

# What Makes a Winning Season?

## The same things that make Proven Winners.

In our business, winners know that success doesn't come by sprinting through spring. It's a result of keeping a strong, steady pace all year long. For 20 years, Proven Winners, and the retailers and growers who partner with us, have done just that.

Here are the keys to what has helped us, and our customers, achieve success since 1992 and what will make 2013 another winning season.

### 1. When you have a winner, run with it.

That's why in 2013 you'll see an extended line of companions for current consumer favorites Supertunia® Pretty Much Picasso®, Snow Princess®, and Señorita Rosalita®.



Supertunia®  
Picasso in Pink™  
*Petunia hybrid*

### 2. Be ready to try something new.

There is no substitute for the excitement that's generated when you offer something brand new along with old favorites, and in our industry breakthrough genetics is the way to success. Superbells® Cherry Star proved that by becoming the top-selling Superbells® plant in 2012, the first year it was introduced. We anticipate that this year's introduction of Superbells® Lemon Slice will make a similar impression with the consumer.



Superbells®  
Lemon Slice  
*Calibrachoa hybrid*

### 3. Give your customers more of what they're asking for.

As gardeners look to add value to their landscape through the growing interest in shrubs and perennials, Proven Winners has extended our lines of both in 2013. And to make sure consumers know which shrubs and perennials are Proven Winners, we've established consistent, complete branded packaging for them all.



Fruit Punch®  
'Apple Slice'  
*Dianthus*

This catalog presents all the exceptional plant offerings and marketing resources available for 2013 so you can have a winning season, too.

# Thanks for 20 Years of Winning Seasons

In 1992, Proven Winners hit the market for the first time with four plants and a bold vision, to introduce only the most innovative, quality plants and to establish them as a brand. It was a new concept in the floriculture industry, but 20 years later there is no doubt of its impact. And because of our relationships with growers and retailers across North America there is no doubt of its success. Proven Winners appreciates the confidence our growers and retailers have placed in us over the first two decades, and we look forward to continuing those relationships for decades to come.

## Great Plants and Marketing

When Proven Winners began in 1992, our commitment to two concepts made us stand out:

1. **Garden Performance**
2. **Large Marketing Tag**

The Proven Winners tag was twice the size of the typical annual tag sold in 1992 and came automatically with the plants, both novel concepts at the time. Today, the commitment to top-performing plants and innovative marketing continues.



Proven Winners took additional steps to differentiate ourselves in the market, **printing product catalogs**, which was rare for propagators, and **developing and promoting merchandizing kits and POP**, which traditionally were not offered by plant companies.



## Packaging

As consumers increasingly started to search out our brand at retail, **we developed branded containers** to help them and to build the brand. Our containers stood out not just because they included innovative features, such as: multiple tag locator slots, indexed printing so logos always appeared beneath a tag, and Self Symetrize® technology that aligned a tag/logo in the same spot within a display/carry tray. And, in another untraditional move, we chose white as the color for Proven Winners branded containers.

To demonstrate the effectiveness of the branded container, **we made a Nothing Sells Faster guarantee** to our growers. Also, in 2010 and 2011, more than 385,000 containers were given to growers to try. As a leader in recognizing the power of branding, Proven Winners has stressed the importance as packaging and developed innovative ways to get the consumer's attention. For example, all flowering shrubs and perennials now sold as Proven Winners require a branded container.





## Willing to Change with the Consumer in Mind

Over the years, **our logo and tagline have been updated.**

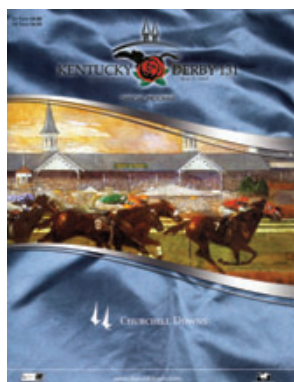
Our “laser-cut wood block” logo has been refined to the clean approach that exists today. The change from our original logo was a result of research that found consumers saw DW, rather than PW. We also deemphasized the use of our initials, instead focusing on our complete name, in order to put forward the performance and promise of the Proven Winners brand.



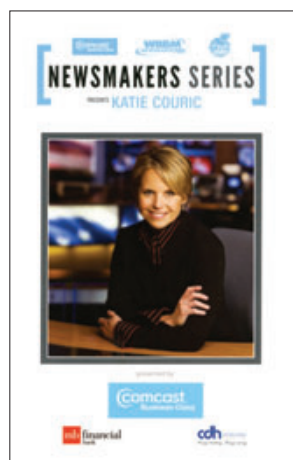
In addition to developing relationships with breeders, growers, retailers, trade associations, and brokers in the early years, Proven Winners has focused on ways to reach consumers directly in order to build a reputation with the gardening public in addition to the industry. From sponsorship of and advertising during popular gardening television shows to underwriting our own PBS and DIY Network gardening shows, **Proven Winners has been committed to finding unique opportunities to promote the brand** and educate the public. We also developed a line of plants with *Country Living Gardener* and with P. Allen Smith as additional ways to showcase the tremendous line of genetics the brand offers.



