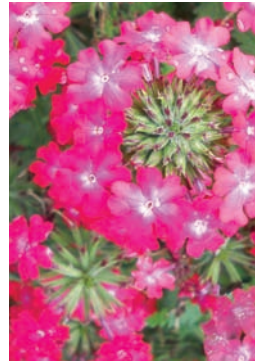
SUPERBELLS®  
Cherry Star  
*Calibrachoa hybrid*



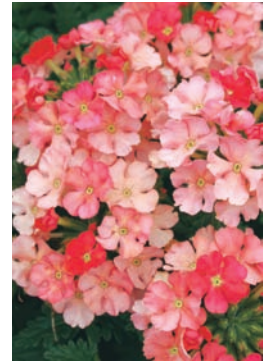
SUPERBELLS®  
Grape Punch  
*Calibrachoa hybrid*



SUPERBELLS®  
Sweet Tart  
*Calibrachoa hybrid*



SUPERBENA®  
Royale Iced Cherry  
*Verbena hybrid*



SUPERBENA®  
Royale Peachy Keen  
*Verbena hybrid*

## Perennials



'Little Annie'  
*Echinacea purpurea*



'Going Bananas'  
*Hemerocallis*



'Autumn Frost'  
*Hosta*

## Shrubs



DOUBLE PLAY™ Artist  
*Spiraea japonica*



DOUBLE PLAY™ Gold  
*Spiraea japonica*



Varieties subject to change depending on availability.



**P. Allen Smith**  
**PLATINUM COLLECTION™**

# Consumers Take His Word for It

Passionate and casual gardeners alike look to P. Allen Smith for inspiration and ideas. They trust his recommendations and his endorsements of Proven Winners varieties. It's a promotional partnership that leads consumers into garden centers looking to duplicate his success with our plants. And that translates into more sales for growers and retailers.

**Annual sales of P. Allen Smith Platinum Collection exceeds 30 million units**



[pallensmith.com](http://pallensmith.com)  
**P. ALLEN SMITH**  
*gardens*®

Hosts two 30-minute television shows:  
 "P. Allen Smith Gardens" on affiliate television and  
 "P. Allen Smith's Garden Home" on public television.  
 Appears frequently on NBC's "Today Show."



Attends all Proven Winners' Outdoor Living Extravaganzas across North America.



Attends the propagators' annual Open Houses.



Features several Proven Winners' varieties in each of his emails to gardeners.

P. Allen Smith Collection Point-of-Purchase materials.  
 Signs are available in 23" x 23" or 18" x 18" and two versions of 11" x 7" benchcards





*"The goal of both Proven Winners and myself is to inspire consumers to greater gardening success. By working together, we can create even greater synergies and more successful consumers – and as a result, more beautiful gardens."*

