

Retailer Checklist

1 Get certified.

Take advantage of our free certification program to help train your staff to better assist customers and increase your sales of Proven Winners products. We'll reward you with greater visibility on our website through our Retailer Locator **which will only include Certified Retailers as of Spring 2019**. Did we mention there's also free pizza involved? Learn more at www.provenwinners.com/Professionals/Certified_FAQ. Program starts **February 1, 2019**.

2 Book your orders.

Meet with your preferred supplier to make sure you have all your most important items on order including top sellers, National Plants and Recipes of the Year, and hard goods.

3 Offer plants in our branded containers.

Take advantage of the most effective form of POP we offer – our signature white branded containers. Consumers have come to trust that plants in Proven Winners containers will be proven performers in their gardens, year after year. Help them easily find Proven Winners plants in your store by selling them in the container they are looking for.

4 Take advantage of our *Gardener's Idea Book*.

Ensure your customers receive the *Gardener's Idea Book* from your store by linking to the digital version in your newsletter or website, or taking advantage of our customized mailing offer. We will be happy to work with you to customize the back cover for your store and mail the books out for you. We'll cover the cost of the books and you pay the postage. Be sure to stock up on extra copies to use as giveaways at the register, events and your spring open house. Find details at www.provenwinners.com/share-booklet or contact Sandy at 815-895-1872 or sandy@provenwinners.com.

5 Target locals through a Pandora ad campaign.

For just pennies per impression, U.S. retailers can target local garden enthusiasts within a 20-mile radius of your zip code with a Pandora internet radio ad. Your garden center will receive a minimum of 21,875 audio impressions and a report on your campaign reach. Listen to sample ads and see who else is participating at www.provenwinners.com/pandora.

6 Create a social media plan.

More than ever, your customers are participating in social media communities. Create a plan to maintain a consistent presence on your most active social channels, including posting information frequently, monitoring comments and engaging with your followers. Learn more about the free pre-sized graphics, videos and photos we'd love for you to share at www.provenwinners.com/social_media.

7 Keep up with Garden Answer.

Laura of @Garden Answer's popularity has skyrocketed as she teaches a whole new generation to garden. We've partnered with Laura to produce 100 new videos for us each year which focus exclusively on Proven Winners plants. We encourage you to share them in your newsletters, on your website and social media feeds, and on your in-store kiosks. Find the links and video schedule at www.provenwinners.com/Professionals_Garden_Answer.

8 Create a Proven Winners Store-Within-A-Store destination.

Garden centers like Badding Brothers of Buffalo, NY and Cedar Rim of British Columbia have experienced tremendous success by creating a Proven Winners destination within their retail space. Let us help you do the same! Get started by contacting our Regional Account Manager in your area and be sure to schedule your first visit prior to January 15 to ensure enough time for planning and execution.

9 Order POP signage.

Effective signage is vitally important to your store's strong sell through. Whether you're looking for ready-to-go POP or prefer the semi-customized or fully customized look, we're ready to help. Order our standard POP online or contact Tabatha at tabatha@provenwinners.com or 601-527-5213 to get started on your customized POP order. Don't delay! Place your custom POP order by April 1, 2019.

10 Schedule delivery of fresh product.

Filling your benches with fresh product in spring is obvious, but it shouldn't stop there. Advertising that you are bringing in fresh, seasonally appropriate plants throughout the year will encourage customers to return time and again for more. Work with your preferred supplier to schedule consistent, season-long shipments and see faster turns as a result. Looking for a supplier of fresh product? Talk with your **Regional Account Manager** to find a solution.



111 East Elm Street, Suite D, Sycamore, Illinois 60178

815.895.1872 Fax: 815.895.1873

www.provenwinners.com

www.beauty.provenwinners.com

www.nationalplantoftheyear.com



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Retail Resource Guide



Let's Get Growing Together

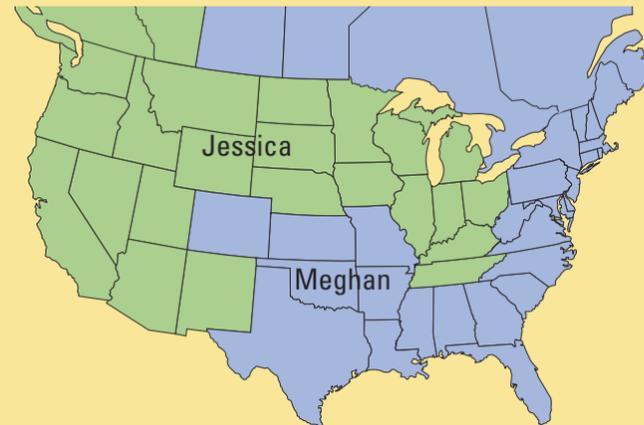
How was your year? Were you inspired by something you saw, energized by something you heard, or excited by a new idea?

We were! Our passion for plants and developing effective multimedia marketing campaigns was fueled by the stunning displays, creative ideas and engaging events we saw at the retail garden centers we visited this year. It's your willingness to constantly look to improve and grow your business that motivates us. It drives Proven Winners to continually work to bring you effective, innovative ways to satisfy your customers.

We know you have incredibly diverse options when it comes to the plants you stock. Fun novelty items that promise to be the next greatest trend are constantly popping up. When you choose to sell Proven Winners plants, you can be confident that our varieties are selected through extensive trialing at the grower, retailer and consumer performance levels. Our second-to-none national marketing campaigns, cooperative opportunities and regionally-focused efforts build awareness for the Proven Winners brand and drive traffic to your store. But you know what keeps your customers coming back year after year – the incredible success they have experienced with the products you offer.

Our continued commitment to independent garden centers is stronger than ever before. We encourage you to take advantage of the innovative marketing tools we've developed for you to make it easy to have consistent contact with your loyal customers. We welcome your feedback, insights and ideas as we navigate the retail journey together.

Thank you for allowing us the privilege of helping you grow your business. We are excited to work alongside you for many seasons to come.



Meghan Owens

Regional Account Manager –
East Coast, Southeast, South,
Central and Eastern Canada
E: meghan@provenwinners.com
C: 207-572-0465

Jessica DeGraaf

Regional Account Manager –
Midwest, Great Plains, West Coast,
Western Canada
E: jessica@provenwinners.com
C: 616-706-7970

We Love Our IGC Customers!



Barlow's – Sea Girt, NJ
Thomas Barlow, Stephen Barlow, Kayla Adams, Stephen Barlow III



Ooltewah Nursery – Chattanooga, TN
Amber Coch, Kat McGraw, Meghan Owens



Dakota Greens – Custer Greenhouses & Nursery – Custer, SD
Jeff and Robin Prior



Allisonville Nursery Garden & Home – Fishers, IN
Judy Sharpton, Jeff Gatewood



Viaduct Gardens & Greenhouses – Waterloo, NE
Cindi Hansen, Jessica DeGraaf, Mary



East Coast Garden Center – Millsboro, DE
Valery Cordrey, Chris Cordrey, Rick Cordrey



Look for this lightbulb throughout the guide for ways you can take action this season.

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2019 Annual of the Year™

Beauty, versatility and ease of production are three of the 2019 Annual of the Year's most exemplary traits. You'll be amazed how easy it is to pair Lemon Coral sedum with your other top sellers in upright containers and hanging basket recipes. Its glowing chartreuse, uniquely textured foliage magically coordinates well with all of its planting partners. Create your own recipe using this and other medium vigor varieties or follow the tested recipes you see here for easy success.

 Demand for our Annual of the Year skyrockets due to extensive nationwide promotions. Be sure to stock up early and generously to meet the coming demand.



EAST COAST SWING

- 1 ROCKAPULCO® Coral Reef *Impatiens*
- 2 LEMON CORAL™ *Sedum*
- 3 COLORBLAZE® Chocolate Drop *Solenostemon*



FRIENDS FOREVER

- 1 SUPERBELLS® Tropical Sunrise *Calibrachoa*
- 2 ROCKIN'® Golden Delicious' *Salvia*
- 3 LEMON CORAL™ *Sedum*



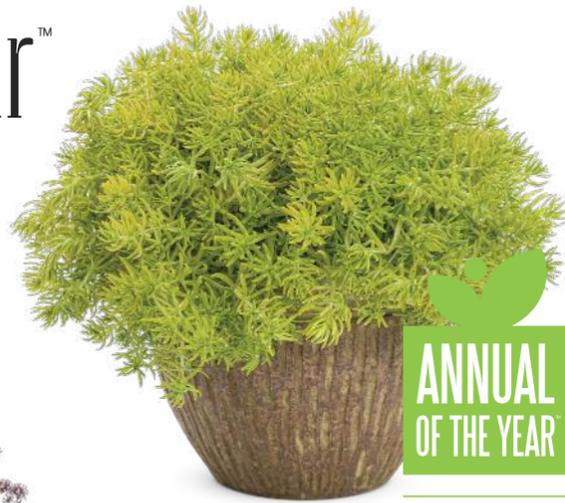
CLEOPATRA

- 1 BETH'S BLUE® *Isotoma*
- 2 LEMON CORAL™ *Sedum*
- 3 METEOR SHOWER® *Verbena*



ROMAN EMPEROR

- 1 VERMILLIONAIRE® *Cuphea*
- 2 LEMON CORAL™ *Sedum*



ANNUAL OF THE YEAR

LEMON CORAL™
Sedum



OFF THE WALL

- 1 Sweet Caroline Sweetheart Lime *Ipomoea*
- 2 COLOR BLAZE® GOLDEN DREAMS™ *Solenostemon*
- 3 LEMON CORAL™ *Sedum*