**P. Allen Smith**  
PLATINUM COLLECTION™



Churchill Downs has used our plants since 2007, adding to the beauty of this truly American event – The Kentucky Derby.



Proven Winners combos inspired by *Country Living Gardener* magazine were promoted to growers/retailers a year in advance so they could take advantage of this opportunity.

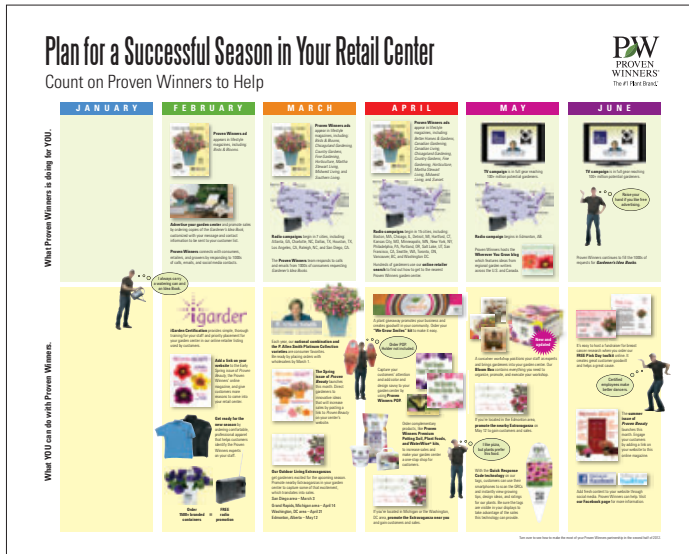


Fall is for planting, as is championship baseball. By promoting our new shrub line in the World Series program, we reached a new, upscale audience.



## A Brand Focused on Retailers Too

In 2004, **we took our show on the road**, bringing our plants, our experts, and our resources directly to independent partners through our first Roadshows. That year, we visited three cities, and the Roadshows have continued and expanded each October since. Last year marked the completion of more than 75 FREE events for all industry professionals.



Today, **more than 75% of Proven Winners products are sold through independent grower/retailers.** As a result, several programs have been introduced specifically for this strong market, including the industry's first national plant training program exclusively for independent garden center professionals. To date, over 80,000 professionals have completed the training for this program. As our initiatives for independent grower/retailers has increased, we created a calendar to help retailers make the best use of the various programs developed for them.



## Supporting Writers and Delivering Ideas

Sharing gardening ideas with consumers is vital to building an excitement in, and sales for, our industry, whether those ideas were the Victory Gardens of the 1940s, the foliage boom in the 1970s, or the focus on container gardening in the 1990s. Developing new ideas and communicating them is an important key to sustained success with the gardening public. That's why **Proven Winners has developed relationships with garden writers throughout North America**, providing them with editorial and photography resources for their stories and shipping new varieties directly to more than 500 writers, editors, and bloggers each year.

With the decline of magazines dedicated to gardening and fewer gardening columns in newspapers, Proven Winners took the initiative to play a more active role in generating ideas for our own products by launching the first *Gardener's Idea Book* in 2003. Since then, more than 2 million copies have been distributed to gardeners across North America.

In 2001, all our plant images could fit on a single CD. As our library expanded, Proven Winners created an online photo library, the first of its kind. This library now contains more than 100,000 images with more than 20,000 registered users across the world.

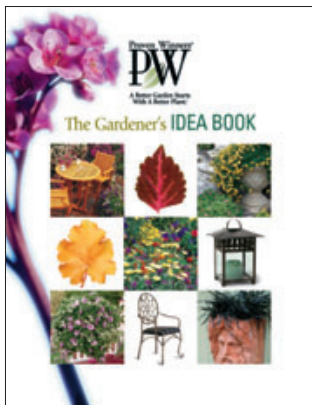
We also continue to deliver ideas to writers and consumers through our online efforts. We publish *Proven Beauty*, an emagazine, five times a year, we send out a monthly email to more than 200,000 consumers, and we our social media initiative reaches more than 50,000 followers who are seeking informative and timely gardening information.



Garden Writers' Spring Edition



We have over 200K+ consumers that receive our email monthly, and 50K+ social media followers



Gardener's Idea Book 2003



Gardener's Idea Book 2007



Gardener's Idea Book 2012



2001 Photo Library



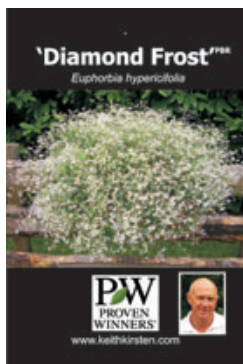
## Global Exchange

As the brand continued to expand in North America, similar growth was occurring abroad. **Proven Winners initiated global plant introductions**, starting with Diamond Frost®, and continuing with Supertunia®, Pretty Much Picasso®, Snow Princess®, Graceful Grasses®, Vertigo®, and several Superbells® varieties.

