

Spring 2021 PREVIEW

PW
PROVEN
WINNERS®
The #1 Plant Brand.®



REINVENTING THE SPRING TRIALS EXPERIENCE

It's another year of innovation for our brand, and we are excited to deliver the California Spring Trials experience directly to you in a new way this year. We've developed an impactful, convenient, innovative approach and are confident that our new set of tools will fully meet the needs of our brokers and customers while allowing more people than ever before to learn about Proven Winners.



New this year, we are debuting Proven Winners OnDemand, a unique service we've created to educate the industry about our new plants, products and programs. Through online video content, we will provide helpful tips for brokers to learn how to position our products to fit your customers' needs, and in-depth content on a wide range of topics from our knowledgeable propagator partners. You'll find the content from our first five videos on p. 3-4 of this guide.



Proven Winners OnDemand is completely FREE for brokers and customers, and is available at your fingertips 24/7. View our content today at www.provenwinners.com/on-demand.

MORE WAYS TO EXPAND YOUR KNOWLEDGE OF PROVEN WINNERS

Use the following tools to help educate yourself, your staff and your customers about our new plants, products and programs this year.

Share this Booklet –

Pass along the valuable information in this booklet to your staff and help them learn about all of our new annuals, caladiums, perennials and shrubs. You'll find the digital version at www.provenwinners.com/professionals/online-catalogs.

Free PowerPoint or KeyNote Presentation for Brokers –

Download and share our PowerPoint or KeyNote presentation of new items for 2021 with your customers or modify as needed at www.provenwinners.com/on-demand.

Free Photo Library for Brokers –

Create your own custom presentations for your customers using the professional quality images available to you 24/7 in our online photo library.

Expanded Sample Program –

Proven Winners propagators are expanding their sampling program for broker representatives and key accounts this year. This will provide a valuable opportunity to grow our new varieties during the spring season, mimicking the conditions consumers will experience the following spring.

Extensive Trials –

We encourage everyone to visit the 30+ public trial gardens across North America that will be growing new Proven Winners varieties this season. See for yourself how our plants perform at independent trials in your region. Find the list at www.provenwinners.com/learn/plant-trials.

Visit Our Propagators –

Mark your calendar and plan to attend these open houses and trade-focused events this season.

Pleasant View Gardens (Loudon, NH) – Open House, July 30

Four Star Greenhouse (Carleton, MI) – Michigan Garden Plant Tour, July 27- August 7

Nordic Nursery (British Columbia, Canada) – Open House, June 18-19

Ed Sobkowich Greenhouses (Ontario, Canada) – Sawaya Garden Trials in Simcoe, July 22

Walters Gardens (Zeeland, MI) – Perennial Expo, June 18; Michigan Garden Plant Tour, July 27- August 7

Classic Caladiums (Avon Park, FL) – Retail and Broker Day – September 25

Schedule a Broker Session at Cultivate –

Arrange a private session for your broker group to learn about new items in the Proven Winners booth by contacting Kerry Meyer at kerry@provenwinners.com.

Ask an Expert Hotline –

Need to share advice with a customer about growing Proven Winners plants? Give our expert growers a call. We are totally committed to helping you meet the needs of your customers. Go to www.provenwinners.com/professionals/hotline.

Schedule a Webinar for Your Group –

After the full length training video is launched May 4 and you've had an opportunity to see all of the new Proven Winners varieties for the 2021 season, we will be hosting private broker company webinars where you'll be able to interact directly with the Proven Winners Product Development Team. We will be reaching out directly to each broker company.

Industry Webinar Hosted by Ball Publishing –

This August, we will be hosting an industry-wide webinar for anyone interested in learning more about our new plants and products for 2021. Watch for upcoming details in our trade newsletters and from Ball Publishing.

Sample OnDemand Videos



Natalie Carmolli, Public Relations Specialist for Spring Meadow, shows off our new and improved lilac, Baby Kim™. In this quick video growers will learn about the improvements and benefits this dwarf lilac has to offer.



Join Walters Gardens Trial Manager Laura Robles as she delivers timely tips on how to grow full, finished pots of Proven Winners perennials from plugs and bare root.



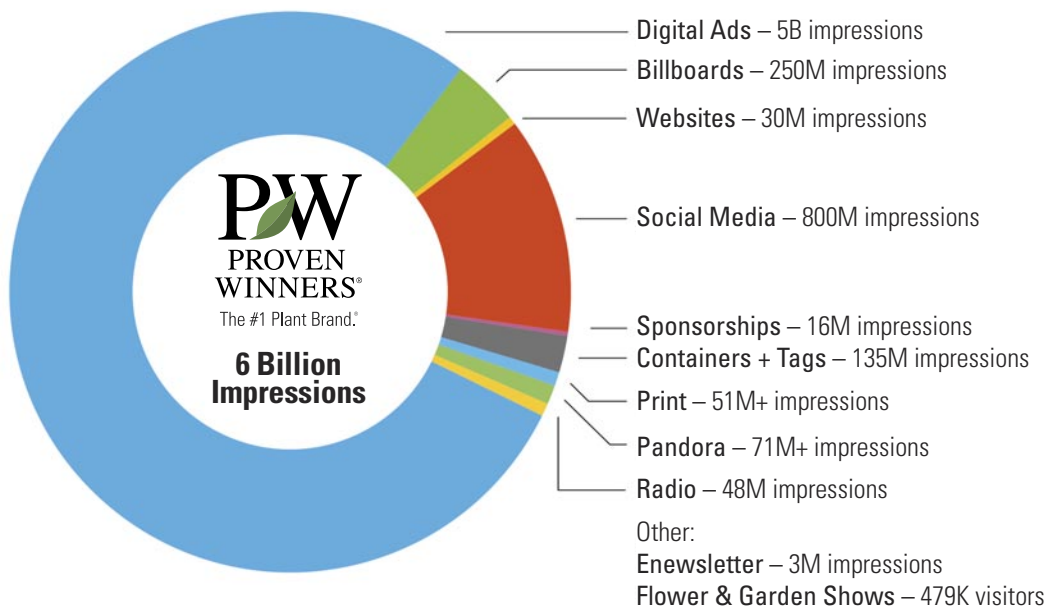
Meet the garden geeks and flower freaks of Pleasant View Gardens as they dig further into topics relevant to the professional horticulture industry. Join Adam as he reviews the exciting new Proven Winners' introductions for 2020.

PROVEN WINNERS DELIVERS 6 BILLION IMPRESSIONS

Every single day, we're reaching out to consumers to communicate our brand promise and build the exposure that is so critical in our customers' success. Our broad reaching marketing campaign delivered over 6,000,000,000 impressions last year by harnessing the power of all the efforts you see pictured below.

These impressions serve as reminders and motivation for consumers who have never been exposed to the brand in addition to the loyal following we've worked to build. Though the campaign runs all year, it is most heavily weighted during peak selling seasons to help move product when store traffic is high.

Reaching Consumers from Every Angle



Digital Ads – Google advertising is a powerful tool for large scale reach out to the masses. Over five billion impressions were made last year through Google Display Retargeting. We strategically placed ads as consumers browsed Google or its partner websites, creating well-timed placements throughout the buying season.

Print – Print advertisements in U.S. and Canadian gardening and lifestyle magazines run from early spring to fall. In addition, a half million copies of our popular *Gardener's Idea Book* and 120,000 copies of *Gardening Simplified* are distributed by request each year.

Radio – Broadcast radio ads featuring Proven Winners ColorChoice shrubs run from Mother's Day to mid-June, targeting 48 million listeners.

Pandora – Pandora internet radio ad campaigns run from May through mid-July targeting 85% female and 15% male listeners, ages 35-64.

Websites – 30 million impressions were made in 2019 on provenwinners.com, nationalplantoftheyear.com, beauty.provenwinners.com and GardenDesign.com.

Containers + Tags – Consumers seek out our signature white branded container to know they are buying authentic Proven Winners annuals, perennials and shrubs at retail.

