DIG into resources. PLANT local roots. GROW your garden center.
NEW WAYS TO GROW. Zig Ziglar said, “You can have everything in life you want, if you will just help other people get what they want.” In the garden center industry, that means helping plant-lovers discover their green thumb, whether they’re lifelong gardeners or just bought their first Philodendron.

For us, it also means helping IGCs like yours to grow and thrive. We don’t want to be just another plant brand. We want to be a strategic partner helping you connect with your customers. Garden centers play a critical role in the success of our brand – engaging, inspiring and educating consumers in their local communities. Over the course of countless conversations, we learned that marketing content is one of the most important needs for garden centers. Professional-quality photos, videos and other content can be expensive to produce, hard to organize and time-consuming to distribute. To solve this, we adopted Brandfolder™ and Promoboxx®, new platforms available to all Proven Winners® retailers.

In Brandfolder, you can easily search and download thousands of high-quality Proven Winners images, videos, educational presentations, and more, making connecting and engaging your customers easier than ever. Promoboxx allows you to localize, personalize and automate Proven Winners social campaigns from your social channels, minimizing time spent on this demanding task during critical periods.

Brandfolder and Promoboxx are two more ways we’re helping you build our brands in your community. As you dig into this guide, you’ll find other resources to plant seeds of awareness in customers’ minds and close the sale once customers are through the door. Ultimately, we’re all about helping you grow and succeed.

Every independent garden center is wonderfully unique, so you won’t find any one-size-fits-all solutions here. As your Retail Solutions Team, our mission is to connect you with the perfect level of custom support. From marketing to merchandising to staff training, we’ll create a one-of-a-kind program designed to suit you. As we dig into the 2024 season, we can’t wait to see how you grow. Happy planting!

Jessica DeGraaf
Director of Retail Accounts
E: jessica@provenwinners.com
C: 616-706-7970

Amy Howard
Retail Solutions Manager
E: ahoward@provenwinners.com
C: 231-750-3643

Heather Poire
Retail Solutions Manager
E: heather@provenwinners.com
C: 603-286-0121

Dig into the rich resources available to Proven Winners retailers.

- Staff Education
- Design Inspiration
- Advertising and Promotional Materials

Turn to Page 2 to start Digging in.

Plant your roots deep in your local gardening community. Make gardeners think of you first when they’re ready to buy.

- Targeted Digital Advertising
- Priority Listing on ProvenWinners.com
- Your Name and Logo in Influencer Videos

Turn to Page 8 to see how you can start Planting.

Grow your garden center’s sales, reputation and community. Be a place where gardeners want to spend time and money.

- Continuing Education for Your Staff
- Nationally Advertised Plant Programs
- Ready-to-Use In-Store Signage

Turn to Page 12 for more info on ways to Grow.

CONNECT
Visit provenwinners.com/learn/events to see when we’ll be at a conference or event in your area.
Proven Winners® marketing is designed to drive customers to your door.

Our multimedia brand campaigns reach millions of gardeners in the U.S. and Canada, inspiring consumers to visit their local IGC and ask for Proven Winners by name. Stretch your marketing dollars farther by digging into all we have to offer. 

**Let’s Grow Together.**

**Brand Message:**

**Let’s Grow Success:** Extensive trialing and rigorous standards mean exceptional plants that help gardeners at every skill level succeed.

**Let’s Grow Smiles:** Plants bring joy. That’s the root of why we do what we do: to enhance and inspire people’s lives.

**Let’s Grow Together:** Our plants are backed by unbeatable support for both customers and IGCs — because we don’t grow unless you do.

**OUR CALL TO ACTION:**

**BUY LOCAL**

At every consumer touchpoint we encourage people to buy from their local retailer. Our marketing goal is to drive traffic to you.

**IGC’s make up more than 70% of Proven Winners sales.**

**DIG IN**

Boost your visibility with ready-to-publish localized social media content through Promoblox® and by using #ProvenWinners in your social media posts. Contact your Retail Solutions Manager to learn more.
Thanks to our national marketing campaigns, gardeners are seeing these gorgeous varieties everywhere they look. When they visit your garden center, be sure they find the year’s hottest plants ready to take home.

**MEET YOUR 2024 BEST SELLERS**

Thanks to our national marketing campaigns, gardeners are seeing these gorgeous varieties everywhere they look. When they visit your garden center, be sure they find the year’s hottest plants ready to take home.

