

C1 - Intro - Jessica

Hi, I'm Jessica DeGraaf. Welcome to the 2025 Proven Winners® Certified Garden Center Training Program!

At Proven Winners, our mission is to create successful gardeners through innovative products and services - giving gardeners the confidence and knowledge they need to succeed.

That's our goal at retail as well – to give you and your fellow team members the tools and resources to inspire, educate and empower your customers.

To build on that mission, we've invested heavily in cultivating unique solutions that suit the look and feel of each of our garden center customers, so they can grow and thrive well into the future.

Gardeners love plants, love to share their experiences, and love their local garden centers. In a recent survey, we found the primary reasons they shop at an IGC, are

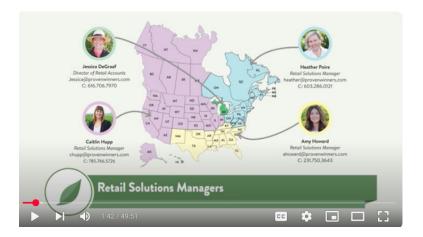
- * One, because they are looking for advice from local gardening experts that's you!
- * And two, they are seeking solutions to their gardening challenges.

To help you service your customers most effectively, we've assembled a talented team of Retail Solutions Managers who are incredibly passionate about the IGC channel.

Their number one goal is to help you fully leverage the programs, tools and solutions that the Proven Winners brand offers.

We believe we can do more together. That's why we've created the Connect+® marketing program – an exclusive service for IGCs - to offer you easy, customizable ways to attract new customers and retain your existing ones.

We want our plant and marketing programs to work for you at a local level and encourage you to reach out to Amy, Caitlin or Heather for assistance.



As a reminder, we won't be able to cover every plant and program we offer in this video, so we encourage you to check out the more than 100 educational videos in Proven Winners University.

They cover in-depth regional information, garden success tips and retail best practices in short training videos which are perfect for your weekly team huddles or meetings.

So, before we dive in, let me tell you a little about what our Proven Winners brand is all about

From our humble beginnings with just 4 groundbreaking annual plants in 1992, the Proven Winners brand continues to innovate and grow today.

We now offer a full range of award-winning plants - annuals, perennials, shrubs, tropicals and trees, plus bulbs, premium potting soils, plant foods, watering solutions, and tools that help ensure gardeners success.

And, with the addition of our leafjoy houseplant program, you can now offer high quality genetics you've come to enjoy from Proven Winners both indoors and out.



We are committed to investing in marketing that inspires and educates gardeners right where they live, shop and garden.

One of the ways we're doing so is by creating billions of impressions across a wide variety of mediums and channels including broadcast television, podcasts, weather-triggered billboards, streaming media, direct mail, social media and online.

These campaigns focus on connecting with gardeners regardless of where they're at, and, most importantly, driving them to their local independent garden centers to find Proven Winners.

We believe that peer to peer interaction is critical to our brand's success.

That's why, in addition to these media buys, we're also educating dozens of content creators about our products and empowering them to reach their own audiences with our brand message.

Heather will talk to you much more about them coming up.

We know that training is an investment, so we'd like to thank you for investing your time and resources to learn more about our plants and products.





As the Brand Gardeners Trust, we have a social responsibility to uphold not just to gardeners, but to the planet as well.

We believe that sustainability is vital to the health of our industry, and we strive to be on the forefront of sustainable initiatives. Proven Winners is committed to growing greener.

Sustainability is a growing concern for many gardeners and we have been working diligently to develop products that will make gardening a more sustainable experience.

According to a December 2023 survey, 78% of gardeners feel that sustainability is important. 55% are willing to pay more for eco-friendly brands. And 84% say that poor environmental practices will alienate them from a brand or company.

Our commitment to growing greener through sustainable production practices and developing more eco-friendly options for gardeners runs generations deep.

Starting with our state-of-the art production facilities, our licensees employ many sustainable practices designed to help protect our planet.

They invest in cutting-edge technology in the areas of LED lighting to reduce energy use, minimize spraying in favor of robust integrated pest management protocols, and utilize alternative nergy sources like solar panels and energy curtains to reduce reliance on fossil fuels.

Water conservation is another sustainable practice we have implemented at many of our production greenhouses which utilize flood floors that recycle, sanitize and reuse water time and again.

Programmable watering booms are utilized in other greenhouses where plants are grouped together and irrigated according to their water needs.

Proven Winners is committed to reducing the amount of single-use plastic needed to bring our plants to garden centers. All Proven Winners signature white plastic branded containers and labels are recyclable, and all co-ex containers include recycled material.

We have also taken extensive steps to develop plant packaging that is plastic-free with our new plant- powered Eco+Packaging options. Eco+ Grande and Eco+ Quart containers are made from plants, are industrial compostable, have nutrients built right into the walls of the containers, and have removable tabs that allow them to be planted directly into the ground.

