100% INVESTED IN CONSUMER SUCCESS



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.





The #1 Plant Brand.

1600 East Lincoln Highway, Suite F DeKalb, Illinois 60115 provenwinners.com















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.

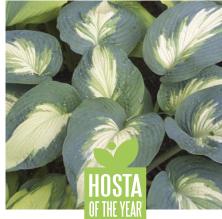




HEART TO HEART® 'Lemon Blush' Caladium



'Pink Profusion' Salvia



SHADOWLAND® 'Hudson Bay' Hosta



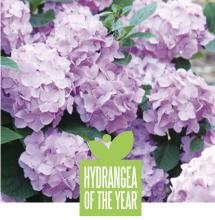
Amsonia



WINE & SPIRITS™ Weigela



OSO EASY PEASY® Rosa



LET'S DANCE SKY VIEW® Hydrangea macrophylla x serrata



FIZZY MIZZY® Itea

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.



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



HEART TO HEART® 'Chinook' Caladium HEART TO HEART® 'White

SUPERBELLS® Coral Sun Calibrachoa

LUSCIOUS® GOLDENGATE™ Lantana WHIRLWIND® Blue Scaevola

Wonder' Caladium

NEW PROVEN WINNERS ANNUALS FOR 2024



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 *** USPPAF Canpbraf

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; 12-24" spread
- Part sun to sun (full sun in the North)
- Vigor 2



CAMPFIRE® MARSHMALLOW™

Bidens ferulifolia '**' USPPAF CanPBRAF

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, monocultures, window boxes and landscapes
- 8-14" height; 16-20" spread
- Full sun
- Vigor 2

HEART TO HEART® 'Rain or Shine'

Caladium hortulanum '**' USPPAF

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 1QT, 6.5" or 8.5" containers, window boxes, recipes, monocultures and landscapes
- 15-20" height; 10-14" spread
- Part sun to sun

SUPERBELLS® Blue Improved Calibrachoa '**' USPPAF Canpbraf

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

SUPERBELLS® Double REDSTONE™ Calibrachoa "**" USPPAF CanPBRAF

For something truly unique, try this new fully double, vermillion and gold bicolor selection. The petite blooms appear prolifically on robust, well-branched, mounded plants from spring into fall without deadheading.

- Well-branched, mounded habit
- 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

2 '**' = See our website for varietal denomination information at www.provenwinners.com Vigor 2



SUPERBELLS® Double SMITTEN PINK™ Calibrachoa '**' USPPAF CanPBRAF

Gardeners will surely be smitten by this delightful double-flowered, light pink and rose pink bitone calibrachoa with 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
- Part sun to sun
- Vigor 2

SUPERBELLS® Double VINTAGE CORAL™

Calibrachoa '**' USPPAF CanPBRAF

Everything vintage is trending with consumers, and this antique amber- orange veined, fully double-flowered calibrachoa is everything they are looking for. Received top marks in Florida trials for its robust habit and seasonlong performance.

- Outdoor growing environment draws out purple tones in the flowers
- 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
- Part sun to sun

SUPERBELLS® Double White Calibrachoa '**' USPPAF Canpbraf

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

SUPERBELLS® Pink Improved Calibrachoa '**' USPPAF Canpbraf

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

TOUCAN® Scarlet Improved Canna x generalis

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.

TOUCAN® Scarlet

Improved Canna

- Mid-sized canna with excellent vigor
- Premium thriller for combinations
- Sell early 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

COLORBLAZE® Cherry Drop

Coleus scutellarioides (Flowering License Only)

Trailing coleus are indispensable components for containers and landscapes, so we're excited to add a new color option to our ColorBlaze Drop line. Small, intense red leaves with lime green edges form a dense, cascading mass.

- Very late to never flowering
- Vigorous grower in sun and shade
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, baskets, window boxes, recipes and landscapes
- 14-18" height; 18-24" spread
- Sun or shade
- Vigor 4

SAFARI[®] **DUSK**[™] *Jamesbrittenia* '**' USPPAF CanPBRAF

A color expansion for the series, bearing glitzy purple blooms with a gold eye on mounded to trailing stems. A relative of Sutera that can be used in similar applications with the advantage of far greater heat and humidity tolerance.