Social Media – We're engaging with consumers every day in the dynamic online communities we've built on social channels including Facebook, Instagram, Twitter, Pinterest and YouTube. In addition, spokeswoman Laura of @Garden Answer does a phenomenal job of highlighting our products while reaching her millions of fans daily.

Billboards – 90 U.S. and 61 Canadian billboard messages are displayed each spring along North America's busiest roadways remind consumers that it's time to shop for Proven Winners.

Sponsorships – Our GardenSmart PBS sponsorship reaches 92% of the country, hitting 96% of the top 25 markets with ads aired on 424 stations. That adds up to 2 million viewers per month, 81% of which are homeowners.

ESSENTIAL PLANTS FOR 2021

With so many amazing new plants coming to market every year, it can be tough to know exactly which plants to focus on. Which are the most impactful new varieties that will boost your customers' sales? We've narrowed it down into five quick videos highlighting our essential new annuals, caladiums, perennials and shrubs for 2021. View them at your convenience at www.provenwinners.com/on-demand.

New Essentials – Part 1



Clockwise from upper left: DOUBLE DELIGHT™ Blush Rose *Begonia*, DOUBLE DELIGHT™ Primrose *Begonia*, HEART TO HEART™ 'Lemon Blush' *Caladium*, DOLCE® 'Toffee Tart' *Heuchera*, LET'S DANCE CANCAN™ *Hydrangea serrata*, DOUBLE UP™ White *Begonia*, DOUBLE UP™ Red *Begonia* and DOUBLE UP™ Pink *Begonia*

New Essentials – Part 2



Clockwise from upper left: SUPERBELLS® Coral Sun *Calibrachoa*, Sweet Caroline MEDUSA™ Green *Ipomoea*, SUMMERIFIC® 'French Vanilla' *Hibiscus*, SUMMERIFIC® 'Spinderella' *Hibiscus*, HEART TO HEART™ 'Blushing Bride' *Caladium* and CENTER STAGE™ Red *Lagerstroemia*

New Essentials – Part 3



Left to right: LUSCIOUS® Royale RED ZONE™ *Lantana*, HEART TO HEART™ 'Raspberry Moon' *Caladium*, LUMINARY™ 'Opalescence' *Phlox paniculata*, LUMINARY™ 'Ultraviolet' *Phlox paniculata*, and WEE BIT GIDDY™ *Hydrangea macrophylla*

New Essentials – Part 4



Left to right: HIGH NOON™ *Euryops pectinatus*, WHIRLWIND® STARLIGHT™ *Scaevola aemula*, HEART TO HEART™ 'Scarlet Flame' *Caladium*, 'Spot On' *Pulmonaria* and BABY KIM™ *Syringa*

New Essentials – Part 5



Left to right: SUPERTUNIA® ROYAL VELVET® Improved *Petunia*, HEART TO HEART™ 'White Wonder' *Caladium*, COLOR SPIRES® 'Back to the Fuchsia' *Salvia* and RINGO ALL-STAR™ *Rosa*

SUPERTUNIA® ROYAL VELVET® RECIPES

As one of the longest standing plants in the Proven Winners lineup – 19 years and counting – Supertunia® Royal Velvet® has certainly earned its stripes. We've improved upon it this year by increasing its branching and tightening up its habit, making it picture perfect for spring sales. Growers can use it confidently in the recipes shown below and know that it will perform beautifully all season for their customers.



Top 50

ADA

SUPERBELLS® EVENING STAR™ *Calibrachoa*
 SUPERTUNIA® ROYAL VELVET® *Petunia*
 SUPERBENA ROYALE® Plum Wine *Verbena*



Top 50

SUMMERFEST

GOLDSOCKS ROCKS® *Bidens*
 SUPERBELLS® Coralina *Calibrachoa*
 SUPERTUNIA® ROYAL VELVET® *Petunia*



Top 50

LIVIN' ON THE EDGE

SUPERBELLS® DREAMSICLE® *Calibrachoa*
 SUPERTUNIA® Really Red *Petunia*
 SUPERTUNIA® ROYAL VELVET® *Petunia*



Top 50

JAZZ BAND

SUPERBELLS® TANGERINE PUNCH™ *Calibrachoa*
 SUPERTUNIA® ROYAL VELVET® *Petunia*
 COLORBLAZE® SEDONA SUNSET™ *Solenostemon*

LILAC FESTIVAL

SUPERTUNIA® ROYAL VELVET® *Petunia*
 SUPERTUNIA® Trailing Blue Veined *Petunia*
 SUPERBENA® Violet Ice *Verbena*

MUSIC BOX

SUPERTUNIA® ROYAL VELVET® *Petunia*
 SHOWSTORM® Pink *Sutera*
 METEOR SHOWER® *Verbena*

AUTUMN BREEZE

SUPERBELLS® DREAMSICLE® *Calibrachoa*
 SUPERBELLS® Yellow *Calibrachoa*
 SUPERTUNIA® ROYAL VELVET® *Petunia*

HEAT IS ON™ – BULLETPROOF PLANTS FOR HOT CLIMATES

Whether you're working with southern growers or expanding summer programs in more northern regions, our new Heat Is On program will be a valuable asset for you. Our new plant development team has been ultra-focused on bringing more heat tolerant plants into our lineup that brokers can confidently recommend in warm climates like the Southeast, Florida and Texas.

The Heat Is On program was created with the input from experts in the South including those on our trial team, at independent trial locations, and lifelong plantsmen like Norman Winter. These varieties have been proven to be virtually bulletproof in the southern heat. Expect this program to grow as additional trial results come in and new varieties are introduced.



ANGELFACE® *Angelonia*
series



SUREFIRE® *Begonia*
series



HEART TO HEART®
Caladium series



TOUCAN® *Canna* series



FAIRY DUST® Pink *Cuphea*



VERMILLIONAIRE® *Cuphea*



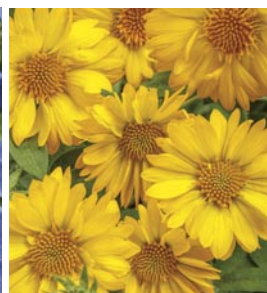
GRACEFUL GRASSES® TUT
Cyperus series



DIAMOND *Euphorbia* series



BLUE MY MIND® *Euphorbia*



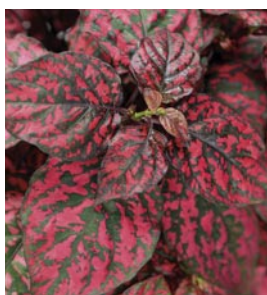
HEAT IT UP™ *Gaillardia*
series



TRUFFULA™ Pink *Gomphrena*



SUNCREDIBLE™ Yellow
Helianthus



HIPPO® *Hypoestes* series



Sweet Caroline *Ipomoea*
series



LUSCIOUS® *Lantana*
series



SUNSTAR® *Pentas* series



GRACEFUL GRASSES®
Pennisetum series



SUPERTUNIA® *Petunia*
series



MOJAVE® *Portulaca*
series



MACHU® Morado *Ruellia*



ROCKIN'® *Salvia* series



UNPLUGGED® SO BLUE™
Salvia



WHIRLWIND® *Scaevola*
series



LEMON CORAL® *Sedum*



COLORBLAZE® *Solenostemon*
(*Coleus*) series



CATALINA® *Torenia*
series

MEET NORMAN WINTER

As a well-known 40+ year southern gardening veteran, Norman Winter knows which plants work in warm climates and which don't. We are thrilled to be partnering with Norman on the development of our new Heat Is On program which he will be promoting extensively for Proven Winners this year.

Norman recently retired as the director of the University of Georgia's Coastal Georgia Botanical Gardens in Savannah and was previously an extension horticulturist and coordinator for the Mississippi Medallion Award trial program for outstanding plants. Norman is the author of four books on southern gardening and is a syndicated columnist with McClatchy Tribune News Service where his gardening columns are distributed nationwide each week. His recent article on Supertunias was picked up by 59 news outlets including Microsoft News Network's news feed, reaching an audience that exceeded 30 million.