These containers have been very popular, and we're getting fantastic feedback from eco-conscious consumers about being able to reduce the amount of single-use plastic they are sending into landfills.

Along with tags being made from 100% recycled plastic, we are also testing plant-based tags which will result in the industry's first 100% plant-powered complete package.

For shrubs, we have launched new packaging that uses 83% less plastic than conventional industry containers. This packaging is intended for use with 5 to 20 gallon shrubs. They are not only economical and better for the environment, but they also encourage healthier roots.

Want to learn more about our sustainable packaging or get POP signage for your store? Contact your Proven Winners Retail Solutions Manager who will be glad to help.



C3 - Annuals - Dave

Proven Winners has introduced many first to market, cutting edge plants that have gone on to be industry staples.

Our product development team works with a large network of plant breeders from around the world, trialing thousands of varieties each year in multiple climatic environments, to find the very best plants with the broadest performance range throughout North America.

Our in-depth evaluation process is focused on performance for the grower, retail appeal, and most importantly, season-long performance for gardeners.

When selecting new varieties, gardener success, and our mantra of A Better Garden Starts With A Better Plant, will always be our foremost guiding principle.

Let's take a look at a few of the most exciting new annual varieties for the 2025 season that we think will be a hit with your customers.

First up are two new varieties of petunias with innovative and eye-catching flowers, creating a new subclass of Supertunia that we're calling Supertunia Tiara.

Both Supertunia Tiara Pink and Supertunia Tiara Blue feature flowers with a luminescent glow.





No deadheading is needed to keep Supertunia Tiara varieties in bloom from spring to fall.

In addition to gorgeous flowers, the vigor is incredible, nearly rivaling Supertunia Vista® petunias but with a more trailing habit. These extremely weather tolerant, durable performers will be loaded with flowers all season.

Combine them with other medium to high vigor plants in large hanging baskets and upright containers or use them as a flowering groundcover for landscapes.



We're sure your customers have come to love Whirlwind Scaevola varieties due to their extreme durability in the sun, heat, humidity, rain, drought and wind. Meet the first-ever series of Scaevola with star-shaped rather than fan-shaped flowers.







We welcome three colors to this new series…Stardiva Blue, Stardiva Pink, and Stardiva White. Though both series of Scaevola flowers have five petals, those of the new Stardiva™ series are arranged in a perfect star formation, lending a larger, fuller appearance to the blossoms.

Pollinating bees are quick to find the tiny white bullseye that rims the throat of each flower. These Stardiva varieties form a compact, densely mounded to semi-trailing mound that is smaller overall than Whirlwind® varieties.



Another top performer for the 2025 season is Aromagica Purple, an innovative new Heliotrope. A few things make Aromagica Purple really special...outstanding summer garden performance, a well-branched, layered habit, and incredibly large, fragrant flowers.

While other heliotropes can look tired and sparse by midseason, Aromagica Purple's great growth habit and large flowers attract pollinating bees, butterflies and hummingbirds all summer long.

Another key benefit of Aromagica Purple is deer resistance due to the rugose, dark green foliage and fragrant blooms.

Superbells calibrachoa have been a favorite with gardeners for many years and for 2025, we welcome two new double flowered Superbells calibrachoa varieties: Superbells Double Smitten Pink and Superbells Double Vintage Coral.





Fantastic in container gardens and mixed with other plants in recipes, these varieties produce an abundance of colorful blossoms all over a healthy canopy of green foliage

The two-tone pattern of SUPERBELLS® Double SMITTEN PINK™makes it a cinch to match up with both pastels and vibrant colors in hanging baskets, window boxes and upright container recipes.

Everything vintage is trending with consumers, and the antique amber-orange veined, fully double-flowered Superbells Double Vintage Coral is everything they are looking for.

Its color shift throughout the season makes it even more compelling, with purple tones appearing in its veins and petals.

Dahlias are undeniably trending with consumers due to their brightly colored, large, showy flowers - making them great for cut flowers.

For the 2025 season, we're launching the new collection of Virtuoso Dahlias, that includes a broad range of 5 outstanding colors including Virtuoso Classy Carmine, Virtuoso Dayglo Yellow, Virtuoso Pinkerific, Virtuoso Rad Raz, and Virtuoso Vibrant Violet.



These plants display outstanding vigor, good tolerance to powdery mildew, and large, double to semi-double flowers that stand on proportional stems.

The Virtuoso Dahlias will bloom throughout the whole season, making them a standout in your customer's gardens and containers all summer long - not just in late summer like many dahlias.

To learn more about these plants and all of our new annuals for the 2025 season, you can watch our full-length new variety video in Proven Winners University.