SAFARI® DUSK™

SUNSATIA® Coconut Improved Nemesia

- Full, healthy liners with no rooting issues
- Good resistance to powdery and downy mildew
- Grow in 4.25 Grande[™] containers, baskets. window boxes and monocultures
- 6-12" height; 12-24" spread

Cherry Drop

Plectranthus

- Part sun to sun
- Vigor 2

SUNSATIA® Coconut Improved Nemesia *** USPPAF Canpbraf

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
- Exceptionally cold tolerant; ideal for spring and fall sales
- Grow in 4.25 Grande[™] containers, color bowls, baskets, window boxes and upright containers
- 6-10" height; 12-16" spread
- Part sun to sun
- Vigor 2

• Vigor 2



SUPERTUNIA® BERMUDA BEACH® Improved

Petunia '**' USPPAF CanPBRAF

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.

- Glowing coral pink flowers
- Blooms spring to fall with no deadheading
- 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® HOOPLA™ VIVID ORCHID™ Petunia '**' USPPAF CanPBRAF

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 exhibits a consistent, bold color pattern.

- Vivid orchid purple flowers with a bright white picotee edge
- 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®

Sweet Sangria Petunia '**' USPPAF Canpbraf

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.

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

SUPERTUNIA MINI VISTA®

Ultramarine Petunia '**' USPPAF Canpbraf

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.

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



SUPERTUNIA® SAFFRON FINCH™ Petunia 'Balcobees' USPP32448

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
- 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

Angel Wings Senecio candicans 'Senaw' USPP28830

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

CATALINA® Pink Improved Torenia '**' USPPAF Canpbraf

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



SUPERBENA® Cherryburst Improved Verbena '**' USPPAF Canpbraf

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

SUPERBENA® PINK CASHMERE™ Verbena '**' USPPAF CanPBRAF

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

BE MY® Destiny Zantedeschia *** USPPAF Canpbraf (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



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.





NEW PROVEN ACCENTS FOR 2024



'Myersii' Asparagus densiflorus (Foxtail Fern)

Bushy, tubular-shaped fronds are densely packed with bright green, needle-like leaves and extend in all directions from a dense crown. This popular container plant weaves its fox tail-like fronds among companions in medium vigor recipes but also shines in monoculture.

- 18-36" height; 18-36" spread
- Sun or shade
- Vigor 2



'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



Dwarf Holly Fern *Cyrtomium fortunaei*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)

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



Sweet Caroline Sweetheart
MAHOGANY™ Ipomoea '**' USPPAF CanPBRAF
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™ and Sweetheart Lime;
replaces Sweet Caroline Sweetheart Red.

11

- 6-16" height; 20-36" spread
- Part sun to sun
- Vigor 3



'Red Sensation' *Cordyline australis* (False Dracaena)

This striking dracaena-like tropical adds value as a thriller in premium container recipes.

Deep burgundy purple, sword-like leaves emanate from an upright central stalk in a symmetrical fashion, leaving room for plenty of fillers and spillers below.

- 3-6' height; 18-36" spread
- Part sun to sun
- Vigor 1



'Red Star' 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



'Red Sister' Cordyline fruticosa (Cabbage Palm)

Flaming hot pink and dark burgundy foliage adds fabulous color, texture and height to premium container recipes and modern landscapes where it acts as a focal point. Broad 4-6" wide leaves gather to form a multi-stemmed clump. Brightest coloration in sun.

- 3-4' height; 3-4' spread
- Part sun to sun
- Vigor 1



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



THE VERSATILITY OF HEART TO HEART® CALADIUMS

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.