ONE CRAZY SUMMER

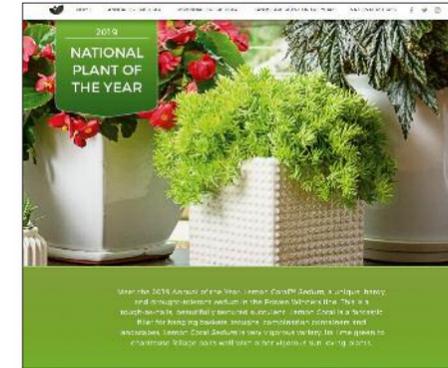
- 1 SUPERBELLS® OVER EASY™ *Calibrachoa*
- 2 DAHLIGHTFUL® Tupelo Honey *Dahlia*
- 3 LEMON CORAL™ *Sedum*



Inspiring Consumers | Empowering Retailers

We're ready to launch a multimedia marketing campaign to build awareness and excitement for the 2019 National Plants of the Year. Look for promotions at consumer shows, online, through social media, print magazines and more. Then let us help you with your own marketing at the retail level. Here's a quick look at our upcoming efforts.

Consumer Promotions



www.nationalplantoftheyear.com – This dedicated website is working hard to build consumer demand for all the exceptional varieties in the program. Share the excitement by linking to this site from your website and social media pages.



National Print Advertising –

We'll create millions of impressions of Lemon Coral™ in our 2019 national print advertising campaign which reaches consumers across the U.S. and Canada. With its broad appeal across demographics and climates, this plant is guaranteed to bring in strong sales.



Garden Answer –

Laura from @Garden Answer is busy crafting promotional videos for the 2019 National Plants of the Year. They will be available for you to share on your own social media channels, in your newsletter and on your website. We'll be sure to share them with our followers, too.

Retailer Resources



National Plant of the Year Program Social Media and Web Graphics –

Let us help you promote the National Plants of the Year with free graphics to use on your own social media sites and website. Get started at www.provenwinners.com/share

National Plant of the Year Program POP –

Use our ready-to-go signage to promote these award-winning plants or let us help you create a custom look. Order online at www.provenwinners.com/catalog/point-purchase-materials

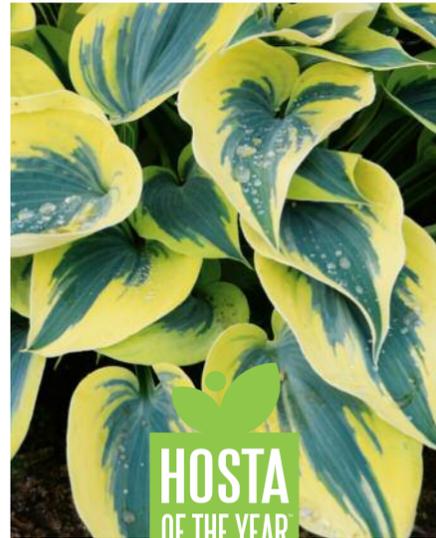
Final artwork is subject to change.

“Dear Proven Winners – thank you for the support and encouragement you provide to us throughout the year, every year! We love your commitment to people as well as your commitment to plants.”

Christine Justice
Manager, East Coast Garden Center,
Millsboro, DE

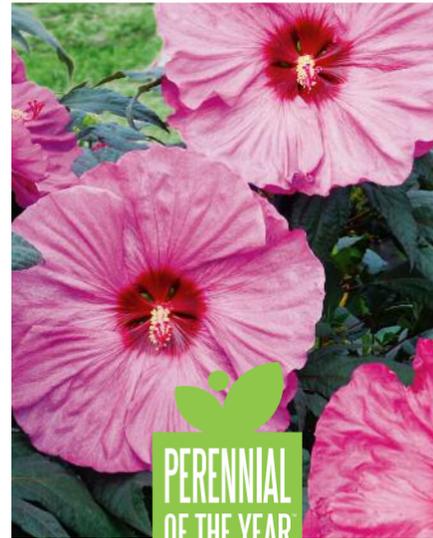
2019 National Perennials and Shrubs of the Year

Since the program's inception, growers and retailers have experienced extraordinary increases in sales of our National Plants of the Year. Word is out that Proven Winners makes it easy to promote the very best plants by offering these award-winning varieties. Upon the request of our Retail Advisory Board and additional customers who see the program as a profit builder, we are expanding into new categories of perennials and shrubs for 2019.



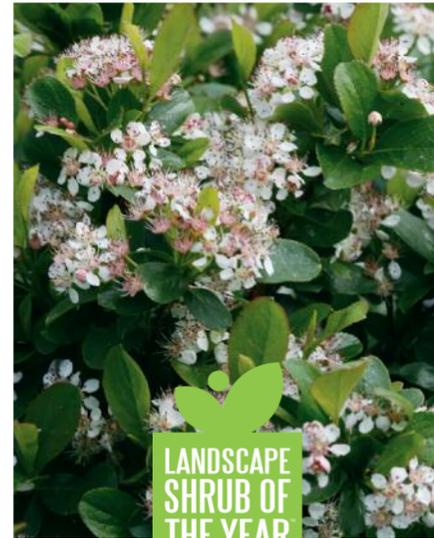
HOSTA
OF THE YEAR

SHADOWLAND®
'Autumn Frost' Hosta



PERENNIAL
OF THE YEAR

SUMMERIFIC®
'Berry Awesome' Hibiscus



LANDSCAPE SHRUB
OF THE YEAR

LOW SCAPE®
Mound Aronia



ROSE OF
THE YEAR

AT LAST®
Rosa



HYDRANGEA
OF THE YEAR

FIRE LIGHT®
Hydrangea
paniculata



FLOWERING SHRUB
OF THE YEAR

SONIC BLOOM®
Weigela florida

The Making of a Champion

The National Plants of the Year are never chosen at random. To reach this highest designation, Proven Winners annuals, perennials and shrubs must meet a strict set of criteria for consideration including:

Easy to Grow – They must be easy for both growers and gardeners alike to grow. It shouldn't take an expert to grow beautiful flowers.

Iconic – Easily recognizable at a glance, the National Plants of the Year have an iconic style unmatched by lookalikes.

Readily Available – These plants are easy to find locally or online. Announcing the National Plants of the Year a year in advance helps growers and retailers be prepared for the demand.

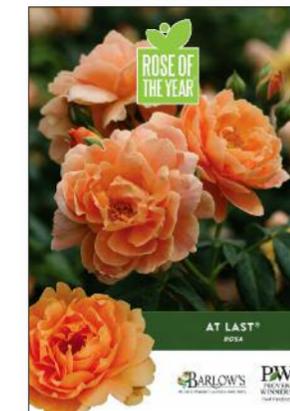
Perfect for Baskets and Containers – The Annual of the Year grows beautifully in hanging baskets as well as upright patio containers and window boxes.

Outstanding Landscape Performance – Not just for containers, these plants also deliver a knockout performance when planted in landscapes.

Retailer Resources



Let consumers know you're carrying the National Plants of the Year by using our **readymade graphics** in your newsletter, on your website, in your social media posts, and on your in-store signage.



National Plant of the Year Program POP –

Use our ready-to-go signage to promote these award-winning plants or let us help you create a custom look. Order online at www.provenwinners.com/catalog/point-purchase-materials

Final artwork is subject to change.

National Plant of the Year Program Social Media and Web Graphics –

We're making it easy for you to promote the National Plants of the Year with free graphics for your own social media sites and website. Find them all at www.provenwinners.com/share.



Stay Informed – Sign Up Today

Do you receive our monthly retailer newsletter? Jessica and Meghan collaborate each month to bring you ideas from the road for retailer events, trends they are seeing across the U.S. and Canada, endcap and merchandising ideas, best practices and more. Sign up today at www.provenwinners.com/professionals/newsletters.

Popular National Recipe Program Expands for 2019

We've diversified our National Recipe Program to meet the needs of all our North American customers this year. Choose those that are best suited to your region and promote them in any season you wish. Based on our careful trialing of these recipes, you can be confident they will deliver the signature Proven Winners all-season performance.



GRAND TRAVERSE

SUPERTUNIA® BLACK CHERRY® *Petunia*
 SUPERTUNIA® BORDEAUX™ *Petunia*
 SUPERTUNIA VISTA® Fuchsia *Petunia*

THRILLER:

GRACEFUL GRASSES®
 PRINCE TUT™ *Cyperus*

IRRESISTIBLE

SUPERBELLS® Yellow *Calibrachoa*
 LAGUNA® ULTRAVIOLET™ *Lobelia*
 SUNSATIA® BLOOD ORANGE™ *Nemesia*

THRILLER:

GRACEFUL GRASSES®
 Purple Fountain Grass
Pennisetum

PUMPKIN SPICE LATTE

SUNSATIA® BLOOD
 ORANGE™ *Nemesia*
 SUPERTUNIA® LATTE™
Petunia

SUPERBENA® Royale Plum
 Wine *Verbena*

THRILLER:

GRACEFUL GRASSES®
 Purple Fountain Grass
Pennisetum

SPARKLE AND GLOW

SUPERBELLS® GRAPE PUNCH™ *Calibrachoa*
 LAGUNA® ULTRAVIOLET™ *Lobelia*

SUPERBENA SPARKLING®
 Amethyst *Verbena*

THRILLER:

METEOR SHOWER®
Verbena

STRAWBERRY SAUCE

SUPERBELLS® STRAWBERRY
 PUNCH™ *Calibrachoa*

LAGUNA® White *Lobelia*

SUPERBENA® Royale Romance *Verbena*

THRILLER:

GRACEFUL GRASSES®
 'Sky Rocket' *Pennisetum*

Reaching Consumers from Every Angle

Our experienced marketing team is dedicated to communicating the brand promise to consumers where they live – online, on the road, at home, even in line at the supermarket. Here are seven ways we are working every day to spread the message about Proven Winners plants.

