Every single day of the year, Proven Winners is fully invested in consumers’ success. Exceptional garden performance is the unwavering standard set for all of the plants we breed, trial, select and introduce. It keeps loyal consumers coming back for more.

Yet, we offer far more than beautiful plants. Proven Winners is the only brand that creates an all-encompassing, positive gardening experience for consumers. It starts with incomparable plants, but expands to include the premium soils, plant foods, watering systems, gardening tools and containers needed to ensure success. Further, our team works diligently to inspire and educate consumers about how to brighten their corner of the world.

No other live goods brand invests more in consumer success than Proven Winners. Period.

See All of Our New Varieties in Action!
Scan the QR code or go to www.provenwinners.com/2024NewVarieties to learn all the details you need to know about our new varieties and programs for the 2024 season.
2024 NATIONAL PLANT OF THE YEAR PROGRAM

Strong promotional campaigns build strong sales. Key in on these nine exceptional varieties that Proven Winners will be dedicating significant marketing dollars to build excitement and demand for beginning Spring 2024. Learn more at www.nationalplantoftheyear.com.

2024 NATIONAL RECIPES

Packed with our top-selling, most distinctive varieties, our National Recipes have been proven in trials to work. We’ll take care of driving consumer demand while you watch them fly out of inventory.

Polar Peach
SUPERBELLS® Double Amber Calibrachoa
SUPERUNIA MINI VISTA® Indigo Petunia
SUPERBENA SPARKLING® Amethyst Verbena
SUGGESTED THRILLER:
GRACEFUL GRASSES®
QUEEN TUT™ Cyperus

Sunshine State
SUPERBELLS® Coral Sun Calibrachoa
LUSCIOUS® GOLDENGATE™ Lantana
WHIRLWIND® Blue Scabiosa
SUGGESTED THRILLER:
GRACEFUL GRASSES®
QUEEN TUT™ Cyperus

Instinct
HEART TO HEART®
‘Chinook’ Caladium
HEART TO HEART® White Wonder Caladium
SUPERBELLS® Blue Improved Calibrachoa

A top pick from our trials, this improved selection boasts an earlier bloom time due to it being daylength neutral, a naturally denser habit with shorter internodes and greater heat tolerance. Vibrant blue flowers retain their saturated color as they age.

- Much improved habit in a Grande™ without heavy PGRs
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande containers, hanging baskets, window boxes, recipes and monocultures
- 6-12” height; 12-24” spread
- Part sun to sun
- Vigor 2

HEART TO HEART™ ‘Rain or Shine’ Caladium

One of the most unique and vigorous caladiums we’ve ever trialed. Large, bronze pink-red leaves with soft pink speckles and black veining stand out easily on grower and retail benches. Good sun tolerance expands this variety’s uses.

- Sprouts and finishes quickly in production
- Bulbs come de-eyed and painted for quick and easy planting
- Grow in 4.25 Grande containers, hanging baskets, window boxes, recipes, monocultures and landscapes
- 15-20” height; 10-14” spread
- Part sun to sun
- Vigor 2

SOLENIA® Begonia x hiemalis

Prolific, vibrant blossoms are produced on well-branched, mildew resistant plants all season due to daylength neutrality. As their consistently superior performance has been well-documented, Solenia is being elevated to the Proven Winners brand.

- Double flowers with attractive ruffling
- Deadheading not required for continuous bloom
- Grow in 4.25 Grande™ containers, baskets, window boxes and landscapes
- 8-12” height; 8-12” spread
- Part sun to sun
- Vigor 2

DOUBLE DELIGHT® Appleblossom Begonia

Building on this popular series comes a new bicolor white and soft pink selection with an abundance of cascading, double, pleasantly fragrant blossoms. Good vigor, branching, flower count and sun tolerance make this an outstanding begonia.

- 20-30% larger than other Double Delights
- More tolerant of Xanthomonas than other series
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes and monocultures
- 8-14” height; 16-20” spread
- Full sun
- Vigor 2

HEART TO HEART™ ‘Rain or Shine’ Caladium

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- Full sun
- Vigor 2

SOLENIA® Apricot Begonia

SOLENIA® Chocolate Orange Begonia

SOLENIA® Scarlet Begonia

DOUBLE DELIGHT® Appleblossom Begonia

CAMPFIRE® MARSHMALLOW™ Bidens ferulifolia

Strong heat tolerance and pure white, self-cleaning flowers that set little seed are the highlights of this all-season bloomer. Large blossoms on densely mounded plants are highly attractive to pollinators.

- Larger habit than Campfire® Flame, flower size like Goldilocks Rocks®
- Low seed set
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes and landscapes
- 8-14” height; 16-20” spread
- Full sun
- Vigor 2
Gardeners will surely be smitten by this delightful double-flowered, light pink and rose pink bi-tone calibrachoa that bears charming rosebud-like blossoms. An essential color expansion to the Superbells Double line, one that is sure to have excellent retail appeal.

- Robust, well-branched, mounded trailing habit
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande containers, hanging baskets, window boxes, recipes and monocultures
- 6-12" height; 12-24" spread
- Full sun to sun
- Vigor 2

Every series needs a good white, and we’ve found it in this new bright white, fully double-flowered Superbells. It blooms prolifically on robust, well-branched plants, adding a beautiful lacy texture to recipes from spring into fall without deadheading.

- Standout garden performer all season
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande containers, hanging baskets, window boxes, recipes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2

Selected for its naturally refined habit and darker green foliage that’s covered in slightly larger, rich pink flowers, this improved variety is essential for container recipes. An earlier bloom time and greater heat tolerance sweeten the deal.

- Much improved habit in a Grande™ without heavy PGRs
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande containers, hanging baskets, window boxes, recipes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2

This truer scarlet red flowers top the lush green canopy of this vigorous, highly disease resistant canna that is as easy to grow as petunias in production. Ideal for warm climates where it flowers like crazy in the summer heat.

- Mid-sized canna with excellent vigor
- Premium thriller for combinations
- Sold easily in 4.25 Grande™ or in 1.0 Royale™ or larger containers for summer sales
- 30-48" height; 18-24" spread
- Part sun to sun
- Vigor 4

Amped up flower power, improved heat tolerance and more persistent color through the season are the key features of this improved white flowering nemesia. An excellent pansy replacement or companion for spring and fall sales.

- Denser habit; a great match for Sunsatia Cranberry Red
- Good resistance to powdery and downy mildew
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2
**SUPERTUNIA® BERMUDA BEACH® Improved Petunia**

We’ve upgraded this longtime favorite in our Supertunia line by improving its flower color and garden performance as well as refining our stock. This will help it move through the supply chain smoothly, delivering reliable and consistent liners to growers. It’s a great match for this series which is quickly gaining in popularity among growers and gardeners.

- **Glorious coral pink flowers**
- Blooms spring to fall with no deadheading
- Grown in 4.25 Grande® and 1.0 Royale® containers, baskets, window boxes, recipes and landscapes
- 4-12” height; 18-24” spread
- Part sun to sun
- Vigor 3

**SUPERTUNIA® HOOPLA® VIVID ORCHID™ Petunia**

See what all the hoopla is about! This picotee patterned petunia is the best we’ve trialed in years. It meets Supertunia standards for seasonlong performance without deadheading, has a well-branched habit and delivers a stellar garden performance. It’s a perfect color addition to the series; perfect for creating patriotic-themed, summer recipes.