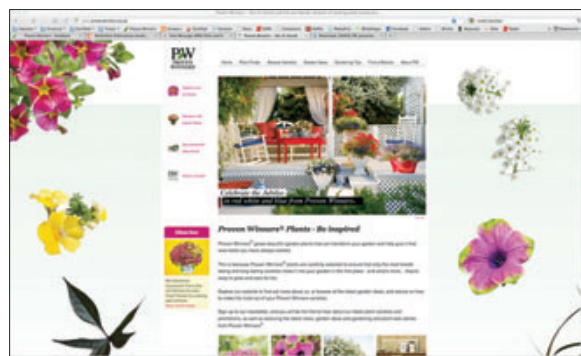
We welcome the opportunity to exchange ideas, strategies, and knowledge with those all over the globe as we all seek to increase gardening throughout the world.



South African tag and catalog



Plant tag from United Kingdom



Proven Winners website – United Kingdom



Japanese Catalog Cover



Italian Catalog Cover



Italian Plant Tags



European catalog



German Plant Tags



Japanese Plant Tags



## Pushing the Envelope

As any company committed to innovation knows, some ideas that seem good in theory don't always meet expectations. But that just makes us more committed to finding the ideas that will work for both our growers/retailers and gardeners. **Progressive companies with great products and creative resources are never afraid to take customer feedback and go back to the drawing board.**



2006 Logo Submissions - we think we made a wise choice with our current one.



A handy 3-pack that may have been ahead of it's time. Perhaps we'll see it again.



We tested many tomatoes, but could not get an exclusive for Proven Winners that met our criteria.



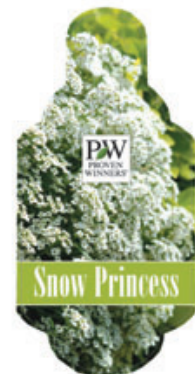
While a classic autumn look, these tags were nicknamed "throwing stars"



Our best hanging basket tag. However since it was by series/collections, it was not economical.



Hanging Basket Tag Concepts



# 2 Decades of Innovations



1992 – The Proven Winners brand begins with 4 plants: Ultra *Brachyscome*, Sweetheart Cascade *Dianthus*, Blue Wonder *Scaevola*, Golden Beauty *Helichrysum* (now *Bracteantha*)

1995 – Butterfly *Argyranthemum* added – becomes the industry standard

1999 – Symphony Lemom launched and sets the stage for summer performance for osetosperum.

1997-2001 Top Sellers New Wonder® *Scaevola*, Snowstorm® White *Sutera*, and Tapien® Blue Violet *Verbena*

2001-2002 Supertunia® series launched

2002-2003 Superbells®, Superbena®, and Angelface® series launched

2003-2004 Sunsatia® *Nemesia* launched – reinventing the genus

2003-2004 Dolce® *Heuchera* series launched – reinventing the genus

2003-2004 Intensia® *Phlox* launched – reinventing the genus

2004-2005 Supertunia® Vista series launched – taking the genus to a new level for heat and humidity tolerance and all-around performance

2004-2005 Diamond Frost® launched – created a crop group

2005-2006 Broadway Lights® launched – reinventing the genus

2006-2007 Opal Innocence® launched – totally new flower color

2006-2007 Supertunia® Raspberry Blast launched – totally unique color pattern

2009-2010 Supertunia® Pretty Much Picasso® launched – totally unique color pattern

2009-2010 Snow Princess® launched – reinventing the genus

2009-2010 Addition of Sweet Caroline genetics – adding the best of the best

2009-2010 Illusion® series launched – totally unique leaf pattern

2011-2012 Superbells® Cherry Star launched – totally unique color pattern and becomes our top-selling Superbells® in its first year of introduction

2012-2013 Superbells® Lemon Slice launched – totally unique color pattern



# What's New?

Exceptional Introductions for 2013 from Proven Winners



## SUPERTUNIA® Pink Charm

*Petunia hybrid* 'USTUN19603' USPPAF CanPBRAF

The spectacular pink blooms are an exceptional color addition to the Charm series. A beautiful spreading plant that is perfect for the landscape, Pink Charm is also a strong late-season performer.

## SUPERTUNIA® PICASSO IN PINK™

*Petunia hybrid* 'USTUN48002' USPPAF CanPBRAF

Picasso in Pink™ has all the qualities gardeners love about Supertunia Pretty Much Picasso® packed into a better overall habit and a more subtle flower color. The plant is more compact, more mounding, and about  $\frac{2}{3}$  as vigorous as Pretty Much Picasso® and features clear pink flowers with a bright green edge.