*P. Allen Smith*

## P. Allen Smith Platinum Collection Annuals



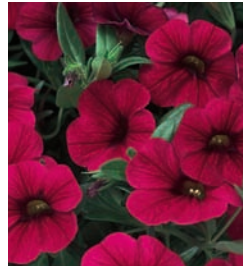
ANGELFACE® Blue Angelonia



Goldilocks Rocks™ Bidens



SUPERBELLS® Plum Calibrachoa



SUPERBELLS® Red Calibrachoa



SUPERBELLS® Blackberry Punch Calibrachoa



SUPERBELLS® Yellow Chiffon Calibrachoa



Señorita Rosalita® Cleome



COLORBLAZE® Dipt in Wine Coleus



COLORBLAZE® 'Sedona' Coleus



GRACEFUL GRASSES® KING TUT® Cyperus



DIAMOND FROST® Euphorbia



ROCKAPULCO® series Impatiens



'SWEET CAROLINE Light Green' Ipomoea



'SWEET CAROLINE Raven' Ipomoea



LUSCIOUS® Citrus Blend™ Lantana





Broadway Lights™ *Leucanthemum*



LAGUNA™ Sky Blue *Lobelia*



LUCIA® Lavender Blush *Lobelia*



SNOW PRINCESS® *Lobularia*



GoldDust™ *Mecardonia*



Opal INNOCENCE® *Nemesia*



Lemon SYMPHONY *Osteospermum*



CHARMED® Wine *Oxalis*



DAREDEVIL® Mulberry *Pelargonium*



SUPERTUNIA® Bordeaux *Petunia*



SUPERTUNIA® Pretty Much Picasso® *Petunia*



SUPERTUNIA® Royal Velvet *Petunia*



SUPERTUNIA® Vista Bubblegum *Petunia*



SNOWSTORM® GIANT  
SNOWFLAKE® *Sutura*



SUPERBENA® Royale Chambray *Verbena*

## P. Allen Smith Platinum Collection Perennials



'Going Bananas' *Hemerocallis*



'Primal Scream' *Hemerocallis*



'Autumn Frost' *Hosta*



'Banana Cream' *Leucanthemum*



'Cheyenne Sky' *Panicum*

## P. Allen Smith Platinum Collection ColorChoice® Shrubs



LO & BEHOLD® Blue Chip *Buddleia*



INCREDIBALL® *Hydrangea aborescens*



INVINCIBELLE® Spirit  
*Hydrangea aborescens*



'Limelight' *Hydrangea paniculata*



LITTLE HENRY® *Itea virginica*





# Proven Winners' Signature Garden Program

## High-Quality Plants for High-Profile Places

Our Signature Garden Program is a partnership between Proven Winners and several high-profile resorts, museums, and municipal buildings across the country. Professional landscapers and staff horticulturists affiliated with these properties choose to plant Proven Winners and feature them prominently on their properties.

Our program provides brochures for the properties to use to promote their gardens and their partnership with Proven Winners. They choose our plants, tell people who visit that the plants are Proven Winners, and they lead tours of the property to show them off. It's another way we continue to build our brand and associate it with the design and performance – and that translates into more customers looking for Proven Winners at garden centers across the country.



# Hotel Iroquois

MACKINAC ISLAND



**O**ur goal at the Hotel Iroquois is to offer our guests a truly special experience – one that exceeds your expectations for beauty, serenity, and pleasure. Our picturesque location provides breathtaking views, and our Proven Winners Signature Gardens enhance the experience with a wide range of brilliantly colored blooms and distinctively textured foliage. As you enjoy the gardens, use this guide to identify the plants chosen to grace the grounds and to understand the inspiration behind the garden design.

### THE DESIGN

The Proven Winners Signature Gardens are redesigned every year with new colors and an innovative approach that features brilliant blooms and elegant foliage to complement the majestic setting of the Hotel Iroquois. All the flowers in the gardens are Proven Winners varieties, chosen for their dependable quality, vibrant color, and reliable performance.

### THE DESIGNER

Jack Barnwell has been designing and planting the colorful, original gardens at the Hotel Iroquois for over ten years. His creative planting concepts have won national acclaim, including Best in Show at the Cincinnati Flower Show where he used all Proven Winners flowers for his winning combination. He is the owner of Barnwell Landscape and Garden Services on Mackinac Island.

### THE PLANTS

For more information on each of these individual varieties, including how to care for them and how to purchase them online, visit [www.provenwinners.com](http://www.provenwinners.com).

