

This package will be seen more than 55 million times in 39 different regional and national consumer magazines.

Innovative tag printing allows consumers to bend the tag down and easily read plant details right-side up without removing the tag.

All Proven Winners tags are bilingual. English/Spanish for the United States and English/French for Canada.



Strong locking mechanism – always positioned above a logo – keeps tags with the plants, not on the floor; even allows gardeners to pick up the plant by the tag.

Each size container has a specific UPC and custom UPCs are available.

Guaranteed success or your money back.*

Self-Symetrized technology eliminates the need to spin containers and line up tags – just let the trays do all the work automatically – keeping the grower's bench and the retailer's display looking good.

QR Code provides variety-specific consumer information.

Strong branding message with the Proven Winners logo appearing below the tag.

Thousands of commercials in 28 radio markets will carry this message: "Easily find Proven Winners plants in their branded white containers at local garden centers."

Our Grande™ container perfectly fits a gardener's hand and because it's 1" taller than a 4.50 Classic™ container, garden centers can charge at least 50¢ more.

A Powerful Package

The Proven Winners white container stands out. Consumers see and hear the branded white container message in print, radio, online, and television advertising all year and look for it in garden centers across North America. Be ready to take advantage of the clout of the Proven Winners container. For more information on ordering, contact your broker or visit www.provenwinners.com.

* If the extra cost of the Proven Winners Proven Package does not help you sell our plants faster – and more profitably – we will refund you the difference (5 cents for every 1.0 GL container and 2 cents for all our other branded containers purchased).



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Spring 2014 Preview





The Superbells® Bloom Boom

One great plant in 27 great colors



Apricot Punch



Blackberry Punch



Blue



Cherry Blossom



Cherry Red



Cherry Star



Coralberry Punch



Dreamsicle



Grape Punch



Lemon Slice



Miss Lilac



Pink



Plum



Pomegranate Punch



Red



Saffron



Scarlet



Spicy



Sweet Tart



Tequila Sunrise



Tickled Pink



Trailing Blue



Trailing Rose



Trailing White



Yellow



Yellow Chiffon



White

What's New for 2014?



SUREFIRE™ Rose *Begonia benariensis*



SUREFIRE™ Red *Begonia benariensis*



BOLDLY™ Burgundy
Pelargonium



BOLDLY™ Dark Red
Pelargonium



BOLDLY™ Hot Pink
Pelargonium



BOLDLY™ Lavender Rose
Pelargonium



BOLDLY™ Scarlet Fire
Pelargonium



TIMELESS™ Deep Red
Pelargonium



TIMELESS™ Lavender
Pelargonium



TIMELESS™ Orange
Pelargonium



TIMELESS™ Pink
Pelargonium



TIMELESS™ Rose
Pelargonium



BOLDLY™ Scarlet Fire *Pelargonium*



Plants identified as Garden Writers selections will be sent to nearly 400 magazine editors and garden writers across North America this spring. We want the writers to grow and enjoy the plant this year so they can share their experience with gardeners next season via magazines, websites, videos, and social media channels.

What's New for 2014?



SUNDAZE® Blaze
Bracteantha bracteata



ANGELFACE®
Wedgwood Blue
Improved
Angelonia hybrid



**GRACEFUL
GRASSES®**
'Fireworks'
Pennisetum



CATALINA®
Grape-O-Licious
Torenia hybrid



SUPERTUNIA®
Orchid Charm
Petunia hybrid



SUPERBELLS® Spicy
Calibrachoa hybrid



SUPERBELLS®
Pomegranate Punch
Calibrachoa hybrid



SUPERTUNIA®
White Improved
Petunia hybrid



SUPERTUNIA®
Flamingo
Petunia hybrid



WHITE KNIGHT™
Lobularia hybrid



SUPERBENA®
Royale Plum Wine
Verbena hybrid



SUPERBENA® Royale Whitecap
Verbena hybrid



SUPERBENA® Violet Ice
Verbena hybrid



SUPERBELLS®
Double Salsa
Calibrachoa hybrid



SUPERBELLS®
Double Yellow
Calibrachoa hybrid

Proven Winners Annuals

ANGELFACE® Wedgwood Blue Impr.

Angelonia hybrid **** USPPAF CanPBRAF

- Large vivid blue and white bicolor flowers
- Early flowering – week 6
- Improved habit and branching
- Better fit to the current Angelface® collection
- Use in 4.25 Grande™ containers, as monos, or in combos with other medium-vigor varieties
- Excellent heat and humidity tolerance
- Improved retail and consumer appeal
- 18-24" in height, 12-18" spread
- Full sun

See pg. 4

SUREFIRE™ Red

Begonia benariensis

- Large red flowers
- Strong, upright growth habit
- Great shade option in Downy Mildew prone areas
- Heat and humidity tolerant
- Ideal for 4.25 Grande™ and 1.0 Royale™ containers
- Excellent option in the South
- 12-24" in height, 18-24" spread
- Works well in full sun and deep shade
- Perfect in the landscape

See pg. 2

SUREFIRE™ Rose

Begonia benariensis

- Large rose-colored flowers
- Strong, upright plant
- Great shade option in Downy Mildew prone areas
- Heat and humidity tolerant
- Ideal for 4.25 Grande™ and 1.0 Royale™ containers
- Excellent option in the South
- 12-24" in height, 18-24" spread
- Works well in full sun and deep shade
- Perfect in the landscape

See pg. 2

Proven Winners Annuals

SUNDAZE® Blaze

Bracteantha bracteata **** USPPAF CanPBRAF

- Deep red-orange blooms with yellow centers
- Good heat and humidity tolerance
- Mounded habit
- Same distinctive narrow foliage as other varieties in the Sundaze® series
- Creates strong fall interest
- 10-14" in height, 10-14" spread
- Full sun

See pg. 4

SUPERBELLS® Double Salsa

Calibrachoa hybrid **** CanPBRAF

- Available exclusively in Canada for 2014
- Beautiful reddish-orange blooms in a unique double-flower form
- Same superior Superbells® performance and disease resistance
- Best in 4.50 Classic™ containers and baskets as monos or in combo with other medium-vigor plants
- 6-10" height; 12-18" spread
- Full sun

See pg. 6

SUPERBELLS® Double Yellow

Calibrachoa hybrid **** CanPBRAF

- Available exclusively in Canada for 2014
- Beautiful yellow blooms in a unique double-flower form
- Same superior Superbells® performance and disease resistance
- Best in 4.50 Classic™ containers and baskets as monos or in combo with other medium-vigor plants
- 6-10" height; 12-18" spread
- Full sun

See pg. 6

**** = See our website for varietal denomination information at www.provenwinners.com
USPPAF = US Plant Patent Applied For

Proven Winners Annuals

SUPERBELLS® Pomegranate Punch
Calibrachoa hybrid *** USPPAF CanPBRAF

- Great true deep red with prominent black-red center
- Strong Superbells® performance and disease resistance
- Mounding habit
- Use in 4.25 Grande™ containers, monoculture hanging baskets, or combos with other medium-vigor varieties
- 10-14" height, 14-18" spread
- Full sun