Our most popular annuals are Supertunia Petunias, Superbells Calibrachoa, and Superbena Verbena.

You'll probably have a lot of these varieties in your garden center this season, so let's talk about a few reasons that make these plants in such demand, so you can pass them along to your customers.

Our number one class of Proven Winners annuals remains Supertunia petunias, famous for exceptional all-season garden performance, extreme weather tolerance, ideal growing habits, an abundance of self-cleaning flowers, and the ability to thrive in landscapes, containers and recipes.

Based on our internal testing, many years of winning awards at University trial gardens across North America, and a tremendous amount of feedback directly from gardeners, we know Supertunia petunias are the best petunias.

With no need for the gardener to pluck off flowers to keep the plants in bloom all season, Supertunia petunias are the perfect plants to recommend for everyone from your novice to advanced gardeners as they all can have success, and will end the season feeling like they have a green thumb.

Let's talk about Superbells calibrachoa next. Superbells are the ideal plant for containers for a few important reasons.

They require a well-drained potting mix; they have a perfect mounded-trailing habit which allows them to mix well with other plants; and they fill the container fully while also spilling over the edge as they grow.

Superbells are low-maintenance and have self-cleaning flowers which means your customers won't have to deadhead them to keep them flowering all season.

These plants are also a great choice for anyone looking to decorate their deck or patio with vibrant blooms.

With over 40 Superbells varieties in the widest color range of just about any plant genus, your customers can count on finding Superbells to match their house color, patio furniture, or their decorative containers.

Lastly, are the amazing Superbena verbenas. Superbenas are vigorous growers that are heat tolerant and are covered with large flowers in a range of saturated hues and dazzling bicolor patterns.

They perform fantastically when planted in the ground and will act almost as a groundcover that will flower profusely from Spring through Fall. The mounded trailing growth habit of Superbena also makes them perfect for mixing with other plants in containers.

They'll fill in spaces quickly while also trailing over the edge of the container, producing showy flower umbels all season long.

We do a lot of marketing for Supertunia, Superbells and Superbena directly to consumers with the goal of driving them to your store to find their favorites in stock.

To simplify the shopping process, help your team members direct customers, and reduce questions during the busiest time of year, we highly recommend grouping these three types of annuals together – either on end caps, individual tables, or in large blocks within your annual department.

To assist you with this, we have developed suites of POP signage for Supertunia, Superbells, and Superbena. With many different shapes, sizes and designs available, you can easily create eye-catching and informative displays no matter the size of your garden center.

One of the fastest ways to increase customer loyalty and make them want to return year after year, is to contribute to their gardening success.

Proven Winners plants are bred and selected to outperform other plants, but helping your customers with a few important additional tools will take their gardening experience to a whole other level.

We monitor our social media channels regularly, and love seeing the many posts from gardeners raving about the performance of their Proven Winners plants when they also use Proven Winners Premium Potting Soil and Premium Plant Foods.



Now, with AquaPots Lite, plants will be bigger, healthier, have more flowers, and perform longer in a high-quality potting soil while having constant access to continuous release and water soluble plant foods.

All the items mentioned have low minimums for garden centers, and there's still time to bring them in this season. For more information, contact your Proven Winners Retail Solutions Manager or visit the professionals page at ProvenWinners.com.

C4 - Perennials - Jessica

Perennials are one of the fastest growing categories here at Proven Winners, and we consistently hear this from garden centers across North America as well.

The reasons why vary, but they are truly the ultimate problem-solver in the garden – offering a wide range of colors, textures, drought tolerance, habitat for pollinators, sun and shade tolerance, and so much more!

You can confidently recommend Proven Winners perennials because we've done the work to ensure that the 250+ varieties in the lineup have been trialed and tested to ensure gardeners' success.

Even more importantly, this mix provides you with the opportunity to sell our products from early spring to first frost.

Dave is going to share some of the top new perennial introductions that bring the wow factor to your retail benches!



Designer Threads Coreopsis

Another new series and genus for Proven Winners perennials is Designer Threads Coreopsis verticillata. The 4 colors of Designer Threads all have mounded habits and add fine texture to the garden from the moment they emerge in spring. Each variety was selected only after showing exceptional mildew resistance to preserve that fine foliage. Blooms on this series persist for many weeks – opening cleanly with broad, flat petals.

The soft yellow flowers of Designer Threads Creamy Calico each contain a broad, defined deep maroon eye. The flowers are a clear bi-color and do not contain any flecking or bleeding in the petals.

Designer Threads Golden Needles has Golden yellow flowers, each containing sharp maroon central eye zones. The flowers of Designer Threads Golden Needles are clear bi-color and do not contain any flecking or bleeding in the petals. Flowers are notably large.

