

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 centres 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 catalogue 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 centre.

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 catalogue, along with other new plants gardeners have asked us for – like three new Superbells Double 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 centres across Canada.

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

SUPERBELLS® Double Rose
Calibrachoa hybrid



EXCLUSIVE

SUPERBELLS® Double Lavender
Calibrachoa hybrid

DECADENCE™ 'Cherries Jubilee'
Baptisia

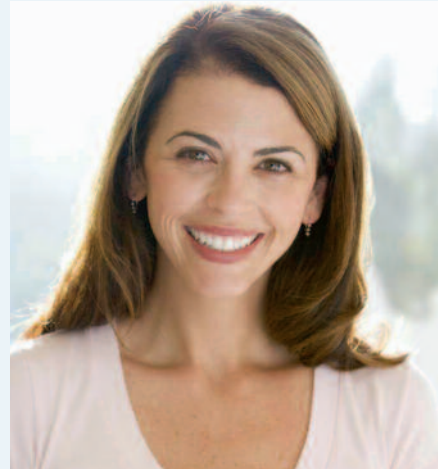
'Autumn Frost' *Hosta*



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:



Of course, there are male gardeners, but our research indicates that 93% of consumers who request gardening information are women. Focusing on the female audience is important for increasing sales.



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 colour 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® Double Lavender
Calibrachoa hybrid *** CanPBRAF



SUPERBELLS® Double Rose
Calibrachoa hybrid *** CanPBRAF



SUPERBELLS® Double Ruby
Calibrachoa hybrid *** CanPBRAF

A New Proven Winners Variety Exclusively for Canada

Superbells are already a consumer favorite, and this new trio is sure to add to that popularity. The first double-flowering Superbells, these plants are being introduced exclusively in Canada. They have the same growth habits and vigour that growers have come to appreciate from Superbells with a unique flower form and vibrant color palette. New this year.



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® 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 colour and pattern. A stable yellow star radiates across the cherry pink petals.

SUPERBELLS® Sweet Tart *Calibrachoa hybrid* **** 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 'USCAL88203' 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 'NCORNSP-014BWPI' USPPAF CanPBRAF

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

ILLUSION® Garnet Lace

Ipomoea batatas 'NCORNSP-013GNLC' 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 colour palette, adding a vibrant garnet red, lacy leaf form to the already popular series.

Sweet Caroline Raven Improved

Ipomoea batatas 'NCORNSP-015SCPI' 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 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 colour 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 colour. 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 colour and turn a beautiful blush peach.

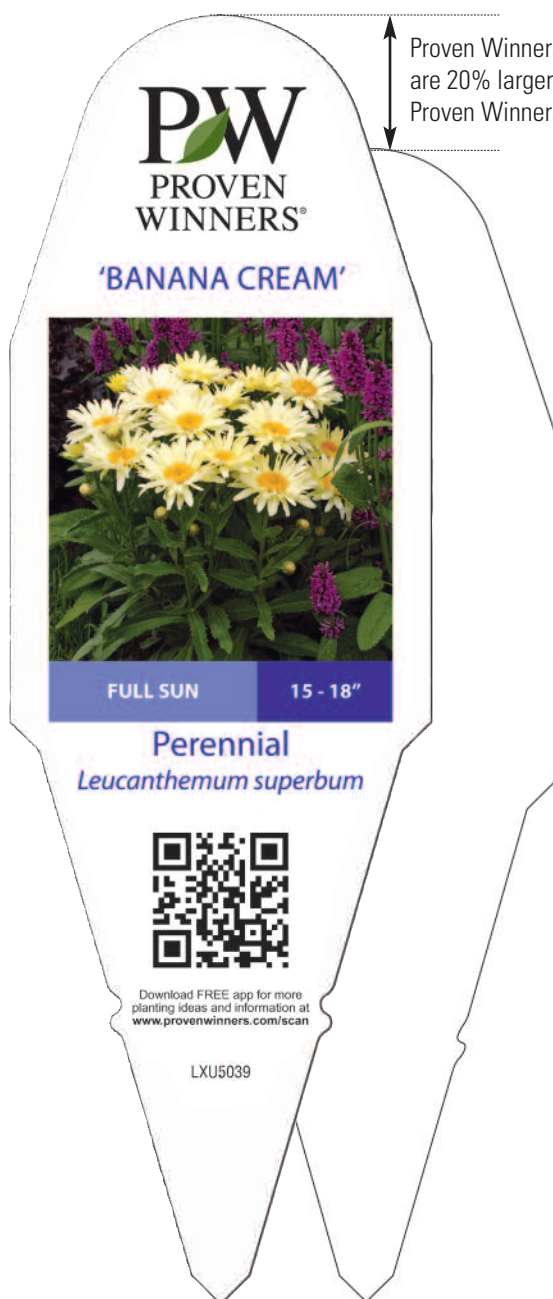
SUPERBENA® Royale Iced Cherry
Verbena hybrid 'INVEBROICH' USPPAF CanPBRAF