## SUPERTUNIA® Watermelon Charm

*Petunia hybrid* 'USTUN47601' USPPAF CanPBRAF

Like all Charm varieties, the bloom size of Watermelon is slightly smaller than traditional Supertunia®. The rich watermelon-toned flowers are accented with a small white eye on a mounding habit. Great in combos with other medium-vigor plants that love the heat.



## SEÑORITA BLANCA™

*Cleome hybrid* 'INCLESNABL' USPPAF CanPBRAF

Señorita Blanca has the same exceptional habit and performance of its cousin, Señorita Rosalita®, but with lovely white blooms with a pale lavender blush. A great landscape performer, this beauty has excellent heat and humidity tolerance and flowers all season from last frost to first frost.



## BLUSHING PRINCESS™

*Lobularia hybrid* '\*\*\*' USPPAF CanPBRAF

An exceptional lavender-toned version of Snow Princess®, the fragrant flowers of Blushing Princess™ open white and turn to a lavender-silver in about a day. Brighter light will increase the lavender flower color.



## FROSTY KNIGHT™

*Lobularia hybrid* '\*\*\*' USPPAF CanPBRAF

With 50% of the vigor and 60% of the flower coverage of Snow Princess®, Frosty Knight™ is a great choice in combination with other medium-vigor plants. Its performance in the heat and its sweet fragrance equals Snow Princess®. It features continuous masses of white flowers but also boasts white-striped variegation of its foliage.



# What's New?

Exceptional Introductions for 2013 from Proven Winners



## LUSCIOUS® Piña Colada

*Lantana camara* \*\*\* USPPAF CanPBRAF

This new addition to the Luscious® collection is sure to quickly become a favorite, with its masses of white flowers with yellow centers and its rich, dark green foliage. A vigorous grower that attracts butterflies and hummingbirds.



## LUSCIOUS® BERRY BLEND™

*Lantana camara* 'LAN 876' USPPAF CanPBRAF

This new variety joins Citrus Blend™ as one of the largest in the Luscious® line-up. A vibrant pink and yellow bloomer, it grows tall and wide, filling containers and landscapes with bright flowers even in the toughest heat of the season.



### COLORBLAZE® KEYSTONE KOPPER™

*Solenostemon scutellarioides*

Deep, rich copper leaf adds a new color to the popular ColorBlaze® collection, Keystone Kopper™ is versatile and easy to grow. It tolerates varying light conditions and has a strong upright growth habit. Late or non-flowering in most of North America.

### COLORBLAZE® MAROONED™

*Solenostemon scutellarioides*

The rich purple burgundy foliage of Marooned™ shines in both sun and shade all-season long. Its exceptional branching and upright habit is similar to ColorBlaze® Alligator Tears™.



### WHIRLWIND® White Improved

*Scaevola hybrid* '\*\*\*' USPPAF CanPPRAFF

A stronger, more vigorous plant with larger flower petals for more impact, Whirlwind White has an improved branching habit as well.

### SUPERBELLS® Lemon Slice

*Calibrachoa hybrid* 'USCAL5302M' USPPAF CanPBRAF

The unique color pattern of Lemon Slice has never been seen in a Calibrachoa, and it is sure to capture gardeners' attention and imagination for spring 2013 and many seasons to come. With the same superior performance and disease resistance of other Superbells®, this beauty has a mounding habit that is most similar to Dreamside.



# What's New?

Exceptional Introductions for 2013 from Proven Winners



## BLUE MY MIND™

*Evolvulus hybrid* 'UEV01201' USPPAF CanPBRAF

The hotter the better for this stunning deep-sky-blue bloomer. Its drought, heat, and humidity tolerance makes it an excellent choice for southern growers. Because it also needs to be protected from even a light frost, northern growers should use care and not order in too early. Better branched, larger flowered, and more impactful than 'Blue Daze.'



## SUPERBENA® Royale Silverdust

*Verbena hybrid*

This fragrant blue-purple beauty blooms early and also has an early compact habit. And because Silverdust also is a vigorous spreading plant, gardeners delight in its season-long performance. This plant has exceptional Powdery Mildew resistance and is great in combos with other medium-vigor plants.



# What's New?

## More Top-Performing Perennials for 2013



FRUIT PUNCH® 'Apple Slice' *Dianthus*



FRUIT PUNCH® 'Black Berry Wild' *Dianthus*



FRUIT PUNCH® 'Coconut Punch' *Dianthus*



FRUIT PUNCH® 'Pomegranate Kiss' *Dianthus*



'Bottle Rocket' *Ligularia*



'Pardon My Pink' *Monarda didyma*



'Pardon My Purple' *Monarda didyma*



'Pure Joy' *Sedum*

### Perennials

All Proven Winners perennials automatically come with our white branded perennial containers, including all perennial varieties previously sold as Proven Winners, such as Dolce® Heuchera.





# What's New?

## Exceptional Introductions for 2013 from Proven Winners ColorChoice®

With more than two dozen shrub introductions in 2013, there is something every gardener will love – and will buy. That's because they know they can count on the exceptional performance and unique features of the Proven Winners ColorChoice collection to enhance their containers and landscapes.



