

Spring 2010

the magazine for success in the garden

PROVEN BEAUTY[®]

Hot Plants for
the **Cool** Spring

5 Gadgets in
Rebecca Kolls'
Garden Shed



**Celebrate
Planet Earth**



HAVE YOU SMILED TODAY?

We know that plants make you happy – and there’s nothing better than getting one for free. That’s why Proven Winners is partnering with garden centers across North America to launch the We Grow Smiles campaign. Participating retailers will select a date and location in their community to give away Proven Winners plants – just to make gardeners smile.

Click on the link below to see a We Grow Smiles plant giveaway in action.



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Liven up your landscape with these beautiful blooming shrubs, perfect for even the smallest areas.



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Special Delivery

Can't find your favorite Proven Winners plant? Check out our retailer locator or order online for delivery right to your door.





EARTH DAY

APRIL 22

Great ways to celebrate it



1. Get the Dirt on Natural Fertilizer.

Enrich your garden soil by composting. It's a great way to recycle yard and food wastes, which means you reduce what's sent to landfills and at the same time ensure an ample supply of organic fertilizer for all your plants.

How to Compost

2. Make Recycling Second Nature.

Use all the recycling opportunities available in your community, from garbage pick-up to battery and electronics recycling, and use recycled and earth-friendly materials, like the fiber pot in Proven Winners' 30-Second Container, whenever possible. We've made "Reduce. Reuse. Recycle." our mantra, too. All the tags, trays, and containers Proven Winners' plants are sold in are made from recyclable materials and can be recycled after you use them.

3. Use Pedal Power.

We all know that it's better for our health and our environment if we ride a bike instead of driving a gas-guzzling car. But do you know how much better? Click here to calculate how much carbon dioxide your car produces each year and make a commitment to lowering it by walking and biking.

Pedal Power

4. Pass It On.

Make sure you are setting an earth-friendly example for your kids by sharing with them what you're doing to reduce your family's carbon footprint. By educating your children about recycling and other green practices, you are helping to ensure a generation of good stewards for the earth.

5. Make It Greener.

Tree, shrubs, and plants absorb carbon dioxide and produce oxygen, so not only are they beautiful they are an integral part of the atmospheric exchange cycle on earth. A single tree can absorb nearly one ton of carbon dioxide over its lifecycle, so plant more green and make a real difference.

More ways to celebrate Earth Day by gardening green

DIAMOND FROST®

THE EASIEST, MOST VERSATILE PLANT ON THE MARKET

Consumers have rated Diamond Frost as the #1 Proven Winners plant, and the photos here show two of the reasons why – they're beautiful and they're versatile. But there are other important reasons why gardeners love this plant. Diamond Frost is a low-maintenance, high-performing beauty. It can handle shade and sun; it doesn't need a lot of water; it's tough and vigorous; plus it's stunning on its own and provides just the right accent when combined with other Proven Winners' varieties.



Works great as drifts in the landscape. Mix it with other vigorous growers that do well in the landscape like the Supertunia® Vista.



Diamond Frost's lacy quality and white color works well for wedding decor. Combine it with other white flowers or use it to complement any color scheme.



Beautiful in a container all by itself or group it with other contrasting containers

For more Info about
Diamond Frost, [click here](#)



Trim it back and bring it in as a house plant in the fall. Combine it with poinsettias during the holidays and forced bulbs in late winter.

EARLY SPRING COLOR

PLANTS THAT FLOURISH IN COOL WEATHER

Winter might be officially over, but there are lots of places across the United States and Canada where it's still too cold for most plants to survive. If you're ready for spring flowers but think they won't tolerate the weather in your part of the country, check out Spring Magic® from Proven Winners.

Spring Magic is a line of cold-hardy, colorful varieties that you can plant in containers in early spring and enjoy for several weeks. They'll satisfy your craving for early spring color until Mother Nature turns up the heat.





Rebecca Kolls

CELEBRITY GARDEN SHED

Rebecca Kolls Talks Gloves, Gadgets, and Garden Gold

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

REBECCA KOLLS: My child's shovel! It's true. Years ago I bought my children garden tools only to fight with them to use the shovel! It is lightweight, and the blade is small, thin, and just wide enough for most jobs. Plus, it can easily be sharpened. I love the tapered wooden handle. I only wish that I was either a couple of feet shorter or the handle was longer!