TOP SELLERS



HEART TO HEART® 'Blushing Bride'

HEART TO HEART®

Caladium hortulanum USPP25450

'Lemon Blush'



HEART TO HEART® 'Bottle Rocket' Caladium hortulanum USPP30651



HEART TO HEART® 'Scarlet Flame' Caladium hortulanum USPP25419



Caladium hortulanum USPP27094

HEART TO HEART®

'Snow Flurry'



FAST FLASH™ Caladium hortulanum 'RFL 2317-114' USPP27964



Best grown in Royale™ or quart containers ±12-20" Vigor: 2

HEART TO HEART® 'Heart and Soul' Caladium hortulanum USPP31567



HEART TO HEART® 'White Wonder' Caladium hortulanum USPP21044 Caladium hortulanum USPP31569



HEART TO HEART® 'Xplosion' Caladium hortulanum USPP31570







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.



Caladium hortulanum USPPAF

NEW PROVEN WINNERS PERENNIALS FOR 2024



'Silver Lining' Artemisia USPPAF Canpbraf

(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 perennial and does not spread by underground runners. Use as a filler at the border's edge or a spiller in container recipes.

DECADENCE® Deluxe 'Periwinkle

Extending the selling period for Baptisia, this

unique native hybrid blooms later than most.

Long scapes carry deep blue flowers which are

An elegant upright vase-shaped habit allows

darker than 'Blue Bubbly' and attract pollinators.

Popsicle' Baptisia USPPAF Canpbraf

for underplanting in the landscape.

(Heartleaf Bergenia, Pigsgueak)

11/4" diameter, white flowers with pink accents.

'Stand By Me Pink' Clematis USPPAF Canpbraf

number of bright pink flowers that attract pollinators

beginning in late spring; continues to show color

until fall. Attractive, threadlike seed heads follow

A new color for the series, bearing a profuse

the blooms. Benefits from staking or caging

when grown in containers and landscapes.

• Deer and rabbit resistant

• Zones: 3-7

Full sun to part sun

• 38-42" height: 24-26" spread

Rose pink stems add to its appeal. Forms a

substantial clump of thick, evergreen, wavy

and serrated-edged green leaves.

Deer and rabbit resistant

• 22" height; 16-18" spread

Zones: 4-9

• Sun or shade

(Bush Clematis)

• 4-4¹/₂' height: 3¹/₂' spread

- Deer and rabbit resistant
- 12-16" height; 32-36" spread
- Zones: 4-9
- Full sun

(False Indigo)

• 7ones: 4-9

Full sun to part sun



CROWNING GLORY™ 'Princess Bride'

Eucomis USPPAF CanPBRAF (Pineapple Lilv) zone 6a. Foliage forms a prostrate rosette, emerging

- Plant deep to ensure upright growth and winter hardiness
- 18" height; 24" spread
- Zones: 6a-9b
- Full sun to part sun



CROWNING GLORY™ 'Purple Reign'

Eucomis USPPAF Canpbraf (Pineapple Lilv) A sibling to 'Princess Bride', named for its deep to deep mauve in late summer, lasting for many

- Plant deep to ensure upright growth and winter hardiness

- Full sun to part sun



RAINBOW RHYTHM®

'Blazing Glory' *Hemerocallis* (Daylily) This striking daylily bears very large 6", golden vellow flowers with a bold burgundy red eve and matching picotee edge that extends around the entire margin of the petals. A fragrant, semievergreen tetraploid, blooming first midseason and reblooming in late summer.

- Well-branched scapes with high bud count
- 32" height; 18-24" spread
- Zones: 3-9
- Full sun to part sun



RAINBOW RHYTHM® 'Blood, Sweat and Tears'

Hemerocallis (Daylily)

Phenomenal tetraploid bred in MN to ensure hardiness. Very large 6", raspberry red flowers with a wiry white picotee edge display a broad, rosy pink eve and sunny vellow throat. Fragrant blossoms appear on proportionate scapes just above the semi-evergreen foliage in midsummer: rebloomer.

- 28" height: 18-24" spread
- Zones: 3-9
- Full sun to part sun



A new tropical-looking genus for the line; the result of many years of hybridization in Michigan burgundy and maturing to green, topped with numerous stalks of pink and cream flowers in late summer. Eucomis is late to emerge; best for summer sales.

burgundy spring foliage which holds its color well into summer before shifting to deep green. Stalks of star-shaped flowers open blush pink and darken weeks. Excellent cut flower.

