

2 Your customers are talking online, so make sure you're aware of what they're saying about your business and the plants you sell. **Our website allows consumers to rank our plants,** so we know that Diamond Frost® Supertunia® Vista Bubblegum, Limelight, King Tut®, and Supertunia® Pretty Much Picasso™, for instance, are among their favorites, and that helps you know what they'll be looking for from season to season.



3 Consumers have a new way of looking at luxury. They're seeking an experience as well as a product. **Proven Winners helps you grab their attention** with marketing ideas like our BloomBox kit and Outdoor Living Extravanzas and through POP materials that capture the feel of an upscale outdoor living experience.



4 Consumers are interested in making eco-friendly choices, so be ready to offer them. **Our 30-Second Planter** is a great way to do that because it eliminates the need for a plastic hanging basket or containers.



What's New?

Exceptional Introductions for
2011 from Proven Winners



NEW

ANGELFACE® Blue Improved
Angelonia hybrid **** USPPAF CanPBRAF



NEW

ANGELFACE® Pink Improved
Angelonia hybrid **** USPPAF CanPBRAF

These striking vertical plants bloom big, bright, and vigorous, making them the finest Angelonia on the market and the perfect summer gallon.



NEW

SLIGHTLY STRAWBERRY™
Anisodonteia hybrid **** USPPAF CanPBRAF

The first Anisodonteia worthy of the Proven Winners name, this drought-tolerant annual shrub features deep pink Hibiscus-like flowers and silver green foliage sure to get gardeners' attention.



NEW

GOLDBLOCKS ROCKS™
Bidens hybrid **** USPPAF CanPBRAF

Constant summer flowering in a semi-double bloom makes Goldilocks Rocks spectacular, and its compact, trailing habit creates exceptional hanging baskets and combos.



NEW

GRACEFUL GRASSES®
BLUE MOHAWK™ *Juncus inflexus*
Gardeners can't get enough of our Graceful Grasses Collection, so we've added Blue Mohawk with its beautiful blue-green leaves to give them another outstanding choice. It's an attractive semi-aquatic plant that will add great texture to the landscape or containers.



NEW

SIMPLY SCENTSATIONAL™
Heliotropium hybrid 'USHTRP0303' USPPAF CanPBRAF
This stunning plant combines the beauty and sweet fragrance of a Heliotrope with the heat tolerance and exceptional performance of a Lantana.



NEW

SUPERBELLS® Blackberry Punch
Calibrachoa hybrid 'USCAL68604' USPPAF CanPBRAF

SUPERBELLS® Coralberry Punch
Calibrachoa hybrid 'USCAL66501' USPPAF CanPBRAF

Just when you think you've seen it all from Superbells, we bring you something new. The Punch series features a unique, two-tone bloom that will knock your socks off. Plus, these two beauties have the same disease resistance and performance of other Superbells varieties.



NEW



NEW

COLORBLAZE®
ALLIGATOR TEARS™
Coleus hybrid
The popular ColorBlaze lineup has another winner with the addition of this new bright green and yellow coloration.

What's New?

Exceptional Introductions for
2011 from Proven Winners



Sweet Caroline *Ipomoea batatas*

Sweet Carolines are now Proven Winners. With 9 beautiful varieties in 3 distinct series, this already popular plant will gain even greater notoriety with the Proven Winners name behind it. The Sweet Caroline series is the least compact but has the widest color palette and finger-shaped leaves; the Sweetheart series has rounded leaves for a different textural effect; and Bewitched has an early upright habit and a serrated, tattered-type leaf edge.



DAISY MAY™
Leucanthemum 'Daisy Duke' USPPAF CanPBRAF
A Shasta Daisy that consumers will love because it's an easy-to-grow perennial with a long bloom time. Plus, it has stunning clean white blooms.

SUNSATIA® Coconut Improved
Nemesia hybrid 'Intraiwhitwo' USPPAF CanPRAF

SUNSATIA® Lemon Improved
Nemesia hybrid 'Intraiwhitwo' USPPAF CanPRAF

SUNSATIA® Cranberry Improved
Nemesia hybrid 'Intrairdtwo' USPPAF CanPRAF

This series epitomizes the art and science of plant breeding, and these three improved varieties are perfect examples. Their bright color and showy habit create drama wherever they're planted.

LUCIA™ Lavender Blush *Lobelia erinus* 'USLOB13' USPPAF CanPBRAF

Last year, we introduced a new Lobelia series. Lucia Dark Blue was the first in what we believe will be an outstanding series that gardeners will prize for its bright mounds of flowers and its versatility in the landscape, containers, and hanging baskets. Lavender Blush is a magnificent addition that loves the summer heat.

GOLDDUST™ *Mecardonia* 'USMECA8205' USPPAF CanPBRAF

A truly unique Mecardonia that stands out from the others because it flowers 6 weeks earlier, has smaller, more plentiful, true yellow blooms, and loves the heat.

What's New?