- Attractive, densely branched habit
- Durable petunia that tolerates adverse growing conditions
- Grow in 4.25 Grande® and 1.0 Royale® containers, recipes, baskets, monsoultures and landscapes
- 6-12” height; 18-24” spread
- Part sun to sun
- Vigor 3

**SUPERTUNIA MINI VISTA® Sweet Sangria Petunia**

Supertunia Mini Vista Sangria has been replaced with this new stable cultivar which bears larger, brighter fuchsia pink flowers earlier in spring. It’s a great match for this series which is quickly gaining in popularity among growers and gardeners.

- Phenomenal garden performance and excellent vigor
- Grow in 4.25 Grande® and 1.0 Royale® containers, baskets, window boxes, recipes and landscapes
- 4-12” height; 18-24” spread
- Part sun to sun
- Vigor 3

**SUPERTUNIA MINI VISTA® Ultramarine Petunia**

Are you a fan of Supertunia Royal Velvet? Then you’ll love this new cultivar which mirrors its color but in a compact Supertunia Mini Vista form. A useful color addition to the series; perfect for creating patriotic-themed, summer recipes.

- Attractive, densely branched habit
- Durable petunia that tolerates adverse growing conditions
- Grow in 4.25 Grande® and 1.0 Royale® containers, recipes, baskets, monsoultures and landscapes
- 6-12” height; 18-24” spread
- Part sun to sun
- Vigor 3

**SUPERTUNIA® SAFFRON FINCH™ Petunia**

As yellow continues to trend with consumers, we are excited to introduce this new sunny yellow Supertunia with a full, well-branched, rounded habit. It’ll work well in your spring and summer recipes and deliver a stellar garden performance.

- Bright yellow flowers; may transition to creamy yellow in southern climates
- Blooms spring to fall with no deadheading
- Grown in 4.25 Grande® and 1.0 Royale® containers, baskets, window boxes, recipes and landscapes
- 4-12” height; 10-24” spread
- Part sun to sun
- Vigor 3

**CATALINA® Pink Improved Petunia**

We’ve improved this shade garden essential by giving it larger, uniform pink flowers, amping up its vigor and flower production, and improving its early season performance to make it easier to use in spring recipes.

- Tolerates both sun and shade in the North and South
- Self-cleaning blooms
- Grow in 4.25 Grande® containers, baskets, window boxes, recipes and landscapes
- 8-12” height; 8-12” spread
- Sun or shade
- Vigor 2

**Angel Wings Senecio candicans**

This head-turner makes an outstanding focal point in containers and landscapes and has fantastic impulse appeal at retail. Large, silky, silvery white leaves grow quickly to form a substantial, upright clump.

- Heat, drought and salt tolerant; requires good drainage
- Deer and rabbit resistant
- Grown for foliage; rarely blooms
- Grow in 1.0 Royale® containers, baskets, window boxes, recipes and landscapes
- 12-18” height; 12-16” spread
- Full sun
- Vigor 2
**SUPERBENA®®** Cherryburst Improved Verbena

We’ve upgraded this popular patterned verbena with a selection that exhibits greater vigor and forms a larger plant that matches others in the series. Fun clusters of cherry red and peach striped flowers appear all season without deadheading.

- Exemplary resistance to powdery mildew
- Mounded trailing habit
- Grow in 4.25 Grande™ containers, baskets, window boxes, recipes and landscapes
- 6-12” height; 18-30” spread
- Part sun to sun
- Vigor 3

**BE MY®® Destiny Zantedeschia™ (Calla Lily)**

One of the best we’ve trialed. Growers can expect a strong yield, excellent vigor and uniformity, full pots and good disease resistance. Grape purple flowers with a deeper purple throat are produced atop the slightly maculated, foliage.

- Indoor décor item and outdoor garden sales potential
- Blooms for 9-12 weeks in summer
- Finish in 6.5” containers
- 18-24” height; 9-12” spread
- Part sun to sun
- Vigor 2

**SUPERBENA®® PINK CASHMERE™™** Verbena

Meet the new star of the series! This pastel pink Superbena captured our attention in trials with its delicate flower color, extremely vigorous growth, and huge umbels that rival Superbena Whiteout™ and Violet Ice in size.

- Exemplary resistance to powdery mildew
- Mounded trailing habit
- Grow in 4.25 Grande™ containers, baskets, window boxes, recipes and landscapes
- 6-12” height; 18-30” spread
- Part sun to sun
- Vigor 3

**PROVEN ACCENTS®® AND GRACEFUL GRASSES®**

Designed to add value to container recipes and increase sales of your Grande™™ and Royale™™ product, these programs can positively impact your bottom line. Combined with Proven Winners annuals, they bring the entire thriller-filler-spiller concept under one branded program. This simplifies the shopping experience for consumers while providing a merchandising solution for retailers.

Over 60 varieties of Proven Accents and Graceful Grasses can be paired with Proven Winners annuals, allowing consumers of all skill levels to easily design professional-looking container gardens that suit their garden style.

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**Let’s Grow Together in 2024**

NEW PLANTS AND PROGRAMS

See All of Our New Varieties in Action!

Scan the QR code or go to www.provenwinners.com/2024NewVarieties to learn all the details you need to know about our new varieties and programs for the 2024 season.
Macho Fern
*Nephrolepis biserrata*
A massive, brawny fern that forms a full, cascading mound of bright green, glossy fronds that can reach 4’ long. Dwarfs Boston fern by comparison. Makes a magnificent monoculture basket or planter for shaded porches and patios.
- 3-4’ height; 3-5’ spread
- Part shade to shade
- Vigor 3

'Kimberley Queen'
*Nephrolepis obliterata* (Australian Sword Fern)
Much smaller than Macho fern, forming a bushy clump of mostly upright, narrow, sword-shaped fronds. Stunning as a monoculture but also plays well with other shade lovers in combinations where it acts as a thriller. Thrives in moist, acidic soil and high humidity.
- 2-3’ height; 2-3’ spread
- Part shade to shade
- Vigor 2

'Dwarf Holly Fern'
*Cyrtomium fortunei*
Named for its leathery, glossy, holly-like fronds, this durable fern makes a bold addition to shade containers and baskets. Its stiff, upright arching fronds relegate it to the filler role in recipes paired with other low to medium vigor annuals.
- 10-24’ height; 2-3’ spread
- Part shade to full shade
- Vigor 2

'Sweet Caroline Sweetheart Jet Black'
*Ipomoea*
Saturated mahogany red, heart-shaped leaves retain their color well in full sun. Forms a full, mounded habit that trails up to 3’ by summer’s end. A good match to Sweet Caroline Sweetheart Red.
- 6-16” height; 20-36” spread
- Part sun to sun
- Vigor 3

'Gold Child'
*Hedera helix* (Ivy)
A popular spiller for container recipes in sun and shade. Variegated soft green and avocado green leaves have yellow edges which fluctuate in their color intensity based on heat and light. Yellow coloration is brightest in cooler temperatures and sun.
- 3-6” height; 12-24” spread
- Sun or shade
- Vigor 1