Designer Threads Heartstrings have Cream flowers with a dark reddish pink eye. The eye zone jets nearly to the tip of each petal, with flecking appearing along the veins. Flowers are notably large at 2 inches wide. Designer Threads Scarlet Ribbons has Velvety maroon-red flowers that are solid throughout the petal.



Double Coded Everything's Rosy

Varieties in this Double Coded *Echinacea series* have prolific floral production seated atop dense rosettes of foliage. Broad, horizontal ray petals maximize flower size and Plants are low, wide, and well-branched allowing for use along the front of the border. New for 2025 is Double Coded Everything's Rosy with 4 inch flowers with rosy poms and soft pink ray petals that burst into life under the heat of midsummer. Compared with Double Coded Raspberry Beret, Double Coded Everything's Rosy is a lighter shade of pink with fewer red tones in the flower.



Summerific 'Cookies and Cream' Hibiscus

Summerific Cookies and Cream, a 2025 Top Pick, is a night and day combination of matte black foliage and pure white flowers. Summerific 'Cookies and Cream' emerges in late spring already showing its dark foliage which is the perfect backdrop to early season perennials. Like other dark-leaved Hardy Hibiscus, full sun is necessary to bring out the deepest foliage color.

Beginning in midsummer, slightly cupped 6 to 7 inch bright white flowers will appear. Each bloom is absent the typical red eye of Hardy Hibiscus, appearing solid white.

Summerific 'Cookies and Cream' is exceptionally compact and sturdy and despite the smaller habit size, it does not lack for flowers. Blooms will appear the length of the stem, for top to bottom flower coverage, causing Summerific 'Cookies and Cream' to bloom both earlier and longer than traditional varieties.



Shadowland Lone Star Hosta

Next is Shadowland Lone Star, a green-centered sport of the popular variety Key West. The leaves are a medium green with a vivid gold margin with Bright filtered shade drawing out the most intense gold coloration in the margin. Near white flowers are held well above the foliage on tall scapes in early summer.



Luminary Pink Lightning Phlox

The brilliant flower color of 'Luminary Pink Lighting' will deliver a shock to the landscape when it begins blooming in midsummer. Each individual flower is a bright true pink with a central white starburst pattern. Individual flowers of Luminary Pink Lightning are the largest in the series. Compared with Luminary 'Prismatic Pink', the flowers are not as lavender and have light colored centers instead of dark. Healthy foliage has been documented as mildew free through September.



Living Large Blue Sky Salvia

Living Large Big Sky, a 2025 Top Pick is a super-sized new Salvia that will be a must have for gardeners. A magnificent floral display of violet blue flowers is supported by a dense rosette of large green leaves. Living Large Big Sky is later to bloom than other Perennial Salvias. We love to talk about what's new, but it's also important to share some of our tried-and-true perennial classes that are workhorses in the garden - those plants that provide simple solutions for your customers, and most importantly, have long-lasting garden performance!

Trend 1: Plants with extreme drought tolerance

Whether you're in a region with water restrictions, or simply have customers looking to minimize their water usage, there are a number of great perennials that require very little water to thrive.

Let's talk about one of the most overlooked perennials at the garden center – Achillea – more commonly known as Yarrow.

Achillea is one of the easiest perennials to grow and is a great choice for beginners.

It is very forgiving of poor soils and has low water requirements. In addition, it can be grown across a wide portion of N. America from zones 3 through 8.

You'll want to recommend that your customers plant yarrow in full sun and if possible, in well-drained soil.

The 'Firefly' series includes five, tall, bright varieties that are perfect in the middle of the perennial bed.

Their lacy, green foliage is set off by dense, flat flower clusters from early summer into late summer.

Because of its lacy, aromatic foliage, achillea are unattractive to deer and rabbits, but the butterflies and bees love to visit their bright blooms.

Trend 2: Perennials that Attract Pollinators

Gardeners have been buzzing about pollinators!

Take advantage of this key trend by stocking and merchandising your displays to feature plants that attract a wide range of pollinators to the garden.

When we talk about plants that attract pollinators, we can't think of a better class to recommend than Salvia..

Dave shared some great information on the new Living Large 'Big Sky' introduction, but we want to talk about some of our other Salvia collections that are simply must-haves.

Profusion Collection

For flower power at retail, especially in May, there is none better than the Profusion series!

What we love the most is that these Salvia nemorosa hybrids will blow your customers away with the number of times they rebloom throughout the season.

Instead of the standard bloom time in late spring to early summer, this series continues to bloom throughout the season, providing ample food sources for pollinators.

'Pink Profusion' - the 2024 Perennial of the Year - has been a huge seller; be sure to stock some this spring because your customers will be asking for it!

Color Spires Collection

The Color Spires Collection is a larger, more robust group of our perennial Salvias. Like the Profusion series, these Salvias are deer and rabbit resistant, and have low to moderate water requirements.