National Print Advertising

The number of print magazine readers is on the rise, and we're making millions of impressions in a broad array of gardening and non-gardening titles in the U.S. and Canada.



Final artwork subject to change.

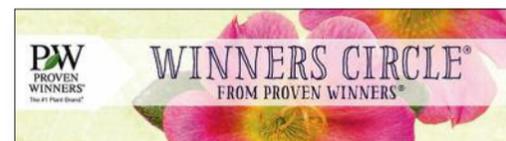
Gardener's Idea Book

450,000 copies of our popular Gardener's Idea Book are distributed in the U.S. and 16,000 in Canada by request only every year. Be prepared for the coming demand by stocking up on the plants we'll be featuring. Find the plant list this fall at www.provenwinners.com/retailer-gardeners-idea-book-co-op.



E-Newsletter

Over 202,000 consumers across the U.S. and Canada have opted in to receive our monthly Winner's Circle e-newsletter and that number is growing every year. This publication includes articles on seasonal topics, highlights key varieties of annuals, perennials and shrubs, and features a Pinterest board, container recipe and video.



Websites

Over four million visitors have explored our websites over the past year, including our main site and two additional websites which focus on key products: www.nationalplantoftheyear.com and www.beauty.provenwinners.com, which contains expanded content from the *Gardener's Idea Book*.



Pandora Internet Radio

For just pennies per impression, U.S. retailers can target local garden enthusiasts within a 20-mile radius of your zip code with a Pandora internet radio ad. Your garden center will receive a minimum of 21,875 audio impressions and a report on your campaign reach. Expanded reach and campaigns are available. Choose from three campaign dates for 2019: 4/8-5/12, 5/6-6/9 or 6/3-7/14. Listen to sample ads and see who else is participating at www.provenwinners.com/pandora.



Consumer Flower Shows

Flower and garden shows offer a unique opportunity to sell the experience of gardening by immersing consumers in the beauty of plants. We'll be promoting our National Plants of the Year at consumer shows across the U.S. and Canada in Spring 2019 with the help of local retailers. We welcome your participation! Ask Jessica or Meghan how you can get involved.



Social Media

Consumers have come to expect us to engage with them across social media channels, and we truly enjoy providing inspiration and knowledge every day of the year. Here are the online communities where we are reaching millions of connected consumers.



Advertising plans subject to change without notice.

Proven Winners® Marketing Campaign - OH

Streaming Radio
For \$250, independent garden centers can target local gardeners within a 20 mile radius of their garden center. Retailers will receive a minimum of 21,875 audio impressions and 3,200 banner impressions. They can also include their company logo and a link to their website on Facebook page.
For more information on this program, visit www.provenwinners.com/gardens

The nationwide campaign will run from April 30 - June 10 and will generate:
22.1 Million Pandora Audio Impressions
22.1 Million Pandora Online Banners
2.7 Million Mobile Display Impressions

Gardener's Idea Book Co-op
This Spring, Proven Winners will mail out 400K copies of our popular Gardener's Idea Book - 6,500 in OH.
Additionally, each year, Proven Winners provides FREE Gardener's Idea Books to retailers to mail to their customers if they pay for the postage. This year, three retailers in OH are participating, mailing an additional 115,500 Gardener's Idea Books to their customers.
For more information and options, visit www.provenwinners.com/gib-co-op

Billboards
Across North America, Proven Winners will have 70+ billboards generating 90 million impressions during the month of May.
One of these billboards will be in Columbus, generating 500,000 impressions. The billboard will be located at Riverside Drive near Bethel Road.
There will also be several billboards throughout the Cleveland area.

Website
We anticipate 118K website users from the state of OH, with over 184K+ visits to provenwinners.com

What Marketing are You Doing in MY Area?

More than you and your customers might think! We've put together individualized reports for all 50 United States (Canadian Provinces coming soon) so you can see all the marketing opportunities we are creating where you live.



Find out exactly how many retail garden centers in your state have completed our Certification Program, how many people from your state have visited our website, the top 10 plants consumers are looking to buy there, the exact location of our billboards, your state's top trial garden performers and much more at www.provenwinners.com/professionals/localmarketing.

Proven Winners® ColorChoice® Marketing

Driving Consumer Demand

When you offer Proven Winners ColorChoice Flowering Shrubs, you're tapping into an extensive consumer promotion campaign that works every day to build trust and recognition of the brand. Count on us to take care of marketing so you can focus on getting high quality finished plants into the marketplace.

Gardening Simplified

This 100-page gardening magazine is filled with tips, how-to articles and beautiful images showcasing the Proven Winners® ColorChoice® collection. Free copies are available for your events by visiting www.SpringMeadowNursery.com.

2018-2019 Consumer Advertising

Thirteen eye-catching consumer ads can be seen in publications across North America, generating 42.5 million print impressions and 34 million online impressions.

Invincibelle® Spirit Campaign for a Cure

We're proud to support the Breast Cancer Research Foundation® with a \$1 per plant donation on every Invincibelle® Spirit II hydrangea that is sold. With the generosity of our community of growers and Pink Day fundraising events, over \$1 million has been donated so far, and the campaign is still going strong!

Sharable Social Media Content

Every week, fresh video content you can share is added to our YouTube channel, including a library of quick, 30-second spotlight videos that make it easy for customers and staff to get to know Proven Winners® ColorChoice® shrubs.

Shrub Madness® Competition

Every March, we ring in spring with our Shrub Madness competition at www.ShrubMadness.com. More than 274,000 votes were cast through six rounds of voting on 64 varieties this year, crowning Zinfan Doll® panicle hydrangea the national champion.

Radio

Proven Winners® ColorChoice® Pandora Internet Radio ads target 25 million home and gardening enthusiasts. Additionally, broadcast radio ads run from Mother's Day to mid-June in over 15 major markets, targeting 47.7 million listeners.

Advertising plans subject to change without notice.



2019-2020 Proven Winners® ColorChoice® Shrubs Print Advertising

* ALL PLACEMENTS SUBJECT TO CHANGE

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
U.S. National Publications																								
Better Homes and Gardens			B	FL	OE										LB	AL	IH							
BHG Country Gardens SIP				FL		AL										AL		C						
Fine Gardening						LD		FL		IS		SB			CZ		AL	IH		LL		AL	S	
HGTV Magazine					B	FL										AL	BB							
Magnolia Journal							LB											C						
Southern Living Magazine															JH	C								
Sunset Magazine															JH	C								
U.S. Regional Publications																								
Alabama Gardener		JH	JH	JH										JH	JH	JH								
Arkansas Gardener		LD	AL	LB										JH	JH	JH								
Carolina Gardener			AL	AL	LB									JH	JH	JH								
Chicagoland Gardening						AL		BB		AL							FL		AL		IH			
Georgia Gardening														JH	JH	JH								
Indiana Gardening							SW		AL		OE						FL		AL		IH			
Iowa Gardener							SW		I		IS						FL		AL		IH			
Kansas City Gardener		SB	LD	LB										AL	IH	C								
Kentucky Gardener		SB	LD	AL										JH	JH	JH								
Louisiana Gardener														JH	JH	JH								
Michigan Gardener					BB	AL	FL									AL	IH	BB						
Michigan Gardening						BB		AL		FL							FL		AL		IH			
Minnesota Gardener							FL		I		OE						FL		AL		IH			
Mississippi Gardener		JH	JH	JH										JH	JH	JH								
Missouri Gardener							SW		LD		LB						OE		AL		IH			
Northern Gardener						OE		AL		IS		BB			AL		IH		LL		BB			
Ohio Gardener							AL		BB		FL						FL		AL		IH			
Oklahoma Gardener		SB	LD	FL										AL	C	LD								
Pennsylvania Gardener							B		AL		S						OE		AL		IH			
Tennessee Gardener		SB	LD	AL										AL	C	LD								
Virginia Gardener														AL	C	LD								
Wisconsin Gardening							B		AL		IS						OE		AL		IH			
Canadian Publications																								
Canadian Living						B	AL	FL									LD	OE	FL					
Food and Drink														LL		AL	IH							
Ricardo							B		AL	FL				B		IH		AL						

- LB LO & BEHOLD® *Buddleia*
- S *Clematis* 'Sweet Summer Love'
- C CHIFFON® *Hibiscus*
- I INCREDIBALL® *Hydrangea*
- IS INVINCIBELLE® *Spirit II Hydrangea*
- IH INVINCIBELLE® *Hydrangea*
- LD LET'S DANCE® *Hydrangea*
- BB BOBO® *Hydrangea*
- FL FIRE LIGHT® *Hydrangea*
- JH JAZZ HANDS® *Loropetalum*
- AL AT LAST® *Rosa*
- OE OSO EASY® *Rosa*
- LL LEMONY LACE® *Sambucus*
- B BLOOMERANG® *Syringa*
- CZ CZECHMARK® *Weigela*
- SB SONIC BLOOM® *Weigela*
- SW SPILLED WINE® *Weigela*

Be prepared when your customers come in to your store asking for the plants they see advertised. These are key plants you'll definitely want to have in stock. See where Proven Winners plants will be advertised next season at www.provenwinners.com/professionals/advertising.