**GET INSPIRED:**
How Angel’s Garden Center turned the Plants of the Year into a can’t-miss display

The Proven Winners brand helps to turn my benches. I just received an order of these ‘Wildberry’ Heuchera and already sold over half of them! I’ve already called my sales rep and have them on order for delivery tomorrow.”

Jeff Doherty, Angel’s Garden Center
Hopkinton, MA

**SUPERTUNIA VISTA® JAZZBERRY® Petunia**

**HEART TO HEART® ‘Lemon Blush’ Caladium**

**‘Pink Profusion’ Salvia**

**SHADOWLAND® ‘Hudson Bay’ Hosta**

**‘Storm Cloud’ Amsonia**

**WINE & SPIRITS™ Weigela**

**OSO EASY PEASY® Rosa**

**LET’S DANCE SKY VIEW®* Hydrangea mac. x serrata**

**FIZZY MIZZY®* Itea**

**DIG IN**
Take advantage of the publicity around the National Plants of the Year by carrying these varieties in your garden center. Learn more at provenwinners.com/2024_National_Plants
RECIPE FOR SUCCESS

Give your customers a shortcut to the prettiest porch on the block with stunning container plantings ready to take home and display. The plants in our recipes are tested and designed to look amazing and grow well together all season long.

SUNSHINE STATE
- SUPERBELLS® Coral Sun Calibrachoa
- LUSCIOUS® GOLDENGATE™ Lantana
- WHIRLWIND® Blue Scaevola

INSTINCT
- HEART TO HEART® ‘Chinook’ Caladium
- HEART TO HEART® ‘White Wonder’ Caladium

POLAR PEACH
- SUPERBELLS® Double Amber Calibrachoa
- SUPERTUNIA MINI VISTA® Indigo Petunia
- SUPERBENA SPARKLING® Amethyst Verbena

RECIPE OF THE YEAR

See how other retailers are digging in. Search #provenwinners on Facebook and Instagram for ideas and inspiration.

Left: Rhodes Greenhouse in Hendersonville, NY
Center: Hagan Ace in Jacksonville, FL
Right: Arbor Farms Nursery in Fort Wayne, IN

DIG IN
Find more popular recipes online at: provenwinners.com/container-gardening-guide

DIG IN
Learn more about certification and additional training tools online at: provenwinners.com/training

BE THE GO-TO GARDEN EXPERTS

There are two reasons gardeners choose IGCs. One is the health and quality of the plants. The other is the expertise of the staff. But finding the time and programming to train your staff? That can be hard.

Our free certification program gets your staff up to speed fast. In less than an hour, they’ll be ready to answer customer questions, recommend solutions and sell more product.

98% of garden center staff members who take the free certification training would recommend it to a coworker.

DIG IN
RESOURCES FOR CERTIFIED RETAILERS

1. Ongoing training opportunities: videos, webinars and more.
3. Digital certification badge for your website and social media.
4. Access to marketing tools, including Brandfolder, our digital image and asset library.
5. Pizza party & rewards to celebrate each employee who completes certification.
LOCAL MARKETING MADE EASY FOR YOUR GARDEN CENTER

Marketing is vital to putting down strong roots in your community. CONNECT+™ offers easy, affordable ways to capture the attention of new customers and remind previous customers they’re due for a visit.

HOW MUCH SUPPORT DO YOU NEED?
Take our online quiz to see which level of CONNECT+ offers the perfect level of marketing help for your garden center’s size, goals, and budget. Find the quiz at: provenwinners.com/connect-plus

GETTING STARTED
FREE REGISTRATION

<table>
<thead>
<tr>
<th></th>
<th>BASIC</th>
<th>ENHANCED</th>
<th>ELITE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Proven Winners Certified Staff Training with certification rewards upon completion and access to Proven Winners University ongoing training</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to digital flipbook version of the Gardener’s Idea Book</td>
<td>200 Gardener’s Idea Books branded with your logo*</td>
<td>500 Gardener’s Idea Books branded with your logo*</td>
<td>1,000 Gardener’s Idea Books branded with your logo*</td>
</tr>
<tr>
<td>Access to Brandfolder™ photo and video library</td>
<td>$200 coupon for POP and professional apparel</td>
<td>$300 coupon for POP and professional apparel</td>
<td>$400 coupon for POP and professional apparel</td>
</tr>
<tr>
<td>Access to presentations in Brandfolder, so you can host learning events for your customers</td>
<td>NEW social media best practices guide to empower your team to implement</td>
<td>2-week digital ad / 2-week social media campaign</td>
<td>4-week digital ad / 2-week social media audience targeting</td>
</tr>
<tr>
<td>Your inventory listed on provenwinners.com</td>
<td></td>
<td></td>
<td>5 @GardenAnswer videos branded with your name and logo</td>
</tr>
</tbody>
</table>

*We’re happy to add your logo to the back cover. Logos must be received by January 15, 2024.