'Veriquetum' *Chlorophytum comosum* (Spider Plant)
A popular, easy care houseplant which makes a fun addition to shade container recipes as a trailing plant with great texture. Strappy green leaves with bright white edges form a weeping, arching clump from which numerous plantlets form on hanging stems.
- 3-4’ height; 2-3’ spread
- Part shade to full shade
- Vigor 2

'Proven ACCENTS for 2024'

'Silver Lady' *Blechnum gibbum* (Dwarf Tree Fern)
This elegant dwarf tree fern brings a unique architectural presence to the garden and large containers with its rosette of bright green, arching fronds attached to a short trunk. Enjoys warm, humid climates and shade. Can be overwintered indoors as a houseplant.
- 3-4’ height; 2-3’ spread
- Part shade to full shade
- Vigor 2

'Variegatum' *Chlorophytum comosum* (Spider Plant)
A popular, easy care houseplant which makes a fun addition to shade container recipes as a trailing plant with great texture. Strappy green leaves with bright white edges form a weeping, arching clump from which numerous plantlets form on hanging stems.
- 12-18” height; 12-24” spread
- Part shade to full shade
- Vigor 2

'New Proven ACCENTS for 2024'

'Cordyline australis' (False Dracaena)
Considered one of the best red Cordylines on the market. This strong, architectural tropical functions as a thriller which adds height, texture and color to premium container recipes. Leaves are narrower and brighter bronze-red compared to ‘Red Sensation’.
- 3-6’ height; 18-36” spread
- Part sun to sun
- Vigor 1

'Dwarf Holly Fern'
*Cyrtomium fortunei*
Named for its leathery, glossy, holly-like fronds, this durable fern makes a bold addition to shade containers and baskets. Its stiff, upright arching fronds relegate it to the filler role in recipes paired with other low to medium vigor annuals.
- 10-24’ height; 2-3’ spread
- Part shade to full shade
- Vigor 2

'Gold Child'
*Hedera helix* (Ivy)
Saturated mahogany red, heart-shaped leaves retain their color well in full sun. Forms a full, mounded habit that trails up to 3’ by summer’s end. A good match to Sweet Caroline Sweetheart Jet Black.” "Sweet Caroline Sweetheart Lime; replaces Sweet Caroline Sweetheart Red.
- 6-16” height; 20-36” spread
- Part sun to sun
- Vigor 1

'Sweet Caroline Sweetheart Lime'
*Ipomoea*
Saturated mahogany red, heart-shaped leaves retain their color well in full sun. Forms a full, mounded habit that trails up to 3’ by summer’s end. A good match to Sweet Caroline Sweetheart Jet Black.“ "Sweet Caroline Sweetheart Red.
- 6-16” height; 20-36” spread
- Part sun to sun
- Vigor 1

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- 6-16” height; 20-36” spread
- Part sun to sun
- Vigor 1
As bold foliage plants continue to trend strongly, now is the time to expand your offerings of versatile tropicals like our Heart to Heart® caladiums. With varieties that can withstand every setting – from full sun to full shade in blazing heat – these bold foliage thrillers bring a tropical vibe to upright container recipes, hanging baskets and in-ground plantings.

Growers will appreciate that all caladium bulbs we offer come de-eyed and painted, making it easy to grow predictably strong crops every time.

Heart to Heart Christmas Caladiums

Poinsettias are a classic Christmas tradition, but consumers love choices when it comes to decorating their homes for the holidays. Give consumers exciting new foliage options in stunning shades of red, white and green for the holidays. Christmas Caladiums are a festive alternative that consumers will love. They also have tremendous impulse appeal with consumers who are looking for new ways to decorate for the holidays.
**New Proven Winners Perennials for 2024**

**'Silver Lining'** *Artemisia 'Silver Lining' (White Sagebrush)*
- Grown for its spectacular foliage, this native cultivar forms a low, wide mound of dissected silver foliage that keeps its shape all season. It is reliably perennials and does not spread by underground runners. Use as a filler at the border’s edge or as a spiller in container recipes.
- **Height**: 12–16‘; **Spread**: 32–36’; **Zones**: 4–9
- **Full sun**

**CROWNING GLORY** *Princess Bride’* *Eucomis 'Princess Bride' (Pineapple Lily)*
- A new bloom to the garden for the first time; the result of many years of hybridization in Michigan zone 6a. foliage forms a pyramidal rosette, emerging burgundy and maturing to green, topped with numerous stalks of pink and creamy flowers in late summer. Eucomis is late to emerge, best for summer and rabbit resistant.
- **Height**: 18’; **Spread**: 24’; **Zones**: 6a–9b
- **Full sun to part sun**

**RAINBOW RHYTHM** *Blazing Glory’* *Hemerocallis ‘Blazing Glory’ (Daylily)*
- This striking daylily bears very large 6”, golden yellow flowers with pink accents. It’s a midsummer rebloomer. This award-winning, tetraploid daylily produces huge, deep purple-red flowers with a prominent, glowing green throat that really pops with contrast. They measure nearly 8” across and create quite the show thanks to a huge bud count.
- **Height**: 18–22”; **Spread**: 16–18’; **Zones**: 3–9
- **Full sun to part sun**

**SUMMERIFIC** *All Eyes on Me’* *Hibiscus ‘All Eyes on Me’ (Hibiscus, Rose Mallow)*
- A classic bubblegum pink flower with a dark pink center and wavy piecrust leaf edges. Tall scapes hold open to reveal rose-red flowers that transition into the creamy white center. It’s made extra-special by variegation which extends from petiole to leaf tip and wavy variegation colors.
- **Height**: 30”; **Spread**: 36”; **Zones**: 3–9
- **Part shade to full shade**

**LUMINARY** *Prismatic Pink’* *Phlox paniculata ‘Luminous’ (Tall Garden Phlox)*
- Classic bubblegum pink flowers with a dark pink eye form large, dense panicles atop the clump of mid-green, resistant, dark green foliage for several months beginning in midsummer. A good match for the series, perfect size for mid-border and a great cut flower. This native hybrid is a pollinator favorite.
- **Height**: 32–34’; **Spread**: 24–26’; **Zones**: 3–8
- **Full sun to part shade**

**BOUQUET PERFECT’** *‘Big Ripples’ Primula vulgaris ‘Bouquet Perfect’ (Primrose)*
- Expanding our offerings for shade, these stunning premium features large, fully double flowers presented like a bouquet atop the neatly rounded foliage in spring. sterile flowers make these cultivars particularly long blooming. Choose from bicolor violet blue/white or golden yellow.
- **Height**: 5–6’; **Spread**: 10–12’; **Zones**: 4–6
- **Part shade to full shade**

**MEGA MILLIONS** *Rudbeckia ‘Mega Millions’ (Black-Eyed Susan)*
- An absolutely blooming machine! This showstopping Rudbeckia is larger and far more floriferous than ‘Goldsturm’. One 3 year old plant produced over 1,000 more flowers than a 7 year old ‘Goldsturm’! Their flowers hold their color well into fall.
- **Height**: 3’; **Spread**: 3’; **Zones**: 3–9
- **Full sun to part sun**