Exceptional Introductions for 2011 from Proven Winners



SUPERTUNIA® Indigo Charm
Petunia hybrid 'USTUN29801' USPPAF CanPBRAF

SUPERTUNIA® Sangria Charm
Petunia hybrid 'USTUN34803' USPPAF CanPBRAF

Charm is the perfect word for this new series, which has the power and performance of a Supertunia in a miniature form. An early bloomer and a strong brancher, these two vibrant inaugural Charm varieties are great for small pot production and are excellent in containers.

INTENSIA® Blueberry
Phlox hybrid 'USPLX60306' USPPAF CanPBRAF

Blueberry has a larger leaf size and more upright habit than other Intensia varieties, which makes it an easier plant to produce in the early season and results in a better growth habit in small containers. Tons of rich blue-purple flowers bloom continuously in the heat.



MADLY™ Magenta Aubrieta hybrid

MADLY™ Blue Violet Aubrieta hybrid

SUPERBENA® Royale Chambray
Verbena hybrid 'AkiV571-1' USPPAF CanPBRAF

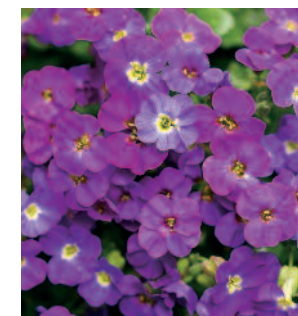
The early compact habit of Royale Chambray makes it great for Grande™ container production, but it still becomes a vigorous spreading plant for the consumer. The lavender flowers are sweetly fragrant and the exceptional branching creates cascades of flower clusters.

Proven Winners' Limited First-Year Release Program

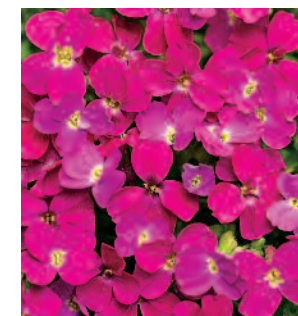
Varieties in Proven Winners' Limited First-Year Release Program are exciting new introductions that are in limited availability for 2010-2011. While these new varieties are available, they require an additional season to bring to their full production potential. By ordering early, you can obtain these new varieties for your customers before they become widely available the following year.

New Proven Winners varieties that are part of the Limited First-Year Release program for 2010-2011, but will be in full production in 2011-2012, are:

Perennials



MADLY™ Blue Violet
Aubrieta



MADLY™ Magenta
Aubrieta



ABSOLUTELY AMETHYST™
Iberis

Graceful Grasses®



GRACEFUL GRASSES® VERTIGO™
Pennisetum purpureum

Madly™ Magenta, Madly™ Blue Violet *Aubrieta*

- Super early flowering spring perennial, times with Spring Magic.
- Vivid colors to offset spring bulbs and other spring annuals.
- Re-blooms in fall and long flowering in spring.

Height: 4-6"
Hardy: -30° F
Zone: 4-9
Exposure: Full Sun

Absolutely Amethyst™ PPAF PBRAF *Iberis*

- A completely new color in perennial Iberis, nothing else like it! Breakthrough breeding, crossing annual types with perennial to get colors in perennial Candytuft.
- Blooms in late April to May, VERY different than other market types.
- Great color, easy to grow, long lived for consumers.

Height: 10-12"
Hardy: -25° F
Zone: 4-9
Exposure: Full Sun

Graceful Grasses® Vertigo™ PPAF PBRAF *Pennisetum*

- Fast and easy, warm season grass reaches 3-6' depending on location and season. Size varies by region of the country, growing larger in the south. It is not a plant for small containers.
- Rich burgundy tones of foliage make great backdrops or centerpieces for combination plantings.
- As with all warm season grasses, fertilizer and water equal bigger plants. Not a plant for a dry, poor soil location.

Height: 36-48"
Hardy: 20° F
Zone: 8-9
Exposure: Full Sun

These exciting new varieties are available for 2010-2011 on a first-come, first-served basis. Since each variety has slightly different availability, there may be limitations on the amount each customer can purchase.

Please contact your broker or Proven Winners propagator for further details.

Our Marketing Efforts Help You Reach Every Kind of Gardener

Your success depends on a broad customer base, from the most passionate, experienced gardeners to casual, novice consumers. Proven Winners reaches both audiences and everyone in between through targeted marketing efforts across all media. From radio, television, and magazine advertising to online marketing and event promotions, the Proven Winners brand is showing up everywhere. And that means more business for you.