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 CPBRAE

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 Canada. 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.



DOUBLE PLAY™ Big Bang *Spiraea*

Pink flowers are bigger than any Spiraea on the market, which means lots of colour 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 colour. In addition to its colourful season-long foliage, it will occasionally produce soft pink flowers.

Although Dentoom's Greenhouses, Ed Sobkowich Greenhouses and Nordic Nurseries do not carry Proven Winners ColorChoice® liners or finished plants, you can find a list of wholesalers at:
<http://www.pwcertified.com/grower/purchase/wholesalers.cfm>

Canadian Gold Key Account wholesale providers are:

Van Belle Nursery – Abbotsford, BC 604.853.3415; Canadale Nurseries – St. Thomas, ON 519.631.1008
Sheridan Nurseries – GTA & Eastern Canada 888.676.2020; Bylands – Kelowna, BC 877.769.1711

Liner providers are Van Belle Nursery, Canadale Nurseries and
Spring Meadow Nursery – Grand Haven, MI 800.633.8859



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?

Produced in Canada

Introducing Proven Winners Biodegradable Container

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

What growers need to know about the Eco-Grande container:

- 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-colour 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 container:

- 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 container, contact your Proven Winners propagator.



Eco-Grande™
container

Container artwork subject to change.

What's New?

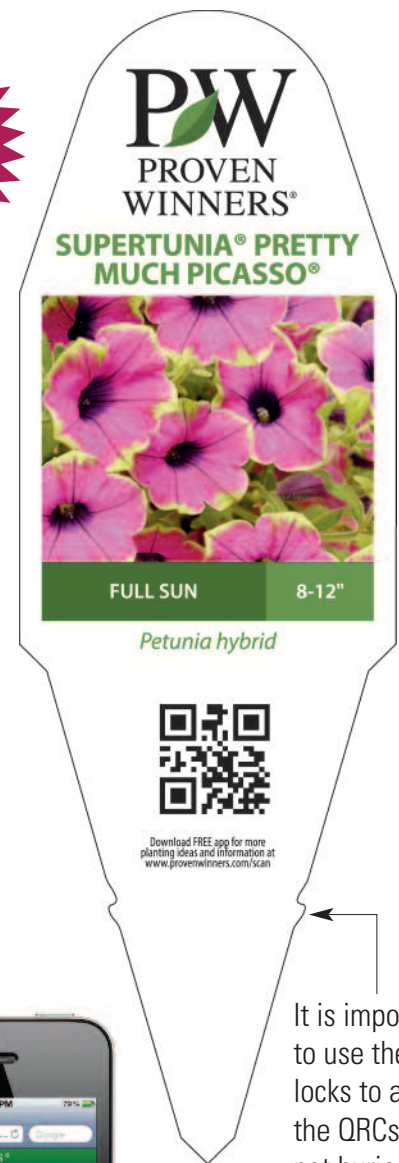
Technology on Our Plant Tags

5,800 people have used QR in spring of 2011

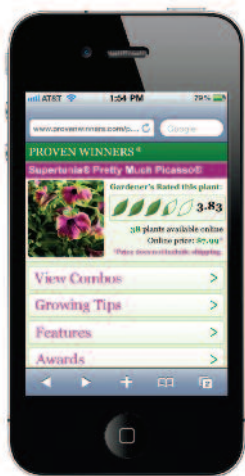
Consumers are increasingly using technology to get quick and easy access to gardening information and to make their buying decisions. At Proven Winners, we want to be the company gardeners know they can count on to provide that information. It's why we have established online, in-person, and social media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



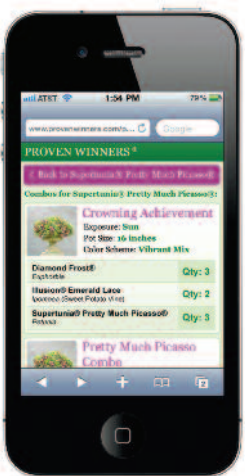
It is important to use the tag locks to assure the QRs are not buried in the soil.