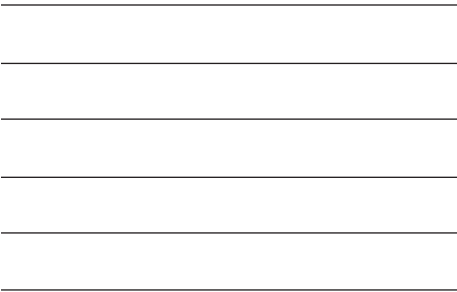
See front cover, inside front cover, and pg. 4



SUPERBELLS® Spicy
Calibrachoa hybrid *** USPPAF CanPBRAF

- Unique ever-changing, warm-toned blooms
- Vigor is similar to Superbells® Dreamsicle
- Strong Superbells® performance and disease resistance
- Mounding, trailing habit
- Use in 4.25 Grande™ containers, as monos, or in combos with other medium-vigor varieties
- 8-12" height, 14-18" spread
- Full sun

See pg. 4



WHITE KNIGHT™
Lobularia hybrid *** USPPAF CanPBRAF

- Continuous masses of white flowers and fragrance like Snow Princess®
- Medium green foliage rather than the variegated foliage of Frosty Knight®
- Heat and humidity tolerant; great for southern growers
- Ideal for 4.25 Grande™ and 1.0 Royale™ containers as well as hanging baskets and combos
- The vigor of White Knight™ is between Blushing Princess® and Frosty Knight®, which means it will grow well with less-vigorous plants in combinations
- 4-6" height, 12-18" spread
- Full sun or part shade

See pg. 5

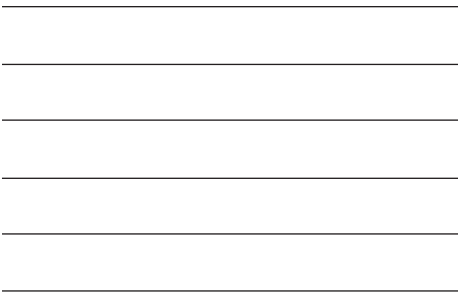


Proven Winners Annuals

BOLDLY™ Burgundy
Pelargonium *PEQZ0004* USPPAF CanPBRAF

- New series replaces Daredevil®
- Deep burgundy blooms set the red standard for Pelargonium
- Mounded habit
- Use in 4.25 Grande™ containers, as monos, or in combos with other medium-vigor varieties
- Heat tolerant
- Interspecific cross between zonal and ivy geraniums
- Has more zonal traits than ivy traits
- 10-12" height, 12-14" spread
- Full sun

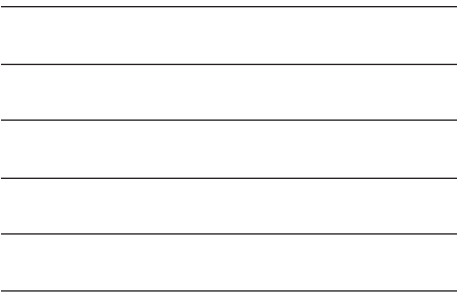
See pg. 3



BOLDLY™ Dark Red
Pelargonium *Amri Tirared* USPP20245

- New series replaces Daredevil®
- Deep, dark red blooms set the red standard for Pelargonium
- Mounded habit
- Use in 4.25 Grande™ containers, as monos, or in combos with other medium-vigor varieties
- Heat tolerant
- Interspecific cross between zonal and ivy geraniums
- Has more zonal traits than ivy traits
- 10-12" height, 12-14" spread
- Full sun

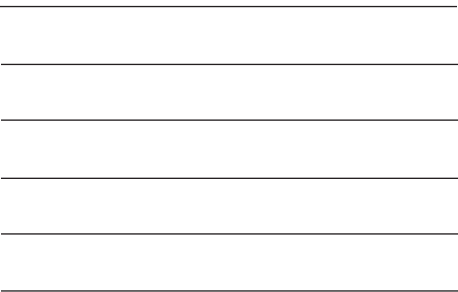
See pg. 3



BOLDLY™ Hot Pink
Pelargonium *PEQZ0001* USPPAF CanPBRAF

- New series replaces Daredevil®
- Bright hot pink blooms
- Mounded habit
- Use in 4.25 Grande™ containers, as monos, or in combos with other medium-vigor varieties
- Heat tolerant
- Interspecific cross between zonal and ivy geraniums
- Has more zonal traits than ivy traits
- 10-12"height, 12-14" spread
- Full sun

See pg. 3



Proven Winners Annuals

BOLDLY™ Lavender Rose
Pelargonium *PEQZ0002* USPPAF CanPBRAF

- New series replaces Daredevil®
- Soft lavender-rose blooms
- Mounded habit
- Use in 4.25 Grande™ containers, as monos, or in combos with other medium-vigor varieties
- Heat tolerant
- Interspecific cross between zonal and ivy geraniums
- Has more zonal traits than ivy traits
- 10-12" height, 12-14" spread
- Full sun

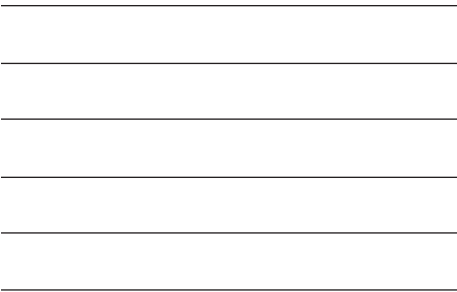
See pg. 3



BOLDLY™ Scarlet Fire
Pelargonium *Cope Scarfir* USPP20466 Can3736

- New series replaces Daredevil®
- Scarlet red blooms set the standard for Pelargonium
- Mounded habit
- Use in 4.25 Grande™ containers, as monos, or in combos with other medium-vigor varieties
- Heat tolerant
- Interspecific cross between zonal and ivy geraniums
- Has more zonal traits than ivy traits
- 10-12" height, 12-14" spread
- Full sun

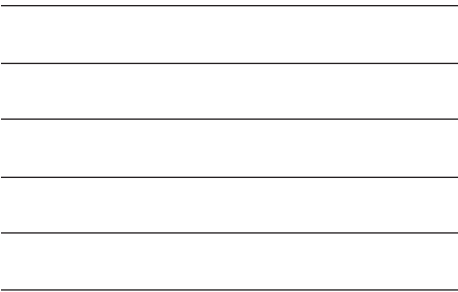
See pg. 3



TIMELESS™ Deep Red
Pelargonium *Cante Dereds* USPP15616 Can2219

- A second new series that replaces Daredevil®
- Large deep red blooms
- Slightly cascading habit
- Use in 4.25 Grande™ containers, as monos, or in combos with other medium-vigor varieties
- Heat tolerant
- Interspecific cross between zonal and ivy geraniums
- Has more ivy traits than zonal traits
- 12-18" height, 18-24" spread
- Full sun

See pg. 3

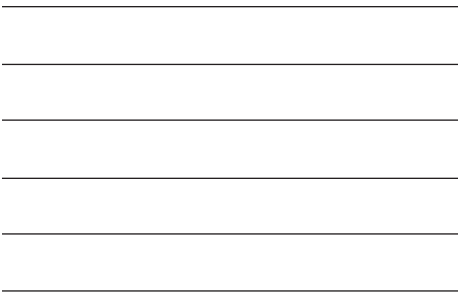


Proven Winners Annuals

TIMELESS™ Lavender
Pelargonium *Cante Laver* USPP18081 Can3087

- A second new series that replaces Daredevil®
- Large lavender-pink blooms
- Slightly cascading habit
- Use in 4.25 Grande™ containers, as monos, or in combos with other medium-vigor varieties
- Heat tolerant
- Interspecific cross between zonal and ivy geraniums
- Has more ivy traits than zonal traits
- 12-18" height, 18-24" spread
- Full sun