### Jack Barnwell's Top 10 Favorite Plants for 2011



### Proven Winners varieties featured in the Hotel Iroquois Gardens

- Proven Winners® varieties:**
  - FULL SUN PLANTS:** Angelface® Dark Violet Agapanthus, Angelique® Pink Agapanthus, Saffron Red® Clematis, Spinn® Agapanthus, Creamer Blue Miniweaver® Juniper, Segami® Purple Osteospermum, Push-Sunshine® Osteospermum, Dandelion® Claret Penstemon, Dandelion® Rustic Penstemon, Coastal Grasses® Purple, Fountain Grass® Perennial, Coastal Grasses® Variegated® Perennial, Superlumi® Redbeak Petunia, Superlumi® Mini Blue Vinel Petunia, Superlumi® Mini Rose Vinel Petunia, Superlumi® Raspberry Blot Petunia, Superlumi® Royal Magenta Petunia, Superlumi® Vista Tachia Petunia, Superlumi® Vista Strawberry Petunia, Intense® Blueberry Petal, Intense® Cabinet® Petal, Intense® Pink Petal, New Window® Spandax, Superlumi® Burgundy Virenia, Superlumi® Large Lime Blue Virenia, Anise® Blue Agapanthus, Anise® Rose Agapanthus, Superlumi® Blackberry Punch Calibrachoa, Superlumi® Red Calibrachoa, Superlumi® Creamberry Punch Calibrachoa, Topsy Turvey® Calyx, Grandiflora® Cream® King Sun® Cosmos, Forever® Pink Dianthus, Diamond Frost® Euphorbia, Sweet Caroline® Sweetheart, Purple Gemma, Magna® Heermanns Lily, Lohelia, Lucia® Dark Blue Lobelia, Snow Princess® Lobelia, Blended® Nemosa, Sunburst® Caribean Nemosa, Sunburst® Pear Nemosa, Sunburst® Raspberry Nemosa, ColorBlast® Day in Wine Salvia, ColorBlast® Kingwood Torch Salvia, Snowstorm® Giant Snowflake® Euteria
  - PART TO FULL SHADE PLANTS:** Dora® Lonicera Healer, Rockspire® Agapanthus Impatiens, Humation® White Begonia, Humation® Peach in Cream Begonia, Fossil Pink Phlox, Dimension® Red Ties Dianthus, Silver Falls® Zichanka, ColorBlast® Blueberry Chamaecyparis, Kicks® Heilichrysum, Lonicera Spanish Heilichrysum
- Proven Selections® varieties:**
  - FULL SUN PLANTS:** White Lonicera Heilichrysum, Atlanta Heilichrysum, Simply Dandelion® Heilichrysum, Sprinkles® Jambou, Magnificence® Petal, Canopy® Lime Plectranthus, Black & Blue® Geranium, Blue Frost® Geranium, Garden Delicous® Dahlia, Persian Dream® Shrub Petal, Dark Dancer® Zinnia, Bull's Head® Lantana, Caliente® Deep Red Penstemon, Caliente® Rose Penstemon, Callisto® Dark Red Penstemon, Butterfly® Deep Pink Petal, Butterfly® Deep Rose Petal, Lanes® Deep Purple Verbena
  - PART TO FULL SHADE PLANTS:** Silverwing® Pink Begonia, Silverwing® White Begonia, Ruby® Rose with Bronze Leaf Begonia, Dragon Wings® Red Begonia, Humation® Scarlet Begonia, Humation® White Begonia, Humation® Peach in Cream Begonia, Dimension® Red Ties Dianthus, Fossil Pink Phlox, Silver Falls® Zichanka, ColorBlast® Blueberry Chamaecyparis, Kicks® Heilichrysum, Lonicera Spanish Heilichrysum
- Proven Winners® ColorChoice® shrubs:** Little Lime® Hydrangea, Summer Wine® Physocarpus, Fire Line® Mahonia



Proven Winners has established Signature Gardens at landmark properties across the country, including: The Hotel Iroquois on Mackinac Island, The Hotel Del Coronado in San Diego, the Governor's Mansions in Illinois, West Virginia, and Michigan, as well as Churchill Downs.



# Three Ways to Organize Your Garden Center

Proven Winners has the Point-of-Purchase Materials to Make It Easy and Attractive

All Point-of-Purchase materials, including many more options than those shown here, are available online. Visit [www.provenwinners.com](http://www.provenwinners.com).