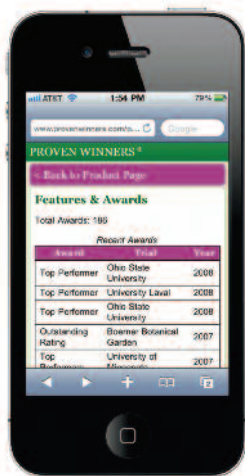
Variety landing page that allows the user to choose what they'd like to learn about.



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.

* QRs 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 one of us at the numbers listed below and we'll send you a **FREE case of either our Superbasket Stuffers or our Grande™ containers along with one FREE case of matching trays.** There really is such a thing as a free lunch.

Dentoom's Greenhouses: 403.309.7700
Nordic Nurseries: 604.607.7074
Ed Sobkowich Greenhouses, Ltd: 905.945.8870



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 — MILLIONS OF CANADIAN 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 —

1 million subscribers.

These ads appeared in the magazines February through April 2011. 2012 schedule to be determined.



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

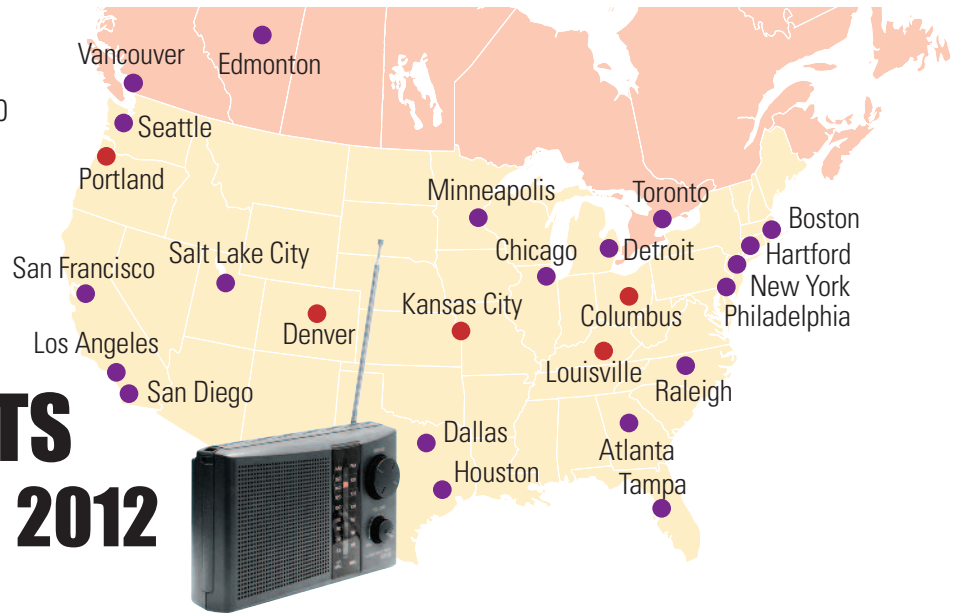
37,000 gardeners have joined the Proven Winners Facebook group and 2,300+ people follow us daily on Twitter. 3,200+ are Canadians.



In 2011, over 3,400 radio commercials including over 570 commercials in Canada were aired in a 16-week period. Five additional markets will be added in 2012.*

4 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

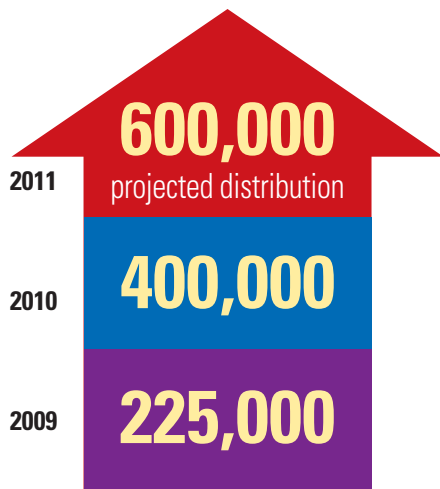
As our website has grown to include more than 4.5 to 5 million visitors, we are upgrading the features to work harder for the individual user. Information will be localized, relevant, and quick.