Here's How We're Reaching the Passionate Gardener



1 Partnership with P. Allen Smith – Annual sales of P. Allen Smith Platinum Collection exceeds 30 million units



2 Quarterly publication of online magazine, Proven Beauty® – 13,500 Subscribers – available in English, French, and Spanish, the winner of the Garden Writer's Association's Gold Award



3 Outdoor Living Events across North America – Six locations – Boston, Chicago, Dallas, Minneapolis, Salt Lake City, and Vancouver – 1,200 attendees (2011 events and dates – to be determined)



6 quarter page ads in WGBH Member's Guide – 170,000 members
Two 15-second spots per weekly show
50 radio spots on Boston's NPR

5 Year-long sponsorship of Victory Garden – 186,000 unique visitors per month

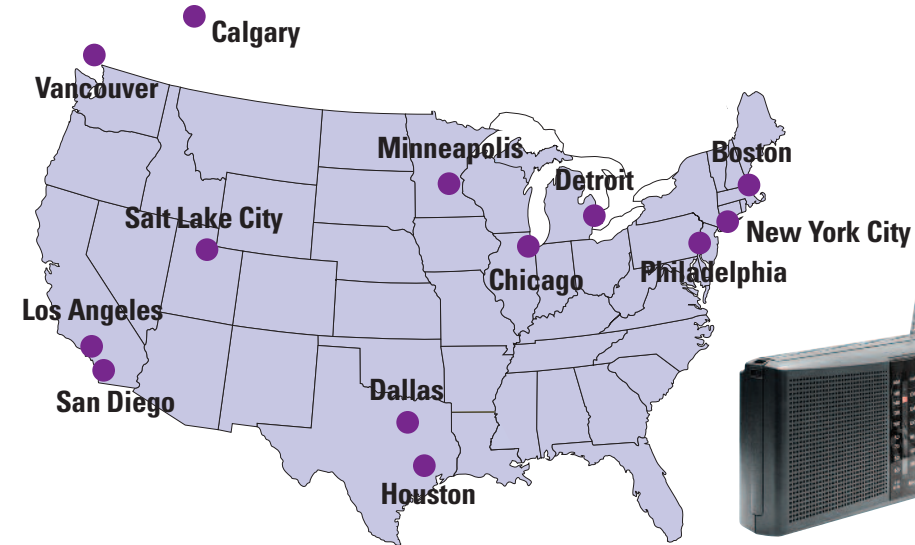
Online ads for 39 weeks on WGBH.org

4 Advertising in fine gardening magazines – 2.2 million subscribers



6 Weekly targeted messaging through social media efforts on Twitter and Facebook – \$100,000 in advertising spent on Google, 25,000+ friends on Facebook

Here's How We're Reaching the Casual Gardener



3 Radio Advertising and promotion across 13 major markets – Boston, Calgary, Chicago, Dallas, Detroit, Houston, Los Angeles, Minneapolis, New York City, Philadelphia, Salt Lake City, San Diego, and Vancouver
2011 Markets – to be determined



1 Advertising in popular lifestyle magazines – 45 million subscribers

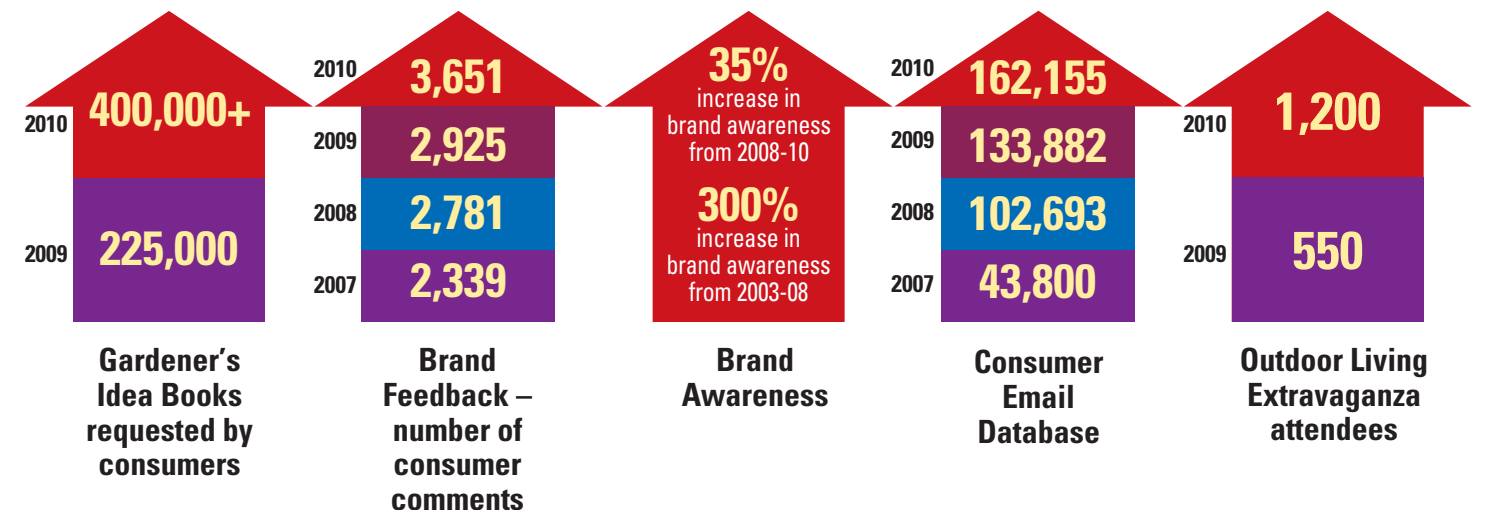


4 Gardener's Idea Book Giveaway – Requested by over 400,000 consumers



Here's How We're Delivering More Results for You

2 Broad television advertising – P. Allen Smith's gardening shows, Victory Garden and GardenSMART Sponsorship – 200 million impressions