Meet Karin Jenkin, our IGC Support Manager and CONNECT+ expert. Contact Karin at connectplus@provenwinners.com

PLANT
Take advantage of easy, affordable marketing tools that help you plant roots deep in your local community of plant-lovers. Talk to your Retail Solutions Manager about which CONNECT+ tier is right for you.
HOW PROVEN WINNERS® HELPS THESE IGCs DIG, PLANT & GROW

PROVEN RESULTS SINCE 1992

ARAUJO FARMS
Dighton, MA

Araujo Farms has been a Proven Winners® partner for more than 30 years. "Sales have increased yearly," LeeAnne Araujo said. "The EZ Scapes displays turn four to five times in a day. My staff is challenged to keep them stocked." Plant quality first impressed Araujo Farms, but what really made them fans of the brand was Proven Winners’ unrivaled support. The retail solutions team is always available to answer questions, POP options are remarkable, and easy-to-take training improves staff confidence. Every year, Proven Winners supports Araujo with new plants, tools and resources. "We have grown with Proven Winners since Day 1," LeeAnne said. "We have learned alongside the company to be the best we can be."

CALLOWAY’S NURSERY
North Richland Hills, TX

Early adopters of revolutionary products often see the greatest rewards. Calloway's Nursery in Texas offered select Proven Winners annuals in Eco+ Grande® containers for $8.99. The sell-through rate was 86% – 12% higher than traditional plastic Grandes. They reported the plants looked and performed the same in both the compostable and plastic containers.

NAME RECOGNITION FROM DAY 1

GARRISON FARM & GARDEN
Cornelia, GA

Garrison Farm & Garden has been a Proven Winners retailer since the day it opened. “We wanted strong genetics,” Carrie Garrison said. “We started with Proven Winners to have our best chance for success.” As a new business, Garrison Farm relies on the national name recognition Proven Winners brings. Carrie has been blown away by how easy the retail solutions team makes marketing and merchandising. "We viewed Proven Winners as a marketing powerhouse," she said. "The company does such a great job with national advertising, and we’ve been able to take advantage of that."

Check out Page 3 to see the ways Proven Winners markets for your garden center.

CALIFORNIA FARM & GARDEN
Dighton, MA

Garrison Farm & Garden has been a Proven Winners retailer since the day it opened. “We wanted strong genetics,” Carrie Garrison said. “We started with Proven Winners to have our best chance for success.” As a new business, Garrison Farm relies on the national name recognition Proven Winners brings. Carrie has been blown away by how easy the retail solutions team makes marketing and merchandising. "We viewed Proven Winners as a marketing powerhouse," she said. "The company does such a great job with national advertising, and we’ve been able to take advantage of that."

Plant: Check out Page 3 to see the ways Proven Winners markets for your garden center.

PLANT: Turn to Page 16 to learn more about EZ Scapes.
What's Special About leafjoy™?

- Limited supply, high-demand items.
- The best genetics for strong, healthy plants.
- Arrive retail ready, clean, tagged and leaf-shined.
- Backed by the power of Proven Winners® national marketing.
- Come with FREE POP when you place your first order.
- Detailed labels tell your customers exactly what the plant needs to thrive.
- The Collector’s Edition includes collectible metal medallions.
- Boutique and Collector’s edition varieties sold exclusively through IGCs.
- Tags with easy-to-follow care instructions.

Successful Plant Parents Buy More Plants

Many people long for a plant-filled home but don’t know where to start. Their confidence may be shaken by a history of houseplant failures.

leafjoy™ gives customers the information they need to change all that. As they watch their first leafjoy plant grow and thrive, customers will be inspired to come back and add more to their collection.

- Limited supply, high-demand items.