- 18-20" height; 24" spread
- 7ones: 6a-9h



FUN AND GAMES® 'Capture the Flag'

RAINBOW RHYTHM®

'Persian Ruby' Hemerocallis (Daylily)

Exploding with impulse appeal in midsummer,

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 guite the show thanks to a

Similar in size but more purple

high bud count.

• Zones: 3-9

than 'Ruby Spider'

Full sun to part sun

• 30" height; 18-24" spread

Heucherella USPPAF CanPBRAF (Foamy Bells) A new addition to this popular collection, forming

a full mound of large, deeply lobed, chartreuse leaves with dramatic burgundy red centers. Clouds of white flower spikes appear in late spring on light-colored stems. This native hybrid differs from 'Eve Spy' in its flower and variegation colors.

- · Semi-evergreen; holds its foliage through winter in warmer climates
- 8-10" height; 20-22" scape; 16-18" spread
- Zones: 4-9
- Part sun to full shade

SUMMERIFIC® 'All Eyes on Me' Hibiscus USPPAF CanPBRAF (Hardy Hibiscus, Rose Mallow)

One of our most compact hardy hibiscus to date. Well-rounded plants with dark green foliage bloom top to bottom with very large 8", blushing pink blossoms with a bright red eye from midsummer to early fall. Heavily overlapping, ruffled petals give the impression of being semi-double.

- 31/2' height; 31/2' spread
- Zones: 4-9
- Full sun to part sun



LUMINARY™'Prismatic Pink'

Phlox paniculata USPPAF Canpbraf

(Tall Garden Phlox)

Classic bubblegum pink flowers with a dark pink eye form large, dense panicles atop the clump of mildew-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.

- 32-34" height: 24-28" spread
- Zones: 3-8
- Full sun to part shade



BOUQUET PERFECT™

'Blue Ripples' Primula vulgaris USPPAF 'Mandarin' Primula vulgaris

(Primrose)

Expanding our offerings for shade, these stunning primroses feature large, fully double flowers presented like a bouquet atop the neatly mounded foliage in spring. Sterile flowers make these cultivars particularly long blooming. Choose from bicolor violet blue/white or golden yellow.

- 5-8" height; 10-12" spread
- Zones: 4-8
- Part shade to full shade



MEGA MILLIONS® Rudbeckia 'Dahlonega' USPPAF CanPBRAF

(Black-Eyed Susan)

An absolute 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' in the breeder's trials. It's time to make the switch to these exceptional new genetics.

- Broad-leaf cultivar with upright rounded habit
- 3' height: 3' spread
- 7ones: 3-9
- Full sun to part sun

SHADOWLAND® 'Love Story' Hosta USPPAF CanPBRAF

This medium-sized hosta bears long, heart-shaped, green leaves with chartreuse jetting that bleeds into the creamy white center. It's made extra-special by variegation which extends from petiole to leaf tip and wavy piecrust leaf edges. Tall scapes hold large clusters of white flowers in early summer.

- 14-16" height; 22-31" scape; 36-42" spread
- Zones: 3-9
- Part shade to full shade



ROCK 'N GROW® 'Midnight Velvet' Sedum USPPAF CanPBRAF (Stonecrop)

This striking upright sedum creates interest from the moment its deep purple foliage emerges in spring. The full, domed habit is adorned in late summer with large clusters of mauve buds which open to reveal rose-red flowers that transition to dark red seed heads. A pollinator magnet.

- Full sun results in darkest foliage color
- 22-26" height; 30-32" spread
- Zones: 3-9
- Full sun



NEW PROVEN WINNERS COLORCHOICE® FLOWERING SHRUBS FOR 2024



MUCHO GUSTO™

Abelia x grandiflora 'Muabd' USPPAF CanBRAF

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
- Stable variegation, silver-green foliage with a creamy-white margin
- Semi-evergeen
- 2-31/2' height; 3-5' spread
- 7ones: 6-9
- Full sun to part sun



JUICED™ Orange

Cestrum corvmbosum 'WNCESCORYEL' USPPAF (Jessamine)

This compact hybrid jessamine has deliciously colorful blooms and bright glossy foliage.