Branded Packaging Sells More Plants

Research Proves It

When you use Proven Winners' white containers and POP in your displays, you'll sell more plants. Why? Because branding catches the consumer's attention and influences their purchasing decisions. Just how many more plants will you sell? A recent independent study by StandPoint Market Navigation, the leader in home and garden market research, found that **consumers chose Proven Winners over unbranded containers by a margin of 3 to 1.**

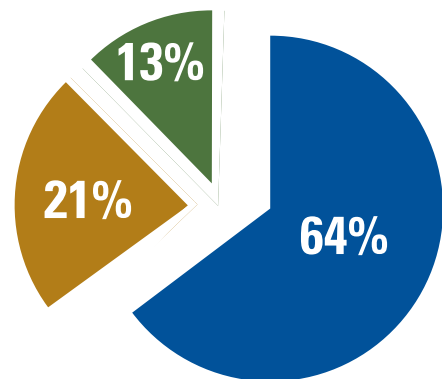


Sell 3 times the plants by using branded containers and POP

Great Results

Kip Kreel's StandPoint's research included creating two different displays at two different retailers and tracking sales from those displays over a nine-day period. At both retailers, the first displays featured only Proven Winners plants in branded containers accompanied by POP materials. The second displays, which were side by side with the first, contained no POP. They were plants-only displays with 50% in unbranded green containers and 50% in Proven Winners containers.

Percent of Total Plants Sold – Proven Winners accounted for over 75% of the plants sold



- Proven Winners branded container on a fixture with POP
- Proven Winners branded container on a fixture WITHOUT POP
- Proven Winners plants sold in a generic container on a fixture WITHOUT POP

Brand Power

Consumers expect branding and respond positively to it. To take advantage of the power of the Proven Winners brand and the improved sell-through it provides, make sure you use:

1. The white Proven Winners container
2. A specialty container specific to that variety
3. The Proven Winners hanging basket tag



Unbranded containers sold on **FIXTURE 2 without P.O.P.**

97

13%



Proven Winners containers sold on **FIXTURE 2 without P.O.P.**

165

21%



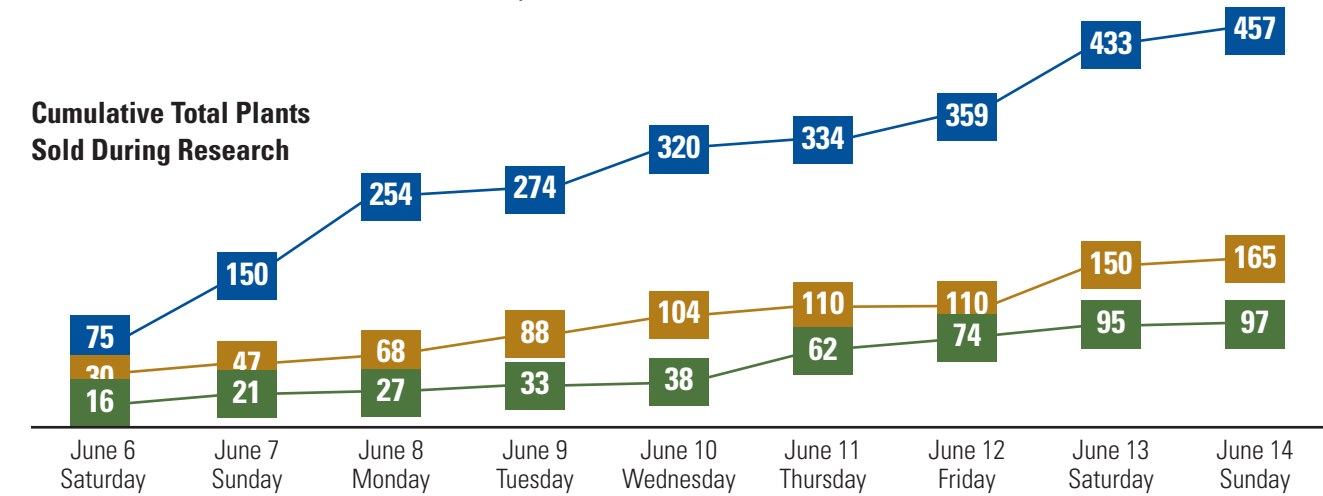
Proven Winners containers sold on **FIXTURE 1 with P.O.P.**

457

64%

The following chart shows the dramatic difference in sales between branded and unbranded plants.

Cumulative Total Plants Sold During Research



- Proven Winners branded container on a fixture with POP
- Proven Winners branded container on a fixture WITHOUT POP
- Proven Winners plants sold in a generic container on a fixture WITHOUT POP

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®
- Spring Magic®
- Fall Magic®

Now in its eighth year, the program has nearly 750 growers earning \$750,000 in benefits.