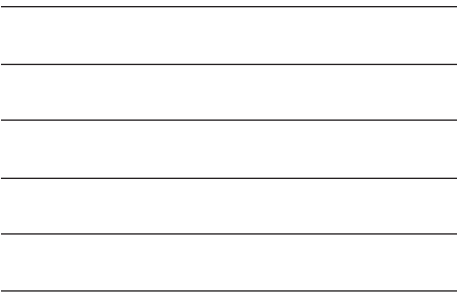
See pg. 3



TIMELESS™ Orange
Pelargonium *Cante Oran* USPP20686 Can3733

- A second new series that replaces Daredevil®
- Large deep orange blooms
- Slightly cascading habit
- Use in 4.25 Grande™ containers, as monos, or in combos with other medium-vigor varieties
- Heat tolerant
- Interspecific cross between zonal and ivy geraniums
- Has more ivy traits than zonal traits
- 12-18" height, 18-24" spread
- Full sun

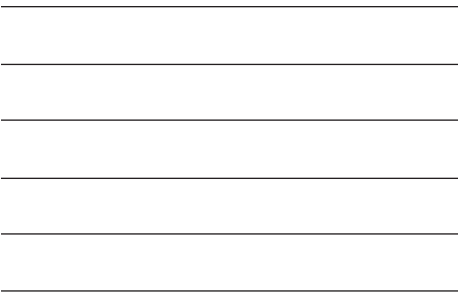
See pg. 3



TIMELESS™ Pink
Pelargonium *Cante Pinka* USPP20678 Can3734

- A second new series that replaces Daredevil®
- Large bright pink blooms
- Slightly cascading habit
- Use in 4.25 Grande™ containers, as monos, or in combos with other medium-vigor varieties
- Heat tolerant
- Interspecific cross between zonal and ivy geraniums
- Has more ivy traits than zonal traits
- 12-18" height, 18-24" spread
- Full sun

See pg. 3



Proven Winners Annuals

TIMELESS™ Rose
Pelargonium ^{Cante Ros} USPP15834 CanZ217

- A second new series that replaces Daredevil®
- Large deep rose blooms
- Slightly cascading habit
- Use in 4.25 Grande™ containers, as monos, or in combos with other medium-vigor varieties
- Heat tolerant
- Interspecific cross between zonal and ivy geraniums
- Has more ivy traits than zonal traits
- 12-18" height, 18-24" spread
- Full sun

See pg. 3

GRACEFUL GRASSES® ‘Fireworks’
Pennisetum ^{USPPAF CanPBRAF}

- A new addition to the Graceful Grasses® Collection, chosen for its color, texture, and performance
- Pink and white variegated purple fountain grass
- Strong upright, arching habit
- Adds strong Fall interest to the garden
- Great as a landscape mass planting, specimen planting, and a thriller in mixed containers
- 24-30" height, 18-24" spread
- Full sun

See pg. 5

SUPERTUNIA® Flamingo
Petunia hybrid ^{**** USPPAF CanPBRAF}

- A replacement for Supertunia® Cotton Candy
- Early Flowering – week 8
- Sugary pink blooms
- Same heat tolerance and disease resistance as other Supertunia®; performance similar to Vista types
- Extremely vigorous, very flat landscape habit
- Suited well in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, and combos
- Improved Grande finish over Supertunia® Cotton Candy
- 8-16" height, 18-24" spread
- Full sun

See pg. 5

Proven Winners Annuals

SUPERTUNIA® Orchid Charm
Petunia hybrid ^{**** USPPAF CanPBRAF}

- Bloom size is slightly smaller than traditional Supertunia® varieties
- Earlier-flowering than Pink Charm – week 8
- Pink-lavender blooms expand Charm color line-up
- All-season blooming and great heat and humidity tolerance
- Well-branched habit
- Medium vigor
- Great in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, and combos
- 8-12" height, 18-30" spread
- Full sun

See pg. 5

SUPERTUNIA® White Improved
Petunia hybrid ^{**** USPPAF CanPBRAF}

- Clean white flower with faint yellow throat
- Early flowering – week 9
- Good petal substance
- Mounding habit is most similar to Supertunia® Lavender Skies
- Ideal in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, and combos
- Vigorous enough to mix with Supertunia® Vista varieties
- Excellent vigor in hanging baskets and even better garden performance
- 10-18" height, 24-36" spread
- Full sun

See pg. 5

CATALINA® Grape-O-Licious
Torenia hybrid ^{**** USPPAF CanPBRAF}

- New addition to the award-winning Catalina® series
- Unique color in torenia with white blooms and purple throats
- Upright, mounding habit
- Use in 4.25 Grande™ containers, as monos, or in combos with other medium-vigor varieties
- An excellent accent in mixed containers, window boxes, and the landscape
- Heat tolerant
- 10-12" in height; 14-24" in spread
- Part shade to full sun

See pg. 5

Proven Winners Annuals

SUPERBENA® Royale Plum Wine
Verbena hybrid ^{**** USPPAF CanPBRAF}

- New addition to the Royale series features reddish-purple blooms
- Early compact habit is great for 4.25 Grande™ container production yet becomes a vigorous spreading plant for the consumer
- Early blooming – week 9
- Superb shelf life, yet strong garden performance
- Strong disease resistance and vigor
- Attracts butterflies
- Use in 4.25 Grande™ containers, as monos, or in combos with other medium-vigor varieties
- 8-12" height, 12-24" spread
- Full sun

See pg. 6

SUPERBENA® Royale Whitecap
Verbena hybrid ^{**** USPPAF CanPBRAF}

- New addition to the Royale series features pure white blooms
- Early compact habit is great for 4.25 Grande™ container production yet becomes a vigorous spreading plant for the consumer
- Early blooming – week 9
- Superb shelf life, yet strong garden performance
- Strong disease resistance and vigor; better Powdery Mildew resistance than Babylon® White
- Shorter internodes and well-branched
- Use in 4.25 Grande™ containers, as monos, or in combos with other medium-vigor varieties
- 6-12" height, 24-30" spread
- Full sun

See pg. 6

SUPERBENA® Violet Ice
Verbena hybrid ^{**** USPPAF CanPBRAF}

- Soft violet blooms with distinctive eye add a new coloration to the Superbena® series
- Extremely large flower
- Early blooming – week 9
- Ideal in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, and combos
- Heat tolerant
- Exceptional Powdery Mildew resistance
- Attracts butterflies
- 8-12" height, 24-30" spread
- Full sun

See pg. 6

Proven Winners Perennials

DOLCE® ‘Blackberry Ice’
Heuchera hybrid ^{USPPAF CanPBRAF}

- Royal purple leaves with a luminescent pewter overlay and black veining
- Full, rounded clump of foliage stays nice all season
- Proportional, reddish purple scapes carry cream flowers in midsummer
- Naturally heat and humidity tolerant
- Zones 4-9
- Foliage height: 10-12"; flower height: 20-26"
- Part sun to shade