**SHADOWLAND** *Love Story’* *Hosta ‘Love Story’ (Foamy Bells)*
- This medium-sized hosta bears long, heart-shaped, green leaves with chartreuse jetting that broadens into the creamy white center. It’s made extra-special by variegation which extends from petiole to leaf tip and wavy variegation colors. Tall scapes hold large clusters of white flowers in early summer.
- **Height**: 14–16”; **Spread**: 22–31”; **Zones**: 3–9
- **Part shade to full shade**

**BOUQUET PERFECT’** *‘Blue Ripples’ Primula vulgaris ‘Bouquet Perfect’ (Primrose)*
- Expanding our offerings for shade, these stunning premium features large, fully double flowers presented like a bouquet atop the neatly rounded foliage in spring. sterile flowers make these cultivars particularly long blooming. Choose from bicolor violet blue/white or golden yellow.
- **Height**: 5–6’; **Spread**: 10–12’; **Zones**: 4–6
- **Part shade to full shade**

**MEGA MILLIONS** *Rudbeckia ‘Mega Millions’ (Black-Eyed Susan)*
- An absolutely blooming machine! This showstopping Rudbeckia is larger and far more floriferous than ‘Goldsturm’. One 3 year old plant produced over 1,000 more flowers than a 7 year old ‘Goldsturm’! their flowers hold their color well into fall.
- **Height**: 3’; **Spread**: 3’; **Zones**: 3–9
- **Full sun to part sun**

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- This medium-sized hosta bears long, heart-shaped, green leaves with chartreuse jetting that broadens into the creamy white center. It’s made extra-special by variegation which extends from petiole to leaf tip and wavy variegation colors. Tall scapes hold large clusters of white flowers in early summer.
- **Height**: 14–16”; **Spread**: 22–31”; **Zones**: 3–9
- **Part shade to full shade**

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- Expanding our offerings for shade, these stunning premium features large, fully double flowers presented like a bouquet atop the neatly rounded foliage in spring. sterile flowers make these cultivars particularly long blooming. Choose from bicolor violet blue/white or golden yellow.
- **Height**: 5–6’; **Spread**: 10–12’; **Zones**: 4–6
- **Part shade to full shade**

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- **Height**: 3’; **Spread**: 3’; **Zones**: 3–9
- **Full sun to part sun**

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- **Height**: 14–16”; **Spread**: 22–31”; **Zones**: 3–9
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- **Height**: 5–6’; **Spread**: 10–12’; **Zones**: 4–6
- **Part shade to full shade**

**MEGA MILLIONS** *Rudbeckia ‘Mega Millions’ (Black-Eyed Susan)*
- An absolutely blooming machine! This showstopping Rudbeckia is larger and far more floriferous than ‘Goldsturm’. One 3 year old plant produced over 1,000 more flowers than a 7 year old ‘Goldsturm’! Their flowers hold their color well into fall.
- **Height**: 3’; **Spread**: 3’; **Zones**: 3–9
- **Full sun to part sun**

**SHADOWLAND** *Love Story’* *Hosta ‘Love Story’ (Foamy Bells)*
- This medium-sized hosta bears long, heart-shaped, green leaves with chartreuse jetting that broadens into the creamy white center. It’s made extra-special by variegation which extends from petiole to leaf tip and wavy variegation colors. Tall scapes hold large clusters of white flowers in early summer.
- **Height**: 14–16”; **Spread**: 22–31”; **Zones**: 3–9
- **Part shade to full shade**

**BOUQUET PERFECT’** *‘Blue Ripples’ Primula vulgaris ‘Bouquet Perfect’ (Primrose)*
- Expanding our offerings for shade, these stunning premium features large, fully double flowers presented like a bouquet atop the neatly rounded foliage in spring. sterile flowers make these cultivars particularly long blooming. Choose from bicolor violet blue/white or golden yellow.
- **Height**: 5–6’; **Spread**: 10–12’; **Zones**: 4–6
- **Part shade to full shade**

**MEGA MILLIONS** *Rudbeckia ‘Mega Millions’ (Black-Eyed Susan)*
- An absolutely blooming machine! This showstopping Rudbeckia is larger and far more floriferous than ‘Goldsturm’. One 3 year old plant produced over 1,000 more flowers than a 7 year old ‘Goldsturm’! Their flowers hold their color well into fall.
- **Height**: 3’; **Spread**: 3’; **Zones**: 3–9
- **Full sun to part sun**
MUCHO GUSTO™  
**Abelia x grandiflora**  
**VAMPIRE CUPRINE**

A variegated abelia with everything that you want, both easy care and color. Mucho Gusto™ abelia is a strong grower thanks to its solid root system.
- Fragrant white summer flowers
- Sturdy variegation, silver green foliage with a creamy white margin
- Semi-evergreen
- 2-3'/height; 3-5' spread
- Zones: 6-9
- Full sun to part sun

**PARAPLUS ADORNED™**  
**Hibiscus syriacus**  
**Marble CUPRINE**

<table>
<thead>
<tr>
<th><strong>Rose of Sharon</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>A truly unique and eye-catching foliage plant that flushes bright yellow in spring. Over time, as if by magic, splashes of dark green variegation appear in the center of the lobed, maple-like leaves.</td>
</tr>
<tr>
<td>Large amethyst-purple flowers</td>
</tr>
<tr>
<td>Fast growing</td>
</tr>
<tr>
<td>4-10' height; 3-4' spread</td>
</tr>
<tr>
<td>Zones: 5-8</td>
</tr>
<tr>
<td>Full sun to part sun</td>
</tr>
</tbody>
</table>

**DOUBLE TAKE ETERNAL WHITE™**  
**Chaenomeles speciosa**  
**VAMPIRE CUPRINE**

<table>
<thead>
<tr>
<th><strong>Quince</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>A new, continuously flowering, thornless quince with big, double white flowers that provide a world like orchids, but this interesting shrub or miniature tree is actually an intergeneric hybrid.</td>
</tr>
<tr>
<td>Bright orange-yellow tubular flowers</td>
</tr>
<tr>
<td>Long-blooming, spring to frost</td>
</tr>
<tr>
<td>Dark, glossy foliage</td>
</tr>
<tr>
<td>Superior, bushy habit</td>
</tr>
<tr>
<td>4-5' height; 3-4' spread</td>
</tr>
<tr>
<td>Zones: 7-10</td>
</tr>
<tr>
<td>Full sun to part sun</td>
</tr>
</tbody>
</table>

**RED PILLAR™**  
**Hibiscus syriacus**  
**VAMPIRE CUPRINE**

<table>
<thead>
<tr>
<th><strong>Rose of Sharon</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>All of the great attributes of Purple Pillar® rose of Sharon, but with rich red and dark pink flowers.</td>
</tr>
<tr>
<td>Narrow, columnar habit</td>
</tr>
<tr>
<td>Rich red and dark pink flowers</td>
</tr>
<tr>
<td>10-16' height; 4-5' spread</td>
</tr>
<tr>
<td>Zones: 5-8</td>
</tr>
<tr>
<td>Full sun</td>
</tr>
<tr>
<td>Full sun to part sun</td>
</tr>
</tbody>
</table>