Become a Certified Retailer

It's simple – a trained staff is more effective. Companies that invest in staff training routinely see an increase in productivity, revenue and employee loyalty. While some training programs can be costly, we are offering to train your staff on Proven Winners plants and products for FREE. Why? Because when you're successful, we're successful. We want you to be armed with everything you need to know to have a profitable season.

Join 1,021 other independent garden centers and 7,752 employees who became Certified Proven Winners Retailers in 2018. 99% of Certified IGC employees say they would recommend our training program to a co-worker. Training is available from Feb 1 through May 1 every year at www.provenwinners.com/training.

New for 2019 – Rewards for Completing Certification

It is more important than ever before to become a Certified Proven Winners Retailer. That's because we are offering even greater visibility to IGCs through our online Retailer Locator by ONLY listing retailers that have completed certification. Our loyal IGC customers have told us they need a priority listing on our website, and we're answering the call by narrowing the list to only include certified retailers beginning Spring 2019. We need to send consumers to retailers who are trained on our products and have dedicated their efforts towards training their staff on Proven Winners plants. This change truly benefits everyone.

Certified Proven Winners Retailers will automatically be listed on our online Retailer Locator which is prominently displayed on our home page and accessible throughout our website. To maintain your status, you'll need to be sure to get certified each year.

Bonus!

Certify ten of your employees and we will send you a **FREE case of 100 copies of our Gardener's Idea Book**. Have more than ten employees? We will send you an additional free case for every ten additional employees who complete certification. We will also include a FREE poster to display with the books. Additional posters and books are available for stores with multiple locations.



"A few of our employees have told me they have fielded multiple calls asking if we carry specific Proven Winners lines which we grow in the greenhouse. They found us listed on your website and clearly frequent the different media sources you promote. **Nice to see marketing work!** I like the emphasis Proven Winners puts on sales and marketing. It's a big reason we work with you."

Tyler Cerbo
Cerbo's Greenhouse, Parsippany, NJ

Proven Winners University

We offer an exclusive benefit for Certified Retailers in the form of expanded training opportunities through the Proven Winners University. This series of additional training videos goes beyond what is included in the certification program. Easy to digest, 2 to 5 minute videos on topics like container gardening, pollinators, garden pests, sales and marketing tips and more can be used in weekly staff meetings, assigned to employees to watch on their own, or shown on a kiosk in your store.



See a sample Proven Winners University video and find the full topic list at www.provenwinners.com/Professionals/PWUniversity.



"The knowledge we gleaned from this course was invaluable as we found ourselves using it daily in our conversations with our customers while promoting the benefits of planting Proven Winners products. Thank you for the knowledge and the pizza!"
Mother Nature Garden Home & Pet
Powell River, BC



Vite Greenhouses – Niles, MI



Sickles Market – Little Silver, NJ



Angell's Greenhouse – Hampton, MN



Wagon Wheel Garden & Pet – Homer, AK



Allisonville Nursery Garden & Home – Fishers, IN



Countrybrook Farms – Hudson, NH



Jim Stakey Greenhouses – Aquebogue, NY



Guaranteed Plants & Florist – Middletown, NJ

Shareable Content Available to Retailers

We understand the hectic schedules retailers maintain as they work to keep benches full of fresh product and customers coming in the door. We want to make it easy for you to have plenty of material to pull from for your newsletters, social media feeds, in-store promotions and website. Here are six ready-to-go resources we're making available to IGCs.

1 Share our #1 resource: *Gardener's Idea Book*

Available in both print and digital formats, this annual 36-page guide is all about inspiring people with new ideas each year. 57% of retailers have told us that customers come in to their stores with this guide in hand and request plants by name. We encourage you to link to the online version of the *Gardener's Idea Book* in your newsletters, on your website and in your digital promotions. Cases of the printed guide are available for purchase online, and one free case is automatically shipped to all retailers who certify ten employees.

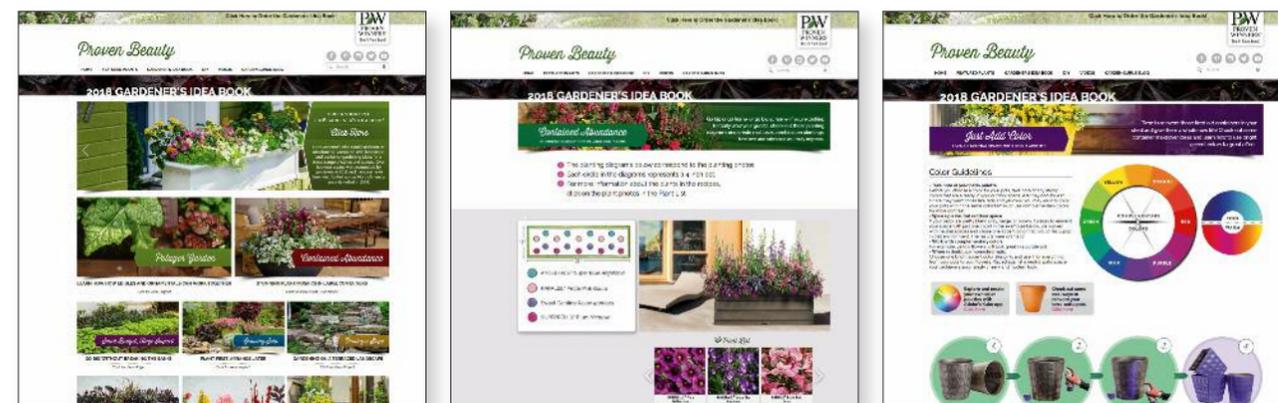
Customize Your Message

We will be happy to work with you to add your logo or create a completely customized back cover on the *Gardener's Idea Book*. We'll even mail it for you – we'll cover the cost of the books, you just pay the postage. Take advantage of this simple yet highly effective marketing tool at www.provenwinners.com/share-booklet or contact Sandy at 815-895-1872 or sandy@provenwinners.com.

 Don't have a mailing list? We have a solution for you. Contact Jessica or Meghan to learn about **Every Door Direct Mail**.

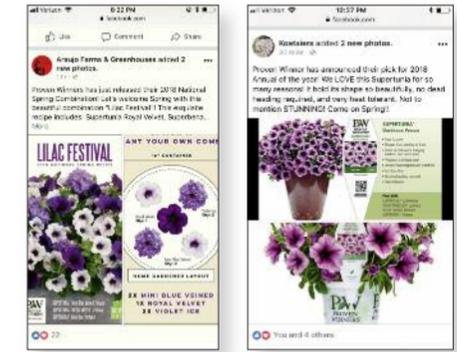
2 www.beauty.provenwinners.com

Did you know that we have an entire website dedicated to expanding the content featured in our *Gardener's Idea Book*? Proven Beauty is chock-full of ideas you can share in your own newsletters, project ideas for upcoming workshops, merchandising themes and much more. Take a look around and see what might inspire your next best idea!



3 National Plant and Recipe of the Year Promotions

Retailers have experienced a strong increase in demand for our National Plants and Recipes of the Year. To help you with your own promotion of these programs, we've created a host of pre-sized graphics for Facebook, Instagram, Twitter and Pinterest. You'll find them all available for download at www.provenwinners.com/share. Here are examples of how Araujo Farms and Greenhouses and Koetsier's are taking advantage of this free opportunity.



4 Harness the Influence of Laura @Garden Answer

Over the last two years, Laura and Aaron from Garden Answer have become key influencers for Proven Winners as they teach a whole new generation how to garden. Over 2.4 million fans follow them on Facebook, and their YouTube gardening videos have been viewed over 40 million times. We are financing the production of over 100 Garden Answer videos each year which focus exclusively on Proven Winners plants.

We encourage all of our IGC customers to share these Garden Answer videos in your newsletters, on your website and social media feeds, and on your in-store kiosks. You'll find the links to them as well as the video schedule at www.provenwinners.com/Professionals_Garden_Answer.



5 Readymade Social Media Graphics

We make it easy for IGCs to share Proven Winners content on your own social media channels by offering free, pre-sized graphics for Facebook, Instagram, Pinterest and Twitter. Dive into this rich resource all year long as we offer content for every season and key programs like our National Plants and Recipes of the Year, new varieties, top sellers and more. Simply download the graphic, upload it to your social account, add your personalized message, and post. It's that easy! Get started at www.provenwinners.com/share.



6 Expansive Image Library

No time or resources to take great photos for your promotions? No problem! We have over 4,600 professional quality images ready for you to download at www.provenwinners.com/images (login required – contact Sandy with questions).