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

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 Innovative Programs like the 30 Second Planter
As the industry and consumers look for green alternatives, Proven Winners is ahead of the curve with programs like the 30 Second Planter, which eliminates the need for a plastic hanging basket or container.



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

Looking for a way to get exposure and good publicity? This campaign kit includes all the marketing materials to make your plant giveaway a success.



3 The Bloombox Kit

Everything you need to organize a container workshop, customizable to your garden center.



4 Our Online Retailer Listing

Every year, more than 600,000 customers visit our website to find out where to buy Proven Winners. We make it easy for them to find you.



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 8,000 employees that train annually.



6 Gardener's Idea Book Giveaway

For 2010, retailers had the opportunity to get our *Gardener's Idea Book* in their customers' hands through our special customized mailing offer. We paid for the books, addressed them using the retailers' mailing list, and included a customized promotional message for the garden center. All retailers had to do was provide the list and pay the postage. The giveaway was an easy, affordable, and effective way to inspire consumers to come into their garden center.



7 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. So we make it easy for you to make your customers successful in the garden. Order WaterWise and Proven Winners soil and fertilizers by visiting www.pwcertified.com.



8 Our Store-Within-A-Store Contest

Each year we sponsor a contest to encourage and recognize the creative merchandising efforts of retailers. For 2011, four \$1,000 cash prizes will be awarded and winners will also appear in *Today's Garden Center* magazine. For complete contest details, visit www.pwcertified.com.



Come See Our New Varieties for Yourself

At Trial Gardens Across North America

We make it easy for you to view Proven Winners' newest, most innovative plants by participating in dozens of trial gardens across the U.S. and Canada. Growers, retail employees, and sales representatives can visit the trial locations show on this map to see how our varieties grow in their particular region of the country.

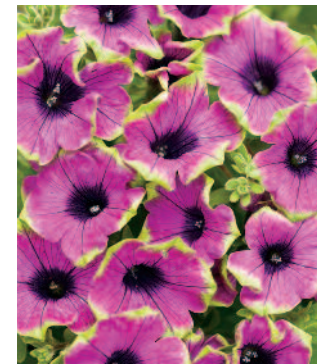
Plus, the trial gardens give the gardening public the chance to see the brilliant color and vigor of Proven Winners plants, which means they'll be looking for Proven Winners at garden centers in their area. Check online for more site information.



Sending Samples to 300 Garden Writers

Passionate and casual gardeners alike turn to gardening magazines and columnists for advice and recommendations on what plants to grow in their own gardens. We're so sure about the quality and performance of Proven Winners that we provide two dozen of our newest varieties* to 300 garden writers and bloggers across North America – 250 in the U.S. and 50 in Canada. 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 a writer features information and photographs of Proven Winners plants in their columns.



Supertunia® Pretty Much Picasso™
Petunia hybrid



Simply Scentsational™
Heliotropium hybrid



Intensia® Blueberry
Phlox hybrid



Superbells® Blackberry Punch
Calibrachoa hybrid



Slightly Strawberry™
Anisodentea hybrid



Lucia™ Lavender Blush
Lobelia hybrid



GoldDust™
Mecardonia hybrid



Little Lime™
Hydrangea paniculata



Double Play® Big Bang
Spiraea

*Other plants may be substituted if production issues warrant.



This Partnership Delivers

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



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 selected Proven Winners' Outdoor Living Extravanzas across North America.

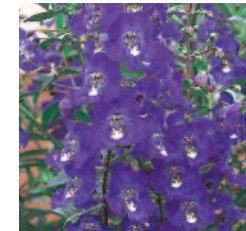


Attends the annual Open House at Pleasant View Gardens.



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

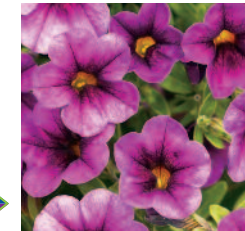
"The goal of both Proven Winners and myself is to inspire consumers to greater gardening success. By working together, we can create even greater synergies and more successful consumers – and as a result, more beautiful gardens."