Norman will be growing plants from all the Proven Winners lines this year and is excited to trial our new AquaPots™ self-watering planters. He will be writing weekly on our behalf in addition to promoting Proven Winners plants in his numerous speaking engagements across the South. Follow him at [@NormanWinterTheGardenGuy](#) on Facebook and Instagram.



Norman Winter

2021 NATIONAL PLANT OF THE YEAR PROGRAM

Strong promotional campaigns build strong sales. Key in on these eight exceptional varieties that Proven Winners will be dedicating significant marketing dollars to build excitement and demand for beginning Spring 2021.

Learn more at www.nationalplantoftheyear.com.



**SUPERTUNIA®
MINI VISTA™**
Pink Star
Petunia



**HEART TO HEART™
'White Wonder'**
Caladium



'Cat's Pajamas'
Nepeta



**SHADOWLAND®
'Wheee!'** *Hosta*



PUGSTER BLUE®
Buddleia



**OSO EASY®
ITALIAN ICE®**
Rosa



TUFF STUFF AH-HA®
Hydrangea



KODIAK® Orange
Diervilla

2021 NATIONAL RECIPES

Packed with our top-selling, most distinctive varieties, our National Recipes have been proven in trials to work. We'll take care of driving consumer demand while you watch them fly out of inventory.



Beachside Drive

SUPERBELLS® Tropical Sunrise *Calibrachoa*

SUPERTUNIA® HONEY™ *Petunia*

WHIRLWIND® Pink *Scaevola*

SUGGESTED THRILLER:

GRACEFUL GRASSES®

'Fireworks' *Pennisetum*



Rockin' Out

GOLDILOCKS ROCKS® *Bidens*

SUPERBELLS® HOLY SMOKES!® *Calibrachoa*

SUPERBENA® WHITEOUT™ *Verbena*

SUGGESTED THRILLER:

STRATOSPHERE™ White *Gaura*



Eclipse of the Sun

ROCKAPULCO® Orange *Impatiens*

Sweet Caroline Sweetheart Lime *Ipomoea*

COLORBLAZE® Chocolate Drop *Solenostemon*

SUGGESTED THRILLER:

COLORBLAZE® WICKED HOT™

Solenostemon

NEW PROVEN WINNERS ANNUALS FOR 2021



DOUBLE DELIGHT™ Blush Rose

Begonia 'KERBESPIROS' USPP29297 CanPBRAF

An abundance of cascading, soft pink blossoms exude a pleasant, citrus-like fragrance. Increased vigor, branching, flower count and sun tolerance make this new begonia a delight to grow.

- More tolerant of *Xanthomonas* than other series
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes and monocultures
- 8-14" height; 12-24" spread
- Part sun to sun (full sun in the North)
- Vigor 2

DOUBLE DELIGHT™ Primrose

Begonia **** USPPAF CanPBRAF

Cascading, elegantly formed, soft yellow blossoms exude a notable, citrus-like fragrance. Excellent vigor, branching, flower count and sun tolerance make this new begonia a delight to grow.

- More tolerant of *Xanthomonas* than other series
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes and monocultures
- 8-14" height; 12-24" spread
- Part sun to sun (full sun in the North)
- Vigor 2



SUPERBELLS® Coral Sun Calibrachoa **** USPPAF CanPBRAF

This tropical coral and sunny yellow bicolor is easy to mix with other sun-loving plants in recipes. A beautifully mounded habit blanketed in color makes it irresistible at retail.

- Early to bloom
- Screened for *Thielaviopsis* resistance
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes, recipes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2



DOUBLE UP™ Pink
Begonia semperflorens

This new vegetative wax begonia makes an outstanding 4" crop in production; blooms early and goes long. Plants have excellent vigor with a dense habit and double pink flowers.

- Self-cleaning flowers reduce the incidence of botrytis
- Daylength neutral; can be produced any time of year
- Grow in 4.25 Grande™ containers, monocultures and landscapes
- 8-18" height; 8-14" spread
- Sun or shade
- Vigor 2



DOUBLE UP™ Red
Begonia semperflorens **** USPPAF CanPBRAF

This new vegetative wax begonia makes an outstanding 4" crop in production; blooms early and goes long. Plants have excellent vigor with dark foliage and double red flowers.

- Self-cleaning flowers reduce the incidence of botrytis
- Daylength neutral; can be produced any time of year
- Grow in 4.25 Grande™ containers, monocultures and landscapes
- 8-18" height; 8-14" spread
- Sun or shade
- Vigor 2



DOUBLE UP™ White
Begonia semperflorens

This new vegetative wax begonia makes an outstanding 4" crop in production; blooms early and goes long. Superb contrast between dark foliage and double white flowers.

- Self-cleaning flowers reduce the incidence of botrytis
- Daylength neutral; can be produced any time of year
- Grow in 4.25 Grande™ containers, monocultures and landscapes
- 8-18" height; 8-14" spread
- Sun or shade
- Vigor 2



HIGH NOON™ *Euryops pectinatus* 'EUR 16001' USPPAF CanPBRAF

A new genus for Proven Winners. We've taken *Euryops* and refined it for today's growers by making it more colorful, more compact, and easier to get into flower for spring in the North.

- Large, prolific, sunny yellow blossoms
- Better branched, denser habit
- Grow in 4.25 Grande™ containers, hanging baskets, recipes and monocultures
- 10-14" height; 12-18" spread
- Part sun to sun
- Vigor 2



LUSCIOUS® Royale RED ZONE™

Lantana camara *** USPPAF CanPBRAF

A certified sterile selection; non-invasive. Large clusters of fragrant, pollinator-friendly blossoms emerge red and orange bicolor, then transition to pure glowing red on compact, upright plants.

- Heat and drought tolerant
- Well-branched plants present well in containers
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 12-26" height; 12-24" spread
- Full sun
- Vigor 2



PROVEN ACCENTS® Sweet Caroline MEDUSA™ Green

Ipomoea batatas *** USPPAF CanPBRAF

A first to market, exclusive new foliage form for *Ipomoea*. Distinctive palm-shaped, thick, chartreuse leaves on tight internodes form a compact, mounded to slightly trailing plant.

- Won't flag or fade in the heat
- Well-behaved in recipes
- Grow in 4.25 Grande™ containers, hanging baskets, recipes and landscapes
- 6-12" height; 18-24" spread
- Part sun to sun
- Vigor 3



MACHU™ Morado

Ruellia simplex USPP28449

We've improved upon the classic Mexican petunia by making it behave. Our selection is sterile, non-running, denser and more compact than standard *Ruellia*, with larger flowers, too.

- Essential late season and winter color for the South
- Extremely heat, humidity and drought tolerant
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, monocultures and landscapes
- 18-32" height; 10-18" spread
- Full sun
- Vigor 3



March 13, 2019



July 20, 2018



SUPERTUNIA® ROYAL VELVET® Improved

Petunia **** USPPAF CanPBRAF

How do you improve on one of your top selling annuals? By enhancing its spring habit and presentation, ensuring seasonlong performance, and making its royal purple flowers colorfast.

- Excellent heat and humidity tolerance
- Durable, all-season performer
- Color match to previous Royal Velvet®
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, recipes and landscapes
- 6-12" height; 18-24" spread
- Part sun to sun
- Vigor 3

WHIRLWIND® STARLIGHT™

Scaevola aemula 'DSCAWINDST' USPPAF CanPBRAF

This novel bicolor fan flower features blue and white striped flowers on densely branched plants with short internodes for a concentrated show of color.

- Heat, humidity and drought tolerant
- Similar flower coverage as *Calibrachoa* and *Petunia*
- Self-cleaning; no deadheading needed
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, monocultures and landscapes
- 8-14" height; 18-24" spread
- Full sun
- Vigor 3



MOONLIGHT KNIGHT™ Lobularia **** USPPAF CanPBRAF

A welcome color expansion for our vegetative *Lobularia* line. Soft yellow blossoms completely blanket the well-branched plants all season, powering through the heat of summer.