**PILLOW TALK™**  
**Gardenia jasminoides**  
**PARADISE CUPRINE**

- Glowing white, thick-petalled blossoms decorate the shiny evergreen foliage from top to bottom in the spring.
- Spicy floral fragrance
- Low, mounded habit
- Heat tolerant
- Performed well in full sun Florida trials
- 2½’/3½’ height; 3’ spread
- Zones: 7-10
- Full sun to part sun

**LET’S DANCE LOVABLE™**  
**Hydrangea macrophylla**  
**REBLOOMER CUPRINE**

(Reblooming Hydrangea)

Deeply pigmented, vivid flower colors set this rebloomer apart from the crowd.
- Hot pink, royal purple or blue flowers depending on soil chemistry
- Strong and reliable rebloomer
- Sets bloom along the entire stem, not just at tips
- Dark glossy foliage turns burgundy in fall
- 3½’ height; 3½’ spread
- Zones: 5-9
- Full sun to part sun

**LET’S DANCE SKY VIEW™**  
**Hydrangea macrophylla**  
**DARWIN HYDRANGEA**

(Reblooming Hydrangea)

- All of the great attributes of Purple Pillar® rose of Sharon, but with rich red and dark pink flowers.
- Compact growth habit
- Unique “geometric” florets
- Easy to turn blue (recommended)
- Easy care
- 2-3’ height; 2-4’ spread
- Zones: 4-9
- Full sun to part sun

**TUFF STUFF TOP FUN™**  
**Hydrangea serrata**  
**MountAIN HyDRANGEA**

(Mountain Hydrangea)

This variegated Viburnum privat will be like one of the brightest plants in your nursery. Instead of the conventional mix of green and cream, this beauty boasts bright gold and green variegated foliage that lights up the landscape.
- Compact, well-branched
- Space-saver
- 3-6' height; 2½’-4’ spread
- Zones: 6-9
- Full sun to part sun

**GOOD VIBRATIONS™**  
**Ligustrum japonicum**  
**VIVID CUPRINE**

( Privet)

- This variegated Viburnum privat will be like one of the brightest plants in your nursery. Instead of the conventional mix of green and cream, this beauty boasts bright gold and green variegated foliage that lights up the landscape.
- Compact, well-branched
- Space-saver
- 3-6' height; 2½’-4’ spread
- Zones: 6-9
- Full sun to part sun

**EL NIÑO™**  
**Cotoneaster dammeri**  
**VAMPIRE CUPRINE**

( Desert Orchid)

The fragrant, dark purple flowers look for all the world like orchids, but this interesting shrub or miniature tree is actually an intergeneric hybrid.
- Showy panicles of dark purple flowers
- Blooms in late spring and sporadically throughout summer
- Shrubb or miniature tree
- Fast growing
- ½-1½' height; 5-8’ spread
- Zones: 6-9
- Full sun to part sun

**STARBLAST CHIFFON™**  
**Hibiscus syriacus**  
**LEAFY CUPRINE**

(Reblooming Hydrangea)

A stellar plant for late summer to early fall. Similar to Starblitz Chiffon® panicle hydrangea, with lots of dark blue-purple flowers that are a pure white, turning lime green as they age.
- Strong and reliable rebloomer
- Sets bloom along the entire stem, not just at tips
- Dark glossy foliage turns burgundy in fall
- 3½’ height; 3½’ spread
- Zones: 5-8
- Full sun to part sun

**TINY QUICK FIRE™**  
**Hydrangea paniculata**  
**TUFF STUFF®**

(Reblooming Hydrangea)

- Danseur Quick Fire panicle hydrangea is the smallest, most versatile selection yet.
- Earliest blooming, in bud and bloom in May
- Flowers open to an attractive red-pink
- 1½’-2’ height; 2-3’ spread
- Zones: 3-8
- Full sun to part sun

**PUFFER FISH®**  
**Hydrangea paniculata**  
**TOP FUN®**

(Reblooming Hydrangea)

- Think of Puffer Fish panicle hydrangea as a larger, more puffed-up Bobo. What a fish! What a flower! What a show! Join us in mitigating wax-leaf privet’s invasive tendencies by growing and selling the first-ever seedless Japanese privet selection.
- Dark, glossy green foliage
- Evergreen
- Fragrant, white flowers
- Compact, bushy habit
- 4-6’ height; 3-4’ spread
- Zones: 7-9
- Full sun to part sun

**BERRY BOX®**  
**Pyracoimes**  
**PADDLE CUPRINE**

(Privet)

A puffy little pyracoaimes- esque shrub that shows off all season.
- Easy to grow evergreen
- Button-like blooms in spring
- Drought tolerant
- 2½’/height; 2-3’ spread
- Zones: 7-8 (6B with protection)
- Full sun to part sun

**GOOD VIBRATIONS™**  
**Ligustrum japonicum**  
**VIVID CUPRINE**

( Privet)

- This variegated Viburnum privat will be like one of the brightest plants in your nursery. Instead of the conventional mix of green and cream, this beauty boasts bright gold and green variegated foliage that lights up the landscape.
- Compact, well-branched
- Space-saver
- 3-6' height; 2½’-4’ spread
- Zones: 6-9
- Full sun to part sun
**DEER PROOF™ PROGRAM**

The ultimate deer resistant shrub now gets the branding and messaging it deserves! Both Proven Winners® ColorChoice® boxwoods are now sold only with our new Deer Proof container and tag. Deer are a growing problem for homeowners everywhere, and even those who hadn’t dealt with deer in decades now find themselves faced with this challenge. To make selecting the right plants for landscapes easier, we’re putting one of boxwood’s best traits front and center: its deer resistance.

Due to success, the program is expanding to include the following highly deer resistant varieties.

**JOINING IN 2023!**

- **SISTER DISCO** Cytisus (Scotch Broom)
- **SISTER REDHEAD** Cytisus (Scotch Broom)
- **SISTER ROSE** Cytisus (Scotch Broom)
- **JOLENE JOLENE** Kolkinwitzia (Beautybush)
- **CELTIC PRIDE** Microbiota (Siberian Cypress)
- **HAPPY FACE HEARTS®** Potentilla
- **HAPPY FACE®** Pink Paradise Potentilla
- **HAPPY FACE®** White Potentilla
- **HAPPY FACE®** Yellow Potentilla
- **SWEET & LO®** Sarcococca (Sweet Box)
- **PROUD BERRY®** Symphoricarpos (Coraberry)

Proven Winners ColorChoice boxwoods are already the first pick for gardeners everywhere, thanks in part to Laura of Garden Answer’s enthusiasm for them. This new packaging aligns with the branding that everyone recognizes and adds an unmissable value proposition on both the tag and the container itself. We take our role in helping gardeners meet the challenges of their landscape seriously, and Deer Proof boxwoods are one of the ways we can alleviate their fear and frustration.
POTTED leafjoy size options

Potted leafjoy plants are available in three container sizes to allow for multiple margin opportunities and retail price points. Choose from 12cm or 17cm containers. Note that the grower pots for all leafjoy plants are tan, which allows them to stand out on the retail bench.