- Bright orange-yellow tubular flowers
- Long blooming, spring to frost
- Dark, glossy foliage
- Superior, bushy habit
- 4-5' height; 3-4' spread
- Zones: 7b-10
- Full sun to part sun



PILLOW TALK®

Gardenia iasminoides 'SMNGDUO' USPPAF

Glowing white, thick-petaled 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
- 2¹/₂-3¹/₂' height; 3-4'spread
- Zone: 7-10
- Full sun to part sun

PARAPLU ADORNED™

Hibiscus syriacus 'Minpapan1' USPPAF Canpbraf (Rose of Sharon)

A truly unique and eye-catching foliage plant that flushes bright yellow in spring. Over time, as if by magic, splotches of dark green variegation appear in the center of the lobed, maple-like leaves.

- Large amethyst-purple flowers
- Fast growing
- 8-10' height; 3-4' spread
- Zones: 5-8
- Full sun to part sun

RED PILLAR™



with big, double white flowers that provide visual impact even when the plant is in full leaf. • Large, carmellia-like flowers open the color of

DOUBLE TAKE ETERNAL WHITE™

- a lime daiguiri and translation to pure white
- Longest blooming guince on the market
- Main show is spring and early summer then sporadically through fall
- Lower and wider than others in series, very useful habit
- 2-4' height; 4-5' spread
- Zones: 5-9
- Full sun to part sun

EL NIÑO™ Chitalpa 'NCXC1' USPPAF (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
- Shrub or miniature tree
- Drought tolerant
- Tough performer even in poor soils
- 5-8' height: 4-6' spread
- Zones: 6-9
- Full sun to part sun



Hibiscus syriacus 'GFNHSRP' USPPAF Canpbraf (Rose of Sharon)

All of the great attributes of Purple Pillar® rose of Sharon, but with rich red and dark pink flowers.

- Narrow, columnar habit
- Rich red and dark pink flowers
- 10-16' height; 4-5' spread
- Zones 5-9
- Full sun



STARBLAST CHIFFON™

Hibiscus syriacus 'Rwoods6' USPP30270 CanPBRAF (Rose of Sharon)

A stellar plant with large, pure white flowers artistically inked with outwardly radiating red and pink veins to create a festive flower unlike any other.

- Flowers earlier and much longer than others
- 8-12' height; 5-8' spread



LET'S DANCE LOVABLE™

Hydrangea macrophylla 'SMNHMTB' USPPAF Canpbraf (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 blooms along the entire stem, not just at tips
- Dark glossy foliage turns burgundy in fall
- 3-4' height: 3-4' spread
- Zones: 5-9
- Full sun to part sun



- Compact growth habit
- Unique "geometric" florets
- Easy to turn blue (recommended)

Hydrangea paniculata 'NCHP1' USPPAF CanBRAF

Flowers open and mature to a pure white,

turning lime green as they age

• Strong stems hold the blooms

- Easy care
- 2-3' height; 2-4' spread
- Zones: 4-9

PUFFER FISH®

(Panicle Hydrangea)

Tight, compact habit

Full sun to part sun

Zones: 3-8

• 3-5' height; 3-5' spread

Full sun to part sun



KINDLY™ Ligustrum japonicum 'NCLJ1' USPPAF

(Japanese Privet)

tendencies by growing and selling the first-ever seedless Japanese privet selection.

- Dark, glossy green foliage
- Evergreen
- Fragrant, white flowers
- 4-6' height: 3-4' spread
- Zones: 7-9



TINY QUICK FIRE®

Hydrangea paniculata 'SMNHPSB' US34468 CanBRAF (Panicle Hydrangea)

Tiny Quick Fire panicle hydrangea is the smallest, most versatile selection yet.

- Earliest blooming, in bud and bloom in May
- Flowers age to an attractive red-pink
- 1¹/₂-3' height; 2-3' spread
- Zones: 3-8
- Full sun to part sun



Space-saver • 3-5' height: 21/2-4' spread

Compact, well-branched

foliage that lights up the landscape.