See pg. 15

DOLCE® CINNAMON CURLS™
Heuchera hybrid ^{‘Inheuredfu’ USPPAF CanPBRAF}

- Classy heuchera with a neat, compact habit
- Unique blend of coppery orange, red, and purple tones
- Ruffled leaves show the bright magenta red undersides
- Grown for its foliage rather than its insignificant flowers
- Zones 4-9
- Foliage height: 8-12"; flower height: 18"
- Part sun to shade

See pg. 15

SUMMERIFIC® ‘Cherry Cheesecake’
Hibiscus ^{USPPAF CanPBRAF}

- Huge 7-8", white flowers with a cherry red eye and magenta-tipped petals and veining
- Indeterminate bloomer – flowers for about three months beginning late summer
- Dark green, leathery, maple-like leaves
- Compact, well-branched, heavily budded plant
- Zones 4-9
- 4-5' tall; 5-6' wide
- Full sun to part shade

See pg. 15

Proven Winners Perennials

SWEET ROMANCE™

Lavandula angustifolia 'Kerlavangem' USPP23001 CanPBRAF

- First year blooming with little or no vernalization
- Plump, rich violet purple flowers from early summer into early fall
- Fragrant, grey-green foliage
- Compact, controlled habit; looks great in containers
- Zones 5-9
- Height: 12-18"
- Full sun

See pg. 15

‘Cat’s Meow’

Nepeta faassenii USPPAF CanPBRAF

- A much more refined nepeta compared to older cultivars
- Forms a neatly compact, rounded mound of fragrant, grey-green foliage
- Sky blue flowers with smoky purple calyces on well-branched stems
- Blooms early summer into early fall
- Zones 3-8
- 17-20" tall, 24-36" wide
- Full sun

See pg. 15



Proven Winners Flowering Shrubs

‘Sweet Summer Love’

Clematis USPPAF CanPBRAF

- This is a new type of sweet autumn clematis with a longer bloom time and brilliant color
- Cranberry-violet flowers start blooming over a month earlier than other varieties
- Fragrant blooms cover the plant in summer
- Easy to grow; a very showy vine with great retail appeal
- Grow in the landscape on a trellis or stake, or in a large patio container
- 10+' tall
- Cold hardy to USDA Zone 4
- AHS Zone 9
- Prefers deep, well-drained soil, and full sun
- Deer resistant

See pg. 16

Proven Winners Flowering Shrubs

YUKI SNOWFLAKE™

Deutzia 'NCDX1' USPPAF CanPBRAF

- Extra-heavy blooming form of ‘Nikko’
- Elegant white flowers in spring
- Attractive red fall color
- Great container presentation, especially during spring
- Excellent for landscaping
- 1-2' tall and wide
- Cold hardy to USDA Zone 5
- Heat tolerant to AHS Zone 8
- Best in full sun and well-drained soils
- Deer resistant

See pg. 16

‘Frozen Flame’

Hebe USPPAF

- Year-round evergreen color for milder climates
- Grey and white leaves develop purple tips in winter and spring
- More intense color in cool, sunny weather
- Large blue flowers in May and June
- Good for landscapes and container gardens
- 24-32" tall, 36-40" wide
- Cold hardy to USDA Zone 8
- Heat tolerant to AHS Zone 7
- Prefers well-drained soils and full sun
- Deer resistant

See pg. 16

‘Magic Summer’

Hebe USPPAF

- Year-round evergreen color for milder climates
- Grey and white leaves turn purple-red in spring
- More intense color in cool, sunny weather
- Abundant purple-blue flowers in June
- Good for landscapes and container gardens
- 18-24" tall, 24-32" wide
- Cold hardy to USDA Zone 8
- Heat tolerant to AHS Zone 7
- Prefers well-drained soils and full sun
- Deer resistant

See pg. 16

Proven Winners Flowering Shrubs

‘Wild Romance’

Hebe USPP22745

- Year-round evergreen color for milder climates
- Pink and green variegated foliage
- Dark red foliage in fall and winter
- Large purple-red flowers in late winter/early spring
- Good for landscapes and container gardens
- 24-30" tall and wide
- Cold hardy to USDA Zone 8
- Heat tolerant to AHS Zone 7
- Prefers well-drained soils and full sun
- Deer resistant

See pg. 16

FIRE LIGHT™

Hydrangea paniculata 'SMHPFL' USPPAF CanPBRAF

- Intensely colored hardy hydrangea
- Reliable flowers transform from pure white to pomegranate pink
- Thick, sturdy stems present well as a container plant at retail and in the garden
- Full, upright panicles create a rich summer display
- Excellent for landscapes or floral arrangements
- 4.5-6' tall and wide
- Cold hardy to USDA Zone 3
- Heat tolerant to AHS Zone 3
- Adaptable to most well-drained soils
- Adaptable to full sun or part shade

See pg. 16

LET’S DANCE® Diva!

Hydrangea macrophylla 'SMHMLDD' USPPAF CanPBRAF

- It’s the biggest thing in hydrangeas
- Huge flowers can grow to the size of dinner plates
- The lacecap blooms range in color from baby blue to soft pink
- This rebloomer flowers every year
- Excellent in landscapes or patio containers
- 2-3' tall and wide
- Cold hardy to USDA Zone 5
- Heat tolerant to AHS Zone 9
- Best in moist, well-drained soil
- Adaptable to full sun or part shade

See pg. 16

Proven Winners Flowering Shrubs

LET’S DANCE® Rhapsody Blue

Hydrangea macrophylla 'ES14' USPPAF CanPBRAF

- Reblooming mophead hydrangea with vibrant color
- Bloom color is easily shifted from pink to blue
- Reliable blooms are held up on very sturdy stems
- Florets have a distinctive geometric shape
- Excellent for landscapes, containers, or cutting
- 2-3' tall and wide
- Cold hardy to USDA Zone 5
- Heat tolerant to AHS Zone 9
- Prefers moist, well-drained soils
- Adaptable to full sun or part shade

See pg. 16

PARAPLU™

Hydrangea macrophylla 'SMHMP1' USPPAF CanPBRAF

- Amazing, distinctive, beautiful flowers have lots of impulse appeal
- The doubled florets arch downward like a phalanx of tiny umbrellas
- Large mophead blooms range in color from cotton candy to rich, deep pink
- Compact habit and glossy foliage add to its appeal
- Beautiful in mixed borders or patio containers
- 2.5-3' tall and wide
- Cold hardy to USDA Zone 5
- Heat tolerant to AHS Zone 9
- Best in moist, well-drained soil
- Adaptable to full sun or part shade

See pg. 16

SICILIAN SUNSHINE™

Laurus nobilis 'LNSS' USPPAF

- The next big thing for Mediterranean landscapes
- Crisp chartreuse to gold foliage, with more consistent gold color than ‘Aurea’
- Attractive red pedicels add a subtle touch of color
- The leaves may be used in cooking
- Use in residential or commercial landscapes
- 6-20' tall and wide
- Cold hardy to USDA Zone 8
- Heat tolerant to AHS Zone 10
- Best in well-drained soils and full sun
- Deer resistant