- Highly attractive to pollinators
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes, recipes and landscapes
- 8-12" height; 18-24" spread
- Part sun to sun
- Vigor 3



HIPPO® Red *Hypoestes*

HIPPO® Red Improved *Hypoestes*

HIPPO® Red Improved *Hypoestes phyllostachya* ** USPPAF CanPBRAF**

We've improved upon this super-sized, vegetative variety by giving it brighter red color that absolutely glows in the shade. Use it like a red coleus with fun polka-dotted foliage.

- Heat and humidity tolerant
- Selected against flowering; best grown under long days
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 16-22" height; 8-14" spread
- Part shade to shade
- Vigor 2



SUNBINI® *Sanvitalia*

SUNBINI® Improved *Sanvitalia*

SUNBINI® Improved *Sanvitalia procumbens* ** USPPAF CanPBRAF**

This low maintenance, heat and drought loving annual features an improved summer garden performance, greater color coverage and 30% larger flowers than its predecessor.

- Perfect companion for Blue My Mind® *Evolvulus*
- Excellent landscape performance
- Grow in 4.25 Grande™ containers, monocultures and landscapes
- 6-12" height; 12-18" spread
- Part sun to sun
- Vigor 2



'Coffee Cups'
Colocasia esculenta

Capitalize on the tropical trend by adding this distinctive *Colocasia* with dramatically cupped, olive green foliage and mocha accents.

- Dynamic "thriller" for large combinations
- Grow in 1.0 Royale™ containers, recipes, monocultures and landscapes
- 36-60" height; 36-60" spread
- Part sun to sun
- Vigor 3



HEART OF THE JUNGLE™
Colocasia esculenta

Earn instant tropical appeal by adding this huge heart-leafed, dark green, black-stemmed cultivar to combinations, landscapes and pond plantings.

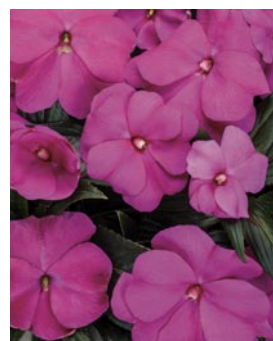
- Dramatic "thriller" for large combinations
- Grow in 1.0 Royale™ containers, recipes, monocultures and landscapes
- 36-60" height; 36-60" spread
- Part sun to sun
- Vigor 3



INFINITY® Blushing Crimson Improved
Impatiens hawkerii **** USPPAF CanPBRAF

An easy Grande crop for growers to produce for their shade assortment. Huge, red and pink bicolor flowers cover this more vigorous, compact selection.

- Heat and humidity tolerant
- Attractive container presentation
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 10-14" height; 6-12" spread
- Part shade to shade
- Vigor 1



INFINITY® Light Purple Improved
Impatiens hawkerii **** USPPAF CanPBRAF

An easy Grande crop for growers to produce for their shade assortment. Huge, vibrant purple flowers cover this more vigorous, compact selection.

- Heat and humidity tolerant
- Attractive container presentation
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 10-14" height; 6-12" spread
- Part shade to shade
- Vigor 1



INFINITY® Orange Improved
Impatiens hawkerii **** USPPAF CanPBRAF

An easy Grande crop for growers to produce for their shade assortment. Huge, fiery orange flowers cover this more vigorous, compact selection.

- Heat and humidity tolerant
- Attractive container presentation
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 10-14" height; 6-12" spread
- Part shade to shade
- Vigor 1



BRIGHT LIGHTS® Red
Osteospermum ecklonis **** USPPAF CanPBRAF

Selected for its nestled branching, fuller, uniform habit and season-long flowering, this brick red selection represents an advancement in heat tolerant *Osteospermum* breeding.

- Color expansion for the series
- Longer sales window than most due to heat tolerance
- Grow in 4.25 Grande™ containers, recipes, monocultures, grab 'n go pots
- 8-12" height; 8-12" spread
- Part sun to sun
- Vigor 2



COLORBLAZE® Royale PINEAPPLE BRANDY™
Solenostemon scutellarioides (Coleus)

For polished container presentation, choose this tightly branched, compact selection with radiant golden yellow leaves and a razor thin, red edge.

- Exhibits good resistance to downy mildew
- Late to no bloom
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, monocultures and landscapes
- 20-30" height; 12-16" spread
- Sun or shade
- Vigor 3



THE VERSATILITY OF HEART TO HEART™ CALADIUMS

As bold foliage plants continue to trend strongly, now is the time to expand your offerings of versatile tropicals like our new Heart to Heart™ caladiums. With varieties that can withstand every setting – from full sun to full shade in blazing heat – these bold foliage thrillers bring a tropical vibe to upright container recipes, hanging baskets and in-ground plantings. Growers will appreciate that all caladium bulbs we offer come de-eyed and painted, making it easy to grow predictably strong crops every time.



SUN OR SHADE CALADIUMS

Grow in Grande™, quart or Royale™ containers 15-20" Vigor: 2



HEART TO HEART™
'Blushing Bride'
Caladium hortulanum USPP22213



HEART TO HEART™
'Bottle Rocket'
Caladium hortulanum USPP30651



HEART TO HEART™
'Chinook'
Caladium hortulanum USPP27094



HEART TO HEART™ FAST
FLASH™ *Caladium*
hortulanum 'RFL 2317-114' USPP27964



HEART TO HEART™
'Flatter Me'
Caladium hortulanum USPP27946



HEART TO HEART™
'Heart and Soul'
Caladium hortulanum USPPAF



HEART TO HEART™
'Heart's Delight'
Caladium hortulanum USPP23992



HEART TO HEART™
'Mesmerized'
Caladium hortulanum USPP29545



HEART TO HEART™ 'Radiance'
Caladium hortulanum USPP27095



HEART TO HEART™
'Scarlet Flame'
Caladium hortulanum USPP25419

SHADE CALADIUMS



HEART TO HEART™
'Tickle Me Pink'
Caladium hortulanum USPPAF



HEART TO HEART™
'White Wonder'
Caladium hortulanum USPP21044



HEART TO HEART™
'Caribbean Coral'
Caladium hortulanum USPP29546



HEART TO HEART™
'Dawn to Dusk'
Caladium hortulanum USPP23991



HEART TO HEART™
'Lemon Blush'
Caladium hortulanum USPP25450



HEART TO HEART™
'Raspberry Moon'
Caladium hortulanum USPP20069



HEART TO HEART™
'Rose Glow'
Caladium hortulanum USPP20070



HEART TO HEART™
'Snow Drift'
Caladium hortulanum USPP27072



HEART TO HEART™
'Splash of Wine'
Caladium hortulanum USPPAF



HEART TO HEART™
VA VA VIOLET™ *Caladium*
hortulanum 'PSY LAV 2322-5668' USPP28000

PROVEN HARVEST™

We've entered the food market with our Proven Harvest™ Collection with one simple goal in mind. We want to offer incredibly flavorful, high yielding, disease resistant food crops to a new generation of gardeners that is eager to grow their own nutritious fruits, veggies and herbs. Join us in supporting the healthy food movement.