We encourage you to take advantage of this free content for all your promotional needs, whether you're posting about a sale on Facebook, printing a flyer for your next in-store event, or creating a whole new promotional campaign. We are working to build our image library every year, including the images used in our *Gardener's Idea Book*, to help you keep your content fresh and relevant to your customers.



Retail Idea Book

Meet Badding Brothers Farm Market and Garden Center

Badding Bros is a family owned and operated garden center and farm market in East Amherst, NY, serving the north-Buffalo community for the last 30 years. Expanded from a small roadside farm stand to the full-scale garden center it is today, the Baddings grow a full line of annuals, perennials, fruits and vegetables. Recently, we worked with them to create a Proven Winners Store-Within-A-Store and a new set of custom signage for their garden center.



In the words of Anna Badding, Owner of Badding Brothers...

"When customers continuously walked into our greenhouse asking for specific Proven Winners plants, we knew it was time to set up a Proven Winners destination. Between the *Gardener's Idea Book*, gardening magazine advertisements and social media push, we've found that many customers are sold on Proven Winners plants before they even walk in our doors.

Having an area designated to point customers to the specific Supertunias or Superbenas we use in our hanging baskets, so they can replicate the look in their own containers, was invaluable during the busy season. Proven Winners makes selling easy, especially as we venture into expanding our shrub category. Carrying new plants that your staff is not familiar with is often difficult, but with the very detailed Proven Winners ColorChoice shrub tags, it is easy to accurately answer customers' questions on the fly.

The best part of the Proven Winners program is that it is flexible and adaptable to meet the needs of each individual garden center. Our first year of the Store-Within-A-Store program was an exciting learning experience as retailers and growers, and we are able to take that knowledge into next season to better serve our customers."

Meet Cedar Rim Nursery

Since Cedar Rim's humble beginning in 1978, it has expanded from a small, family run operation to one of the largest retail and wholesale nurseries on the West Coast of British Columbia. Growing almost everything they sell, this garden center offers a full range of annuals, perennials, shrubs and trees suited for the unique BC climate. Jessica was eager to work with this progressive retailer to renovate their shrub area and create a Proven Winners Destination. A full line of custom signage was created to support the newly merchandised area.



In the words of Amanda Bruce, General Manager for Cedar Rim...

"We are extremely happy with the turnover we are seeing in our new Proven Winners area and the feedback we are getting from our customers is phenomenal! We are really excited to see our sales grow in this area and we would highly recommend that other garden centers invest in this amazing line of annuals, perennials and shrubs."



Before – This corner display bed held little visual interest to draw customers into the space.



After – Cedar Rim built a large structure and added custom signage to draw customers into this merchandised area. The covered space is shoppable even on days when the weather isn't cooperating.



Custom benches keep product off the ground and make it easier to shop.



Cedar Rim worked with Jessica to develop a set of custom signage for their new Proven Winners destination.



Talk with Jessica or Meghan about how a **Store-Within-A-Store** could increase the sales of Proven Winners products at your store.

Retail Idea Book

Create a Grand Entrance

The first 20 feet of your retail store entrance is critically important. Fill it with vibrant colors, clear signage, and items that WOW your customers and draw them in. Your front entrance will set your customers' expectations for the rest of your store.



Araujo Farms & Greenhouses – Dighton, MA



Gardener's Supply Company – Burlington, VT



Koetsier's Greenhouse – Grand Rapids, MI



Garden Crossings – Zeeland, MI



Bauman's Farm & Garden – Gervais, OR



Bauman's Farm & Garden – Gervais, OR

Draw In Customers With Events



Container gardening events are held in the Bloom Studio at Koetsier's Greenhouse in Grand Rapids, MI every Wednesday evening in May.



Cedar Rim Nursery in Langley, British Columbia hosts an annual Proven Winners Day to highlight the brand throughout their store. The event includes educational presentations, store specials and coupons, and drawings for Proven Winners plants.



Allisonville Nursery, Garden & Home in Fishers, IN partners with other local businesses for their Fashion in Bloom show every year. Models donning the latest fashion from a nearby boutique walk the runway followed by models carrying Proven Winners container recipes in coordinating colors. Customers line the runway, enjoying drinks and appetizers made by local chefs.



Lurvey Home & Garden in Des Plaines, IL hosts a Proven Winners Park launch each spring. Special displays demonstrate how to decorate your patio using container recipes, patio furniture and other outdoor decor. *Gardener's Idea Books* are given away and drawings are held throughout the event.



Fall Fest is a 3-weekend event held each October at Homestead Gardens in Davidsonville, MD. Hayrides, corn mazes, a petting zoo, face painting and food trucks keep the whole family entertained. The letters for this sign are made from leftover wooden pallets – a hip, inexpensive way to advertise the event.



Yoga enthusiasts bring their mats and line the rows of Cerbo's Greenhouse & Nursery in Parsippany, NJ during the slower summer months.

Retail Idea Book

Promote Your Products on Social Media

Engage your customers where they are – in social communities like Facebook, Instagram and Pinterest. We'll make it easy by providing free graphics and video content (www.provenwinners.com/share). Then, make it your own by engaging your followers in your voice, talking about what's happening in your store, personalizing the message. Your customers want to hear from you!

Facebook



Hallstrom's Florist & Greenhouses – Redwing, MN



Burlington Garden Center – Burlington, WI

Pinterest



Bachman's Floral, Gift & Garden – Minneapolis, MN



Molbak's Garden + Home – Woodville, WA

Instagram



Badding Farm Market – East Amherst, NY



Scenic Roots Lawn and Garden Center – East Sandwich, MA

Designate a Container Design Area

Retailers of all sizes have seen excellent sales increases when they have added a custom container design area to their store. Ranging from fully customized upscale services to very affordable grab-'n-go gift containers, offer what services make sense for your customer base. Then upsell by adding containers, soil, plant food, garden art, and other hard goods in the area. This can be an extremely profitable space if it is done well.



Sheridan Nurseries – Georgetown, Ontario



Sky Nursery – Shoreline, WA



The Barn Nursery – Chattanooga, TN



Bachman's Floral, Gift & Garden – Minneapolis, MN



Sheridan Nurseries – Hamilton, ON



Lanoha Nurseries – Omaha, NE

Merchandise End Caps to Move Key Products

End caps are some of the most valuable real estate in your store. Keep them fresh by changing them up every week to display key products like the National Plants and Recipes of the Year, weekly features, and pre-made "mannequin" containers with all the necessary ingredients merchandised together.



Homestead Gardens – Davidsonville, MD, featuring the Annual of the Year Lemon Coral™ and bench tape.



Canoyer Garden Center – Grimes, IA, shows customers how to incorporate plants into their lifestyles by replacing candles with Lemon Coral™ sedum on the patio table.



Al's Garden Center – Woodburn, OR, uses bright colors to draw attention to an end cap which inspires ideas for growing shrubs in containers.



Tanglebank Gardens – Abbotsford, BC uses the mannequin concept and offers options for creating container recipes.



Molbak's Garden + Home – Woodinville, WA uses custom signage to show the formula for creating complex container recipes like the ones displayed on the end cap.

Let Us Help You Design Custom Signage

We are ready to work with you to create a cohesive look throughout your garden center with custom signage from Proven Winners. Here are a few examples from IGCs we've worked with to express their store's unique brand image. Get started today by contacting Tabatha at Tabatha@provenwinners.com or 601-527-5213.



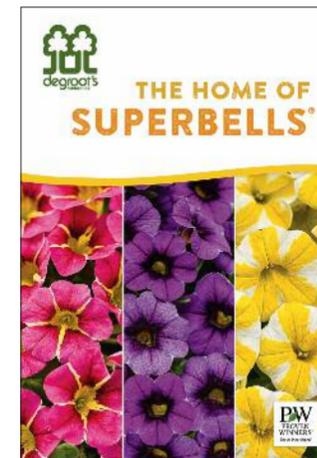
Customized benchcard created for Wasco Nursery & Garden Center.



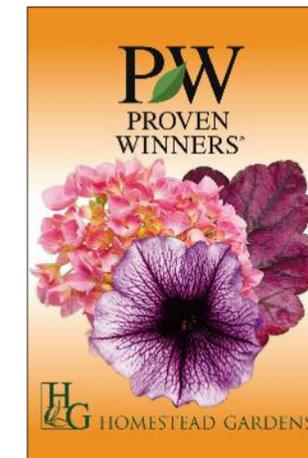
Badding Brothers turned our 'Plant This/Get This' social media graphic into a custom sign to merchandise with Superbells.



Event banner created for Lurvey Garden Center.



Top-selling Superbells are featured on this poster at DeGroot's Nurseries.



Banner for Homestead Gardens.



Custom Display for Allisonville Nursery.



Autumn Frost sign for English Gardens.



Plant This/Get This signage is displayed in the shrub department at Van Wilgen's Garden Center in North Branford, CT to help customers visualize what the plants will look like when they are mature.

Introducing Proven Harvest™

We're taking a big step into the food market with the launch of four incomparable new varieties that were decades in the making. Incredibly flavorful, disease resistant food crops with high yields are the kinds of foods the new generation of gardeners want to grow and share with their families and friends. Results from trials have been outstanding, and garden writers are already beginning to spread the word about their success with the trial plants they received earlier this year.