WEBSITE —

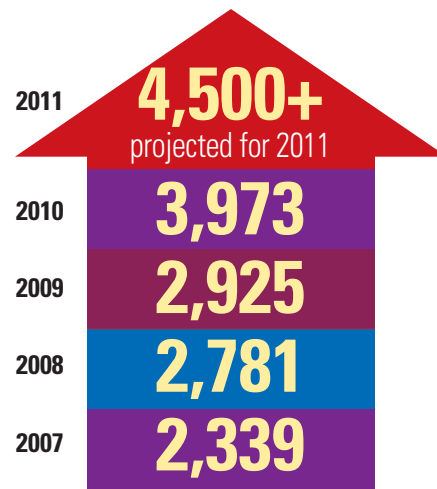
400,000 Unique Visitors from Canada

Proven Winners Gives You **MORE** Results



Gardener's Idea Books requested by consumers

45,000 were sent to Canadians in 2011

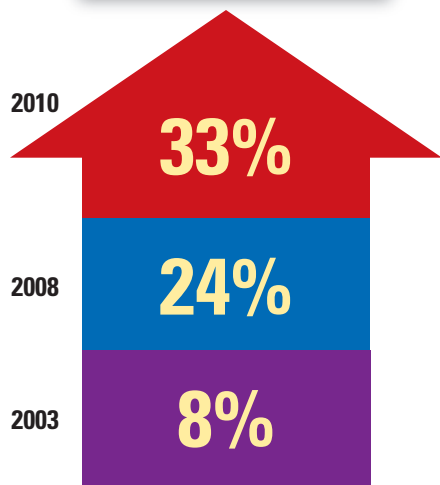


12,245 personally answered comments

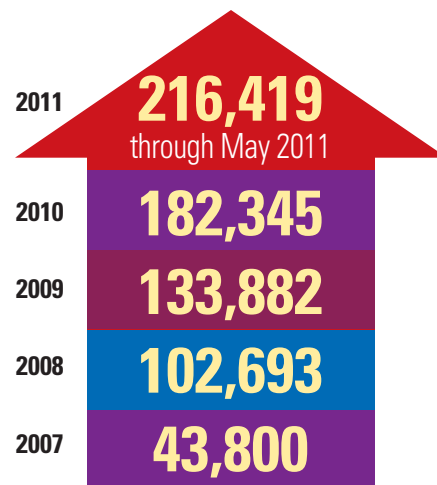
Every day, our staff answers your customers' questions within 24 hours.