Remember that this is a true collection, which simply means that you will see a number of foliage and flower forms within it. Rest assured that pollinators will love all 7 varieties.

While these do not rebloom as profusely as the Profusion collection, they will provide a second, smaller flush of blooms if they are cut back.

Trend 3: Perennials with Native Roots

North America is resplendent with native plants, and the Proven Winners® Perennials lineup includes a broad selection of plants with native roots.

These are plants that may be a selection from a single native species, or the result of crosses between multiple native species.

The result of mixing species often brings the best of both worlds.

That may be developing additional cold hardiness for tender perennials, increased disease resistance, new colors or flower forms, or a longer bloom time.

The goal of such native hybrids is to preserve the beauty and benefits of the plant as they occur in nature, paired with the superior performance necessary to thrive in home gardens.

We offer many perennials with native roots, but let's talk about one specific category—ornamental grasses.

Prairie Winds Collection

Panicum or Switch Grass is native to almost the entire U.S. and portions of Southeast Canada.

This sturdy grass remains standing through winter, providing important cover for wildlife during the harshest time of year.

It's versatile from a design standpoint, making an effective specimen, mass planting, living screen, erosion preventer, or large container plant.

Prairie Winds 'Apache Rose' has a dense, upright habit with gray-green leaves that become flushed with a hint of rosy-red in fall.

While many panicum have cream or tan inflorescences, Prairie winds 'Apache Rose' bears unique rose-colored flower panicles.

A newer selection of panicum is Prairie winds 'Niagara Falls'. This native cultivar looks like a Miscanthus in the landscape with its arching foliage but with powder blue color foliage and sprays of creamy white seed panicles in the fall.



We've shared 3 common trends or solutions that your customers are looking for. Next, let's go a step further and look at a merchandising solution you can implement in your store called EZ SCAPES.

EZ Scapes are professionally designed landscapes for sun and shade that solve problems like

gardening with high heat, deer pressure, clay soil and much more.

EZ Scapes perennials grow well together because they have similar growing preferences including sun or shade tolerance, moisture levels and soil type.

Each EZ Scapes recipe is series-specific, allowing you to merchandize the specific varieties you have in stock within that respective series.

To learn more, check out the EZ Scapes videos in Proven Winners University, or ask your Retail Solutions Manager how you can implement this merchandising program at your garden center.

C5 - Shrubs - Natalie

Certain plants are always reliable sellers at garden centers—think hydrangeas, roses, and lilacs. The more well-known varieties practically sell themselves—like 'Limelight' hydrangea or Bloomerang lilac.

But how do you keep your customers coming back and increase sales at the same time? One way is by offering new varieties.

However, "new" isn't enough; the plants need to offer something special, like novelty or superior performance.

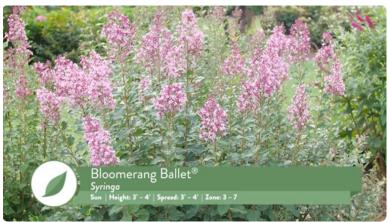
Proven Winners simplifies this process by only introducing new plants that stand out—whether it's filling a niche or having stronger genetics, our varieties keep the discerning gardener coming back.

Now, let's take a look at some of our top-performing new shrubs and why your customers will love them.

Lilacs

Lilacs are a spring staple, and no one does them like Proven Winners ColorChoice. About 15 years ago, we introduced Bloomerang® Purple lilac—our first lilac to bloom in spring, rest, and rebloom in midsummer. Chances are, your customers already know the Bloomerang name.

But the series has evolved, and Bloomerang® Ballet is proof. It's our most prolific reblooming lilac yet!



After a lush spring display of fragrant pink-purple flowers, it takes a brief rest, then bursts back with blooms from late summer through fall.

For customers who are looking the sweet scent of lilacs in their garden all season long, or are familiar with Bloomerang but want a more abundant summer rebloom, Bloomerang Ballet lilac is a sure bet.

Hydrangeas

Hydrangeas are always top sellers and generate the most buzz in any content we create. So it follows that bringing standout new hydrangea varieties to your garden center is a great way to boost sales.





That's where Fairytrail® Cascade Hydrangeas® come in. There's nothing else like them. Their graceful, draping habit offers hydrangea lovers new ways to enjoy this popular plant, whether cascading over rock walls, in decorative containers, or even hanging baskets.

The two newest members of the Fairytrail series of Cascade Hydrangeas are Fairytrail Green and Fairytrail White.

Each shares the graceful habit of arching, cascading branches with a flower bud at every node, but the blooms of Fairytrail Green hydrangea are a cool, refreshing lime green and Fairytrail White is a mophead version of the world-famous Fairytrail Bride hydrangea.