A recent survey we conducted found that 62.5% of shoppers buy houseplants as gifts for friends and family. In response, we’ve made upgraded ceramic and jute cache pots available to support retail gift market sales.

leafjoy H2O™ minis and bowls

Our innovative hydroponic houseplants require no soil or fertilizer and are the easiest, cleanest houseplants you can grow. They make thoughtful gifts for friends, family, teachers and more—anyone who wants to bring nature inside™.

12cm 4.72 in
17cm 6.69 in

Optional ceramic and jute cache pots

HOW TO ORDER

All leafjoy houseplants can be purchased directly from The Plant Company. Get started today at www.theplantcompany.com or contact them at info@theplantcompany.com or 540.487.4043.

With multiple low-volume shipping and ordering configurations, you can order the appropriate amount of leafjoy plants for your store and easily refill inventory throughout the year. The minimum order size is one pallet of potted plants with the ability to customize the variety mix. Assortments of leafjoy H2O Minis and Bowls are sold 20 per case for Minis and two 6-packs per case for Bowls. They ship directly to retailers on racks with variety-specific labels included. No assembly is required; these plants come ready to sell.
MARKETING SOLUTIONS FOR RETAILERS

Proven Winners has long believed that A Better Garden Starts with a Better Plant®. Our leafjoy program is based on the best genetics available in the trade. It is designed to give consumers the best possible experience while providing an exciting mix of plants for retail displays to attract novice and experienced houseplant enthusiasts alike.

LEAFJOY LABELS AND POP
Large, variety-specific labels on wooden stakes are included with every leafjoy plant. You won't find generic labels that simply state “Houseplant – for bright light” on our plants. Every leafjoy plant is clearly identified by name. Our labels make it easy for retailers to receive and merchandise leafjoy plants while also serving as variety-specific point of purchase signage. They allow staff members to quickly and easily guide shoppers or, even better, turn the leafjoy department into a self-serve shopping experience.

Every leafjoy label includes:
- Variety name including genus and species
- Lifestyle image showing the plant in use
- Collection information which guides the shopper where to use the plant in their home
- Easy to understand care information
- QR code link to learn more

leafjoy Product Groups

Premium
Premium leafjoy houseplant genetics account for about 75% of the overall line and are available to all Proven Winners customers. This group includes many popular and trending houseplant varieties, all grown to exacting standards.

Collector’s Edition
Collector’s Edition leafjoy varieties are rare and in limited supply. They are available exclusively to IGCs. These special plants come with two labels: a modified leafjoy plant label and a collectable metal medallion.

Boutique
Boutique varieties are unique genetics that are in limited supply and in some cases, are exclusive to our leafjoy line. Boutique varieties are available exclusively to IGCs and come with a modified tag design to call them out on the retail display table.

DESIGNED WITH CONSUMER CONFIDENCE IN MIND

Before launching the leafjoy program, we did our research to find out what consumers want, why they buy houseplants and what their concerns about growing them are. We discovered that the majority of houseplants being sold today don’t include variety-specific labels or care information. Plus, no one seemed to be addressing one of the primary reasons that prevents consumers from buying houseplants: they don’t know where to put them in their house.

Here are two survey results that helped us understand what motivates and concerns consumers about houseplants.

I buy houseplants because...

What is your main concern about houseplants?

Leafjoy collections

Consumers’ concerns about houseplant placement inspired the creation of the four leafjoy collections you’ll see on the next page: Atrium, Cocoon, SpaScene and WorkLife. The purpose of these collections is to help consumers easily identify where houseplants will thrive in their home, removing that barrier at the point of sale.

Four circular collection stamps were developed to clearly identify on sight where each type of houseplant will flourish. These stamps are repeated on all leafjoy labels and benchcards. In addition to assisting your team in merchandising, these color-coded icons help both them and consumers see at a glance which varieties will work best for their space. Coupled with the care tips on each label, this information assists the shopper in selecting the right plant and guides them on how to help the plant thrive once they get it home.

Our most popular consumer piece, the Gardener’s Idea Book, features leafjoy houseplants. This free inspiration book is mailed by request to over a half million consumers each spring while the digital version is viewed by millions more online.

Studies show that people who keep plants or flowers in their home feel happier, more relaxed, and have a more positive outlook on life. They are also more likely to care for people, too. "Improving Relationships.

When our worries are drowned by the beauty of nature, our feeling of vitality returns and we find ourselves feeling more alive.

The simple acts of giving your plants a deep drink of water and plucking off their brown leaves can bring nature inside.

The formation of the leafjoy program’s tagline: "LIVE LIFE IN PERFECT HARMONY."

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LEAFJOY® ATRIUM® COLLECTION

High light plants for bright spaces
Lovers of bright, airy, south- or west-facing rooms, these plants enjoy basking in the sun streaming in from windows. In the summertime, take them on a siesta to relax with you on your patio.

Atrium Collection Highlights:
- MYTHIC™ Buddha’s Palm Alocasia zebrina
- MYTHIC™ Regal Shield Alocasia
- TATTOO™ Princess Clovis CLING-ON™
- Aestivator Philodendron
- CLING-ON™ Sanderiana Calathea
- CHROMA™ Olive Ficus
- PRISMACOLOR™ Bicolor Philodendron

LEAFJOY® SPASCENE® COLLECTION

Plants for warm, humid spaces
Warm air filled with humidity keeps the leaves of these plants looking fresh and radiant. The spa-like atmosphere of powder rooms, sunporches or even the windowsill behind your kitchen sink are all ideal locations.

SpaScene Collection Highlights:
- MYTHIC™ Dragon Scale Alocasia
- MYTHIC™ Frydek Alocasia
- MYTHIC™ Ninja Alocasia
- MYTHIC™ Shingay Alocasia
- COLOR FULL™ Dottie Calathea
- COLOR FULL™ Peacock Plant
- LIVING LACE™ Eva Star Calathea
- LIVING LACE™ Danae Calathea
- PRISMACOLOR™ Fern Leaf Philodendron

LEAFJOY® WORKLIFE® COLLECTION

Space-saving plants for desks, shelves and tabletops
When space and time are at a premium, choose these low-maintenance, compact and vertical plants to occupy just a sliver of your work desk, bookshelf or tabletop.

WorkLife Collection Highlights:
- MYTHIC™ Nessie Alocasia amazonica
- LIVING LACE™ Hurricane Asplenium
- LIVING LACE™ Silver Dragon Alocasia
- MYTHIC™ Shingay Alocasia
- COLOR FULL™ Beauty Star Calathea
- TATTOO™ Princess Clovis CLING-ON™
- CLING-ON™ Sanderiana Calathea
- PRISMACOLOR™ Bicolor Philodendron

LEAFJOY® COCOON® COLLECTION

Low light plants for calming spaces
These plants are homebodies, preferring to spend their time in the lower light levels of interior rooms or those with smaller windows. Their sanctuary is a room that faces north or east.

