

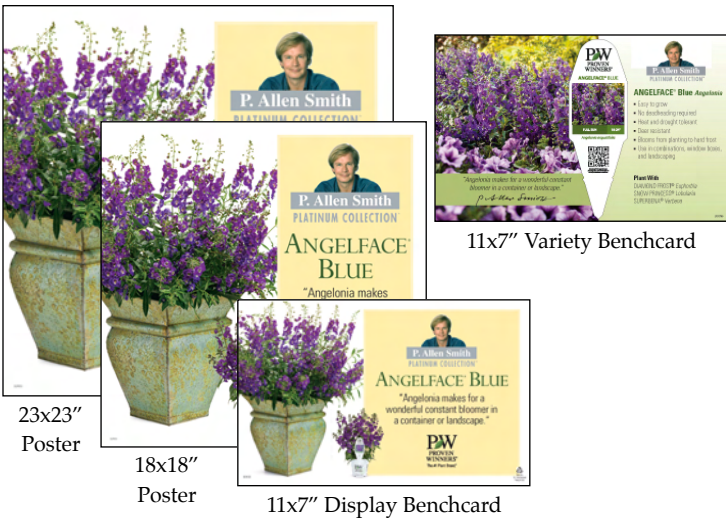


The #1 Plant Brand.®

We've Added More POP Support for Your Customers

P. Allen Smith Platinum Collection

Passionate and casual gardeners alike look to P. Allen Smith for inspiration and ideas. They trust his recommendations and are seeing these varieties on his television shows as well as his appearances on NBC's "Today Show". They are going to be looking for these varieties in YOUR garden center. We have created signage for all 35 items in his Platinum Collection to help you identify them.



11x7" Variety Benchcard

23x23" Poster

18x18" Poster

11x7" Display Benchcard

Top 50 Varieties Tag Signs

Available in two sizes - 18x45" on 6 mil coroplast and 12x30" on 4 mil coroplast. (Signs shown to scale at right)

As a reminder, all of the tag-shaped signs are available in the above sizes on the noted material.



"Why Choose Proven Winners®?" Marketing Pull-Down

Why SHOULD your customers choose Proven Winners®?

- They are vibrant and beautiful.
- They are vigorous and easy to grow.
- They are the envy of the neighborhood.
- They bring delight to your garden.

8.5" wide x 13.25" long shade

- 100% Weatherproof and water-resistant
- Pull down printed 4 colors on 5.1 mil. tear resistant material housed in white plastic enclosure.
- Header cards 3"h x 8.75"w printed 4 colors on .020 styrene with grommets in the upper left and right corners to hang with zip tie strips (included).

Proven Winners® 11x7" Benchcards

Series/Variety benchcards with at-a-glance plant information, companion plants and updated tags with QR codes have been added for the Proven Winners varieties. Walters Garden perennial varieties to be added July 2011.



Pink Day Kit

Celebrate Pink Day at your Garden Center to help drive the sales of Invincibelle Spirit while creating awareness for Breast Cancer Research.

Includes:

- 5 T-shirts Description: 'Pink Day' t-shirt. Pink Day logo and Invincibelle Spirit logos on the back. Breast Cancer Research Foundation logo on the front.
- 15 Pink balloons with Pink Day logo
- 10 Buttons with the BCRF logo.
- 1 set of Invincibelle Spirit note cards

More than 25 other items available separately to help plan your event!