FIRE AWAY® Hot and Heavy *Capsicum annuum*

This compact, snack-sized pepper packs a bit more heat than a jalapeno. It bears elongated and rounded, green, yellow, orange and red fruits. Shows good resistance to blossom-end rot. 6-14" height, full sun, vigor 2

BERRIED TREASURE® Pink *Fragaria ananassa*

Semi-double, pink flowers are produced alongside small, sweet fruits all season on this compact, everbearing, patio strawberry. Fewer than 5% of plants may bloom white. 12-16" height, full sun, zones 4-9, vigor 2

BERRIED TREASURE® Red *Fragaria ananassa*

This everbearing, ornamental and edible patio strawberry is excellent in hanging baskets and uprights. Semi-double, red flowers are produced alongside small fruits all season on compact plants. 12-16" height, full sun, zones 4-9, vigor 2

BERRIED TREASURE® White *Fragaria ananassa*

This everbearing, ornamental and edible patio strawberry is excellent in hanging baskets and uprights. Semi-double, white flowers are produced alongside small fruits all season on compact plants. 12-16" height, full sun, zones 4-9, vigor 2

TEMPTING TOMATOES™ 'Garden Gem'

Lycopersicon esculentum

This snack-sized, semi-determinate tomato produces a high yield of juicy, smooth flavored fruits. Developed in Florida; heat tolerant, disease resistant plants produce over an extended period. 30-42" height, full sun, vigor 4

TEMPTING TOMATOES™ 'Garden Treasure'

Lycopersicon esculentum

This indeterminate slicer tomato produces a heavy crop of large fruits for eating fresh or making into sauces. Developed in Florida; heat tolerant, disease resistant plants produce over an extended period. 34-48" height, full sun, vigor 4

TEMPTING TOMATOES™ GOODHEARTED®

Lycopersicon esculentum

This dwarf patio tomato's low mounding habit makes it ideal for hanging baskets and patio containers. Small, juicy, heart to pear-shaped fruits. Semi-determinate in the North; determinate in the South. 8-12" height, full sun, vigor 2

AMAZEL BASIL™ *Ocimum*

Superior downy mildew resistance and a fast growth rate are two top reasons to grow Amazel Basil. Large, well-branched plants produce a high yield over the entire season. Remains vegetative longer; sets sterile seed. 20-36" height, full sun, vigor 4



NEW PROVEN WINNERS PERENNIALS FOR 2021



DECADENCE® Deluxe 'Blue Bubbly' *Baptisia* USPPAF CanPBRAF (False Indigo)

Large, bare root plants yield full pots of this new taller Baptisia with huge 16", lavender blue flower spikes. This attractive native cultivar blooms just in time for spring sales.

- Taller, upright vase-shaped habit
- Strong grower; very long-lived
- Deer resistant; attracts pollinators
- 4-4½' height; 3½-4' spread
- Part sun to sun
- Zones 4-9



COLOR CODED™ 'Frankly Scarlet' *Echinacea* USPPAF CanPBRAF (Coneflower)

Selected for its excellent basal branching, long-lasting flower performance and large, full flowers. Produced from tissue culture to ensure uniformity in color and habit.

- 4", fragrant, vivid scarlet orange flowers; transitions to coral orange
- Blooms midsummer through late summer
- Deer resistant; attracts pollinators
- 26-28" height; 16-20" spread
- Part sun to sun
- Zones 4-8



'Miss Piggy' Bergenia USPPAF CanPBRAF (Heartleaf Bergenia, Pigsqueak)

This robust, early spring flowering perennial is a solid win for growers nationwide. Bergenia expands the palette for shade, offering both floral and foliage interest.

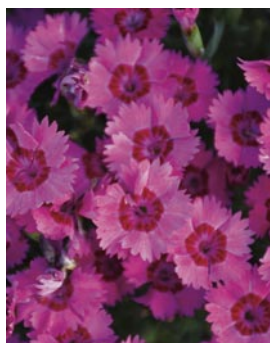
- New genus for Proven Winners Perennials
- Eye-catching, bright pink spring flowers
- Robust grower with a fuller canopy of broad, thick leaves compared to other Bergenia
- 16-18" height; 28-32" spread
- Sun or shade
- Zones 4-9



COLOR CODED™ 'The Price is White' *Echinacea* USPPAF CanPBRAF (Coneflower)

Selected for its excellent basal branching, long-lasting flower performance and large, full flowers. Produced from tissue culture to ensure uniformity in color and habit.

- 5", fragrant, elegant white flowers contrast well with dark green foliage
- Blooms midsummer through late summer
- Deer resistant; attracts pollinators
- 20-22" height; 16-18" spread
- Part sun to sun
- Zones 4-8



'Paint the Town Fancy' *Dianthus* USPPAF CanPBRAF (Pinks)

This grower-friendly, heat tolerant cultivar is distinguished by its ability to rebloom throughout the season, blanketing the glaucous blue foliage with rosy fuchsia flowers with a red eye.

- Early summer bloom with additional rebloom all season
- Grow multiple crops per season from small plugs; plant any time of year
- 8-10" height; 16-18" spread
- Part sun to sun
- Zones 4-9



RAINBOW RHYTHM® **'King of the Ages' Hemerocallis** (Daylily)

This award-winning daylily bears very large, fragrant, buttery yellow flowers with a striking burgundy red eye and matching ruffled picotee edge twice per season on thick scapes.

- Blooms midsummer and late summer
- 6 ½" flowers open from heavily budded, tree-like, branched scapes
- Excellent foliage; semi-evergreen
- 38" height; 18-24" spread
- Part sun to sun
- Zones 3-9



'Paint the Town Red' *Dianthus* USPPAF CanPBRAF (Pinks)

This grower-friendly, heat tolerant cultivar is distinguished by its ability to rebloom throughout the season, blanketing the glaucous blue foliage with deep magenta red flowers.

- Early summer bloom with additional rebloom all season
- Grow multiple crops per season from small plugs; plant any time of year
- 6-8" height; 16-18" spread
- Part sun to sun
- Zones 4-9



RAINBOW RHYTHM® **'Lake of Fire' Hemerocallis** (Daylily)

This award-winning daylily bears huge 7", notably fragrant, patterned flowers; apricot orange with a broad, orange-red eye, matching picotee edge and razor thin, yellow margin.

- Very eye-catching flowers bloom midsummer
- Fragrant flowers with strong impulse appeal
- Excellent foliage; dormant tetraploid
- 24" height; 18-24" spread
- Part sun to sun
- Zones 3-9



DOLCE® 'Toffee Tart'
Heuchera USPPAF CanPBRAF (Coral Bells)

Color expansion for the series; ginger-caramel colored foliage with a light silver overlay forms a compact mound. Beautiful in shade paired with Brunnera and ferns.

- Amber spring color, transitions through shades of ginger and olive
- Creamy white flowers on dark stems
- 8-10" foliage height; 20-24" flower height; 16-18" spread
- Part shade to shade
- Zones 4-9



'Sage Advice'
Perovskia atriplicifolia USPPAF CanPBRAF
 (Russian Sage)

Another excellent Perovskia joins the team this year with the addition of this darker purple, more upright, taller, vigorous selection. Expect blooms from midsummer into fall.

- Rich lavender purple flowers with persistent, dark purple calyxes
- Silvery green, toothed foliage
- 32-36" height; 28-32" spread
- Full sun
- Zones 4-9



SUMMERIFIC® 'French Vanilla'
Hibiscus USPPAF CanPBRAF (Rose Mallow)

A color breakthrough! Soft yellow buds open to creamy yellow blossoms with a stark red eye over several months. Excellent compact habit with dark olive green foliage.

- Long blooming and very prolific from midsummer into early fall
- 7-8" ruffled, refined flowers
- Robust, shrub-like habit
- 3½-4' height; 3-3½' spread
- Part sun to sun
- Zones 4-9



LUMINARY™ 'Opalescence'
Phlox paniculata USPPAF CanPBRAF
 (Tall Garden Phlox)

The new gold standard for powdery mildew resistance. Clean, very dark green, bushy foliage is topped with large clusters of light pink flowers with a dark pink eye.

- Our favorite new perennial introduction!
- Major upgrade for a must-have perennial category
- Picture perfect in containers and landscapes
- 30-32" height; 24-28" spread
- Part sun to sun
- Zones 4-8



SUMMERIFIC® 'Spinderella'
Hibiscus USPPAF CanPBRAF (Rose Mallow)

An impeccable habit, heavy flowering and dynamic pink and white pinwheel patterned flowers set this exceptional new *Hibiscus* apart. Easy for growers with incredible impulse appeal.