TUFF STUFF TOP FUN™

(Mountain Hydrangea)

Impressive rebloom

• 2-3' height: 2-3' spread

GOOD VIBRATIONS®

Liqustrum 'NCLO1' US34245 CanPBRAF (Privet)

This variegated Vicary privet will be one of the

brightest plants in your nursery. Instead of the

beauty boasts bright gold and green vareigated

conventional mix of green and cream, this

• Full sun to part sun

Tidy habit

Zones: 4-9

Hydrangea serrata 'SMNHSG' USPPAF CanBRAF

This showy *H. serrata* takes the Tuff Stuff line up

a notch with its showy, heavy flowering hot pink

or vibrant purple, lace-cap flowers and flushes

of dark blue-green foliage that takes on

shades of burgundy in late summer.

Replacement for Tuff Stuff Red®

• Full sun to part sun

Zones: 6-9

Join us in mitigating wax-leaf privet's invasive

- Full sun to part sun

BERRY BOX™

Pvracomeles 'NCXP2' USPPAF

A joyful little pyracantha-esque shrub that is showy all season.

- Easy-to-grow evergreen
- Button-like blooms in spring
- Draped with colorful berries in fall that change from orange to red
- Drought tolerant
- 2-3¹/₂' height; 2-3' spread
- Zones: 7-9 (6b with protection)

17

Full sun to part sun



FLAVORETTE™ Honey-Apricot

Rosa 'Boznatafra' (Rose)

Selected specifically for its lush, full flowers, vigorous growth, as well as the sensuous texture and sweet, fruity flavor of its petals.

- Edible
- Flavor infused with hints of ripe apricot and warm honey
- Blooms continuously through summer
- Fragrant
- 3-4' height; 3-4' spread
- Zones: 4-8
- Full sun



OSO EASY ICE BAY™

Rosa 'Bozmillwin' US28197 (Landscape Rose) Combines the classic beauty of a white rose with the modern-day disease resistance and continuous blooming of Oso Easy® roses.

- Large and silky pure white petals
- Blooms summer to late fall
- Dark foliage
- Heat tolerant
- 2-3' height; 2-3' spread
- Zones: 3-9
- Full sun



DOUBLE PLAY® DOLLY™

Spiraea japonica 'SMNSJSA' USPPAF CanBRAF

A whole new color combination for spirea with unique purple flowers atop clean yellow foliage.

- Emerges orange-red in spring, transitioning to bright yellow, then chartreuse
- Petite shrub
- Durable
- 11/2-21/2' height; 11/2-21/2' spread
- Zones: 3-8
- Full sun to part sun



BLOOMERANG® PURPINK™

Syringa x pubescens 'SMNSPTP' USPPAF CanPBRAF (Reblooming Lilac)
Unquestionably one of the most prolific rebloomers in the Bloomerang series.

- Blooms in spring, summer and fall
- Fragrant flowers
- Reliable disease resistance
- Durable
- 3-5' height; 2-3' spread
- Zones: 3-7
- Full sun



RISE UP EMBERAYS™

Rosa 'Boxfra321' USPPAF CanBRAF (Climbing Rose) Reignite a passion for roses with the blazing color of this climbing rose.

- Big, luscious orange blooms accentuated with bright yellow eye
- Continuous blooms
- Super-clean, glossy, dark green foliage
- Upright, mini climber
- Easy care
- 3-5' height; 2-3' spread
- Zones: 5-8
- Full sun



BUBBLY WINE™

Weigela florida 'FLORACLAR' USPPAF Can/PBRAF
A brightly colored, variegated selection of Fine
Wine® weigela with sparkling hues of yellow,
green and burgundy on a compact, mounded
shrub. Orchid pink flowers appear on burgundy
stems in late spring.

- Compact, mounded habit
- Easy care
- 11/2-3' height; 2-3' spread
- Zones: 4-8
- Full sun to part sun



SWEET & LO™

Sarcococca hookeriana "Purpleriji" (Sweet Box)
An extra bushy, full-bodied selection with glossy,
dark green, evergreen foliage and deep purple stems.