PINKY BELLS™ *Abelia*



SUNJOY® Cinnamon *Berberis thunbergii*



SUNJOY® Citrus *Berberis thunbergii*



SUNJOY® Mini Saffron *Berberis thunbergii*



SUNJOY® Mini Salsa *Berberis thunbergii*



SUNJOY® Syrah *Berberis thunbergii*



LO & BEHOLD® 'Ice Chip' *Buddleia*



LO & BEHOLD® 'Lilac Chip' *Buddleia*



'Aphrodite' *Calycanthus*



PUCKER UP!™ *Cornus stolonifera*



WHITE ALBUM™ *Euonymus fortunei*



SHOW OFF™ *Sugar Baby Forsythia*





PINK CHIFFON™ *Hibiscus syriacus*



SUMMER SHANDY™ *Humulus*



BOBO™ *Hydrangea paniculata*



TUFF STUFF™ *Hydrangea serrata*



RED WALL™ *Parthenocissus quinquefolia*



HAPPY FACE™ White *Potentilla fruticosa*



'Amy Cotta' *Rhododendron*



OSO HAPPY™ Smoothie *Rosa*



GOLDEN GLITTER® *Spiraea nipponica*



SPICE GIRL™ *Viburnum carlesii*



RED BALLOON™ *Viburnum*



HANDSOME DEVIL™ *Viburnum*



SONIC BLOOM™ Pearl *Weigela florida*



SONIC BLOOM™ Pink *Weigela florida*



SONIC BLOOM™ Red *Weigela florida*



# What Will Consumers Be Looking for Next Spring?

## The Velvet Skies Combination from Proven Winners

Consumers want to include colorful, reliable combinations in their outdoor living space, so each year we introduce a new combination and provide extensive advertising to reach millions of gardeners and POP to promote in-store sales. For 2013, that combination will be Velvet Skies, which features BLUSHING PRINCESS™ *Lobularia hybrid*, SUPERTUNIA® Mini Silver, and SUPERTUNIA® Royal Velvet *Petunia hybrids*.

Our national combo program has been a successful collaboration between Proven Winners, growers, retailers, and consumers. Here's why:

- Growers provide design ideas.
- Proven Winners executes the designs and provides online opportunities for consumer input.
- Consumers vote for their favorites.
- A national combo is chosen.
- Retailers get behind the choice and reap the benefits by ordering the varieties for the year's national combo winner and the POP to support it.
- Proven Winners features the combo prominently in national advertising and offers FREE *Gardener's Idea Books* to promote cross-sales.

Place your orders for the 2013 Velvet Skies varieties and the POP associated with it so you can take advantage of the sales and promotional opportunities the national combination provides.



### **Velvet Skies**

Blushing Princess™  
*Lobularia hybrid*

SUPERTUNIA® Mini Silver  
*Petunia hybrid*

SUPERTUNIA® Royal Velvet  
*Petunia hybrid*



# Our Bestsellers for Spring 2012




While consumers are always on the lookout for a unique, new look for their gardens, they still gravitate back to their tried-and-true favorites to decorate much of their outdoor living space. Here are their favorites from 2012. Be sure you order plenty of these varieties in 2013 to keep up with demand.

1. Supertunia® Royal Velvet *Petunia*
2. Snowstorm® Giant Snowflake® *Sutera (Bacopa)*
3. Diamond Frost® *Euphorbia*
4. Supertunia® Raspberry Blast *Petunia*
5. Supertunia® Vista Bubblegum *Petunia*
6. Supertunia® Bordeaux *Petunia*
7. Snow Princess® *Lobularia*
8. Supertunia® Pretty Much Picasso® *Petunia*
9. Laguna™ Sky Blue *Lobelia*
10. Superbells® Cherry Star *Calibrachoa*
11. Superbells® Yellow *Calibrachoa*
12. Superbells® Yellow Chiffon *Calibrachoa*
13. Supertunia® Bermuda Beach *Petunia*
14. Supertunia® Royal Magenta *Petunia*
15. Superbells® Dreamsicle *Calibrachoa*
16. Superbells® Red *Calibrachoa*
17. Supertunia® White *Petunia*
18. Superbells® Grape Punch *Calibrachoa*
19. Superbells® Coralberry Punch *Calibrachoa*
20. Superbells® Pink *Calibrachoa*
21. Supertunia® Vista Silverberry *Petunia*
22. Superbells® Blue *Calibrachoa*
23. Lemon Symphony *Osteospermum*
24. Orange Symphony *Osteospermum*
25. Butterfly *Argyranthemum*
26. Supertunia® Citrus *Petunia*
27. Supertunia® Red *Petunia*
28. Superbells® Blackberry Punch *Calibrachoa*
29. Angelface® Blue *Angelonia*
30. Superbena® Large Lilac Blue *Verbena*
31. Superbells® Plum *Calibrachoa*
32. Supertunia® Vista Fuchsia *Petunia*
33. Supertunia® White Russian *Petunia*
34. Superbells® Sweet Tart *Calibrachoa*
35. Superbena® Dark Blue *Verbena*
36. Goldilocks Rocks™ *Bidens*
37. Superbena® Burgundy *Verbena*
38. New Wonder® *Scaevola*
39. Lucia® Dark Blue *Lobelia*
40. Sweet Caroline Light Green *Ipomoea*
41. Laguna™ White *Lobelia*
42. Blue Bird *Nemesia*
43. Superbells® White *Calibrachoa*
44. Whirlwind® Blue *Scaevola*
45. Sunsatia® Lemon *Nemesia*
46. Superbells® Tequila Sunrise *Calibrachoa*
47. Superbena® Royale Peachy Keen *Verbena*
48. Superbells® Saffron *Calibrachoa*
49. Supertunia® Mini Blue Veined *Petunia*
50. Superbena® Royale Chambray *Verbena*