Houseplants have never been hotter. Help your customers build the indoor oasis of their dreams with gorgeous, easy-to-grow varieties. These high-margin items are an easy repeat sell for your garden center.

Once customers buy one, they’ll be hooked!

Order leafjoy plants at theplantcompany.com. Low minimum orders and the ability to customize the variety mix make it easy to stock the houseplants your customers want.

The Collector’s Edition includes collectible metal medallions.

The National Houseplant of the Year will receive extra attention in Proven Winners 2024 marketing campaigns. Take advantage of the publicity by carrying Mythic Dragonite Alocasia melo.

Houseplant of the Year

Mythic™ Dragonite™ Alocasia melo

The National Houseplant of the Year will receive extra attention in Proven Winners 2024 marketing campaigns. Take advantage of the publicity by carrying Mythic Dragonite Alocasia melo.

Order leafjoy plants at theplantcompany.com. Low minimum orders and the ability to customize the variety mix make it easy to stock the houseplants your customers want.
TAKE ADVANTAGE OF NATIONAL ADVERTISING AND INFLUENCER CAMPAIGNS TO BRING IN SUMMER FOOT TRAFFIC. Don’t miss the return of our popular Summerific® Week event and the first Supertunia® Summer in 2024. These customer favorites will star in hashtagged posts, influencer videos, contests, and webinars to drive traffic to your door all season.

Take advantage of national advertising and influencer campaigns to bring in summer foot traffic.

Don’t miss the return of our popular Summerific® Week event and the first Supertunia® Summer in 2024. These customer favorites will star in hashtagged posts, influencer videos, contests, and webinars to drive traffic to your door all season.

We’re spreading the word that Supertunia is The Best Petunia. Period.® Supertunias are Proven Winners’ most popular plant series, and for good reason! These lush, vigorous bloomers are the easiest way for even new gardeners to get jaw-dropping results.

Supertunia Summer 2024 will introduce this popular annual to even more people. As our national campaign builds gardener excitement, make sure people know your IGC is the place to find beautiful Supertunias.

Get Your Customers Excited. Engage your local market with ready-made promotional tools:

- Social media contests
- Shareable content through Promoboxx
- Club Sprout resources to host events for kids and families
- Display ideas to encourage #supertuniasummer selfies

Make Supertunias Easy To Find. Boost Supertunias’ in-store visibility:

- Posters, benchcards and benchtape
- Stickers for your floor, walls and windows

Make Your Staff Supertunia Experts. Training resources make sure your staff knows:

- How to pair Supertunia, Supertunia Vista® and Supertunia® Mini Vista™ Petunias
- How to trim, water, feed and protect Supertunias
- Supertunia combinations

PLACE YOUR ORDERS FOR SUMMERIFIC HIBISCUS AND SUPERTUNIA PETUNIAS EARLY – THESE CUSTOMER FAVORITES GO FAST. LEARN MORE ABOUT THESE SPECIAL EVENTS FOR SUMMER 2024 AT PWWIN.RS/SUMMER
LANDSCAPE CHALLENGES: SOLVED

Elegant Designs for Every Environment

EZ Scape™ are perennial recipes designed to flourish under challenging conditions. Each recipe features plants with similar requirements that bloom in succession for year-round interest.

Your EZ Scape display shows gardeners how to combine varieties for a show-stopping multi-season effect. With more than 30 recipes addressing challenges like clay soil, shady locations and hot climates, customers can be confident their landscape will thrive.

GROW: Boost sales by displaying ready-made combinations for challenges in your area. Take advantage of this program at your garden center – POP and handouts are available for all EZ Scape recipes. Talk to your Retail Solutions Manager or visit Ezscapes.com to learn more.

Protect Landscapes from Hungry Deer

Backyard deer seem charming until you wake up to find your shrubs eaten down to sticks. Rising deer populations mean even urban landscapes are vulnerable to the damage these woodland creatures can do.

We collected more than a dozen Proven Winners® ColorChoice® shrubs least likely to be damaged by browsing deer and labeled them with the Deer Proof™ logo. Your customers can rest easy knowing deer will walk past their Deer Proof shrubs in search of tastier treats.

GROW: Sell more shrubs by building displays of deer-resistant varieties. Talk to your Retail Solutions Manager or visit pwwin.rs/deerproof to learn more about Deer Proof shrubs.