- Long blooming and very prolific from midsummer into early fall
- Pristine floral quality
- Dense, tidy, shrub-like habit
- 4-4½' height; 4½-5' spread
- Part sun to sun
- Zones 4-9



LUMINARY™ 'Ultraviolet'
Phlox paniculata USPPAF CanPBRAF
 (Tall Garden Phlox)

A major upgrade over older magenta phlox, this new cultivar features far better resistance to powdery mildew, more attractive foliage and a spectacular flowering performance.

- Major upgrade for a must-have perennial category
- Glowing magenta-violet flowers
- Picture perfect in containers and landscapes
- 32-36" height; 28-32" spread
- Part sun to sun
- Zones 4-8



'Drops of Jupiter' Origanum USPPAF CanPBRAF
 (Ornamental Oregano)

This fully mounded, vigorous ornamental herb with chartreuse foliage is easy to grow, low maintenance and a pollinator magnet. Long blooming with pink-purple flowers.

- Perfect partner to *Nepeta*, *Allium*, *Perovskia*
- Blooms midsummer to fall
- Heat tolerant and deer resistant
- Non-spreading, mounded habit
- 24" height; 36" spread
- Full sun
- Zones 4-9



MOUNTAINSIDE™ 'Crater Lake'
Phlox USPPAF CanPBRAF (Hybrid Spring Phlox)

A new series of alpine groundcover, early spring blooming phlox. Cool indigo purple flowers blanket the low carpet of needlelike, green foliage.

- Kick off early spring sales with this high impulse item
- More restrained growth compared to *P. subulata*
- Low water needs
- 4-6" height; 24-28" spread
- Full sun
- Zones 4-8



MOUNTAINSIDE™ 'Majestic Magenta'

Phlox USPPAF CanPBRAF (Hybrid Spring Phlox)

A new series of alpine groundcover, early spring blooming phlox. Dark pink flowers blanket the low carpet of needlelike, green foliage.

- Kick off early spring sales with this high impulse item
- More restrained growth compared to *P. subulata*
- Low water needs
- 4-6" height; 24-28" spread
- Full sun
- Zones 4-8



'Heaven Scent' Polemonium USPP20214 (Jacob's Ladder)

This versatile perennial for sun or part shade combines fantastic foliage and flower power. Fragrant, blue flowers top the ferny mound of foliage in spring.

- Highly sought-after blue flowers in time for spring sales
- Full mound of green, fernlike foliage with deep purple highlights in spring
- 18-24" height; 15-18" spread
- Sun to part shade
- Zones 3-7



SPRING BLING™ 'Pink Sparkles'

Phlox subulata USPPAF CanPBRAF

(Hybrid Creeping Phlox)

Our earliest blooming spring phlox; ideal for late winter and early spring sales in warmer markets. Soft pink flowers with a lighter halo are double the size of typical *P. subulata*.

- Flowering groundcover to accompany spring bulbs
- Mounded to spreading habit
- Dense, needlelike foliage
- 4-8" height; 24-28" spread
- Full sun
- Zones (3)4-8



'Spot On' Pulmonaria USPPAF CanPBRAF (Lungwort)

Expanding your perennial options for shade, this new vigorous Pulmonaria quickly fills out a pot and blooms right on time for spring sales.

- Unique salmon pink buds open to violet blue flowers
- Longer bloom time means a broader ship window for growers
- Silver speckled, green foliage
- 14-16" height; 18-20" spread
- Part shade to full shade
- Zones 3-9



SPRING BLING™ 'Rose Quartz'

Phlox subulata USPPAF CanPBRAF

(Hybrid Creeping Phlox)

Our earliest blooming spring phlox; ideal for late winter and early spring sales in warmer markets. Rose pink flowers with a starry white center are double the size of typical *P. subulata*.

- Flowering groundcover to accompany spring bulbs
- Mounded to spreading habit
- Dense, needlelike foliage
- 4-8" height; 24-28" spread
- Full sun
- Zones (3)4-8



COLOR SPIRES® 'Back to the Fuchsia' *Salvia* USPPAF CanPBRAF (Perennial Salvia)

A color expansion for this popular series; vibrant fuchsia pink flowers on charcoal stems bloom prolifically in spring atop full, vigorous plants.

- Darker, more purple-pink flowers compared to 'Pink Dawn'
- Late spring bloom; reblooms if cut back
- Deer resistant; attracts pollinators
- Vernalization beneficial
- 22-24" height; 22-24" spread
- Full sun
- Zones 3-8



SPRING BLING™ 'Ruby Riot'

Phlox subulata USPPAF CanPBRAF

(Hybrid Creeping Phlox)

Our earliest blooming spring phlox; ideal for late winter and early spring sales in warmer markets. Red-pink flowers with a ruby pink eye are double the size of typical *P. subulata*.

- Flowering groundcover to accompany spring bulbs
- Mounded to spreading habit
- Dense, needlelike foliage
- 4-8" height; 24-28" spread
- Full sun
- Zones (3)4-8



COLOR SPIRES® 'Snow Kiss' *Salvia* USPPAF CanPBRAF (Perennial Salvia)

A color expansion for this popular series; large, white flowers with a soft pink lip bloom prolifically in spring atop full, vigorous plants.

- Rounds out the color palette of the series
- Blooms late spring to early summer
- Deer resistant; attracts pollinators
- Vernalization beneficial
- 20-22" height; 22-24" spread
- Full sun
- Zones 3-8

PROVEN WINNERS COLORCHOICE® FLOWERING SHRUBS

This year's new introductions include a little something for everyone. These 13 varieties were trialed and tested for success by growers and gardeners. They feature space saving habits, attractive textures, brilliant colors, expanded bloom times and the low maintenance reliability you've come to expect from Proven Winners ColorChoice Shrubs.

Recommended Growing Regions Key: **N** = North **S** = South **W** = West

New at retail in spring 2021:

- S** PERFECTO MUNDO® Double Purple *Rhododendron* (azalea) – A new color in this series of high-performance, lacebug-resistant reblooming azaleas
- ALL** SUNJOY NEO™ *Berberis* (barberry) – Semi-dwarf new selection that is bright and colorful all season and positively electric in spring
- ALL** LO & BEHOLD RUBY CHIP™ *Buddleia* (butterfly bush) – The color of 'Miss Molly' combined with the space-saving dwarf habit of the Lo & Behold series
- N S** INVINCIBELLE GARNETTA™ *Hydrangea arborescens* (smooth hydrangea) – Garnet-pink blooms flower a bit later than others in the series, making it an ideal season-extender
- ALL** LET'S DANCE BIG BAND™ *Hydrangea macrophylla* (bigleaf hydrangea) – An excellent rebloomer, with the ability to create flower buds on new wood more rapidly than other macs
- ALL** WEE BIT GIDDY™ *Hydrangea macrophylla* (bigleaf hydrangea) – This rebloomer has saturated red-pink blooms on strong stems, dark glossy foliage, and tight, compact growth
- ALL** WEE BIT GRUMPY™ *Hydrangea macrophylla* (bigleaf hydrangea) – Fast production times and when treated with aluminum sulfate, turns an array of irresistible deep, moody purples
- ALL** LET'S DANCE CANCAN™ *Hydrangea serrata* (mountain hydrangea) – Sets flower buds lower on the stems and will create blooms on new wood with a shorter period of vegetative growth
- S W** CENTER STAGE™ Red *Lagerstroemia* (crapemyrtle) – Very disease resistant, black foliage and super stunning, cerise-colored blooms
- S W** AUSTIN PRETTY LIMITS™ *Nerium oleander* (oleander) – Delivers a consistent crop of deep pink flowers. Vigorous, disease resistant, and simply superb
- N** FINE LINE® Improved *Rhamnus* (buckthorn) – Still non-invasive but with a substantially improved habit and tight, dense branching from the ground to the top
- ALL** RINGO ALL-STAR™ *Rosa* (landscape rose) – Disease resistant with a unique color blend of melon-orange and pink that ages to lavender for a multi-colored effect
- N** BABY KIM™ *Syringa* (lilac) – An improved version of garden classic 'Miss Kim' with a more compact habit, darker purple blooms, and does not fade to white