15% are from Canadians



Un-Aided Brand Awareness Increased 313% since 2003



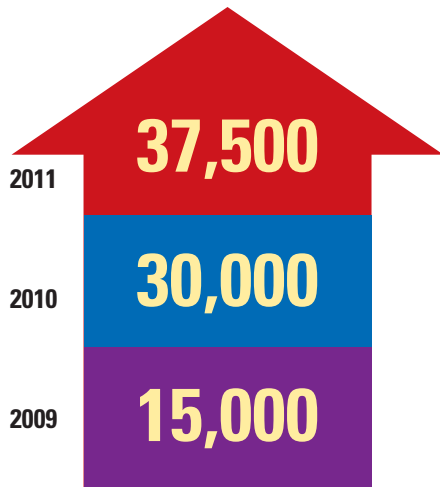
Consumer Email Database

61%


increase from 2009

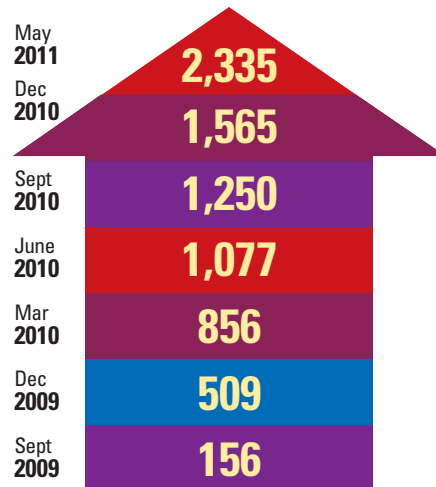


13% are Canadian

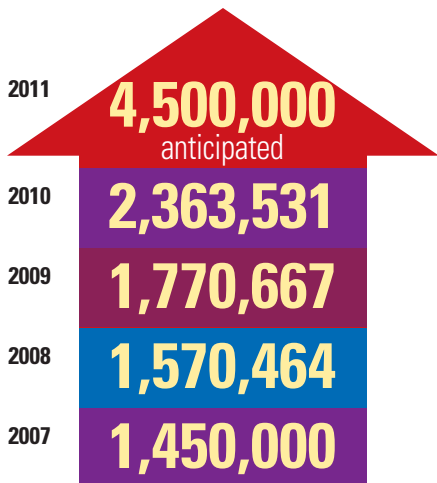


Increase in Facebook Fans

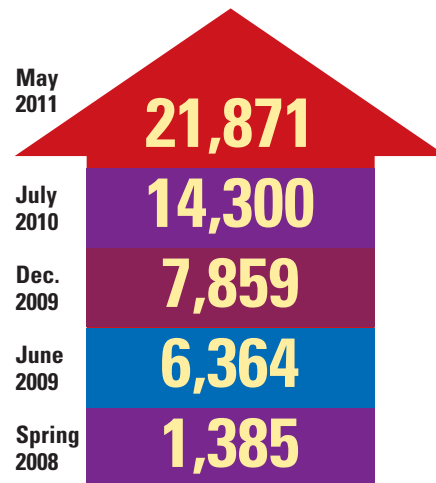
 14% of Facebook fans are from Canada.



2x Increase from last year



 **59% increase in Canadian visitors, from 1,729 cities.**



 **Proven Beauty readers**
11% of the subscribers to this on-line magazine are Canadian.



How Easy Is It to Become a Key Account Grower?

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

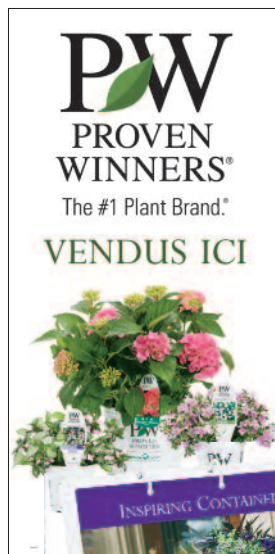
- Proven Winners®
- Proven Selections®
- Proven Winners® Perennials
- Proven Selections® Perennials
- Proven Winners® ColorChoice®

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 centre, 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.



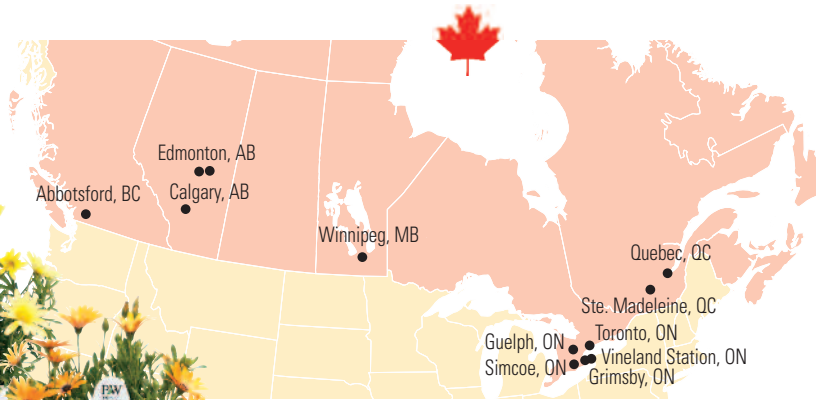
5 Update your records

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.



8 Trial Gardens Across Canada

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.



6 Our Popular Roadshows

Get the latest growing information on our new varieties and hear from the experts at these annual seminars including Vancouver on October 6th.



Gardener's Rated this:

 **4.44**
Rate This Plant

7 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. We've had 1000+ Canadian ratings.