# Be a Key Account Grower

## Key Account Grower Reward Levels

	 BRONZE KEY	 SILVER KEY	 GOLD KEY
Liners Needed	20,000-49,999	50,000-99,999	100,000+
Number of 28 x 108 ft Greenhouses	1.25	3.1	6.25
Total Square Feet	3,800 sq. ft.	9,400 sq. ft.	18,900 sq. ft.
Points Earned	1/4 per liner (5,000-12,499) Approximately \$50-124.99	1/2 per liner (25,000-49,999) Approximately \$250-499.99	1 per liner (100,000+) Approximately \$1000+

Save Money and Use Your Rewards for Special Programs, Like These:



For a complete directory of points-based merchandise, visit [www.provenwinners.com](http://www.provenwinners.com).



# Why Is Everyone Writing About Our New Plants?

## Because Garden Writers Get Them Delivered to Their Doors

If you want to generate excitement about your newest plants, what better way to do it than to provide samples of them to those who make it their business to tell consumers about what's new in the industry. That's why we make sure that more than 250 garden writers across North America receive several of our new plants each year. That way they can test them out in their own gardens and share their thoughts with the gardening public.

For 2013, garden writers will receive samples of the following plants delivered to their door in early spring.

### Annuals



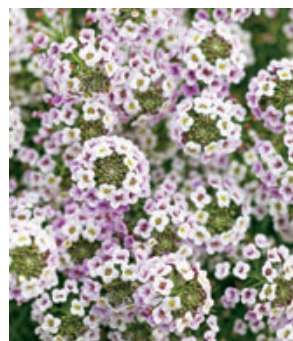
**SUPERBELLS® Lemon Slice**  
*Calibrachoa hybrid*



**SEÑORITA BLANCA™**  
*Cleome hybrid*

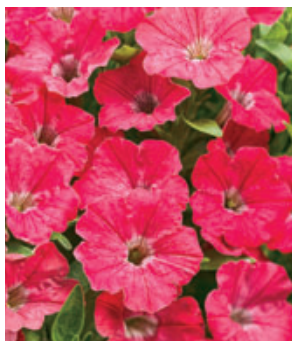


**LUSCIOUS® Berry Blend**  
*Lantana hybrid*



**BLUSHING PRINCESS™**  
*Lobularia hybrid*

### Shrubs



**SUPERTUNIA®**  
*Watermelon Charm*  
*Petunia hybrid*



**COLORBLAZE® MAROONED™**  
*Solenostemon*  
*scutellarioides*

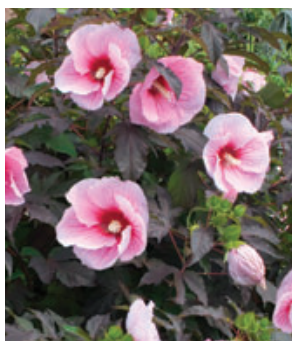


**LO & BEHOLD™ 'Ice Chip'**  
*Buddleia*



**LO & BEHOLD™ 'Lilac Chip'**  
*Buddleia*

### Perennials



**SUMMERIFIC™**  
*'Summer Storm' Hibiscus*



**'Cheyenne Sky'**  
*Panicum virgatum*



**'Hocus Pocus'**  
*Veronica*

Varieties subject to  
change depending on availability.

# More Ways Proven Winners Helps **Retailers** Increase Their Business

## 1 Point of Purchase Materials

A wide selection of colorful, professionally designed POP to fit any garden center and catch your customers' attention.



## 2 The We Grow Smiles™ Campaign

A plant giveaway is a great opportunity to serve your community while earning goodwill and exposure for your garden center. This campaign kit includes all the marketing materials to make your event successful – all you have to do is follow the suggestions and provide the plants.



## 3 The Bloombox Kit

Everything you need to organize a container workshop, customizable to your garden center, including a complete PowerPoint presentation.