Look for these plants at retail in 2020:

- S W** FUNSHINE® *Abelia*
- ALL** Magenta CHIFFON® *Hibiscus* (rose of Sharon)
- ALL** WHITE PILLAR® *Hibiscus* (rose of Sharon)
- ALL** SCENTLANDIA® *Itea* (sweetspire)
- S W** JAZZ HANDS BOLD® *Loropetalum* (chinese fringe-flower)
- ALL** OSO EASY PEASY® *Rosa* (landscape rose)
- ALL** RINGO® *Rosa* (landscape rose)
- N** BLOOMERANG® Dwarf Pink and Dwarf Purple *Syringa* (reblooming lilacs)



FUNSHINE® *Abelia*

OSO EASY PEASY® *Rosa*



SUNJOY NEO™ *Berberis* (barberry)



LO & BEHOLD RUBY CHIP™ *Buddleia* (butterfly bush)



INVINCIBELLE GARNETTA™ *Hydrangea arborescens* (smooth hydrangea)



LET'S DANCE BIG BAND™ *Hydrangea macrophylla* (bigleaf hydrangea)



WEE BIT GIDDY™ *Hydrangea macrophylla*
(bigleaf hydrangea)



WEE BIT GRUMPY™ *Hydrangea macrophylla*
(bigleaf hydrangea)



LET'S DANCE CANCAN™ *Hydrangea serrata* (mountain hydrangea)



CENTER STAGE™ Red *Lagerstroemia* (crapemyrtle)



AUSTIN PRETTY LIMITS™ *Nerium oleander* (oleander)



FINE LINE® Improved *Rhamnus* (buckthorn)



PERFECTO MUNDO® Double Purple *Rhododendron* (reblooming azalea)



RINGO ALL-STAR™ *Rosa* (landscape rose)



BABY KIM™ *Syringa* (lilac)

PROVEN ACCENTS™ PROGRAM

The new Proven Accents program gathers together many of the texture plants that consumers use with Proven Winners annuals as they design their container gardens, while adding value for growers and retailers with the marketing power of Proven Winners. When purchasing a liner or unrooted cutting from a Proven Winners propagator, growers can take up to two tip cuttings (a 2:1 ratio) from these varieties each season.



PLUM DANDY™
Alteranthera



SILVER BULLET®
Artemisia



Asparagus Fern
Asparagus d. 'Sprengeri'



PEGASUS®
Begonia



SILVER FALLS™
Dichondra



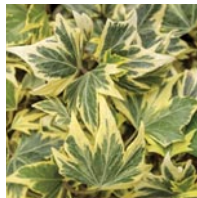
Spikes
Dracaena



Glacier
Hedera



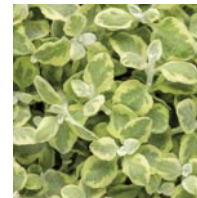
PATRICIA®
Hedera



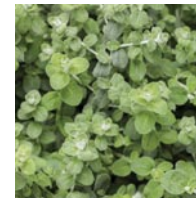
Yellow Ripple
Hedera



Icicles
Helichrysum



Licorice Splash
Helichrysum



Petite Licorice
Helichrysum



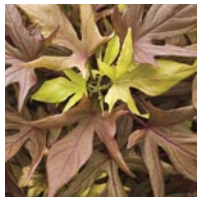
White Licorice
Helichrysum



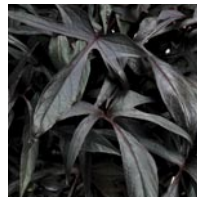
Blackie
Ipomoea



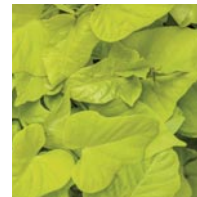
ILLUSION® Emerald Lace
Ipomoea batatas
NCDRNSP-012EMLC USPP21744 Can4162



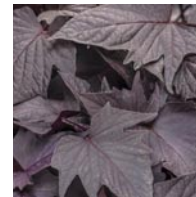
ILLUSION® Garnet Lace
Ipomoea batatas
NCDRNSP-013GNLC USPP23612 Can4537



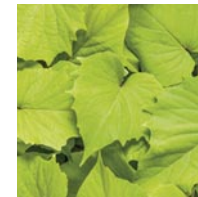
ILLUSION® Midnight Lace
Ipomoea batatas
NCDRNSP-011MNL USPP21743 Can4161



Margarita
Ipomoea batatas



Sweet Caroline Bewitched AFTER MIDNIGHT™
Ipomoea batatas
NCDRNSP-020BWAM USPP23658 Can5778



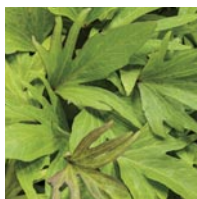
Sweet Caroline Bewitched GREEN WITH ENVY™
Ipomoea batatas
NCDRNSP-020BWGW USPP23603 Can5779



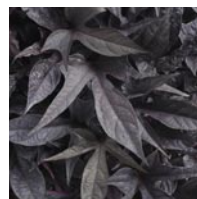
Sweet Caroline KIWI™
Ipomoea batatas
NCDRNSP-025SOK USPPAF CanPBRAF



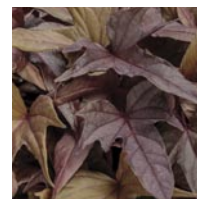
'Sweet Caroline Light Green' *Ipomoea batatas*
USPP15028 Can2975



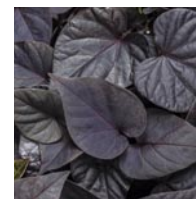
Sweet Caroline MEDUSA™
Ipomoea batatas
*** USPPAF CanPBRAF



Sweet Caroline RAVEN™
Ipomoea batatas
NCDRNSP-024SCR USPPAF CanPBRAF



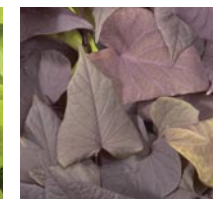
Sweet Caroline RED HAWK™ *Ipomoea batatas*
NCDRNSP-026SCRH USPPAF CanPBRAF



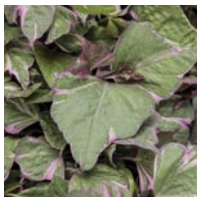
Sweet Caroline Sweetheart JET BLACK™ *Ipomoea batatas*
NCDRNSP-021SHJB USPP23378 Can5780



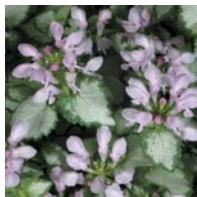
Sweet Caroline Sweetheart Lime *Ipomoea batatas*
NCDRNSP-019SCSHLM USPP23318 Can5777



'Sweet Caroline Sweetheart Red' *Ipomoea batatas*
USPP19013 Can2904



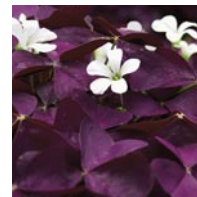
Tricolor
Ipomoea



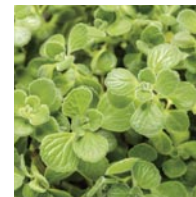
PINK CHABLIS® *Lamium maculatum*
'Checkin' USPP17925



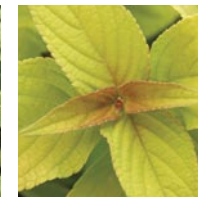
MEZOO™ Trailing Red
Mesembryanthemum
'Mebicla' USPPAF



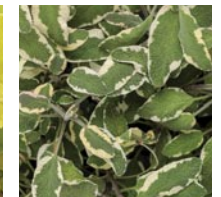
CHARMED® Wine
Oxalis
'JROXBURW' USPP17557 Can2949



CERVEZA 'N LIME®
Plectranthus



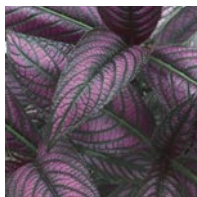
ROCKIN® 'Golden Delicious'
Salvia elegans USPP17977



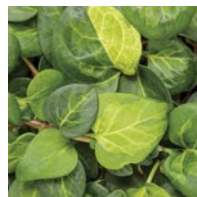
Tricolor Sage
Salvia



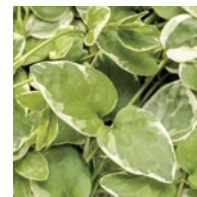
LEMON CORAL®
Sedum



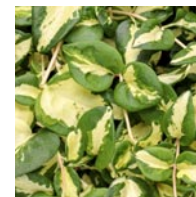
Persian Shield
Strobilanthes



Maculata
Vinca



Variegated Vinca Vine
Vinca



'Wojo's Jem'
Vinca maculata USPP11809

Varieties will vary in Canada, so be sure to check with your propagator for a complete list of products.