## Organize by **INTEREST**



Available in 2 sizes – 23" x 23" and 18" x 18", 2-sided on coroplast with a grommet in each corner



Tag-shaped signs available in 2 sizes – 18" x 45" and the new 12" x 30" mini size



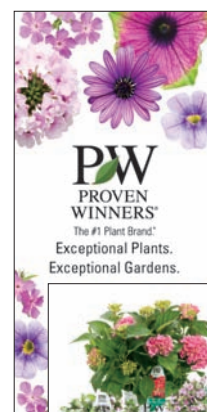
11" x 7" benchcards – content matches the tag-shaped signs



11" x 7" benchcards – content matches the 23" x 23"/18" x 18" signs



8.5" x 13.25" "Why Choose Proven Winners®?" Marketing Pull-Down – totally weatherproof and securable with zip ties



Horizontal and Vertical banners – 2-sided with 4 grommets and hemmed with 6' of roping on all 4 corners





# Organize by **COLOR**



Tag-shaped ColorWise® signs available in 2 sizes – 18" x 45" and the new 12" x 30" mini size



11" x 7" benchcards – content matches the tag-shaped signs

# Organize by **NEED**



Available in 2 sizes – 23" x 23" and 18" x 18", 2-sided on coroplast with a grommet in each corner



Horizontal and Vertical banners – 2-sided with 4 grommets and hemmed with 6" of roping on all 4 corners



11" x 7" benchcards – content matches the 23" x 23"/18" x 18" signs



# The Container Style Program Means No Extra Tags

Combinations are the most expensive plant item you sell, yet many times they are not labeled or the tags are buried in the soil. With the Container Design Program, you get one large, prominent tag for the complete combo.

You don't need to worry about the cost of extra stake tags, plus we make it easy. Just order by combination name and choose either a tag that is suitable for hanging baskets or for upright containers.

For additional information on the specific varieties used in a combination, please visit our website.

## Container Style Tag Options



For upright containers, the tag can be converted to a stake tag by removing the hang-down portion and attaching the tag to a bamboo stake

Generic 3.5" x 14.35" Container Style tag for hanging baskets and upright containers – Individual variety tags are still needed

3.5" x 14.35" Container Style tag for hanging baskets and upright containers – Replaces variety tags

New 2.75" x 6.75" Pocket Tag – Variety tags are stored together with this option

## How the Pocket Tag works



Stack the 3 tags together; insert them through the opening above the purple band so the tips of the tags fit into the opening at the bottom of the pocket tag; bend the top of the pocket tag so the lip covers the top of the inserted tags to hold them in place.



Hanging basket with new Pocket tag housing the 3 variety tags for this combo

Hanging basket with generic 3.5" x 14.35" Container Style tag



New Pocket tag housing the 3 variety tags in upright combo



# 2011-2012 Complete Packages Program

As every marketer knows, brand-name products have a greater perceived value and higher sales volume than generics. That's why retailers can charge significantly more for Proven Winners plants in the Proven Winners Complete Package and still generate more sales than retailers who sell Proven Winners plants in generic black or green pots.

## Our Complete Packages Increase Sales – Guaranteed

Nothing sells faster – especially when you use our Complete Package. And we guarantee it. If the extra cost of Proven Winners and Proven Selections branded containers does not help you sell our plants faster – and more profitably – we will refund you the difference (5 cents for every Royale™ or Premium 1, Premium 2, and Premium 3 gallon containers and 2 cents for all our other branded containers purchased). To take full advantage of Proven Winners marketing programs, grow and sell in our Complete Package. Visit [www.provenwinners.com](http://www.provenwinners.com) for more information on our marketing programs and our container guarantee.

	4.25 Grande™	Eco 4.25 Grande™	4.50 Classic™	1.0 QT	6.50	Royale™	Eco Royale™	Royale™ Specialty	8.50	Premium† 1 Gallon	Premium† 2 Gallon	Premium† 3 Gallon
Proven Winners®	•	•	•	•	•	•	•		*	•	•	•
Proven Winners® Perennials	*											
Proven Selections®	•	•	•	•	•	•	•		*			
Foolproof Color™ – <b>NEW</b>								•				
BROADWAY LIGHTS™								•				
DIAMOND FROST®								•				
KING TUT®								•				
SEÑORITA ROSALITA®								•				
SUPERTUNIA®								•				
SUPERTUNIA® Citrus								•				
SUPERTUNIA® PRETTY MUCH PICASSO®								•				
TUSCAN SUN								•				
SNOW PRINCESS®								•				
GRACEFUL GRASSES®	*			•								

\* Special order only (no inventory held) with 50,000 quantity minimums by size.