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

RK: My favorite item is not in my shed but near the garden: compost bins. I'm totally committed to enriching my soil with compost to which I add materials year round – yes, even when temperatures plummet below zero! My grandfather taught me the value of mining for nature's gold, and now I'm very rich. I have two bins, a tumbler, and a pile all working to provide my soil with the necessary healthy microbes and organisms it needs to provide a healthy home to my growing plants.

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

RK: I have a pitch fork that is more than 70 years old. Its simplistic, utilitarian design really works! The worn wooden handle speaks of the generations in the garden and gives me a comforting sense that as things change, they stay the same. I just wonder about the stories this fork could tell.

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

RK: I've never been big on wearing gloves in the garden simply because most were uncomfortable, messy, and numbed my hands to the soil sensation. That was until I was given a pair of Atlas gloves. I love their snug fit and the latex-dipped fingers. They breathe, and they're un-cumbersome, comfortable, and give me the dexterity missing from most gloves. Plus, they're simple to clean, they keep soil out, and they're priced to sell. I hate to admit it, but I now own about five colorful pair!

Liven Up Your Landscape

WITH PROVEN WINNERS® COLORCHOICE® SHRUBS

Nothing is easier to grow or adds style, beauty, and long-term value to your landscape like a colorful, hardy shrub that comes back year after year. And Proven Winners has some of the most popular and unique shrubs on the market. Check out two stunning bloomers that are perfect for smaller gardens.



BLOOMERANG® Purple *Syringa x 'Penda'* –

If you love Lilacs and wish they bloomed more than once a year, you'll want to add Bloomerang to your landscape. The fragrant flowers burst into bloom in the spring and again in mid-summer to frost. Plus, its compact size makes it perfect for smaller areas where you haven't been able to plant Lilacs before.

[Learn more about Bloomerang](#)



LO & BEHOLD™ x 'Blue Chip' *Buddleia*

This shrub brings the beauty of the Butterfly Bush to the smaller areas of your landscape. The first miniature Buddleia, Blue Chip is long blooming, frost tolerant, and needs no pruning. You'll enjoy its fragrant, bright flowers as well as the butterflies and hummingbirds it brings to your garden.

[Learn more about Blue Chip](#)

For a full list of ColorChoice shrubs and information on which ones will grow best in your area

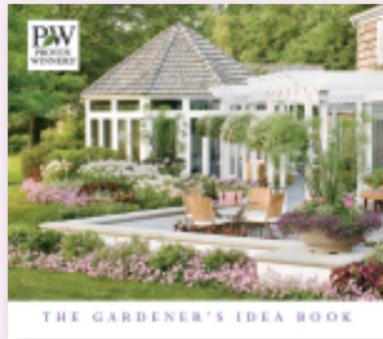
[CLICK HERE](#)



provenwinners.com

WHERE IT IS ALWAYS SPRING

When you need a fix for Spring Fever, our website will inspire you with ideas and images of beautiful plants. And when you're planning, planting, and tending to your garden, provenwinners.com will provide the information to help you become a more successful gardener with online tools, resources, and recommendations.



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When you're searching for some expert advice, our website has answers.

TOP 100 PROVEN WINNERS PLANTS AVAILABLE ONLINE



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

1. Go to www.provenwinners.com/findaretailer/ and type in your zip code.
2. Call the retailer near you to check on whether they have that variety available. If not, ask to speak with a buyer to see if they will be carrying it this season.
3. To determine which varieties are currently available to order online, click below.

ORDER INFO





Little Plant.
Big Impression.

My Monet
Make an Impression™

You don't need a big yard to have a great landscape. Some of the nicest gardens are tiny plots - or patio containers. Whatever the size of your project, you want easy, reliable flowers and foliage color.

My Monet bursts into pink flowers in spring, and will continue to impress you with colorful foliage all summer and into fall. Since it's only a foot tall, it fits into tight corners, along walks, and even into container gardens. You won't need to replant My Monet or even prune it; just plant it in a sunny area and enjoy carefree color for years to come.

My Monet is available at better garden centers. Find one near you at www.provenwinners.com

[MORE INFO ON MY MONET](#)

[PURCHASE MY MONET NOW](#)

PW
PROVEN
WINNERS®

COLOR CHOICE
FLOWERING SHRUBS

Easy to Grow,
Incredibly Colorful

We Value Your Opinion

Our goal is for *Proven Beauty* to be your eco-friendly digital magazine for information and inspiration in the garden.

Please click on our survey link below to help us serve you better.

[TAKE THE SURVEY](#)