See pg. 16

Proven Winners Flowering Shrubs

BIG LIFEBERRY®

Lycium barbarum ^{'SMNDBL'}

- This is a larger fruited selection of the superfruit you can grow in your own backyard
- Easy-to-grow goji berries are popular for their antioxidants and other potential health benefits
- Bright red berries cover the plant in summer
- Stake for maximum access to the nutrient-rich fruit
- May be grown in vegetable gardens or patio containers
- 10' tall and 5' wide – may be cut back each winter
- Cold hardy to USDA Zone 5
- Heat tolerant to AHS 9
- Adaptable to most well-drained soils
- Best fruit production in full sun

See pg. 16

OSO EASY® Lemon Zest

Rosa ^{'ChewHocan'} USPPAF CanPBRAF

- The best disease-resistant yellow rose
- Sunny, canary yellow flowers do not fade to white
- The bright flowers contrast beautifully with the glossy, disease-resistant foliage
- Free-flowering, it produces lots of buds that open to self-cleaning flowers
- Excellent as a landscape plant or grown in a patio container
- 1.5-2.5' tall and wide
- Cold hardy to USDA Zone 5
- Heat tolerant to AHS Zone 9
- Prefers moist, well-drained soils and full sun

See pg. 16

SWEET LIFEBERRY®

Lycium barbarum ^{'SMNDSL'}

- This is an extra sweet variety of the superfruit you can grow in your own backyard
- Easy-to-grow goji berries are popular for their antioxidants and other potential health benefits
- Bright red berries cover the plant in summer
- Stake for maximum access to the nutrient-rich fruit
- May be grown in vegetable gardens or patio containers
- 10' tall and 5' wide – may be cut back each winter
- Cold hardy to USDA Zone 5
- Heat tolerant to AHS 9

See pg. 16

OSO EASY® Pink Cupcake

Rosa ^{'ChewAlliBell'} USPPAF CanPBRAF

- This disease-resistant rose is a delicious shade of pink with a touch of coral
- Large flowers pop against the glossy foliage
- Clean, disease-resistant foliage has reddish new growth
- Look for up to 20 petals on each flower of this floriferous rose
- May be grown in the landscape or as a container plant
- 2-4' tall and wide
- Cold hardy to USDA Zone 5
- Heat tolerant to AHS Zone 9
- Prefers well-drained soils and full sun

See pg. 16

TINY WINE™

Physocarpus opulifolius ^{'SIMPOTW'} USPPAF CanPBRAF

- A new dwarf ninebark that is smaller than others in the market
- Dark bronze-maroon foliage is colorful all season
- White flowers in late spring cover the stems in a very showy display
- This variety is extra bushy with small, refined leaves
- An attractive native plant for mixed borders or containers
- 3-4' tall and wide
- Cold hardy to USDA Zone 3
- Heat tolerant to AHS Zone 7
- Adaptable to most well-drained soils
- Best in full sun

See pg. 16

BLOOMERANG® Dark Purple

Syringa ^{'SMSJBP7'} USPPAF CanPBRAF

- It's the next big thing for Bloomerang®
- Showy spring flowers continue to amaze gardeners with repeat blooms from mid-summer to frost
- Larger than the original Bloomerang®, it has larger, more rounded inflorescences
- Dark lavender purple flowers are quite fragrant
- Excellent in landscapes or larger patio containers
- 4-6' tall and wide
- Cold hardy to USDA Zone 3
- Heat tolerant to AHS Zone 7
- Best in well-drained soils and full sun
- Deer resistant

See pg. 16

Proven Winners Perennials

The Proven Winners collection of perennials continues to earn praise from the industry and consumers. Our introductions for the 2014 season include five new exceptional plants that extend that tradition of top-performing, colorful, innovative plants.



DOLCE® 'Blackberry Ice'
Heuchera hybrid



DOLCE® CINNAMON CURLS™
Heuchera hybrid



SUMMERIFIC® 'Cherry Cheesecake'
Hibiscus



SWEET ROMANCE™
Lavandula angustifolia



'Cat's Meow'
Nepeta faassenii

Perennials

All Proven Winners perennials are sold with our specific white branded perennial containers, including all perennial varieties previously sold as Proven Winners, such as 'Tuscan Sun' Heliopsis.



A 1-quart container is also available upon request. Contact your propagator for more information.

Proven Winners Flowering Shrubs

Shrubs New to Growers 2013/Available to Retailers 2014 (see pages 12-14 for plant descriptions)



'Sweet Summer Love' *Clematis* USPPAF CanPBRAF



YUKI SNOWFLAKE™ *Deutzia* 'NICKY1' USPPAF CanPBRAF



'Frozen Flame' *Hebe* USPP20359



'Magic Summer' *Hebe* USPP20359



'Wild Romance' *Hebe* USPP22745



FIRE LIGHT™ *Hydrangea paniculata* 'SMHPR1' USPPAF CanPBRAF



LET'S DANCE™ Diva!
Hydrangea macrophylla 'SMHVALD2' USPPAF CanPBRAF



LET'S DANCE® Rhapsody Blue
Hydrangea macrophylla 'ES14' USPPAF CanPBRAF



PARAPLU™ *Hydrangea macrophylla* 'SMHMP1' USPPAF CanPBRAF



SICILIAN SUNSHINE™ *Laurus nobilis* 'UNSS' USPPAF



BIG LIFEBERRY® *Lycium barbarum* 'SMINDL' (goji berry)



SWEET LIFEBERRY® *Lycium barbarum* 'SMINDL' (goji berry)