† These are CoEx containers.

## Order Online

It's easy to get your Complete Package. Go to [provenwinners.com](http://provenwinners.com) and the Professional Growers link.



# All These Plants Come With Containers

Consumers are looking for the white Proven Winners container. To make it easier for them to find it and easier for retailers to take advantage of the power of branding, many of our plants automatically come with our branded containers, as you can see below. Contact your propagator regarding delivery.

## Annuals

Supertunia® Pretty Much Picasso® and Señorita Rosalita® are the two annuals that automatically come with a branded container. You can choose whether you prefer the white Proven Winners container or the specialty version designed specifically for each of those two plants. For Supertunia Pretty Much Picasso, you can also opt to buy a hanging basket tag rather than a container.



## Perennials

All Proven Winners perennials automatically come with our specific white branded perennial containers including all perennial varieties previously sold as Proven Winners, such as Dolce® Heuchera.



## ColorChoice Shrubs

All ColorChoice shrubs automatically ship with our specific white branded ColorChoice containers.







8-count – 4.25 Grande™  
Self-Symetricize® Containers  
and Display Tray (17<sup>7</sup>/<sub>8</sub>" x 9")

16-count – 4.25 Grande™  
Self-Symetricize® Containers  
and Display Tray (17" x 17")

### 4.25 Grande™ Self-Symetricize® Container and Flat-Filler Display Tray (Patented)

- This revolutionary container and tray uses a unique version of our Symetricize® system. When used with automatic pot dispensers, containers shift into place perfectly in the tray – without assistance – to align logos and tag locator slots.
- Holds 45.43 cu. in. of soil.
- A taller, larger appearing container – great for 4-inch-type plant sales and fits perfectly in a female consumer’s hand.
- Includes four (4) tag locator slots to display tag perfectly in the container.
- Available with three matching, low-profile flat-filler/display trays for excellent logo visibility – 8-count, 10-count, and 16-count.



10-count – 4.25 Grande™  
Self-Symetricize® Containers  
and Display Tray (22<sup>13</sup>/<sub>32</sub>" x 8<sup>31</sup>/<sub>32</sub>")

### 4.50 Classic™ Self-Symetricize® Container and Flat-Filler Display Tray (Patented)

- This revolutionary container and tray uses a unique version of our Symetricize® system. When used with automatic pot dispensers, containers shift into place perfectly in the tray – without assistance – to align logos and tag locator slots.
- Includes four (4) tag locator slots.
- Holds 37.8 cu. in. of soil
- Available with a matching 8-count, low-profile carry/display tray for excellent logo visibility.



8-count – 4.50 Classic™  
Self-Symetricize® Containers  
and Display Tray (19<sup>7</sup>/<sub>16</sub>" x 10")

### 1.0 QT Container and Flat-Filler Display Tray

- A deeper container to allow more soil capacity and longer shelf life. Holds 56.0 cu. in. of soil.
- Includes two (2) tag locator slots to display tag perfectly in the container.
- Uses a Symetricize® hand-operated container/tray lock – allowing the container to be shifted in the tray to a “locking” position – so tags in locator slots line up perfectly.
- Available with a matching 8-count, low-profile flat-filler/display tray for excellent logo visibility.



8-count – 1.0 QT  
Containers and Display  
Tray (19<sup>1</sup>/<sub>2</sub>" x 10")



## 6.50 Container and Flat-Filler Display Tray

- Holds 116 cu. in. of soil.
- Perfect for larger size spring, summer, or fall sales.
- Available with a 6-count carry/display tray for ease of handling.