## 4 Host a Pink Day

Nearly 250 retailers have already reaped the benefits of hosting a Pink Day celebration, and you can join them. Just plan your event around promotion of Invincibelle Spirit Hydrangea to bring interest to your garden center and to the cause of breast cancer research. Make a slow sales period into an opportunity to raise awareness about your business and about this good cause.







## 5 The iGarden Certification Program

It's FREE, it's easy, and it gives your staff the information they need to make more sales. Join the 7,000 employees who benefit by repeating this training annually.



FREE +



## 6 Gardener's Idea Book Giveaway

Don't have time to create and print your own brochure? Here's a solution. You can add your message to our *Gardener's Idea Book*. We pay for the books, address them using your mailing list, and include a customized promotional message for your garden center. All you have to do is provide the list and pay the 50 cents for mailing in the continental US. The giveaway is an easy, affordable, and effective way to inspire consumers to come into your garden center.

## 7 Our Online Retailer Listing

Our new website will automatically display the two closest certified retailers on each page consumers visit. We make it easy for them to find you.



## 8 Everything a Gardener Needs to Ensure Success

Not only do we offer a great line of plants, but we also provide premium soil and plant foods, and even watering solutions. And our innovative 30-Second Planter is perfect for any time-starved gardener. So we make it easy for you to make your customers successful in the garden. Order WaterWise and Proven Winners soil and plant foods by visiting [www.pwcertified.com](http://www.pwcertified.com).

**Gardener's Rated this:**



## 9 Know what's in demand in your area

We have received more than 7,000 plant ratings from consumers and have added this important information on our grower and retailer sites by region, so you know what is most popular with consumers in your area.



## P. Allen Smith PLATINUM COLLECTION™

F O R 2 0 1 3

# He Believes in Proven Winners and Gets the Word Out

Passionate and casual gardeners alike look to P. Allen Smith for inspiration and ideas. They trust his recommendations and his endorsements of Proven Winners varieties. It's a promotional partnership that leads consumers into garden centers looking to duplicate his success with our plants. And that translates into more sales for growers and retailers.



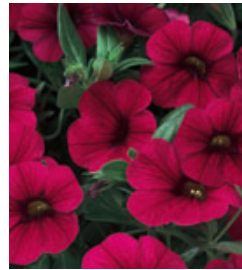
ANGELFACE® Blue *Angelonia*



Goldilocks Rocks™ *Bidens*



SUPERBELLS® Lemon Slice *Calibrachoa*



SUPERBELLS® Red *Calibrachoa*



SUPERBELLS® Blackberry Punch *Calibrachoa*



SUPERBELLS® Yellow Chiffon *Calibrachoa*



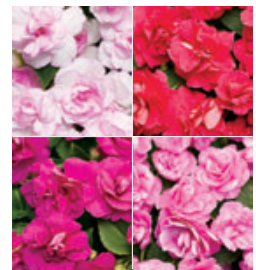
Señorita Rosalita® *Cleome*



GRACEFUL GRASSES®  
KING TUT® *Cyperus*



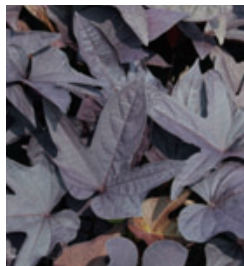
DIAMOND FROST® *Euphorbia*



ROCKAPULCO® series *Impatiens*



'SWEET CAROLINE Light Green' *Ipomoea*



'SWEET CAROLINE Raven' *Ipomoea*



LUSCIOUS® BERRY BLEND™ *Lantana*



LUSCIOUS® CITRUS BLEND™ *Lantana*



LAGUNA™ Sky Blue *Lobelia*





SNOW PRINCESS® *Lobularia*



GoldDust™ *Mecardonia*



Opal INNOCENCE® *Nemesia*



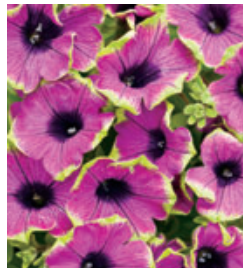
Lemon SYMPHONY *Osteospermum*



CHARMED® Wine *Oxalis*



SUPERTUNIA® Bordeaux *Petunia*



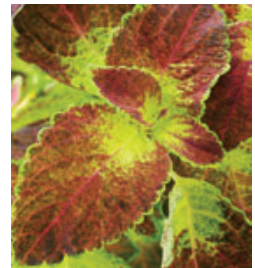
SUPERTUNIA® Pretty Much Picasso® *Petunia*