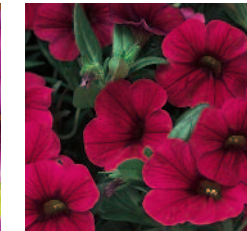
ANGELFACE® Blue Angelonia



Goldilocks Rocks™ Bidens



SUPERBELLS® Plum Calibrachoa



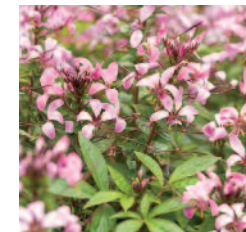
SUPERBELLS® Red Calibrachoa



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 Purple" Ipomoea



LUSCIOUS™ Citrus Blend® Lantana



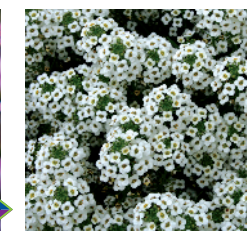
Broadway Lights™ Leucanthemum



LAGUNA™ Sky Blue Lobelia



LUCIA™ Lavender Blush Lobelia



SNOW PRINCESS™ Lobularia



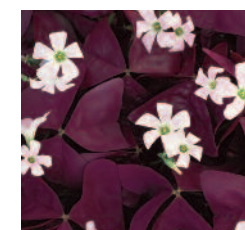
GoldDust™ Mecardonia



Opal INNOCENCE® Nemesia



Lemon SYMPHONY Osteospermum



CHARMED® Wine Oxalis



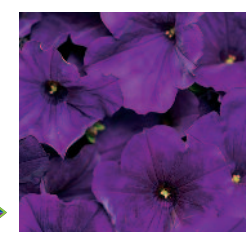
DAREDEVIL™ Mulberry Pelargonium



SUPERTUNIA® Bordeaux Petunia



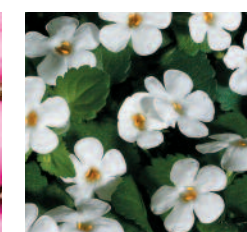
SUPERTUNIA® Pretty Much Picasso Petunia



SUPERTUNIA® Royal Velvet Petunia



SUPERTUNIA® Vista Bubblegum Petunia



SNOWSTORM® GIANT SNOWFLAKE® Sutura



SUPERBENA® Royale Chambrey Verbena



LO & BEHOLD™ Blue Chip Buddleia



INCREDIBALL™ Hydrangea aborescens



INVINCIBELLE™ Spirit Hydrangea aborescens



"Limelight" Hydrangea paniculata



LITTLE HENRY® Itea virginica

Deliver Landscape Color That Will Stop People in Their Tracks

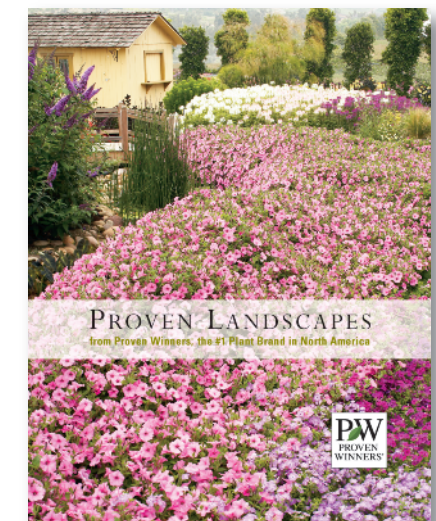
With the Proven Landscapes Program

Our extensive selection of exceptional plants for the landscape not only provides beautiful options for individual gardeners but also meets the standards and needs of professional landscape firms and high-profile venues, like Churchill Downs. We provide a complete collection of annuals, perennials, and ColorChoice® shrubs and recommendations on what will work best in different regions. We also offer a wide range of plant choices designed to attract butterflies and hummingbirds, to create winter interest, or to discourage deer.

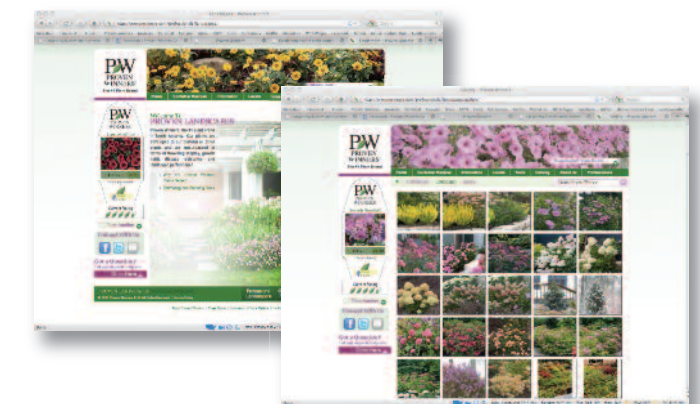
Your customers can create a landscape as grand as those shown here by choosing Proven Winners.



Landscapes as magnificent and high-profile as Churchill Downs, host of the Kentucky Derby, choose Proven Winners plants. From the waves of glorious color across the infield to the thousands of brilliant bloomers in beds and containers across the grounds, Proven Winners varieties are everywhere.



Request your own Proven Landscapes catalog. Call 1-877-895-8138 toll-free.



Our website also has an area dedicated specifically to the needs of professional landscapers. It includes regional recommendations of the best landscape plants and features online tools for estimating the number of plants and amount of mulch needed for specific landscape sizes.

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.pwcertified.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



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



New color-themed posters – available in 2 sizes, 24" x 34" and 16.5" x 23.5"

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

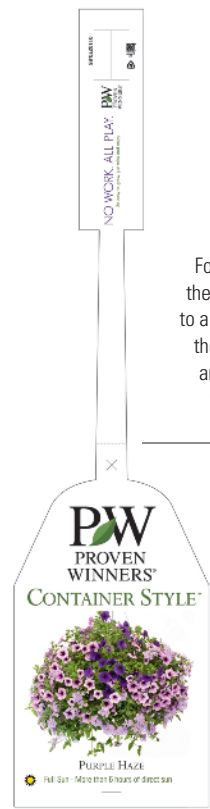


11" x 7" benchcards – content matches the 23" x 23"/18" x 18" signs

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.