6-count – 6.50 Containers and Display Tray (19<sup>3</sup>/<sub>16</sub>" x 13<sup>1</sup>/<sub>4</sub>" )

## 1.0 GL Royale™ Container and Carry/Display Tray

- Container holds 157 cu. in. of soil and includes two (2) tag locator slots to display tag perfectly in the container.
- Uses a Symetricize® hand-operated container/tray lock – allowing the container to be shifted in the tray to a “locking” position – so tags in locator slots line up perfectly.
- Available with a 3-count carry/display tray for handling and excellent logo visibility.



3-count – 1.0 GL Royale™ Containers and Display Tray (20" x 6<sup>5</sup>/<sub>8</sub>" )

## 8.50 Jumbo Container – Perfect for High-Impact Sales

- Holds 222 cu. in. of soil.
- Perfect for large grown, instant impact summer annual or other sales. (Due to the size of this container, there is no display tray.)
- Special order only.



8.50 Jumbo Container

## Eco-Grande and Eco-Royale containers:

- Grande holds 43.5 cu. in or 1.5 pints of soil.
- Royale holds 137.7 cu. in or 2.38 quarts of soil.
- The display tray options are being finalized. Check our web site in the Professional Growers section for updated information.



Eco-Royale container

Eco-Grande container



## 1.0 GL Royale™ Specialty Containers

We believe the best genetics warrant special attention. That's why when you order liners of the following four great varieties, we offer you the option of two different containers: our traditional package\* or a variety-specific container. It's your choice, and it makes it easy for your customers to find these exceptional plants.

- These containers are printed with in-mold technology (a high-quality, 4-color label is molded directly onto the container).
- Holds 146 cu. in. of soil.
- Specific POP to match these containers is available to allow retailers to build high-impact, focused destinations for these varieties
- These specialty containers are slightly smaller in terms of cubic volume than our standard 1.0 GL Royale™ containers.
- Available with a 3-count carry/display tray for handling and excellent logo visibility.



Specialty – Broadway Lights™  
1.0 GL Royale™ container



Specialty – Tuscan Sun  
1.0 GL Royale™ container



Specialty – Señorita Rosalita®  
1.0 GL Royale™ container



Specialty – Supertunia® Pretty Much Picasso™  
1.0 GL Royale™ container



Specialty Carry/Display Tray – 19<sup>3</sup>/<sub>4</sub>" x 6<sup>1</sup>/<sub>2</sub>"



**1.0 GL Royale™ Specialty Containers for Diamond Frost®, King Tut®, Snow Princess®, Supertunia®, Supertunia® Citrus, and Foolproof Color™ with Carry/Display Tray**

These optional containers are recommended because they provide exceptional retail impact for these top-selling plants.



Specialty – Diamond Frost® 1.0 GL Royale™ container



Specialty – Supertunia® 1.0 GL Royale™ container



Specialty – King Tut® 1.0 GL Royale™ container



Specialty – Supertunia® Citrus 1.0 GL Royale™ container



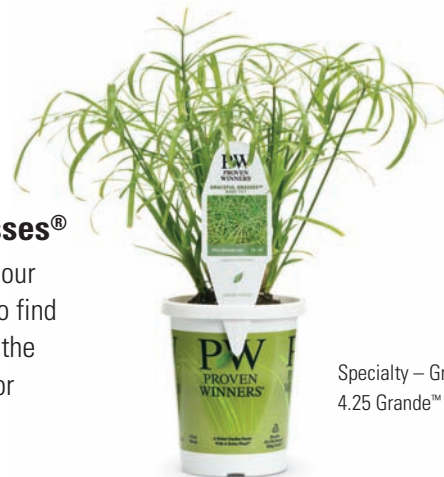
Specialty – Foolproof Color™ 1.0 GL Royale™ container



Specialty – Snow Princess® 1.0 GL Royale™ container

**Grande™ Specialty Containers for Graceful Grasses®**

Gardeners are looking for our Graceful Grasses Collection, and our new optional specialty containers make it easy for customers to find them. Plus, when you use these specialty containers, you have the option of charging a different price for Graceful Grasses than for annuals. The unique UPC code on these containers is also beneficial for scanning purposes. Also available in 1.0 QT size.