Cocoon Collection Highlights:
- MYTHIC™ Ninja Alocasia
- COLOR FULL™ Freddie Calathea
- COLOR FULL™ Sanderiana Calathea
- COLOR FULL™ Amoretti Calathea
- LIVING LACE™ Asian Line
- CHROMA™ Impulse Ficus
- CHROMA™ Tineke Ficus
- Moclame Ficus
- PRISMACOLOR™ Imperial Gold Philodendron
DELIVER CONSERVATION SOLUTIONS WITH AQUAPOTS®

We’ve expanded our popular line of self-watering AquaPots® with the addition of two AquaPots Lite collections and an AquaPots Insert. Altogether, these products help consumers achieve lush, vibrant plantings while conserving water, soil and time.

AquaPots Lite Urban Planters

These high-end resin planters provide a lightweight, affordable option and work seamlessly alongside our AquaPots Ceramic collection. They offer the look and feel of ceramic with their thick sidewalls, providing maximum durability without the weight. For customers who love the look of Ceramic AquaPots but need a lower price point, these are the best alternative available.

AquaPots Lite Legacy Stone Planters

Built with a fiberglass interior and volcanic ash composite exterior, our Legacy Stone planters will give consumers the classic look of a stone or concrete container but in a much more manageable, lightweight option. For people looking to replicate the look of Laura of @Garden Answer’s iconic containers but at a more budget-friendly price point, Legacy Stone planters are the best option.

AquaPots Insert

Our new AquaPots Insert works in conjunction with AquaPots Lite and consumers’ existing containers to make them self-watering. Simply set the 13.25” insert down into any container, round or square, that has a drainage hole in the bottom and it instantly becomes self-watering. Though the insert is round, an optional square fitting is available to make it work in square planters.

Influencers are Spreading the Word About AquaPots

In addition to Proven Winners’ marketing of the new AquaPots Lite planters and AquaPots Insert, you’ll see the 20+ content creators we work with sharing their own experiences with these products across all social media platforms. Our coupled efforts are expected to reach millions of consumers, inspiring them to seek out Proven Winners’ self-watering AquaPots.

AQUAPOTS® LITE PALLET PROGRAM

We’re making it easy to stock up on AquaPots Lite Collection planters with our pallet program. This program is designed for larger orders of planters and kits. Ordering options are shown below.

Urban Single-Type Pallets

STYLE AVAILABLE: Parkside, Metro, Courtyard
COLORS: All four colors are available for all three styles.
SIZE: All Urban Collection planters measure approximately 17.34” x 18.28”
QUANTITY: 16 total (4 per color) with AquaPots Inserts packed separately

Urban Mixed Pallet Options

STARTER PACK –
COLORS: Mixed
STYLES INCLUDED IN MIX: Parkside (12), Metro (12), Courtyard (8)
QUANTITY: 32 AquaPots Lite with AquaPots Inserts plus 4 extra Inserts

BLUE HUES –
COLORS: Dark Blue, Turquoise and White
STYLES INCLUDED IN MIX: Parkside (12), Metro (12), Courtyard (8)
QUANTITY: 32 AquaPots Lite with AquaPots Inserts plus 4 extra Inserts

MODERN VIBE –
COLORS: Charcoal and White
STYLES INCLUDED IN MIX: Parkside (12), Metro (12), Courtyard (8)
QUANTITY: 32 AquaPots Lite with AquaPots Inserts plus 4 extra Inserts

Legacy Stone Single-Style Pallets

STYLE: Chicago
COLORS: Greige Stone, Portico Marble and Black Iron
SIZE: 20.9” x 19.0”
QUANTITY: 44 total including 16 Gray, 14 White, 14 Black

STYLE: Charlotte
COLORS: Greige Stone, Portico Marble and Black Iron
SIZE: 18.0” x 17.0”
QUANTITY: 28 total including 12 Gray, 8 White, 8 Black

STYLE: Boston Urn
COLORS: Greige Stone, Portico Marble and Black Iron
SIZE: 22.5” x 27.0”
QUANTITY: Single color pallets of 8

10 Advantages of AquaPots
1. Uses 75% less water than pots on drip irrigation
2. Save time watering; top off the tank once a week
3. The convenience of a self-watering pot in ceramic, resin or fiberglass options
4. Plants flourish with consistent moisture
5. No risk of overwatering due to overflow valve
6. Enjoy anywhere; no need to sit near plumbing
7. Elimination of fertilizer leaching and runoff
8. No more water ring stains on the porch or patio
9. Frost and freeze resistant Ceramic AquaPots
10. Components can be cleaned and reused for many years
Your Proven Winners® plants are more sustainable than ever. Eco+ compostable containers are made from plants for plants. They’re designed to be planted or composted, leaving less long-term waste.

Together, we can create a more sustainable future.

Excitement for a landfill-free gardening experience this spring is already building on our platforms. A recent Proven Winners Facebook post on the Eco+ Grande garnered over 16,000 positive reactions, received 530 comments and was shared by 747 Proven Winners followers.

5 WAYS WE ARE PROMOTING ADOPTION OF THE ECO+ GRANDE™

Engaging Consumers
Consumers have already shown great enthusiasm for the Eco+ Grande container on social media. In 2023, we will continue to feature the Eco+ Grande container prominently across our platforms. While we engage in frequent conversations with consumers, we are sharing the purpose and performance of these fully compostable containers. Additionally, the 20+ brand ambassadors we work with will receive all of their annual sample plants in the Eco+ Grande container in 2023. As they share their experience and excitement over this new sustainable gardening option on their own platforms, they will be reaching unique audiences and amplifying our message exponentially.

Providing Sharable Content to Retailers
We make it easy for retailers to share their commitment to sustainable gardening practices. IGCs carrying the Eco+ Grande containers will be given five free social media graphics and three free videos that they can share on their social platforms, website and e-newsletters.

Educating Consumers
Inventor and manufacturer of the Eco+ Grande container, Danny Mishek, will offer a consumer webinar in Spring 2023. Therein, he will share his vision for a circular economy in horticulture – one that shifts from a take-make-waste model to one built on renewable resources and composting.

Enhancing Visibility
Readymade and customized posters, benchcards and benchtape featuring inspiration and educational messaging are available to assist IGCs in merchandising plants offered in Eco+ Grande containers. Proven Winners will be doing our part to drive consumers to retailers who offer this sustainable container through our Find a Retailer listing on provenwinners.com as well as our multimedia marketing campaigns.

Offering Free Staff Training for Retailers
We understand that training retail staff on the features and benefits of the Eco+ Grande container will be one of the most important factors in consumer adoption of this new product. To help them better understand how these containers are made and how to answer the most commonly asked questions, we have developed a Proven Winners University video and extensive information on our website about the Eco+ Grande.

Learn more and get involved by scanning the QR code.
Proven Winners is committed to driving consumer traffic to garden centers. To that end, we reach out to consumers every day to build brand exposure through our multimedia marketing campaigns which generate billions of impressions each year. Though our efforts run year-round, they are focused on peak seasons to move product when retail traffic is high. We continue to expand our marketing efforts each year, reaching consumers from every angle.

**Branded Containers and Tags**
Just as consumers look for Coca-Cola’s signature red packaging when they shop, consumers seek out Proven Winners white branded containers at retail. Consistent packaging across all of our plant lines gives consumers the confidence that they are buying authentic Proven Winners plants no matter where they shop.