When you're selling Fairytrail hydrangeas, especially at the colder edge of their hardiness zones, here's a tip to pass on to your customers: these hydrangeas bloom on old wood, plus

they bloom earlier than other bigleaf types so they are more likely to get frost damage to the buds in cold climates.

However, we have found that if it's planted in a part shade location where the shade comes later in the day, not in the morning, colder climate gardeners can be successful with it too.

Roses

At Proven Winners ColorChoice, we're already known for our Oso Easy line of disease resistant, long blooming landscape roses.

So we've been taking all those qualities that make landscape roses so easy to care for, and combining them with blooms that look all the world like a hybrid tea, with none of the fuss.



OSO EASY EN FUEGO® rose graces the garden with intensely colorful flowers that start off yellow and red and fully open to an electric orange. And that makes it absolutely irresistible in the garden center and landscape.

Oso Easy En Fuego rose has been a standout performer in trials from Michigan to Florida, making it a perfect choice for rose lovers in a wide range of climates.

Fun and Fancy Foliage

Everyone loves flowers in the garden, but blooms only last so long, then most gardens rely on the qualities that make these next new varieties so interesting. Foliage.

Shrubs with interesting leaf forms and variegated or unusual coloring do the hard work of carrying gardens all the way through the season.

The next time your customer is choosing their favorite new rose or hydrangea, try adding on a companion shrub with foliage interest. Like one of these varieties:



Sgt. Pepper Tartarian dogwood is so incredibly pretty and unique that it's sure to have major impulse appeal at the garden center – making it the perfect add on sale.

Yes, this shrubby dogwood has fluffy white spring blooms, but it's the variegated green and white foliage with vivid pink tones that steals the show.

In summer, the colors shift to green and cream, then as late summer approaches, the white leaf margins return to bright pink. In winter, striking red stems take center stage, making this dogwood a true year-round standout.

Sgt Pepper cornus can be planted in clay and alkaline soil, is deer resistant, and makes a great cut stem for floral arrangements.

You know how sometimes a preloved jacket or preowned car can still feel new to you, and just as exciting as something that is truly brand new?



That's how we feel about Kintzley's Ghost honeysuckle. No, it's not new, but it is new to the Proven Winners ColorChoice lineup and we know there's a huge audience clamoring for this one-of-a-kind native.

If you haven't had the pleasure of getting to know this plant, let me introduce you.

In spring, it starts out like any other honeysuckle, but soon unique blue-white, saucer-shaped bracts form around the flower buds, from which tubular yellow flowers emerge.

While the flowers have a light scent and attract pollinators, it's the blue bracts that grab everyone's attention—they look a lot like eucalyptus and stay that striking dusty blue until fall.

After the flowers fade, red berries appear in the bracts, but don't worry—this North American native isn't invasive.

It's a great choice for customers wanting a vining plant that's easier and faster to grow than clematis. Plus, it's deer resistant, drought tolerant, and a unique addition to floral arrangements.

Abelia is the perfect choice to bring beauty and charm to warmer climate gardens. Each cultivar offers unique foliage colors, spring flowers, and, best of all, easy care.



Poco Loco is a new dwarf Abelia that stays interesting all season! It starts in spring with yellow and orange foliage, transitioning to green with pink-red new growth as the season progresses. Fragrant pink flowers add to the display.

Its natural globe-shaped habit adds structure and tidiness wherever it's planted. Suggest Abelia to gardeners who are looking for pollinator plants that are deer resistant and might have alkaline and clay soil.

No matter what you suggest, when you're recommending plants to your customers, finding solutions to their gardening challenges is your first priority, and helping them do that with the newest, top-performing cultivars can help turn their gardening dreams into reality.

C6 - Houseplants - Heather



Proven Winners is The Brand Gardeners Trust, and we take that brand promise seriously.

When choosing our new houseplant partner, The Plant Company, it was important they shared our commitment to high standards and quality genetics.

Together, we've created the exceptional leafjoy houseplant collection with all types of gardeners in mind.

Our three key priorities when introducing leafjoy houseplants are:

Is the variety healthy, resilient, and virus-free? We believe houseplants should thrive, not just survive for a few months before being discarded.

Houseplants have become more than just decor -- they're biophilic companions. We are committed to offering only the most robust, long-lasting varieties so they can be enjoyed for years to come.

Is the plant easy to care for? A houseplant should bring joy, not stress. That's why we focus on varieties that are simple to care for, enhance well-being by improving air quality, boost mental health, and provide a sense of fulfillment through nurturing a living thing.

Does the plant enhance the home's aesthetic? Houseplants can transform any space by bringing beauty, warmth, and life to a room.

We ensure our selections complement modern home decor, so the space feels more inviting and alive.

Our popular hydroponic leafjoy H2O collection only requires water top offs once per month -- offering convenience for plant lovers who may hesitate in making a purchase because of their time away from home.