TINY WINE™ *Physocarpus opulifolius* 'SMPTW1' USPPAF CanPBRAF



OSO EASY® Lemon Zest *Rosa* 'ChewHocan' USPPAF CanPBRAF



OSO EASY® Pink Cupcake *Rosa* 'ChewNicBell' USPPAF CanPBRAF



BLOOMERANG® Dark Purple *Syringa* 'SMSJBPY' USPPAF CanPBRAF

Proven Winners Flowering Shrubs

Shrubs New to Growers 2013/Available to Retailers 2014



INSPIRED™ White *Buddleia* 'ILVQargus01' USPPAF CanPBRAF



PURPLE PEARLS™ *Callicarpa* 'NICKY1' USPPAF CanPBRAF



MARIE ROSE™ *Ceanothus* 'Minmarosa' USPPAF CanPBRAF



SUGAR SHACK™
Cephalanthus occidentalis 'SMCOSS' USPPAF CanPBRAF



CRÈME FRAICHE™
Deutzia gracilis 'Mincrean' USPPAF CanPBRAF



LIVIN' LA VIDA™ *Rosa* 'Hornibrook' USPPAF CanPBRAF



OSO EASY® Italian Ice *Rosa* 'ChewnicBell' USPPAF CanPBRAF



TINY TUFF STUFF™
Hydrangea serrata 'MAKD' USPPAF CanPBRAF

Additional Shrubs New to Growers 2013/Available to Retailers 2014

SUNNY ANNIVERSARY™ *Abelia x grandiflora* 'Minduo1' USPPPAF

SUNJOY® Tangelo *Berberis thunbergii* 'O'Byrne' USPPPAF

INSPIRED™ Pink *Buddleia x* 'Pink Pagoda' USPP23214 CanPBRAF

INSPIRED™ Violet *Buddleia x* 'ILVQargus2' USPPAF CanPBRAF

SPRINTER™ *Buxus microphylla* 'Bulthouse' USPPAF CanPBRAF

GOLDY™ *Euonymus fortunei* 'WALDBOLW1' USPP16787 CanPBRAF

FULL BLAST™ *Hibiscus x* 'Resi' USPPAF CanPBRAF

LIL' KIM™ Violet *Hibiscus syriacus* 'SHIMRV24' USPPAF CanPBRAF

RUFFLED SATIN® *Hibiscus syriacus* 'SHIMCR1' USPPAF CanPBRAF

GATSBY'S GAL™ *Hydrangea quercifolia* 'Brenhill' USPPAF CanPBRAF

GATSBY'S MOON™ *Hydrangea quercifolia* 'Brother Edward' USPPAF CanPBRAF

GATSBY'S STAR™ *Hydrangea quercifolia* 'Doughill' USPPAF CanPBRAF

'Scentsation' *Lonicera periclymenum* USPPAF CanPBRAF

BLUES FESTIVAL™ *Hypericum kalmianum* 'SMHKBF' USPPAF CanPBRAF

GOLDEN RULE™ *Hypericum calycinum* 'NCHC1' USPPAF CanPBRAF

PATTI O™ *Ilex crenata* 'FarrowSK6' USPPAF CanPBRAF

BERRY POPPINS™ *Ilex verticillata* 'FarrowBP' USPPAF CanPBRAF

MR. POPPINS™ *Ilex verticillata* 'FarrowMP' USPPAF CanPBRAF

HAPPY FACE® Pink Paradise *Potentilla fruticosa* 'Lundy' USPP22176 CanPBRAF

ROSE SENSATION™ *Schizophragma hydrangeoides* 'Minsens' USPPAF CanPBRAF

GOLDEN GLITTER™ *Spiraea nipponica* 'VERSPI 1' USPPAF CanPBRAF

SCENT AND SENSABILITY™ *Syringa x* 'SMSXPM' USPPAF CanPBRAF

ANNA'S MAGIC BALL™ *Thuja occidentalis* 'Anna Van Vloten' USPPAF CanPBRAF

'Filip's Magic Moment' *Thuja occidentalis* USPP21974 CanPBRAF

POLAR GOLD™ *Thuja occidentalis* 'SMT0YB' USPPAF CanPBRAF

ALL THAT GLITTERS™ *Viburnum brachteatum* 'SMVDLS' USPPAF CanPBRAF

ALL THAT GLOWS™ *Viburnum brachteatum* 'SMVDBL' USPPAF CanPBRAF

SPICE BALL™ *Viburnum carlesii* 'SMVCB' USPPAF CanPBRAF

Shrubs New at Retail Spring 2013



LO & BEHOLD® 'Ice Chip' *Buddleia* USPPAF CanPBRAF



LO & BEHOLD® 'Lilac Chip' *Buddleia* USPPAF CanPBRAF



SHOW OFF® Sugar Baby *Forsythia* 'NIMBUS' USPPAF CanPBRAF



BOBO® *Hydrangea paniculata* 'NUOBO' USPPAF CanPBRAF



SONIC BLOOM™ Pearl
Weigela florida 'Bokrasopin' USPPAF CanPBRAF



SONIC BLOOM™ Pink
Weigela florida 'Verweil-4' USPPAF CanPBRAF



SONIC BLOOM™ Red
Weigela florida 'Bokrasopes' USPPAF CanPBRAF

Additional Shrubs New at Retail Spring 2013

- PINKY BELLS™ *Abelia* 'Lynn' USPP20604
- SUNJOY® Cinnamon *Berberis thunbergii* 'Celeste' USPPAF
- SUNJOY® Citrus *Berberis thunbergii* 'Celeste' USPPAF
- SUNJOY® Mini Saffron *Berberis thunbergii* 'Kasia' USPPAF
- SUNJOY® Mini Salsa *Berberis thunbergii* 'Mimi' USPPAF
- SUNJOY® Syrah *Berberis thunbergii* 'Helen' USPPAF
- 'Summer Skies' *Buddleia* USPP22465 CanPBRAF
- 'Aphrodite' *Calycanthus* USPPAF CanPBRAF
- PUCKER UP!® *Cornus stolonifera* 'Neil Z' USPPAF CanPBRAF
- WHITE ALBUM™ *Euonymus fortunei* 'Alban' USPPAF CanPBRAF
- PINK CHIFFON™ *Hibiscus syriacus* 'JWNfour' USPPAF CanPBRAF
- SUMMER SHANDY™ *Humulus* 'Summer' USPPAF CanPBRAF
- TUFF STUFF™ *Hydrangea serrata* 'MAK20' USPPAF CanPBRAF

- RED WALL™ *Parthenocissus quinquefolia* 'Troki' USPPAF CanPBRAF
- HAPPY FACE® White *Potentilla fruticosa* 'White Lady' USPP22761 CanPBRAF
- 'Amy Cotta' *Rhododendron* USPP11311
- BLOOM-A-THON® Lavender *Rhododendron* 'RLH1-4P19' USPP22761 CanPBRAF
- BLOOM-A-THON® Pink Double *Rhododendron* 'RLH1-2P8' USPP21477 CanPBRAF
- BLOOM-A-THON® Red *Rhododendron* 'RLH1-1P2' USPP21562 CanPBRAF
- BLOOM-A-THON® White *Rhododendron* 'RLH1-3P3' USPP21512 CanPBRAF
- OSO HAPPY® Smoothie *Rosa* 'ZLECharlie' USPPAF CanPBRAF
- GOLDEN GLITTER™ *Spirea nipponica* 'VERSPI 1' USPPAF CanPBRAF
- SPICE GIRL™ *Viburnum carlesii* 'Spiro' USPPAF CanPBRAF
- RED BALLOON™ *Viburnum* 'Redell' USPPAF
- HANDSOME DEVIL™ *Viburnum* 'Le Bois Marquis' USPP21686