108 VARIETIES, 868 AWARDS

Don't just take our word for it. University and public garden trial sites across North America have reported these Proven Winners were top performers in 2019. Learn more at www.provenwinners.com/learn/plant-trials.



COLORBLAZE® WICKED
WITCH™ *Solenostemon*



SUNCREDIBLE™ Yellow
Helianthus



UNPLUGGED® SO BLUE™
Salvia



COLORBLAZE® WICKED
HOT™ *Solenostemon*



HEAT IT UP™ Yellow
Gaillardia



SUPERTUNIA® MINI VISTA™
Indigo Improved *Petunia*



Sweet Caroline RED HAWK™
Ipomoea



WHIRLWIND® Blue Improved
Scaevola



DIAMOND SNOW™
Euphorbia



LUSCIOUS® GOLDENGATE™
Lantana



SUPERTUNIA VISTA®
SNOWDRIFT™ *Petunia*



ROCKIN'® BLUE SUEDE
SHOES™ *Salvia*



HEAT IT UP™ Scarlet
Gaillardia



SUNSTAR® Red
Pentas



SUNSTAR® Rose
Pentas



SUPERBELLS® HONEYBERRY™
Calibrachoa



SUNSTAR® Lavender
Pentas



SUPERBELLS®
BLACKCURRANT PUNCH™
Calibrachoa



SUPERBENA SPARKLING®
Amethyst Improved *Verbena*



SUPERBELLS®
WATERMELON PUNCH™
Calibrachoa

BRANDED CONTAINERS

Our extensive consumer marketing campaign features Proven Winners branded containers and, although not required, we strongly encourage the use of our easily identifiable package with all of our flowering annual varieties. We have a wide range of sizes and tray configurations as well as injection molded and co-extruded versions, including the exclusive Self-Symetricize® system that automatically aligns our plant tags and logos so they always face the customer. These containers are produced by both East Jordan Plastics and the HC Companies. Proven Winners branded containers come automatically with all Proven Winners Perennials, Proven Winners ColorChoice shrubs, Heart to Heart Caladiums, and Proven Harvest items. For more information or to order branded containers, visit provenwinners.com/Professionals/Branded_Containers.



4.25 Grande™ Self-Symetricize® Injection Branded Containers and Tray



1.0 GL Royale™ Injection Branded Containers and Tray



4.25 Grande™ Self-Symetricize® Co-Ex Branded Containers and Tray



1.0 GL Royale™ Co-Ex Branded Containers and Tray

Recommended replacements for dropped annual varieties for 2021

DROPPED VARIETY	RECOMMENDED REPLACEMENT
PEQUEÑA ROSALITA® <i>Cleome</i>	SEÑORITA ROSALITA® <i>Cleome</i>
HIPPO® Red <i>Hypoestes</i>	HIPPO® Red Improved <i>Hypoestes</i>
INFINITY® Blushing Crimson <i>Impatiens hawkerii</i>	INFINITY® Blushing Crimson Improved <i>Impatiens hawkerii</i>
INFINITY® Light Purple <i>Impatiens hawkerii</i>	INFINITY® Light Purple Improved <i>Impatiens hawkerii</i>
INFINITY® Orange <i>Impatiens hawkerii</i>	INFINITY® Orange Improved <i>Impatiens hawkerii</i>
LUSCIOUS® Lemonade <i>Lantana camara</i>	LUSCIOUS® GOLDENGATE™ <i>Lantana camara</i>
Lemon Symphony <i>Osteospermum</i>	BRIGHT LIGHTS™ Yellow <i>Osteospermum</i>
Orange Symphony <i>Osteospermum</i>	BRIGHT LIGHTS™ Red <i>Osteospermum</i>
BOLDLY® Burgundy <i>Pelargonium</i>	BOLDLY® Dark Red <i>Pelargonium</i>
TIMELESS™ Fire <i>Pelargonium</i>	BOLDLY® Dark Red <i>Pelargonium</i>
TIMELESS™ Lavender <i>Pelargonium</i>	BOLDLY® Lavender Rose <i>Pelargonium</i>
TIMELESS™ Orange <i>Pelargonium</i>	BOLDLY® Dark Red <i>Pelargonium</i>
TIMELESS™ Pink <i>Pelargonium</i>	BOLDLY® Hot Pink <i>Pelargonium</i>
SUPERTUNIA® ROYAL VELVET® <i>Petunia</i>	SUPERTUNIA® ROYAL VELVET® Improved <i>Petunia</i>
SUPERTUNIA® Trailing Bright Pink <i>Petunia</i>	SUPERTUNIA® Trailing Strawberry Pink Veined <i>Petunia</i>
SUPERTUNIA® Trailing Purple <i>Petunia</i>	SUPERTUNIA® ROYAL MAGENTA® <i>Petunia</i>
SUNBINI® <i>Sanvitalia procumbens</i>	SUNBINI® Improved <i>Sanvitalia procumbens</i>

Recommended replacements for dropped perennial varieties for 2021

DROPPED VARIETY	RECOMMENDED REPLACEMENT
'Leading Lady Lilac' <i>Monarda</i>	'Leading Lady Orchid' <i>Monarda</i>
'Charlotte's Web' <i>Tradescantia</i>	no recommended replacement

PROFESSIONAL GREENHOUSE WATER SOLUBLE FERTILIZERS

One of the most frequently asked questions of Proven Winners® from growers across North America is how to best manage plant nutrition and pH. Based on the questions we receive, we know that incorrect fertilization and pH is a leading cause of plant production issues leading to less than optimal results.

Proven Winners® Professional Greenhouse Water Soluble Fertilizers are designed to improve pH management and minimize problems due to high pH levels. We have developed eight specific formulations to minimize and correct pH related problems at different water alkalinity ranges, as well as cold weather growing and greening formulas. Each formula contains 100% Iron EDDHA – the best chelated iron form available – for improved iron uptake at high pH levels and to correct iron deficiency.

To ensure you get the right formula, we require water test results that are not more than three months old. If you don't have a water test kit, call Proven Winners or order one online at provenwinners.com/water-test-kit. Once completed, your test results will be automatically emailed to you, indicating the correct Proven Winners formula to match your water needs.

To order one of our eight formulations that are packaged in 25-pound bags for your greenhouse, or for more information, visit provenwinners.com/professional-fertilizers.



A collection of Proven Winners products. On the left, a large bushy plant with pink and white flowers sits in a black pot. Next to it is a bag of 'PREMIUM ALL PURPOSE POTTING SOIL'. In the center, a large, textured, light-brown pot stands. To its right is a large, rounded plant with purple and white flowers in a black pot. In the foreground, there's a small plant with red and green leaves in a white pot, a small pink-flowered plant in a white pot, and a small white jar of 'PREMIUM CONTINUOUS RELEASE PLANT FOOD'. To the right of the large pot is a black circular object labeled 'AQUAPOTS' and a book titled 'THE PROVEN WINNERS GARDEN BOOK'. Various other bags of soil and care guides are scattered around.

Maximizing the home gardeners' experience is what we're all about. Offering them the tools they need creates the all-inclusive gardening experience that breeds success for us all.

The #1 Plant Brand.®