Jardin Daniel A. Seguin, Ste. Madeleine, QC
450.778.6504 x 6400; claud.vallee@mapaq.gouv.qc.ca

Universite Laval, Quebec, QC
418.651.6709; blanche.dansereau@fsaa.ulaval.ca

University of Guelph, Guelph, ON
519.824.4120 x 52788; rtschanz@uoguelph.ca

Landscape Ontario, Guelph, ON
519.824.4120 x 52788; rtschanz@uoguelph.ca

University of Guelph Pack Trials, Vineland Station, ON
905.562.4141 x 179; wayne.brown@ontario.ca

Toronto Botanical Garden, Toronto, ON
416.397.1358; horticulture@torontobotanicalgarden.ca

Sawaya Garden Trials, Simcoe, ON
519.427.8440

Ed Sobkowich Greenhouses, Grimsby, ON
905.945.8870

Calgary Zoo, Botanical Garden & Prehistoric Park,
Calgary, AB
800.588.9993

Muttart Conservatory, Edmonton, AB
780.442.5311

Devonian Botanic Garden, Edmonton, AB
780 987-3054

Assinboine Park Conservatory, Winnipeg, MB
877.927.6000

Nordic Nurseries, Abbotsford, BC
604.607.7074

More Ways Proven Winners Helps **Retailers** Increase Their Business

1 Point of Purchase Materials

A wide selection of colourful, professionally designed POP to fit any garden centre 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 centre. 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 centre 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 centre 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. 925 Canadian independent retailer employees certified in 2011.



FREE + \$1.75

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 centre. All you have to do is provide the list and pay \$175 per 100 Canadian addresses. The giveaway is an easy, affordable, and effective way to inspire consumers to come into your garden centre.

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. Join the 900+ Canadian retailers already listed.



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. Order WaterWise and Proven Winners soil and plant foods by visiting www.pwcertified.com.

Gardener's Rated this:

 **4.44**
Rate This Plant

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.

Where Do All the Proven Winners Stories Come From?

Every year Proven Winners gets hundreds of stories written in magazines and blogs across Canada. 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 specific region of the country.

It's a plant giveaway that creates exposure for our plants every time. For 2011, 50 Canadian writers received 10 of the varieties shown below.



SUPERBELLS®
Cherry Star
Calibrachoa hybrid



SUPERBELLS®
Grape Punch
Calibrachoa hybrid



SUPERBELLS®
Sweet Tart
Calibrachoa hybrid



ROCKAPULCO®
Coral Reef
Impatiens hybrid



ILLUSION®
Garnet Lace
Ipomoea batatas



SUPERTUNIA®
White Russian
Petunia hybrid



SUPERBENA®
Royale Peachy Keen
Verbena hybrid

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
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*



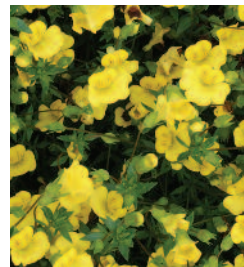
LAGUNA™ Sky Blue *Lobelia*



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*



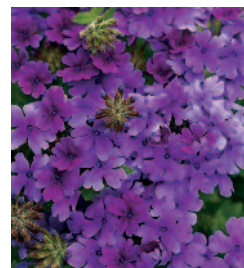
SUPERTUNIA® Royal Velvet *Petunia*



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. 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.

Three Ways to Organize Your Garden Centre

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.

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 **COLOUR**



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



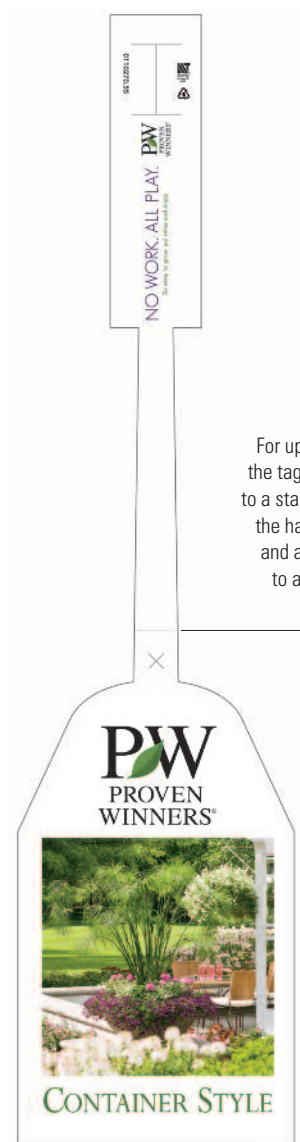
Canadian garden centres have options. More than 200 POP materials are available in French as well as English.