For those looking to explore a variety of plants, our leafjoy Littles program offers smaller 3.5 inch pots that are affordable and perfect for learning what works best in a home, dorm, or office.

Passionate and novice plant collectors alike can build confidence in houseplant care with leafjoy littles.

We also offer full-size plants in 12cm and 17cm pots, as well as our canopy collection that makes an immediate impact in any hard-to-decorate vertical space.

Whether customers start with an easy-care leafjoy H2O plant, a few leafjoy Littles, or a larger full-size option, they'll have success -- and they'll keep coming back to expand their leafjoy collection. Because there is no seasonality to houseplants, you can order now and reorder in small quantities to refill through the year.

C7 - New Categories & Year Long Sales - Dave

We are always on the hunt to add innovative and top performing plants and gardening related products to the Proven Winners brand.

The 2025 season is no exception with a number of new initiatives that are sure to be a hit with gardeners, not to mention profitable programs for your garden center.

Emerald Isle and Heart to Heart



To help you capitalize on the tropical trend, we are introducing emerald isle, a stunning alocasia. At maturity each leaf of emerald isle can easily measure 12 inches wide and 18 inches long.

This plant is heavier branched than most Alocasia, creating an eye-catching thriller in container recipes and a stunning focal point in landscapes in sun or shade.

Emerald Isle will also pair fantastically with the popular Proven Winners Heart to Heart caladium varieties. These eye-catching caladiums are tropical in nature and so easy for gardeners to have success with as they don't need flowers to always be in color!

With a wide array of stunning leaf colors and patterns, Heart to Heart caladiums can be used almost anywhere.

With the best caladium breeding in the world and a mix of varieties that can be used in full sun

to full shade locations, Heart to Heart caladiums are quickly becoming a gardener's favorite.

Hollywood Hibiscus



Continuing with the tropical trend, we have added the popular Hollywood Hibiscus to our program.

Hollywood Hibiscus have improved foliage and growth habits, increased pest and disease resistance, and vibrant, eye-catching flowers that can last up to 3 times longer.

These distinctive features, along with an exceptional bud and bloom count, set Hollywood Hibiscus apart from other tropical hibiscus varieties.

Netherland Bulb



Another new partnership and plant category for Proven Winners is packaged bulbs from Netherland Bulb Company.

We've partnered with this premier bulb supplier to bring curated collections of Proven Winners bulbs to IGCs nationwide.

The line includes exclusive collections of premium-sized bulbs that boast longer lasting, more vibrant blooms gardeners are sure to love, as well as highly coveted single varieties that will be the focal point of any landscape or home garden.

All programs feature unique packing which highlights instructions on when and how to plant to take the guesswork out of the equation for gardeners.

Art & Sol Program



Another exciting and unique new plant category for the Proven Winners brand is our collection of Art & Sol Mangaves.

These eye-catching, succulent-like plants meet the needs of today's gardeners by retaining the excellent heat and drought tolerance from their Agave parentage, while adding fast growing, tropical attributes from their Manfreda parents.

Art & Sol Mangave varieties tolerate a wide variety of moisture conditions, allowing them to be mixed with succulents, flowering annuals, and tropical plants in combinations and landscapes.

They tend to be perennial in southern and western zones, with the option of being grown as an annual or overwintered indoors in northern zones.

And lastly, the launch a few years ago of the Proven Winners leafjoy houseplant program from our partner The Plant Company in Virginia, has been nothing short of remarkable.



Garden Centers and gardeners alike have fallen in love with the high-quality plants grown to exacting standards in our state-of-the-art facilities.

Each one of these unique, named varieties comes with an informative plant tag which helps customers understand where in their home the plants will thrive and how to care for them.

Retailers love that the plants arrive leaf-shined, tagged and ready to sell. For more information or to order any of these exciting new plant categories, contact your Proven Winners Retail Solutions Manager or visit ProvenWinners.com.

C8 - Retail Solutions - Jessica

When we market our plants and hardgoods, we have one single goal – inspiring your customers to ask for and choose Proven Winners.

Most importantly, we want you to know what we plan to promote well in advance, so you can stock and advertise the products your customers will be asking for this season!

The easiest way to take advantage of this is to create focused, retail solution displays that help your customers quickly find the plants and products we are promoting.

Let's review a few simple ideas you can easily implement this spring at retail:

National Plants and Recipes of the Year



End cap displays featuring our plants or recipes of the year help your customers find the plants they see in our advertising, or hear about from content creators like Laura, Jenny, or Janey.

All the plants and recipes chosen for this program have been vetted by Proven Winners.

Each selection is iconic, easy to grow, and will thrive in your customers' containers and landscapes – and when your customers are successful, you know they will be coming back to you for more.