'Garden Treasure'
Lycopersicon esculentum



'Garden Gem'
Lycopersicon esculentum



BERRIED
TREASURE™ Red
Fragaria ananassa

Scientist Dr. Harry Klee has worked for nearly three decades to develop the world's most perfect tomato – one that contains the ideal balance of sweetness, acidity and flavor intensity on disease-resistant plants. After studying the flavor chemistry of 398 modern, heirloom and wild tomatoes, more than 500 professional flavor testers declared Dr. Klee's 'Garden Gem' and 'Garden Treasure' varieties among the very best they had ever tasted.

But tasting great was only one part of the equation. Dr. Klee trialed his tomato seedlings in the hot, humid state of Florida and selected only those that delivered a strong summer performance. His resulting hybrids combine the delicious flavor of an heirloom tomato with high yielding, disease resistant, heat and humidity tolerant plants. 'Garden Gem' and 'Garden Treasure' will be available as liners and seed.

Berried Treasure™ Red is a daylength neutral, everbearing strawberry that is both ornamental and edible. Semi-double, bright red flowers and sweet berries are produced on plants with few runners, so they are perfectly sized for patio containers.

Standard Proven Winners branded containers and labels are required for Berried Treasure™ Red, 'Garden Gem' and 'Garden Treasure.'



AMAZEL™ Basil
Ocimum



Packaging for Amazel™ Basil –

Designed to tell the story behind this unique new plant, our new Amazel specialty Grande™ container and label will automatically ship with all orders for Amazel Basil.

Garden to Table Goodness

THE QUEST FOR THE PERFECT BASIL BEGINS WITH THE FRESH FLAVOR OF AMAZEL™.

IT TOOK YEARS OF STUDY BY A HANDFUL OF PASSIONATE FOODIES TO CREATE THE MOST DELICIOUS, EASY-TO-GROW BASIL. AMAZEL™ BASIL'S INCREDIBLE AROMA, UNPARALLELED DISEASE RESISTANCE AND SUPERIOR HARVEST ALL SEASON WILL HAVE YOUR TASTE BUDS SINGING DELIZIOSO!

Amazel Basil is the first-ever downy mildew-resistant variety of Italian sweet basil. It achieves harvestable size up to three weeks sooner than seed varieties. Sterility and selection for increased cold tolerance expands its salability and yield far beyond typical sweet basil. Amazel Basil will be available as liners and URCs.

In a recent survey we conducted, over 900 consumers took the time to write us and voice their opinion about the story options we offered for our new Amazel Basil container. The result is a powerful message crafted to reflect the values and desires of the consumers who are eager to purchase this new basil.



Don't forget the POP! Distinguish the new Proven Harvest product line at your garden center with this specially crafted POP signage. Large diecut signs, benchtag and benchcards will be available in time for spring sales.



Must-Have New Annuals for 2019



LADY GODIVA™ Yellow
Calendula

SUPERBELLS®
Double Chiffon
Calibrachoa

SUPERBELLS®
Doublette LOVE SWEPT™
Calibrachoa

SUPERBELLS®
HOLY COW!™
Calibrachoa

SUPERBELLS®
HOLY SMOKES!™
Calibrachoa

LADY GODIVA™ Yellow *Calendula*

- Double, bright yellow flowers with greatly reduced seed set
- Very cold tolerant crop but also with increased heat tolerance
- Good disease resistance makes it easier to grow

SUPERBELLS® Double Chiffon *Calibrachoa*

- Early to flower with larger flowers than most double Calibrachoa
- Unique breakthrough flower color
- Superior disease resistance

SUPERBELLS® Doublette LOVE SWEPT™ *Calibrachoa*

- More compact habit than standard Superbells
- Fully double, bright pink with novel picotee, white edge
- Early to flower

SUPERBELLS® HOLY *Calibrachoa*

- Large flowers with very stable, eye-catching color patterns
- Outstanding garden performance
- Early to flower



SUPERBELLS®
CARDINAL STAR™
Calibrachoa

SUPERBELLS®
TANGERINE PUNCH™
Calibrachoa

DIAMOND
MOUNTAIN™
Euphorbia

TRUFFULA™ Pink
Gomphrena pulchella

SUPERBELLS® CARDINAL STAR™ *Calibrachoa*

- Fast finish, providing bench run sales
- Stable flower pattern, with excellent star pattern from petal edge to throat
- Excellent presentation at retail

SUPERBELLS® TANGERINE PUNCH™ *Calibrachoa*

- Notable improvement over Apricot Punch™
- Large, saturated tangerine orange flowers with dark red eye
- Early to flower

DIAMOND MOUNTAIN™ *Euphorbia*

- Double the size of Diamond Frost®
- Perfect recipe companion for the most vigorous Supertunias
- Great landscape and container vigor
- Heat and drought tolerant

TRUFFULA™ Pink *Gomphrena pulchella*

- Prolific blooms attract pollinators all season
- Bulletproof in extreme heat and humidity
- Works well in larger combination recipes and in the landscape
- Shorter internodes provide better structure for container production



LUSCIOUS® CITRUS BLEND™ Improved
Lantana camara

BRIGHT LIGHTS™ Pink
Osteospermum

SUPERTUNIA
VISTA® Paradise
Petunia

SUPERTUNIA® Blue Skies
Petunia

LUSCIOUS® CITRUS BLEND™ Improved *Lantana camara*

- Greatly improved floral display with low to no seed set
- Large, densely branched plant
- Brilliant red, orange and yellow tri-color flowers
- Heat and drought tolerant

BRIGHT LIGHTS™ Pink *Osteospermum*

- Exclusive pink form; perfect for spring holiday promos and recipes
- Cold tolerant but also more heat tolerant than typical Osteospermum
- Blooms all season

SUPERTUNIA VISTA® Paradise *Petunia*

- Hot new color for Supertunia Vista collection
- High vigor recipe component
- In the landscape and large containers, Supertunia Vistas have better heat and disease resistance than other petunias

SUPERTUNIA® Blue Skies *Petunia*

- Best "blue" petunia we've ever trialed
- Full, well-branched habit and greatly enhanced floral display compared to other blues
- Matched to Supertunia 'Lavender Skies' and White; early to flower
- Great heat and humidity tolerance



SUPERTUNIA®
White Charm
Petunia

ROCKIN®
Fuchsia
Salvia

COLORBLAZE®
SEDONA SUNSET™
Coleus

SUPERBENA®
WHITEOUT™
Verbena

SUPERTUNIA® White Charm *Petunia*

- Prolific, pure white flowers all season
- Excellent substitute for Calibrachoa for in-ground plantings
- Great heat and humidity tolerance

ROCKIN® Fuchsia *Salvia*

- Breeding breakthrough for *Salvia guaranitica*
- Early flowering for great retail presence
- Great growth habit and branching power for container production
- Excellent for attracting pollinators, especially hummingbirds

COLORBLAZE® SEDONA SUNSET™ *Solenostemon scutellarioides*

- Replaces Sedona and Keystone Kopper
- Richer, truer orange foliage
- Increased resistance to powdery mildew
- Strong vigor in containers and landscapes
- Bred to bloom very late or not at all; extends garden performance into fall

SUPERBENA® WHITEOUT™ *Verbena*

- Replaces Royale Whitecap
- Earlier to bloom with larger clusters of pure white flowers
- Essential color for container recipes
- Exceptional resistance to powdery mildew

Top 50 Best-Selling Proven Winners Annuals



Be sure to reserve your top sellers early to ensure availability for spring.