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

3.5" x 14.35" Container Style tag for hanging baskets and upright containers



BELLE OF THE BALL

Full sun – more than 6 hours of direct sun



BOLD & BEAUTIFUL

Full sun – more than 6 hours of direct sun



CALYPSO

Full sun – more than 6 hours of direct sun



CONFETTI

Full sun – more than 6 hours of direct sun



DECKED OUT

Full sun – more than 6 hours of direct sun



EASY ON THE EYES

Full sun – more than 6 hours of direct sun



FALLING FOR COLOR

Full sun – more than 6 hours of direct sun



FALLOWEEN

Full sun – more than 6 hours of direct sun



FIREWORKS

Full sun – more than 6 hours of direct sun



FREEDOM RINGS

Full sun – more than 6 hours of direct sun



FRUIT FUSION

Full sun – more than 6 hours of direct sun



HOT TO TROT

Full sun – more than 6 hours of direct sun



HULA HOOPS

Full sun – more than 6 hours of direct sun



LIVELY IN LAVENDER

Full sun – more than 6 hours of direct sun



PASS IT ON

Full sun – more than 6 hours of direct sun



PURPLE HAZE

Full sun – more than 6 hours of direct sun



RASPBERRY DELIGHT

Full sun – more than 6 hours of direct sun



ROYAL PRINCESS

Full sun – more than 6 hours of direct sun



SANTA BELLE

Full sun – more than 6 hours of direct sun



STAR SPANGLED SPARKLER

Full sun – more than 6 hours of direct sun



SUPER CHIC

Full sun – more than 6 hours of direct sun



TROPICAL PARADISE

Full sun – more than 6 hours of direct sun



FIRED UP!

Full sun – more than 6 hours of direct sun



CLASS ACT

Full sun – more than 6 hours of direct sun



ABOVE & BEYOND

Full sun – more than 6 hours of direct sun



BACOPA CABANA

Full sun – more than 6 hours of direct sun



EYE CANDY

Full sun – more than 6 hours of direct sun



GET IN LIME

Full sun – more than 6 hours of direct sun



PICASSO'S FANTASY

Full sun – more than 6 hours of direct sun



PLEDGE OF BEAUTY

Full sun – more than 6 hours of direct sun



PLUM OBVIOUS

Full sun – more than 6 hours of direct sun



SKY'S THE LIMIT

Full sun – more than 6 hours of direct sun



SUN BEAT IN PINK

Full sun – more than 6 hours of direct sun



3.5" x 14.35" Mono-specific Container Style tag for hanging baskets and upright containers

Mono-specific hanging basket tags with the Container Style tag design are also available for these products:

- Superbells® Pink
- New Wonder®
- Laguna™ Sky Blue
- Superbena® Large Lilac Blue
- Snow Princess™
- Superbells® Dreamsicle
- Supertunia® Bordeaux
- Superbells® Lavender
- Supertunia® Raspberry Blast
- Superbells® Red
- Supertunia® Royal Velvet
- Superbells® Yellow Chiffon
- Snowstorm® Giant Snowflake
- Supertunia® Vista Fuchsia
- Superbells® Plum
- Summer Wave® Blue
- Superbells® Yellow
- Superbena® Burgundy
- Lucia™ Dark Blue
- Superbena® Dark Blue
- Supertunia® Bermuda Beach
- Superbena® Pink Parfait
- Supertunia® Pretty Much Picasso
- Supertunia® Vista Bubblegum

Multi-Liner™ Program

Goal – to provide growers with a multi-genera liner featuring the top-selling combinations within the Proven Winners program.

Grower Benefits

- Proven combinations – ensures success for grower, retailer, and home gardener
- Reduces shipping cost – less liner trays required for combination production
- Performance charged liner – quick start and quick finish for growers
- Large combination-specific tag* for each combination – addresses tag waste and increases brand recognition

Cultural Information

Liner Size	Ship Weeks	Container Size	Liners Per Container	Crop Time
50*	6 to 35	6.5"	1	6 weeks
50*	6 to 35	1 GL	1	6 weeks
50*	6 to 35	10"	3	8 to 10 weeks

* 50 Combination-specific stick stake tags for 6.5 and 1 GL production or 21 combination specific tags for larger container production



Large Multi-Liner Stake Tag – 2.3" x 7.3"

Dangler Tag for Hanging Baskets – 3.5" x 14.35"

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



30 Second Planter™

Simple and successful – that's the idea behind Proven Winners' 30-Second Planter program.

We've designed and trialed many combinations, all gardener favorites, and have created an easy, beautiful, and environmentally friendly way to grow them. For the consumer, it's as simple as this:



1. Pop off the bottom of the recyclable, preplanted container.

2. Drop it in a favorite pre-filled decorative container.

3. Watch it grow.

Instant success. No tools, no gloves, no digging. The only hard part for the gardener is choosing which decorative pot to put it in. For growers and retailers, the process is equally easy, efficient, and responsible. The 30-second Planter™ combinations can be ordered in one package.