Specialty – Graceful Grasses® 4.25 Grande™ container



## Container Options and Quantities

Product Name	Units/ Case	Cases/Pallet	Cases/ Truck
4.25 Grande™ Self-Symetricize® Proven Winners®	440	40	1040
4.25 Grande™ Self-Symetricize® Proven Winners® Perennials	440	40	1040
4.25 Grande™ Self-Symetricize® Proven Selections®	440	40	1040
4.25 Grande™ Self-Symetricize® 8-count Flat-Filler Display Tray	50	40	1040
4.25 Grande™ Self-Symetricize® 10-count Flat-Filler Display Tray	50	44	1144
4.25 Grande™ Self-Symetricize® 16-count Flat-Filler Display Tray	50	20	520
4.50 Classic™ Self-Symetricize® Proven Winners®	1050	40	1040
4.50 Classic™ Self-Symetricize® Proven Selections®	1050	40	1040
4.50 Classic™ Self-Symetricize® 8-count Flat-Filler Display Tray	50	36	936
1.0 QT Proven Winners®	475	33	858
1.0 QT Proven Selections®	475	33	858
1.0 QT Proven Winners® Graceful Grasses® Specialty Container	475	33	858
1.0 QT Flat-Filler Display Tray	50	36	936
6.50 Proven Winners®	240	48	1248
6.50 Proven Selections®	240	48	1248
6.50 Flat-Filler Display Tray	50	28	728
Royale™ Proven Winners®	128	48	1248
Royale™ Proven Selections®	128	48	1248
Royale™ Display/Carry Tray	50	52	1352
Foolproof Color™ Royale™ Specialty Container	50	90	2340
Broadway Lights™ Royale™ Specialty Container	50	90	2340
Diamond Frost® Royale™ Specialty Container	84	54	1404
King Tut® Royale™ Specialty Container	50	90	2340
Señorita Rosalita® Royale™ Specialty Container	84	54	1404
Snow Princess® Royale™ Specialty Container	84	54	1404
Supertunia® Royale™ Specialty Container	84	54	1404
Supertunia® Citrus Specialty Container	84	54	1404
Supertunia® Pretty Much Picasso® Royale™ Specialty Container	84	54	1404
Tuscan Sun Royale™ Specialty Container	84	54	1404
Display/Carry Tray for Specialty Containers	50	52	1352
8.5 Proven Winners® Jumbo	130	60	1560
8.5 Proven Selections® Jumbo	130	60	156
Premium 1-Gallon CoEx *	85	64	1920
Premium 2-Gallon CoEx *	90	46	1380
Premium 3-Gallon CoEx *	71	32	960

### Eco-friendly Container Offerings

4.25 Eco Grande™ Proven Winners® *	688 <sup>†</sup>	15 <sup>†</sup>	30 <sup>†</sup>
4.25 Eco Grande™ Proven Selections® *	688 <sup>†</sup>	15 <sup>†</sup>	30 <sup>†</sup>
Eco Royale™ Proven Winners®*	171 <sup>†</sup>	16 <sup>†</sup>	30 <sup>†</sup>
Eco Royale™ Proven Selections®*	171 <sup>†</sup>	16 <sup>†</sup>	30 <sup>†</sup>

\* No tray offered at this time for these containers. <sup>†</sup> Quantities subject to change.  
Packaging subject to change.

# Tag Exchange Is Available, Too

We still have the Tag Exchange Program if you need it. And it's simple. Here's an example of how it works.

If a grower wants to grow:

75 baskets of Superbena /4 liners per basket or 110 4" pots of Superbena /1 liner per pot. Liners Needed in Trays of 82s:

Tagging Options	Liners Ordered		Tags Needed		Tags Shipped		Tags Needed		Variety Tags Not Used
	Containers	Baskets	Containers	Baskets	Variety Tags	Container Garden Tag	Variety Tags	Container Garden Tag	
Standard Program 1 tag per liner	110	300	110	75	410	0	185	0	225
Exchange Program 1 Variety tag per 4-6 liners. Plus container garden tags	110	225	110	75	164	75	110	75	54

**The result is a 76% reduction of extra tags.**

Just let your broker know that you want to take advantage of the tag exchange program.