1 SUPERTUNIA® ROYAL VELVET® Petunia

2 SUPERTUNIA VISTA® BUBBLEGUM® Petunia

3 SUPERBELLS® LEMON SLICE® Calibrachoa

4 SUPERTUNIA® BORDEAUX™ Petunia



14 SUPERBELLS® DREAMSICLE® Calibrachoa

15 SUPERBELLS® YELLOW CHIFFON™ Calibrachoa

16 SUPERBELLS® EVENING STAR™ Improved Petunia

17 SUPERTUNIA® LIMONCELLO® Petunia



5 DIAMOND FROST® Euphorbia

6 BLUE MY MIND® Evolvulus

7 SNOWSTORM® GIANT SNOWFLAKE® Sutura cordata

8 LAGUNA® Sky Blue Lobelia erinus

9 SUPERTUNIA VISTA® Fuchsia Petunia



18 SUPERTUNIA® BERMUDA BEACH® Petunia

19 SUPERBELLS® Pink Calibrachoa

20 SUPERBELLS® HOLY MOLY!® Calibrachoa

21 SUPERBELLS® Tropical Sunrise Calibrachoa

22 SUPERTUNIA® Really Red Petunia



10 SUPERBELLS® Yellow Calibrachoa

11 SUPERTUNIA VISTA® Silverberry Petunia

12 SUPERBELLS® GRAPE PUNCH™ Calibrachoa

13 SUPERBELLS® White Calibrachoa



23 SUPERTUNIA® ROYAL MAGENTA™ Petunia

24 SUPERBELLS® POMEGRANATE PUNCH™ Calibrachoa

25 SNOW PRINCESS® Lobularia

26 SUPERTUNIA® HONEY™ Petunia



27 SUPERBELLS® Cherry Star
Calibrachoa

28 SUPERTUNIA® BLACK
CHERRY® Petunia

29 SUPERTUNIA® Trailing Blue
Veined Petunia
(formerly Mini Blue Veined)

30 GOLDILOCKS ROCKS®
Bidens



39 SUPERBELLS® Coralina
Calibrachoa

40 SUPERTUNIA® Violet Star Charm
Petunia

41 SUPERTUNIA ROYALE®
Chambray Verbena

42 LAGUNA® Dark Blue Lobelia
(formerly LUCIA® Dark Blue)



31 ANGELFACE® Blue Improved
Angelonia

32 SUPERBENA ROYALE® Peachy
Keen Verbena

33 SUPERBENA ROYALE® Plum
Wine Verbena

34 SUPERBELLS® Red
Calibrachoa



43 SNOWSTORM® SNOW GLOBE®
Sutea cordata

44 SUPERTUNIA® Daybreak
Charm Petunia

45 SUPERBELLS® White
Calibrachoa

46 SUPERBENA® Violet Ice
Verbena

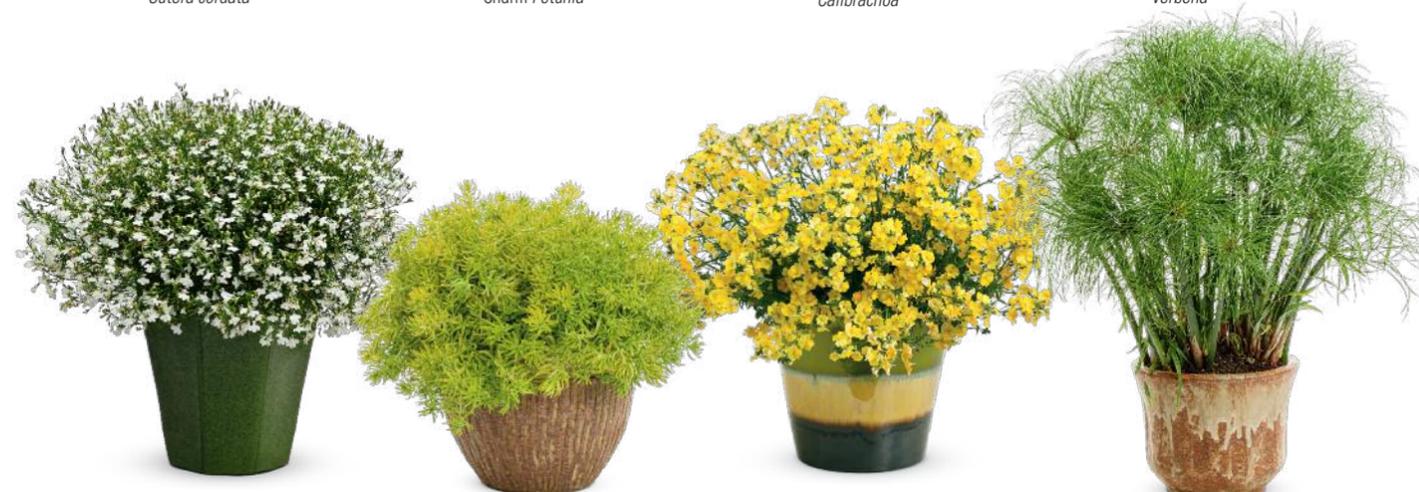


35 SUPERTUNIA® LOVIE DOVIE™
Petunia

36 SUPERBELLS® BLUE MOON
PUNCH™ Calibrachoa

37 'Sweet Caroline Light Green'
Ipomoea batatas

38 Sweet Caroline Sweetheart
Lime Ipomoea



47 LAGUNA® White
Lobelia

48 LEMON CORAL™ Sedum

49 SUNSATIA® Lemon
Nemesia

50 GRACEFUL GRASSES®
PRINCE TUT™ Cyperus

Top 12 Best-Selling Proven Winners Perennials



1 AMAZING DAISIES® 'Banana Cream'
Leucanthemum



2 PRIMO® 'Black Pearl'
Heuchera



3 AMAZING DAISIES® DAISY MAY®
Leucanthemum



4 'Cat's Meow' *Nepeta*



5 SWEET ROMANCE® *Lavandula*



6 'Cat's Pajamas' *Nepeta*



7 MAGIC SHOW® 'Wizard of Ahhs'
Veronica



8 SUMMERIFIC® 'Berry Awesome'
Hibiscus



9 DOLCE® 'Silver Gumdrop'
Heuchera



10 'Opening Act Blush' *Phlox*



11 DOLCE® 'Wildberry'
Heuchera



12 RAINBOW RHYTHM®
'Going Bananas' *Hemerocallis*

12 Must-Have Proven Winners Shrubs



1 PUGSTER BLUE® *Buddleia*



2 INCREDIBALL® *Hydrangea arborescens*



3 INVINCIBELLE® Spirit II
Hydrangea arborescens



4 LET'S DANCE® BLUE JANGLES®
Hydrangea macrophylla



5 BOBO® *Hydrangea paniculata*



6 FIRE LIGHT® *Hydrangea paniculata*



7 LITTLE LIME® *Hydrangea paniculata*



8 JAZZ HANDS® Variegated
Loropetalum



9 GINGER WINE® *Physocarpus*



10 FINE LINE® *Rhamnus*



11 AT LAST® *Rosa*



12 OSO EASY HOT PAPERIKA® *Rosa*



We're drumming up interest in our perennials and shrubs all year long across our social media channels and pointing consumers to their local garden centers to find them. Are you fully stocked? Don't overlook these important and profitable categories!

New Container Recipe Ideas



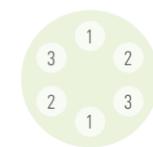
HAPPY HEART

- 1 SUPERTUNIA® LOVIE DOVIE™ *Petunia*
- 2 SUPERBENA® Raspberry *Verbena*
- 3 SUPERBENA® WHITEOUT™ *Verbena*



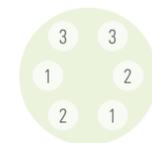
HYPNOSIS

- 1 SUNSATIA® BLOOD ORANGE™ *Nemesia*
- 2 SUPERTUNIA® BLACK CHERRY® *Petunia*
- 3 SUPERTUNIA® HONEY™ *Petunia*



SHINE ON

- 1 SUPERBELLS® Tropical Sunrise *Calibrachoa*
- 2 SUPERBELLS® White *Calibrachoa*
- 3 SUPERBENA® Royale Cherryburst *Verbena*



THANK ME LATER

- 1 LADY GODIVA™ Orange *Calendula*
- 2 LADY GODIVA™ Yellow *Calendula*
- 3 AMAZEL™ Basil *Ocimum*



THE WILD BUNCH

- 1 LADY GODIVA™ Orange *Calendula*
- 2 TOUCAN® Dark Orange *Canna*
- 3 TOUCAN® Rose *Canna*
- 4 VERMILLIONAIRE® *Cuphea*



TWIST AND SHOUT

- 1 Sweet Caroline Sweetheart Lime *Ipomoea*
- 2 GRACEFUL GRASSES® Purple Fountain Grass *Pennisetum*
- 3 SUPERTUNIA VISTA® BUBBLEGUM® *Petunia*
- 4 COLORBLAZE® TORCHLIGHT™ *Solenostemon*



A: JAZZ BAND

- 1 SUPERBELLS® TANGERINE PUNCH™ *Calibrachoa*
- 2 SUPERTUNIA® ROYAL VELVET® *Petunia*
- 3 COLORBLAZE® SEDONA SUNSET™ *Solenostemon*



B: LOOKING SHARP

- 1 SUPERBELLS® HOLY SMOKES!™ *Calibrachoa*
- 2 SUPERTUNIA® White Charm *Petunia*
- 3 METEOR SHOWER® *Verbena*



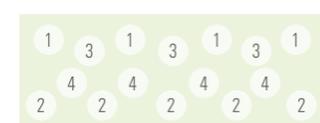
C: PLAY OF COLOR

- 1 SUPERBELLS® Double Orchid *Calibrachoa*
- 2 WHIRLWIND® White *Scaevola*
- 3 COLORBLAZE® TORCHLIGHT™ *Solenostemon*



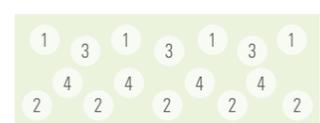
D: QUEEN ELIZABETH

- 1 ANGELFACE® Steel Blue *Angelonia*
- 2 LEMON CORAL™ *Sedum*



ON THE WATERFRONT

- 1 ANGELFACE® Super Blue *Angelonia*
- 2 SUPERBELLS® Plum *Calibrachoa*
- 3 KARALEE® Petite Pink *Gaura*
- 4 Sweet Caroline Raven Improved *Ipomoea*



THE ARTIST

- 1 ANGELFACE® Super Pink *Angelonia*
- 2 SUPERBELLS® RISING STAR™ *Calibrachoa*
- 3 STRATOSPHERE™ White *Gaura*
- 4 GRACEFUL GRASSES® Fiber Optic Grass *Scirpus*



Want more? Find nearly 1,000 container recipes at www.provenwinners.com/container-gardening/container-recipes/search.



The 50 Best-Selling Proven Winners Recipes

Looking for foolproof combinations that have been proven to thrive and sell? Try any of our top 50 most popular combination recipes which include the colors consumers want, varieties retailers can really move, and easy plants for growers.