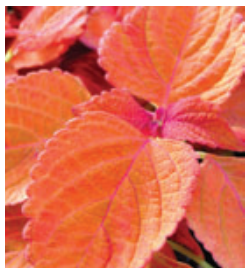
SUPERTUNIA® Royal Velvet *Petunia*



SUPERTUNIA® Vista Bubblegum *Petunia*



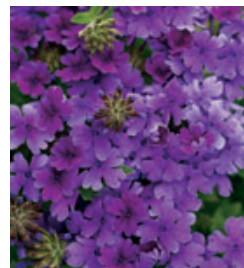
COLORBLAZE® Dipt in Wine *Solenostemon*



COLORBLAZE® 'Sedona' *Solenostemon*



SNOWSTORM® GIANT  
SNOWFLAKE® *Sutura*



SUPERBENA® Royale Chambray  
*Verbena*



SUPERBENA® Royale Peachy Keen  
*Verbena*



'Going Bananas' *Hemerocallis*

## Perennials



'Primal Scream' *Hemerocallis*



'Cranberry Crush' *Hibiscus*



'Empress Wu' *Hosta*

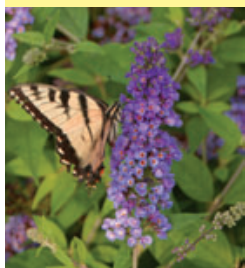


'Banana Cream' *Leucanthemum*



'Cheyenne Sky' *Panicum*

## ColorChoice® Shrubs



LO & BEHOLD® Blue Chip *Buddleia*



INVINCIBELLE® Spirit  
*Hydrangea aborescens*



SUGAR TIP® *Hibiscus syriacus*



LET'S DANCE® Big Easy  
*Hydrangea macrophylla*



LITTLE LIME®  
*Hydrangea paniculata*



# Put the Power of Branding to Work for You

Gardeners want Proven Winners, so they're looking for our containers and tags. When you use our packaging correctly, you put the power of the brand to work for you.

The following information and images will help you understand the do's – and don'ts – of labeling and packaging of Proven Winners and Proven Selections plants. For more details, be sure to see the Customer – Grower Agreement that is sent to you with every shipment of Proven Winners and Proven Selections plants.

1. Proven Winners plant varieties must be sold with Proven Winners brand plant tags as provided only by Proven Winners; Proven Selections varieties must be sold only with Proven Selections brand plant tags as provided only by Proven Winners. No other plant tags can be used.



Legal, Customer Preferred



Legal, but not Consumer Preferred



Illegal



Illegal



Illegal

2. Many of our varieties are only sold with our branded container, and for others we strongly recommend that Proven Winners or Proven Selections containers are used when selling our plants. If a grower chooses not to use our branded containers for those varieties, our customer agreement states that containers using logos or trademarks of other national brands including but not limited to Miracle-Gro® Plants, Miracle-Gro Nursery Select® Plants, Flower Fields®, Simply Beautiful®, Viva!®, The Home Depot®, Vigoro®, Hort Couture, and Lowe's® Garden Club Select are not allowed.



Legal, Consumer Preferred



Legal, but not Consumer Preferred



3. Proven Winners brand containers may only be used for Proven Winners varieties; Proven Winners Perennials containers for Proven Winners Perennials varieties; Proven Selections containers only for Proven Selections varieties; Proven Selections Perennials containers for Proven Selections Perennials varieties; and Proven Winners ColorChoice containers only for Proven Winners ColorChoice varieties.



Legal, Consumer Preferred

Illegal

4. Growers that want to display pricing information are strongly encouraged to purchase Proven Winners or Proven Selections branded containers, which can be custom printed with a bar code. Or, this information may be printed onto the grower's own container, as long as the container is not that of a national brand as described in #2. Otherwise, growers may include a white plant stake tag (no larger than 4" tall x 1" wide) or a white sticker affixed to the container (no larger than 1" x 1 1/2" inches) that consists only of a bar code and/or retail price.



Legal, Consumer Preferred

Legal, but not Consumer Preferred

Legal, but not Consumer Preferred

Legal, Consumer Preferred

5. Additionally, if the grower wants to indicate that they are the grower of the plant, they may do this on their own container, as long as the container is not that of a national brand as described in #2. Otherwise, a label may be applied to the container that reads "Grown by [name of grower]". This label may be no larger than 1 x 1 1/2" (except that the grower may combine this with pricing information as mentioned above on one sticker 2" x 1 1/2" in size). "Grown by" information may not appear on a secondary plant tag.



Legal, Consumer Preferred

Legal, but not Consumer Preferred

6. For basket or combination plantings, growers must use at least one variety-specific plant tag for every individual variety in the planting, even if a Proven Winners Container Garden Tag or the new Pocket Tag (beauty tags for large plantings available under our Tag Exchange program which does not include variety-specific information) is used.



Legal, but not Consumer Preferred  
since tags are barely visible

7. For basket or combination plantings, if a grower is using a Proven Winners Container Style tag or the new Pocket tag, which includes specific information about each variety used in the planting, only the Container Style tag or Pocket tag needs to be used.



Legal, Consumer Preferred

8. All Proven Winners products must be resold only as finished plants in container sizes of 4" diameter or larger or as finished plants sold in a large multi-plant finished basket or combination planter.

If you have any additional questions, please feel free to contact us at 1-877-788-7868.



3.5" square container –  
Illegal, due to size