Orders using the tag exchange program must be placed separately.



**Without tag exchange**



**With tag exchange**



# Put the Power of Branding to Work for You

Gardeners want Proven Winners, so they're looking for our containers and tags. When you use our packaging correctly, you put the power of the brand to work for you.

The following information and images will help you understand the do's – and don'ts – of labeling and packaging of Proven Winners and Proven Selections plants. For more details, be sure to see the Customer – Grower Agreement that is sent to you with every shipment of Proven Winners and Proven Selections plants.

1. Proven Winners plant varieties must be sold with Proven Winners brand plant tags as provided only by Proven Winners; Proven Selections varieties must be sold only with Proven Selections brand plant tags as provided only by Proven Winners. No other plant tags can be used.



Legal, Customer Preferred



Legal, but not Consumer Preferred



Illegal



Illegal



Illegal

2. Many of our varieties are only sold with our branded container, and for others we strongly recommend that Proven Winners or Proven Selections containers are used when selling our plants. If a grower chooses not to use our branded containers for those varieties, our customer agreement states that containers using logos or trademarks of other national brands including but not limited to Miracle-Gro® Plants, Miracle-Gro Nursery Select® Plants, Flower Fields®, Simply Beautiful®, Viva!®, The Home Depot®, Vigoro®, Hort Couture, and Lowe's® Garden Club Select are not allowed.



Legal, Consumer Preferred



Legal, but not Consumer Preferred

3. Proven Winners brand containers may only be used for Proven Winners varieties; Proven Winners Perennials containers for Proven Winners Perennials varieties; Proven Selections containers only for Proven Selections varieties; Proven Selections Perennials containers for Proven Selections Perennials varieties, and Proven Winners ColorChoice containers only for Proven Winners ColorChoice varieties.



Legal, Consumer Preferred

Illegal

4. Growers that want to display pricing information are strongly encouraged to purchase Proven Winners or Proven Selections branded containers, which can be custom printed with a bar code. Or, this information may be printed onto the grower's own container, as long as the container is not that of a national brand as described above. Otherwise, growers may include a white plant stake tag (no larger than 4" tall x 1" wide) or a white sticker affixed to the container (no larger than 1" x 1 1/2" inches) that consists only of a bar code and/or retail price.



Legal, Consumer Preferred

Legal, but not Consumer Preferred

Legal, but not Consumer Preferred

Legal, Consumer Preferred

5. Additionally, if the grower wants to indicate that they are the grower of the plant, they may do this on their own container, as long as the container is not that of a national brand as described above. Otherwise, a label may be applied to the container that reads "Grown by [name of grower]". This label may be no larger than 1 x 1 1/2" (except that the grower may combine this with pricing information as mentioned above on one sticker 2" x 1 1/2" in size). "Grown by" information may not appear on a secondary plant tag.



Legal, Consumer Preferred

Legal, but not Consumer Preferred



- 6.** For basket or combination plantings, growers must use at least one variety-specific plant tag for every individual variety in the planting, even if a Proven Winners Container Garden Tag or the new Pocket Tag (beauty tags for large plantings available under our Tag Exchange program which does not include variety-specific information) is used.



Legal, Consumer Preferred

- 7.** For basket or combination plantings, if a grower is using a Proven Winners Container Style tag or the new Pocket tag, which includes specific information about each variety used in the planting, only the Container Style tag or Pocket tag needs to be used.



Legal, Consumer Preferred

- 8.** All Proven Winners products must be resold only as finished plants in container sizes of 4" diameter or larger or as finished plants sold in a large multi-plant finished basket or combination planter. If you have any additional questions, please feel free to contact us at 1-877-788-7868.



Illegal, due to size