1. Lilac Festival
 Supertunia® Trailing (formerly Mini) Blue Veined *Petunia*
 Supertunia® Royal Velvet® *Petunia*
 Superbena® Violet Ice *Verbena*



2. Bahama Beach
 Supertunia® Bordeaux™ *Petunia*
 Superbells® Lemon Slice® *Calibrachoa*
 Laguna® Sky Blue *Lobelia*



3. Bermuda Skies
 Superbells® Yellow Chiffon™ *Calibrachoa*
 Laguna® Sky Blue *Lobelia*
 Supertunia® Bermuda Beach® *Petunia*



4. Above and Beyond
 Supertunia Vista® Bubblegum® *Petunia*
 Supertunia Vista® Silverberry *Petunia*
 Supertunia Vista® Fuchsia *Petunia*



5. Starry Night
 Superbells® Lemon Slice® *Calibrachoa*
 Supertunia® Royal Velvet® *Petunia*
 Surfinia® Red *Petunia*



6. Summerfest
 Goldilocks Rocks® *Bidens*
 Superbells® Coralina *Calibrachoa*
 Supertunia® Royal Velvet® *Petunia*



7. Good Deed
 Superbells® Evening Star™ Improved *Calibrachoa*
 Superbells® Grape Punch™ *Calibrachoa*
 Supertunia® Limoncello® *Petunia*



8. Evening Breeze
 Superbells® Evening Star™ Improved *Calibrachoa*
 Snowstorm® Snow Globe® *Sutera*
 Superbena® Royale Plum Wine *Verbena*



9. The North Shore
 Superbells® Pink *Calibrachoa*
 Superbells® Yellow *Calibrachoa*
 Supertunia® Royal Velvet® *Petunia*



10. Fired Up!
 Goldilocks Rocks® *Bidens*
 Superbells® Dreamsville® *Calibrachoa*
 Superbena® Red *Verbena*



11. Candyland
 Superbells® Dreamsville® *Calibrachoa*
 Superbells® Pink *Calibrachoa*
 Superbells® Yellow *Calibrachoa*



12. Enchanted Garden
 Sweet Caroline Raven Improved *Ipomoea*
 Supertunia® Black Cherry® *Petunia*
 Supertunia® Latte™ *Petunia*



13. Girl's Night Out
 Supertunia® Bordeaux™ *Petunia*
 Supertunia® Limoncello® *Petunia*
 Superbena® Royale Plum Wine *Verbena*



14. Once In A Blue Moon
 Superbells® Blue Moon Punch™ *Calibrachoa*
 Superbells® Lemon Slice® *Calibrachoa*
 Supertunia® Royal Velvet® *Petunia*



15. Afternoon Tea
 Superbells® Evening Star™ Improved *Calibrachoa*
 Supertunia® Limoncello® *Petunia*
 Supertunia® Royal Velvet® *Petunia*



16. Fireworks
 Laguna® White *Lobelia*
 Supertunia® Royal Velvet® *Petunia*
 Superbena® Red *Verbena*



17. Joy
 Superbells® Red *Calibrachoa*
 Superbells® Tropical Sunrise *Calibrachoa*
 Supertunia® Honey™ *Petunia*



18. Summer Punch
 Superbells® Tangerine Punch™ *Calibrachoa*
 Superbells® Grape Punch™ *Calibrachoa*
 Superbells® Pomegranate Punch™ *Calibrachoa*



19. Aladdin's Lamp
 Superbells® Yellow *Calibrachoa*
 Laguna® Sky Blue *Lobelia*
 Superbena® Red *Verbena*



20. Summer Fun
 Superbells® Morning Star™ *Calibrachoa*
 Laguna® Sky Blue *Lobelia*
 Supertunia® Red *Petunia*



21. Santa Belle
 Superbells® Yellow *Calibrachoa*
 Laguna® (formerly Lucia)
 Dark Blue *Lobelia*
 Superbena® Scarlet Star *Verbena*



22. Fruit Fusion
 Superbells® Plum *Calibrachoa*
 Superbells® Yellow Chiffon™ *Calibrachoa*
 Snowstorm® Giant Snowflake® *Sutera*



23. Aloha
 Superbells® Cherry Star *Calibrachoa*
 Superbells® Sweet Tart™ *Calibrachoa*
 Supertunia® Limoncello® *Petunia*



24. Main Street USA
 Supertunia® Trailing (formerly Mini) White *Petunia*
 Supertunia® Royal Velvet® *Petunia*
 Surfinia® Red *Petunia*



25. Banana Colada
 Superbells® Lemon Slice® *Calibrachoa*
 Sunsatia® Coconut *Nemesia*
 Supertunia® White *Petunia*



26. Backyard BBQ
 Flambe® Yellow *Chrysocephalum*
 Superbells® Dreamsville® *Calibrachoa*
 Supertunia® Really Red *Petunia*



27. Velvet Skies
 Supertunia® Royal Velvet® *Petunia*
 Supertunia® Trailing (formerly Mini) Silver *Petunia*
 Blushing Princess® *Lobularia*



28. Orange Creamsicle
 Superbells® Tropical Sunrise *Calibrachoa*
 Snowstorm® Snow Globe® *Sutera*
 Superbena® Royale Peachy Keen *Verbena*



29. Beach Sunset
 Superbells® Coralina *Calibrachoa*
 Supertunia® Honey™ *Petunia*
 Superbena® Royale Peachy Keen *Verbena*



30. Great Barrier Reef
 Diamond Frost® *Euphorbia*
 Rockapulco® Coral Reef *Impatiens*



31. Ada
 Superbells® Evening Star™ Improved *Calibrachoa*
 Supertunia® Royal Velvet® *Petunia*
 Superbena® Royale Plum Wine *Verbena*



32. Sweet Stars
 Supertunia® Pink Star Charm *Petunia*
 Supertunia® Sangria Charm *Petunia*
 Supertunia® Violet Star Charm *Petunia*



33. Wine Country
 Superbells® Yellow Chiffon™ *Calibrachoa*
 Supertunia® Bordeaux™ *Petunia*
 Superbena® Royale Plum Wine *Verbena*



34. Flashy Fun
 Superbells® Coralina *Calibrachoa*
 Laguna® Sky Blue *Lobelia*
 Sunsatia® Lemon *Nemesia*



35. Avalon
 Superbells® Grape Punch™ *Calibrachoa*
 Superbells® White *Calibrachoa*
 Superbena® Sparkling® Amethyst *Verbena*



36. Patrick's Punch
 Superbells® Dreamsville® *Calibrachoa*
 Supertunia® Limoncello® *Petunia*
 Superbena® Scarlet Star *Verbena*



37. Candy Store
 Superbells® Holy Moly!® *Calibrachoa*
 Superbells® Yellow *Calibrachoa*
 Supertunia Vista® Fuchsia *Petunia*



38. Livin' on the Edge
 Superbells® Dreamsville® *Calibrachoa*
 Supertunia® Really Red *Petunia*
 Supertunia® Royal Velvet® *Petunia*



39. Sun Kissed
 Superbells® Tangerine Punch™ *Calibrachoa*
 'Sweet Caroline Red' *Ipomoea*
 Supertunia® Honey™ *Petunia*



40. Jubilant
 Goldilocks Rocks® *Bidens*
 Superbells® Cherry Red *Calibrachoa*
 Laguna® Sky Blue *Lobelia*
 Superbena® Whiteout™ *Verbena*



41. Party Time
 Laguna® Sky Blue *Lobelia*
 Supertunia® Royal Velvet® *Petunia*
 Supertunia Vista® Fuchsia *Petunia*



42. Berrylicious
 Superbells® Lemon Slice® *Calibrachoa*
 Supertunia® Royal Velvet® *Petunia*
 Superbena® Royale Iced Cherry *Verbena*



43. Heart & Soul
 'Sweet Caroline Light Green' *Ipomoea*
 Supertunia® Bermuda Beach® *Petunia*
 Supertunia® Royal Velvet® *Petunia*



44. Plum Crazy
 Superbells® Lemon Slice® *Calibrachoa*
 Supertunia® Royal Velvet® *Petunia*
 Snowstorm® Giant Snowflake® *Sutera*



45. Spirit of America
 Supertunia® Really Red *Petunia*
 Supertunia® Royal Velvet® *Petunia*
 Snowstorm® Giant Snowflake® *Sutera*



46. Calico Delight
 Superbells® Cherry Red *Calibrachoa*
 Superbells® White *Calibrachoa*
 Supertunia® Bordeaux™ *Petunia*



47. Let's Get Together
 Superbells® Cherry Star *Calibrachoa*
 Superbells® Holy Moly!® *Calibrachoa*
 Supertunia® Black Cherry® *Petunia*



48. Belle Ambition
 Supertunia® Hot Pink Charm *Petunia*
 Supertunia® Lovie Dovie™ *Petunia*
 Bright Lights™ Double Moonglow *Osteospermum*
 Superbena® Stormburst *Verbena*



49. One of a Kind
 Superbells® Coralberry Punch™ *Calibrachoa*
 Superbells® Yellow Chiffon™ *Calibrachoa*
 Superbena® Royale Peachy Keen *Verbena*



50. Pretty in Pink
 Superbells® Pink *Calibrachoa*
 Supertunia® Trailing (formerly Mini) Strawberry Pink Veined *Petunia*
 Superbena® Royale Iced Cherry *Verbena*