**Outdoor Advertising**
Billboard advertising will generate 280 million impressions in the top U.S. and Canadian DMAs in 2023. We’ve expanded our reach into southern and western markets and invested heavily in timely messaging through weather-triggered billboards.

**Audio and Visual Streaming Advertising**
iHeart boasts the largest audio streaming network with 76% of an unduplicated audience. They are also the number one podcast publisher with 30 million unique monthly downloads. Proven Winners will be streaming audio and video advertising on the iHeart podcast network. Video streaming services like Netflix, Hulu, Disney+, HBO Now and Amazon Prime continue to grow and outperform traditional cable and satellite services, with over 82 million household subscribers. Proven Winners will run short-form ads across these OTT platforms in 2023. These ads will be 100% viewable on screen and run before, during and after video content.

**Digital Ads**
We’ll make over five billion impressions using Google Display Retargeting in 2023. Strategically placed ads will reach consumers as they browse Google or any of its partner websites throughout the season. Digital ads are a powerful tool for a large-scale reach out to the masses.

**Online Presence**
Proven Winners’ online reach is vast, reaching consumers every day in the dynamic online communities we have built across our social channels and websites. We are motivating shoppers to head to your store through Facebook, Instagram, Twitter, YouTube and Pinterest as well as these websites: provenwinners.com, nationalplantoftheyear.com and gardendesign.com.

**Influencers and Brand Ambassadors**
Trusted, influential individuals support our social media efforts by posting their own content which features Proven Winners plants and products. We are expanding our budget for influencers and brand ambassadors in 2023 to reach more people than ever across North America. Laura of @GardenAnswer will continue to promote Proven Winners to her enormous group of 6M+ loyal followers this year.

**Print Efforts**
Print efforts continue to be effective tools for reaching consumers. Over a half million copies of our popular Gardener’s Idea Book will be distributed in 2023 along with 120,000 copies of Gardening Simplified which features Proven Winners ColorChoice® Shrubs. Additionally, print advertisements are run year-round in several home and garden magazines.

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**2024 TOP-PICK VARIETIES**

Overwhelmed by all of the fantastic new varieties in our Spring Preview? Our top-picks list is a great place to start your order.

### Annuals:
- **HEART TO HEART™ Rain or Shine’ Caladium**
- **SUPERBELLS® Double REDSTONE™ Calibrachoa**
- **SUPERBELLS® Double VINTAGE CORAL™ Calibrachoa**
- **SUPERTUNIA® HOOPLA™ VIVID ORCHID™ Petunia**
- **SUPERTUNIA® SAFFRON RINTCH™ Petunia**
- **SUPERBENA® PINK CASHMERE™ Verbena**

### Perennials:
- **Silver Lining’ Artemisia**
- **RAINBOW RHYTHM™ Blazing Glory’ Hemerocallis**

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**Recommended replacements for dropped annual varieties for 2024**

<table>
<thead>
<tr>
<th>DROPPED VARIETY</th>
<th>RECOMMENDED REPLACEMENT</th>
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</thead>
<tbody>
<tr>
<td>CATALINA</td>
<td>SUPERBELLS® PINK CASHMERE™ Verbena</td>
</tr>
<tr>
<td>SNOWSTORM</td>
<td>SUPERBELLS® PINK CASHMERE™ Verbena</td>
</tr>
<tr>
<td>WHIRLWIND</td>
<td>SUPERBELLS® PINK CASHMERE™ Verbena</td>
</tr>
<tr>
<td>AUGUSTA</td>
<td>SUPERBELLS® PINK CASHMERE™ Verbena</td>
</tr>
<tr>
<td>SUPERTUNIA MINI VISTA</td>
<td>SUPERBELLS® PINK CASHMERE™ Verbena</td>
</tr>
<tr>
<td>MACAHA® Petunia</td>
<td>SUPERTUNIA® BERMUDA BEACH™ Petunia</td>
</tr>
<tr>
<td>Torenia</td>
<td>SUPERTUNIA® SHADOWLAND™ Petunia</td>
</tr>
<tr>
<td>AGERATUM</td>
<td>SUPERTUNIA® SHADOWLAND™ Petunia</td>
</tr>
<tr>
<td>GLACIER BLUE</td>
<td>SUPERTUNIA® SHADOWLAND™ Petunia</td>
</tr>
<tr>
<td>CATAINA®</td>
<td>SUPERTUNIA® SHADOWLAND™ Petunia</td>
</tr>
</tbody>
</table>

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**Recommended replacements for dropped perennial varieties for 2024**

<table>
<thead>
<tr>
<th>DROPPED VARIETY</th>
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</tr>
</thead>
<tbody>
<tr>
<td>DIOLCE® “Dusted Berry” Nandina</td>
<td>DIOLCE® “Raspberry Flirt” Nandina</td>
</tr>
<tr>
<td>PYROMANIA® “Flashpoint” Kniphofia</td>
<td>PYROMANIA® “Orange Flame” Kniphofia</td>
</tr>
<tr>
<td>COLOR SPIRES® “Snow Kiss” Salvia</td>
<td>COLOR SPIRES® “White Swan” Salvia</td>
</tr>
</tbody>
</table>

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Overwhelmed by all of the fantastic new varieties in our Spring Preview? Our top-picks list is a great place to start your order.
955 AWARDS EARNED IN 2022 TRIALS

Each year, we send our new varieties and existing comparisons to 60 independent university and public garden trial sites across North America. In 2022, 110 varieties were trialed at these locations. They earned a total of 955 awards, receiving scores of greater than 4 out of 5.

Learn more about our plant trials at www.provenwinners.com/learn/plant-trials.

VISIT OUR TRIAL SITES

Plant trials are a critical component of our plants’ success stories. They provide measurable, reportable data on how our plants perform in a wide range of climates so our customers can be assured which varieties are best for their area. In addition to our own trial sites, we participate in independent University Field Trials as well as trials at public gardens in 60 locations across North America indicated on this map. All are open to the public during daylight hours, and we encourage you to make a point to visit those in your area each year.

Sign up for our Trials Newsletter to keep up with the latest reported findings throughout the season at www.provenwinners.com/professionals/newsletters.

PROFESSIONAL GREENHOUSE WATER SOLUBLE FERTILIZERS

One of the most frequently asked questions of Proven Winners® from growers across North America is how to best manage plant nutrition and pH. Based on the questions we receive, we know that incorrect fertilization and pH is a leading cause of plant production issues leading to less than optimal results.

Proven Winners® Professional Greenhouse Water Soluble Fertilizers are designed to improve pH management and minimize problems due to high pH levels. We have developed eight specific formulations to minimize and correct pH related problems at different water alkalinity ranges, as well as cold weather growing and greening formulas. Each formula contains 100% Iron EDDHA – the best chelated iron form available – for improved iron uptake at high pH levels and to correct iron deficiency.

To ensure you get the right formula, we require water test results that are not more than three months old. If you don’t have a water test kit, call Proven Winners or order one online at provenwinners.com/water-test-kit. Once completed, your test results will be automatically emailed to you, indicating the correct Proven Winners formula to match your water needs.

To order one of our eight formulations that are packaged in 25-pound bags for your greenhouse, or for more information, visit provenwinners.com/professional-fertilizers.