Proven Winners Perennial Availability in United States	Walters Gardens, Inc.	EuroAmerican Propagators	Four Star Greenhouse	Pleasant View Gardens
DECADENCE™ 'Blueberry Sundae' <i>Baptisia</i>	G1 Bareroot	—	G1 Bareroot	—
DECADENCE™ 'Cherries Jubilee' <i>Baptisia</i>	G1 Bareroot	—	G1 Bareroot	—
DECADENCE™ 'Dutch Chocolate' <i>Baptisia</i>	G1 Bareroot	—	G1 Bareroot	—
DECADENCE™ 'Lemon Meringue' <i>Baptisia</i>	G1 Bareroot	—	G1 Bareroot	—
FRUIT PUNCH™ 'Apple Slice' <i>Dianthus hybrid</i>	30 ct, 72 ct liners	84 ct liners	50 ct, 28 ct liners	84 ct liners
FRUIT PUNCH™ 'Black Cherry Wild' <i>Dianthus hybrid</i>	30 ct, 72 ct liners	84 ct liners	50 ct, 28 ct liners	84 ct liners
FRUIT PUNCH™ 'Coconut Punch' <i>Dianthus hybrid</i>	30 ct, 72 ct liners	84 ct liners	50 ct, 28 ct liners	84 ct liners
FRUIT PUNCH™ 'Pomegranate Kiss' <i>Dianthus hybrid</i>	30 ct, 72 ct liners	84 ct liners	50 ct, 28 ct liners	84 ct liners
FESTIVAL STAR™ <i>Gypsophila</i>	G1 Bareroot, 72 ct liners	84 ct liners	84 ct liners	—
'Tuscan Sun' <i>Heliopsis</i>	G1 Bareoot, 72 ct liners	84 ct liners	84 ct, 28 ct liners	50 Deep liners
'Going Bananas' <i>Hemerocallis</i>	G1, G2 Bareroot	G1 Bareroot, 32 ct liners	G1 Bareroot	—
'Nosferatu' <i>Hemerocallis</i>	G1, G2 Bareroot	G1 Bareroot, 32 ct liners	G1 Bareroot	—
'Primal Scream' <i>Hemerocallis</i>	G1, G2 Bareroot	G1 Bareroot, 32 ct liners	G1 Bareroot	—
'Ruby Spider' <i>Hemerocallis</i>	G1, G2 Bareroot	G1 Bareroot, 32 ct liners	G1 Bareroot	—
'Siloam Peony Display' <i>Hemerocallis</i>	G1, G2 Bareroot	G1 Bareroot, 32 ct liners	G1 Bareroot	—
DOLCE® 'Blackberry Ice' <i>Heuchera</i>	20 ct, 72 ct liners	50 ct, 84 ct liners	50 ct, 28 ct liners	50 Deep liners
DOLCE® Blackcurrant <i>Heuchera</i>	—	50 ct, 84 ct liners	50 ct, 28 ct liners	50 Deep liners
DOLCE® CINNAMON CURLS™ <i>Heuchera</i>	20 ct, 72 ct liners	50 ct, 84 ct liners	50 ct, 28 ct liners	50 Deep liners
DOLCE® Crème Brûlée <i>Heuchera</i>	—	50 ct, 84 ct liners	50 ct, 28 ct liners	50 Deep liners
DOLCE® Key Lime Pie <i>Heuchera</i>	—	50 ct, 84 ct liners	50 ct, 28 ct liners	50 Deep liners
DOLCE® Licorice <i>Heuchera</i>	—	50 ct, 84 ct liners	50 ct liners	50 Deep liners
DOLCE® Peach Melba <i>Heuchera</i>	—	50 ct, 84 ct liners	50 ct liners	50 Deep liners
SUMMERIFIC® 'Berrylicious' <i>Hibiscus</i>	G1 Bareroot, 72 ct liners	32 ct liners	G1 Bareroot	—
SUMMERIFIC® 'Cherry Cheesecake' <i>Hibiscus</i>	G1 Bareroot, 72 ct liners	32 ct liners	G1 Bareroot	—
SUMMERIFIC® 'Cranberry Crush' <i>Hibiscus</i>	G1 Bareroot, 72 ct liners	32 ct liners	G1 Bareroot	—
SUMMERIFIC® 'Summer Storm' <i>Hibiscus</i>	G1 Bareroot, 72 ct liners	32 ct liners	G1 Bareroot	—
'Autumn Frost' <i>Hosta</i>	20 ct, 72 ct liners	32 ct liners	50 ct, 28 ct liners	50 Deep liners
'Empress Wu' <i>Hosta</i>	20 ct, 72 ct liners	32 ct liners	50 ct, 28 ct liners	50 Deep liners
'Goodness Gracious' <i>Hosta</i>	20 ct, 72 ct liners	32 ct liners	50 ct, 28 ct liners	50 Deep liners
'Hudson Bay' <i>Hosta</i>	20 ct, 72 ct liners	32 ct liners	50 ct, 28 ct liners	50 Deep liners
'Seducer' <i>Hosta</i>	20 ct, 72 ct liners	—	50 ct, 28 ct liners	50 Deep liners
'Wheee!' <i>Hosta</i>	20 ct, 72 ct liners	—	50 ct, 28 ct liners	50 Deep liners
ABSOLUTELY AMETHYST® <i>Iberis</i>	G1 Bareroot, 72 ct liners	84 ct liners	50 ct liners	50 Deep liners
PINK CHABLIS® <i>Lamium</i>	—	32S, 50 ct, 84 ct liners	84 ct liners	84 ct liners
SWEET ROMANCE™ <i>Lavandula</i>	G1 Bareroot, 72 ct liners	84 ct liners	50 ct, 28 ct liners	128 ct liners
'Banana Cream' <i>Leucanthemum</i>	30 ct, 72 ct liners	50 ct liners	50 ct, 28 ct liners	50 Deep liners
DAISY MAY® <i>Leucanthemum</i>	30 ct, 72 ct liners	50 ct liners	50 ct, 28 ct liners	50 Deep liners
'Bottle Rocket' <i>Ligularia hybrid</i>	20 ct, 72 ct liners	—	50 ct, 28 ct liners	50 Deep liners
'Pardon My Pink' <i>Monarda hybrid</i>	20 ct, 72 ct liners	84 ct liners	50 ct, 28 ct liners	50 Deep liners
'Pardon My Purple' <i>Monarda hybrid</i>	20 ct, 72 ct liners	84 ct liners	50 ct, 28 ct liners	50 Deep liners
'Cat's Meow' <i>Nepeta</i>	G1 Bareroot, 72 ct liners	84 ct liners	50 ct, 28 ct liners	128 ct liners
LEMON DROP® <i>Oenothera</i>	30 ct, 72 ct liners	50 ct, 84 ct liners	84 ct liners	103 ct liners
'Cheyenne Sky' <i>Panicum</i>	20 ct, 72 ct liners	50 ct liners	50 ct, 28 ct liners	—
'Dust Devil' <i>Panicum</i>	20 ct, 72 ct liners	50 ct liners	50 ct, 28 ct liners	—
'Desert Plains' <i>Pennisetum</i>	20 ct, 72 ct liners	50 ct liners	50 ct, 28 ct liners	50 Deep liners
'Shockwave' <i>Phlox</i>	G1 Bareroot, 72 ct liners	84 ct liners	50 ct liners	50 Deep liners
GARNET BROCADE™ <i>Sedum</i>	G1 Bareroot, 72 ct liners	50 ct, 84 ct liners	50 ct liners	50 Deep liners
'Maestro' <i>Sedum</i>	G1 Bareroot, 72 ct liners	50 ct liners	50 ct liners	50 Deep liners
'Pure Joy' <i>Sedum hybrid</i>	G1 Bareroot, 72 ct liners	50 ct liners	50 ct liners	50 Deep liners
'Hocus Pocus' <i>Veronica</i>	G1 Bareroot, 72 ct liners	84 ct liners	50 ct, 28 ct liners	50 Deep liners
'Sweet Lullaby' <i>Veronica</i>	G1 Bareroot, 72 ct liners	84 ct liners	50 ct, 28 ct liners	50 Deep liners