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 Style Program, you get one large, prominent tag for the complete combo.

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

Container Style Tag Options



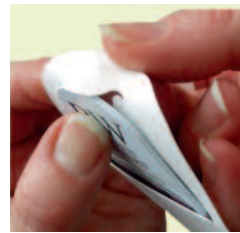
For upright containers, the tag can be converted to a stake tag by removing the hang-down portion and attaching the tag to a bamboo stake

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



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 generic 3.5" x 14.35" Container Style tag

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



The new Pocket tag works for upright containers too. Just separate at the perforation, recycle the top piece, insert the pocket tag holding the 3 variety tags on a stake, and place in the 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 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™	Royale™ Specialty	8.50	Premium† 1 Gallon	Premium† 2 Gallon	Premium† 3 Gallon	Super-basket Stuffer
Proven Winners®	•	•	•	•	•	•		*	•	•	•	•
Proven Winners® Perennials	*											
Proven Selections®	•		•	•	•	•		*				
Foolproof Color™ – NEW							•					
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.

PLEASE NOTE:

The 3 Premium containers are not available from the Proven Winners Canadian propagators. Please contact Proven Winners directly at 1.877.788.7868.

The Proven Winners Superbasket Stuffer container is only available in Canada and cannot be sold back into Canada as a finished crop.



Order Online

It's easy to get your Complete Package. Go to 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 (17⁷/₈" 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 (22¹³/₃₂" x 8³¹/₃₂")

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 (19⁷/₁₆" 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 (19¹/₂" 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 (19³/₁₆" x 13¹/₄")

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 6⁵/₈")

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 container

Eco-Grande container:

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

Superbasket Stuffer container:

- 15.86 cu. in. of soil.
- Available with a 32-count tray.

Note:

Superbasket Stuffer's can only be grown and sold in Canada. Sales in the United States is prohibited.



Superbasket Stuffer Containers with 32-count Display Tray – 10.75" x 21.19"

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-colour 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 –
Supertunia® Pretty Much Picasso™
1.0 GL Royale™ container

Specialty –
Señorita Rosalita®
1.0 GL Royale™
container



Specialty Carry/Display Tray – 19¾" x 6½"

1.0 GL Royale™ Specialty Containers for Diamond Frost®, King Tut®, Snow Princess®, Supertunia®, Supertunia® Citrus, and Foolproof Colour™ 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



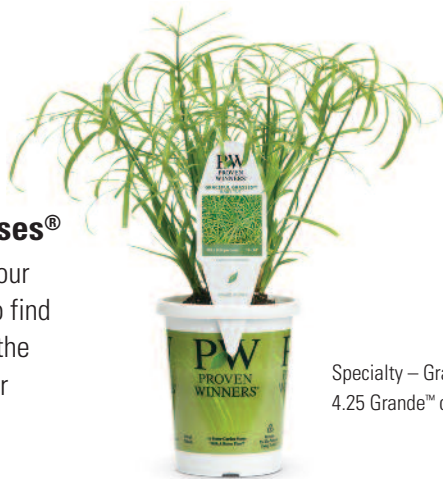
Specialty – Foolproof Colour™ 1.0 GL Royale™ container



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 Colour™ 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
Superbasket Stuffer	800	48	1248

Eco-friendly Container Offering

4.25 Eco Grande™ Proven Winners® *	688†	15†	30†
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* No tray offered at this time for these containers. † Quantities subject to change.
Packaging subject to change.

Tag Exchange Is Available, Too

The Tag Exchange Program allows growers to choose between all variety-specific tags or a combination of variety-specific and specialized container tags. Here's how it works.

So you make the most efficient use of your tags, which saves you money. Plus, the Tag Exchange Program is FREE when you order a minimum of 2000 Proven Winners and/or Proven Selections plants (20 trays per order per ship date) and a minimum of 200 of each variety. Just be sure you let us know that you want to participate in the exchange when you place your order.

Growers who cannot meet these minimums, can purchase container tags separately.

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 Selections containers only for Proven Selections 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 2.25" 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.



Minimum container size