This year's lineup of award-winning National Plants and Recipes of the Year includes 10 of our very best annuals, perennials, flowering shrubs, houseplants, and caladiums, plus our national recipes – two formulated for sunny locations and one for the shade.

In addition, we have a recipe featuring our Heart-to-Heart Caladiums.

One fun fact



The 2024 Annual of the year variety saw a 57% increase in sales and the perennial of the year variety saw a 79% increase – proof that gardeners see and ask for these plants at retail!

You still have time to add these to your mix for 2025 – and really set this space apart in your garden center using POP signage.

Hard Goods

We know that each season you have a significant number of new customers shopping with you, some of whom have never gardened before.

Let's talk about some problem- solving products you can easily merchandise to help them in their journey.



AquaPots

Gardeners have been amazed at how simple it is to enhance their outdoor living spaces using one-of-a-kind AquaPots Lite containers and inserts.

AquaPots Lite are self-watering containers that use 75% less water and 50% less soil than similar pots on drip irrigation, providing an easy win-win for your customers.

Here are just a few of the key talking points we recommend you share:

- * Water once per week instead of daily!
- * No risk of overwatering even after heavy rain
- * Elimination of fertilizer leaching and runoff
- * Lightweight, durable and a wide selection of color and styles

The AquaPots Insert allows gardeners to turn their favorite containers into self-watering success stories.

All they need to do is simply set the insert down into most any container, round or square, that has a drainage hole in the bottom, and it instantly becomes self-watering.

The insert is round but comes with an optional square fitting to make it work in square pots.



Three sizes are available for Spring 2025.

Premium Plant Foods



One of the most critical steps in helping your customers achieve success is to stress the value in fertilizing their plants. Plants, like people, need proper nutrition! We highly recommend cross-merchandising Proven Winners plant foods within your plant displays.

This gentle reminder, when paired with POP signage, is the perfect way to share the importance of fertilizing.

C9 - Content Creators - Heather



Proven Winners finds tremendous value in utilizing regional experts and influencers such as Laura from Garden Answer or Norman Winter, The Garden Guy, to help spread our brand message.

As a national brand, we are committed to providing and promoting plants that perform well across the U.S. and Canada. We are constantly exploring ways to earn and maintain gardeners' trust by meeting their specific ecoregional needs.

Content creators and influencers are pivotal in today's market because they bridge the gap between those gardeners with whom Proven Winners already has a relationship and those we seek to reach.

Some customers have said that interacting with influencers is like getting great advice from a friend.

They offer a unique blend of authenticity, reach, and credibility over traditional advertising, and here's why those elements are so important:

Authenticity

Influencers are often seen as peers by their followers.

Their recommendations feel more genuine and trustworthy than traditional ads, mainly because they have had actual experience with our plants.

Reach: Influencers have built large, engaged audiences. Proven Winners can tap into new markets and expand our reach by partnering with them.

Credibility

When influencers share and endorse our plants and products, it carries significant weight.

Their followers are more likely to trust their recommendations because they can see on-screen that influencers have used and been successful with our products.

Engagement: Proven Winners vets and selects the highest-skilled influencers who are creating engaging content that resonates with our intended audience.

This can lead to higher levels of interaction and brand awareness, often leading to great conversation and education exchange.



Regional + Niche Expertise

Influencers reside nationwide and are regional neighbors to our customers.

They share their climate and gardening environment, meaning they can specifically share

regional information on plant and product performance.

Many influencers specialize in a specific niche, which allows us to target highly relevant audiences and tailor their messaging. For example, not all houseplant lovers have an outside garden, and vice versa.

We can get them the information they want and weed out anything irrelevant to their needs.

Our investment in Content Creators and Influencers gives us a competitive advantage over other companies because we constantly have our ear to the ground.

Monitoring feedback and engagement has already led to:

- * Improved customer satisfaction
- * Enhanced brand reputation and awareness
- * Product and service improvement
- * Increased customer loyalty
- * Data-driven decision-making about customer interests and needs

Monitoring feedback and engagement helps Proven Winners build stronger relationships with gardeners, improve our products and services, and enhance our overall brand reputation.

Plus, we share that information with you as a resource on our website and in our State & Province Reports.

C10 - Outro - Jessica

Proven Winners is committed to providing retail garden centers with effective, easy to implement solutions to help your customers find everything they need to achieve gardening success.

We hope you've enjoyed discovering all of the exciting new plants, products, and programs we've lined up for you this season.

Don't forget to complete your Certification test and submit it by May 1st to earn your free pizza party and exclusive Proven Winners swag.

On behalf of the entire Proven Winners team, we'd like to express our heartfelt thanks for choosing to partner with us.

Your business means the world to us, and we look forward to supporting you throughout the coming weeks, months, and beyond. Have an incredible season, and we can't wait to welcome you back again next year.