Proven Winners
Perennial Availability
in Canada

	Dentoom's Greenhouses	Nordic Nurseries	Sobkowich Greenhouses
DECADENCE™ Blueberry Sundae <i>Baptisia</i>	—	—	—
DECADENCE™ ‘Cherries Jubilee’ <i>Baptisia</i>	—	—	—
DECADENCE™ Dutch Chocolate <i>Baptisia</i>	—	—	—
DECADENCE™ Lemon Meringue <i>Baptisia</i>	—	—	—
FRUIT PUNCH™ ‘Apple Slice’ <i>Dianthus hybrid</i>	50 ct liners	50 ct liners	50 ct liners
FRUIT PUNCH™ ‘Black Cherry Wild’ <i>Dianthus hybrid</i>	50 ct liners	50 ct liners	50 ct liners
FRUIT PUNCH™ ‘Coconut Punch’ <i>Dianthus hybrid</i>	50 ct liners	50 ct liners	50 ct liners
FRUIT PUNCH™ ‘Pomegranate Kiss’ <i>Dianthus hybrid</i>	50 ct liners	50 ct liners	50 ct liners
FESTIVAL STAR™ <i>Gypsophila</i>	—	—	—
‘Tuscan Sun’ <i>Heliopsis</i>	50 ct liners	50 ct liners	50 ct liners
‘Going Bananas’ <i>Hemerocallis</i>	—	—	—
‘Nosferatu’ <i>Hemerocallis</i>	—	—	—
‘Primal Scream’ <i>Hemerocallis</i>	—	—	—
‘Ruby Spider’ <i>Hemerocallis</i>	—	—	—
‘Siloam Peony Display’ <i>Hemerocallis</i>	—	—	—
DOLCE® ‘Blackberry Ice’ <i>Heuchera</i>	50 ct liners	50 ct liners	50 ct liners
DOLCE® Blackcurrant <i>Heuchera</i>	50 ct liners	50 ct liners	50 ct liners
DOLCE® CINNAMON CURLS™ <i>Heuchera</i>	50 ct liners	50 ct liners	50 ct liners
DOLCE® Crème Brûlée <i>Heuchera</i>	50 ct liners	50 ct liners	50 ct liners
DOLCE® Key Lime Pie <i>Heuchera</i>	50 ct liners	50 ct liners	50 ct liners
DOLCE® Licorice <i>Heuchera</i>	50 ct liners	50 ct liners	50 ct liners
DOLCE® Peach Melba <i>Heuchera</i>	50 ct liners	50 ct liners	50 ct liners
SUMMERIFIC® ‘Berrylicious’ <i>Hibiscus</i>	—	—	—
SUMMERIFIC® ‘Cherry Cheesecake’ <i>Hibiscus</i>	—	—	—
SUMMERIFIC® ‘Cranberry Crush’ <i>Hibiscus</i>	—	—	—
SUMMERIFIC® ‘Summer Storm’ <i>Hibiscus</i>	—	—	—
‘Autumn Frost’ <i>Hosta</i>	—	—	—
‘Empress Wu’ <i>Hosta</i>	—	—	—
‘Goodness Gracious’ <i>Hosta</i>	—	—	—
‘Hudson Bay’ <i>Hosta</i>	—	—	—
‘Seducer’ <i>Hosta</i>	—	—	—
‘Wheee!’ <i>Hosta</i>	—	—	—
ABSOLUTELY AMETHYST® <i>Iberis</i>	50 ct liners	50 ct liners	—
PINK CHABLIS® <i>Lamium</i>	50 ct liners	50 ct liners	50 ct liners
SWEET ROMANCE™ <i>Lavandula</i>	—	50 ct liners	50 ct liners
‘Banana Cream’ <i>Leucanthemum</i>	50 ct liners	50 ct liners	50 ct liners
DAISY MAY® <i>Leucanthemum</i>	50 ct liners	50 ct liners	50 ct liners
‘Bottle Rocket’ <i>Ligularia hybrid</i>	—	—	50 ct liners
‘Pardon My Pink’ <i>Monarda hybrid</i>	—	50 ct liners	50 ct liners
‘Pardon My Purple’ <i>Monarda hybrid</i>	—	50 ct liners	50 ct liners
‘Cat’s Meow’ <i>Nepeta</i>	—	50 ct liners	50 ct liners
LEMON DROP® <i>Oenothera</i>	50 ct liners	50 ct liners	50 ct liners
‘Cheyenne Sky’ <i>Panicum</i>	—	—	—
‘Dust Devil’ <i>Panicum</i>	—	50 ct liners	—
‘Desert Plains’ <i>Pennisetum</i>	50 ct liners	—	—
‘Shockwave’ <i>Phlox</i>	50 ct liners	50 ct liners	50 ct liners
GARNET BROCADE™ <i>Sedum</i>	50 ct liners	50 ct liners	50 ct liners
‘Maestro’ <i>Sedum</i>	50 ct liners	50 ct liners	50 ct liners
‘Pure Joy’ <i>Sedum hybrid</i>	—	—	50 ct liners
‘Hocus Pocus’ <i>Veronica</i>	50 ct liners	50 ct liners	50 ct liners
‘Sweet Lullaby’ <i>Veronica</i>	50 ct liners	50 ct liners	50 ct liners

Unmatched Consumer Advertising Support
500 Million Consumer Impressions Yearly

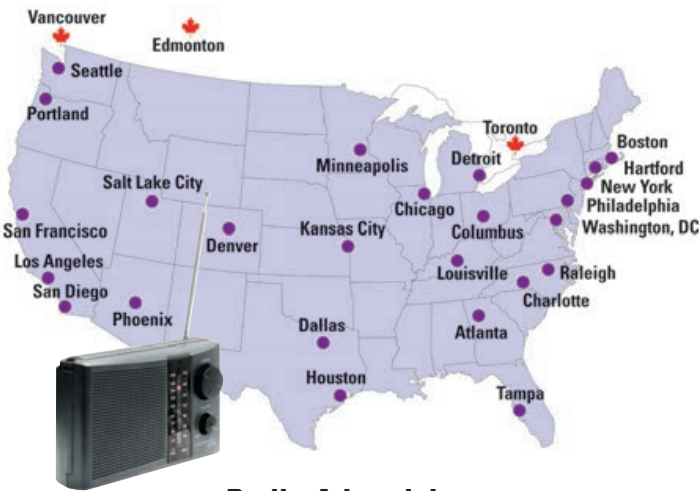


Lifestyle
and Gardening
Magazine
Advertising

Prominent full-page ads featuring our 2013 national combo will appear in a variety of lifestyle and gardening magazines across North America.



National Television Advertising
Featured on The Weather Channel and PBS.



Radio Advertising

In 2013, gardening expert Jamie Durie will lend his voice and expertise to the Proven Winners marketing effort in our radio commercials in 28 major markets. With more than 3,500 commercials scheduled to air this year, there will be wide exposure for retailers who carry Proven Winners.



Gardener's Idea Book
600,000 copies to be sent out
in Spring 2013

A New Partnership
with Jamie Durie

He'll promote our line of Supertunia® Petunias in personal appearances and social media as well as through his website, his videos and articles in national magazines, and his Hollywood home planting project.



Weekly targeted messaging
through social media efforts on
Twitter and Facebook –

62,000+ friends and followers on Facebook/Twitter, in addition to 8 regional bloggers who keep content fresh and relevant.