The kit includes:

- 196 plants, specific to the combination you order
- 28 The 30-Second Planter™ biodegradable containers with pull tabs
- 28 tags (style varies by propagator)
- 1 16" x 20" sign with sign holder
- 1 7" x 11" bench card

What Combinations Are Available?

To find out which combinations are available and the style of tags provided, contact the individual propagators listed below:

- EuroAmerican Propagators**
pweuro.com 888-323-0730
- Four Star Greenhouse**
pwwfourstar.com 734-654-6420
- Pleasant View Gardens**
pwwpv.com 603-435-8361



Fiber containers with pull-tabs

Proven Winners plant liners



16" x 20" sign

7" x 11" pricing bench card

2.375" x 5.625" Beauty tag

2010-2011 Proven Package 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 Proven Package and still generate more sales than retailers who sell Proven Winners plants in generic black or green pots.

Our Proven Package Increases Sales - Guaranteed

Nothing sells faster – especially when you use our Proven 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 1.0 GL Royale™ container and 2 cents for all our other branded container purchased). To take full advantage of Proven Winners marketing programs, grow and sell in our Proven Package. Visit www.provenwinners.com for more information on our marketing programs and our container guarantee.

DILLEN PRODUCTS	4.25 Grande™	4.50 Classic™	1.0 QT	6.50	1.0 GL Royale™	1.0 GL Royale™ Specialty	8.50
Proven Winners® Annuals	•	•	•	•	•		*
Proven Winners® Perennials				•	•		
Proven Selections® Annuals	•	•	•	•	•		*
Proven Selections® Perennials			•	•	•		
BROADWAY LIGHTS™						•	
DIAMOND FROST®						•	
KING TUT®						•	
SEÑORITA ROSALITA®						•	
SUPERTUNIA®						•	
SUPERTUNIA® Citrus – NEW						•	
SUPERTUNIA PRETTY MUCH PICASSO™						•	
TUSCAN SUN						•	
SNOW PRINCESS™ – NEW						•	
GRACEFUL GRASSES™	•		*				

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

Order Online
It's easy to get your Proven Package. Go to provenwinners.com and the Professional Growers link.



Top Seller

8-count – 4.25 Grande™ Self-Symetricize® Containers and Display Tray (17 7/8" 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")

Top Seller

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

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.

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

These three 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 – Snow Princess™ 1.0 GL Royale™ container

Specialty – Supertunia® Citrus 1.0 GL Royale™ 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 –
Señorita Rosalita®
1.0 GL Royale™
container



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



Specialty – Tuscan Sun
1.0 GL Royale™ container



Specialty – Broadway Lights™
1.0 GL Royale™ container



Specialty Carry/Display Tray – 19 3/4" x 6 1/2"

1.0 QT Specialty Containers for Graceful Grasses®

Gardeners are looking for our Graceful Grasses Collection. We recommend using our new optional specialty containers to make it easy for customers to find these reliable, beautiful varieties.



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 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® Perennials	475	33	858
1.0 QT Proven Selections® Perennials	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
1.0 GL Royale™ Proven Winners®	128	48	1248
1.0 GL Royale™ Proven Selections®	128	48	1248
1.0 GL Royale™ Proven Winners® Perennials	128	48	1248
1.0 GL Royale™ Proven Selections® Perennials	128	48	1248
1.0 GL Royale™ Display/Carry Tray	50	52	1352
1.0 GL Broadway Lights™ Specialty Container	50	90	2340
1.0 GL Diamond Frost® Specialty Container	84	54	1404
1.0 GL King Tut® Specialty Container	50	90	2340
1.0 GL Señorita Rosalita® Specialty Container	84	54	1404
1.0 GL Snow Princess™ Specialty Container	84	54	1404
1.0 GL Supertunia® Specialty Container	84	54	1404
1.0 GL Supertunia® Citrus Specialty Container	84	54	1404
1.0 GL Supertunia® Pretty Much Picasso™ Specialty Container	84	54	1404
1.0 GL Tuscan Sun Specialty Container	84	54	1404
1.0 GL Display/Carry Tray for Specialty Containers	50	52	1352
8.5 Proven Winners® Jumbo	130	60	1560
8.5 Proven Selections® Jumbo	130	60	1560

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. While we strongly recommend that growers use Proven Winners or Proven Selections brand containers when selling our plants, growers may sell our plants in the containers of their choosing. However, 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

Proven Winners® Collection

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 (a beauty tag 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, which includes specific information about each variety used in the planting, only the Container Style 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.

Canadian customers, please refer to the Customer-Grower Agreement that arrives with each plant shipment for legal finished plant container sizes.

If you have any additional questions, please feel free to contact us at 1-877-788-7868.



Illegal, due to size



Above, left: Over the Moon – ANGELFACE® Blue *Angelonia angustifolia* hybrid, INTENSIA® Orchid Blast *Phlox* hybrid, WHIRLWIND® Blue *Scaevola* hybrid with SUPERBELLS® Pink *Calibrachoa* hybrid in separate container. Both are in Campania Antique Cream Patmos Planters.