DEER-RESISTANT PERENNIALS

Gardeners are tired of backyard critters treating their beautiful landscapes like a Vegas buffet.

A post promoting “22 Deer-Resistant Perennials” on the Proven Winners Facebook Page was clicked on more than 23,000 times.

GROW: Create in-store displays and social media posts promoting deer-resistant plants. You’ll find ready-made assets and inspiration in Brandfolder.

TRENDING TOPICS

COMBINING PLANTS FOR A STUNNING EFFECT

Everyone wants magazine-worthy containers but most people don’t know where to start.

Some of our most popular social media posts deconstruct beautiful potted plant combinations so gardeners of every skill level can get the same look at home.

GROW: Just as mannequins inspire sales by showing how outfits come together, your displays can show customers which plants grow well and look great together. Find inspiration at: pwwin.rs/container

CREATE A POLLINATOR HAVEN

Pollinating bees, skippers and moths all enjoy a diverse mix of Proven Winners pollinator plants with new flowers that pop open all season. There’s plenty of fodder for their day time snack.

GROW: Use displays and social media posts to teach your customers how to design a garden for pollinators. Visit pwwin.rs/pollen for ideas.
POP is your garden center’s hardworking silent salesperson. It delivers information, inspiration and direction to every customer who walks in your door.

- When customers know what they want, POP points them in the right direction.
- When staff are unavailable, POP answers common questions.
- When customers don’t know where to start, POP provides inspiration.

Scan the QR code to see all of our existing POP options.

Contact Tabatha Gainey to discuss POP options that meet your garden center’s unique goals. tabatha@provenwinners.com
**EVERYONE WINS WITH HIGH-VALUE HARD GOODS**


**GROW YOUR BOTTOM LINE**

**Products That Make It Easy to Be Green**

**Proven Winners® Premium Potting Soil**

Our premium potting soil is made of grower-grade peat moss, composted bark, perlite, dolomite lime to buffer soil pH, a professional wetting agent and our continuous release plant food featuring Multicote 15-7-15 for an even, consistent feed.

**Proven Winners Continuous Release Plant Food**

Our unique 15-7-15 NPK ratio with micro-nutrients was designed specifically by Proven Winners to maximize flowering and plant growth. It feeds plants for 6-months with only one application.

**Proven Winners Water Soluble Plant Food**

Our unique 24-12-17 NPK ratio with micro-nutrients was designed specifically by Proven Winners to maximize flowering and plant growth. It is the only consumer plant food which includes Iron in the important EDDHA form designed to keep plants green at varying pH ranges.

**CONTAINER GARDENING MADE EASY**

Innovative self-watering AquaPots® make it easy for customers to achieve the lush, Instagram-worthy plants of their dreams – with less water and in less time.

**AquaPots Now Available for Every Price Point**

- **AquaPots Ceramic Planters**: The original AquaPots, in frost-resistant luxury ceramic.
- **AquaPots Lite Urban Planters**: Lightweight resin planters that mimic the look and feel of ceramic at a fraction of the cost.
- **AquaPots Lite Legacy Stone Planters**: A fiberglass interior and volcanic ash composite exterior give these lightweight containers the classic look of stone.
- **AquaPots Inserts**: Now your customers can turn any round or square planter into self-watering AquaPots.

**Aquapots Lite and Inserts are available from Classic Home & Garden, BFG Supply, Griffin, Proven Winners, Four Star Greenhouses and Pleasant View Gardens. Scan the QR code above for more details.**
Join Brandfolder for access to a complete library of Proven Winners® marketing assets like professionally produced photos and graphics.

Dig into fast, up-to-date staff training as a Proven Winners Certified Retailer.

Build social media campaigns to drive the first day of spring sales using the free tools in CONNECT+™ and Promoboxx®.

Take advantage of national marketing campaigns. Grow and sell the National Plants of the Year and National Recipes, and be the local place gardeners can find the varieties they keep hearing about.

Upgrade your CONNECT+ tier for exclusive local IGC marketing solutions.

Reach your audience where they are. Get our guide to social media best practices and campaigns, and access ready-made content with your CONNECT+ subscription.

Grow your staff expertise with continuing education opportunities like Proven Winners University, webinars and roadshow events.

Use our design inspiration guide to create irresistible displays that move product and grow your bottom line.

Consult with your Retail Solutions Manager to explore ways you can grow your business through solutions like POP and additional product lines.