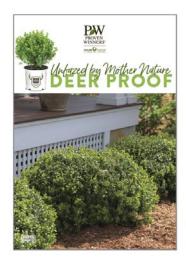
- Jasmine-scented blooms in late winter/early spring
- Attracts pollinators
- Deer resistant
- Very shade tolerant
 1¹/₂-2¹/₂¹ height; 2-3¹ spread
- Zones: 5-9
- Part shade to shade

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.





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.

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 ROSIE® *Cytisus* (Scotch Broom)

JOLENE JOLENE™ Kolkwitzia (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™ Sarcoccoca (Sweet Box)

PROUD BERRY® Symphoricarpos (Coralberry)



NORTH STAR® Buxus (Boxwood)

BEMY° Calla Lilies



(Calla Lily) 'Valencia' USPPAF, BE MY® Prince Zantedeschia (Calla Lily) 'Dubai Night' USPPAF and BE MY® Sunshine Zantedeschia (Calla Lily) Copacabana' USPP29465 Back row, left to right: BE MY® First Love Zantedeschia (Calla Lily) Fantasia' USPP30470, BE MY® Princess Zantedeschia (Calla Lily) Manilla' USPPAF and BE MY® MAIN SOUEEZE™ Zantedeschia (Calla Lily) Sunset Passion' USPP30419

CLASSIC BEAUTY INSIDE AND OUT

Get ready to be wowed! These hand-selected, advanced calla genetics feature multiple benefits over traditional cultivars beginning with larger, bolder blooms in seven unique, non-fading colors. Their blossoms appear for 9-12 weeks, and grower trials have shown good promise of continuous bloom which expands the opportunities to sell callas in color throughout the year. Don't waste time on weak callas. Be My calla bulbs are larger with a higher eye count, which results in incredibly robust plants that fill a 6.5" container fully with multiple flower stems.

Be My calla lilies are ideal for gift market sales from spring to fall and can be sold as both an indoor décor item and for outdoor gardening. The flowers last up to two weeks once cut, extending their use into the florist market.



REINVENTING HOUSEPLANTS

Houseplants have never been hotter. Yet, IGCs are still struggling to find clean, premium genetics in reasonable quantities to fill their displays. Now, there's a better way to meet this market opportunity. Together with The Plant Company, we are bringing innovative leafjoy™ houseplants to market and backing them up with our industry-leading consumer marketing efforts.

POLISHED PLANTS READY TO SELL

From the moment you unload your first shipment of leafjoy houseplants, you'll spot the difference. These plants will arrive at your store shined, labeled by cultivar and ready to sell. And due to low quantity minimums, you'll receive the right number of plants to move quickly off your retail benches.

Unmatched Quality

Working with the best genetics available worldwide, leafjoy plants are started from tissue culture and virus-indexed to assure uniformity and strong growth. State-of-the-art European production greenhouses with cutting edge ErfGoed floors and shade cloth ensure consistent quality. Each leafjoy crop is grown to exact size and quality specifications which exceed those of traditional houseplant producers.

Retail-Ready

Your leafjoy plants will arrive without weeds in the pots or insect hitchhikers thanks to the meticulous way they are produced. A variety-specific plant label is included in every pot. Plants are leaf-shined before shipping, saving you a step and allowing for immediate placement on the retail floor.

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.



Optional ceramic and jute cache pots 6.69 in

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™.



21

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.



Four leafjoy Collections poster – 23.5" x 34"

Boutique

Boutique varieties are unique genetics that are in limited supply and in some cases, are exclusive to

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.

Collector's Edition

exclusively to IGCs. These special plants come with two labels: a modified leafjoy plant label and a collectable metal medallion.





7" x 5" leafjoy bench cards



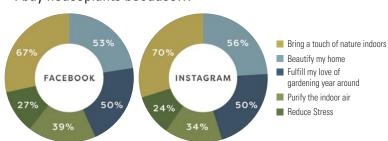
leafjoy benchtape – 4" x 100' long

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.

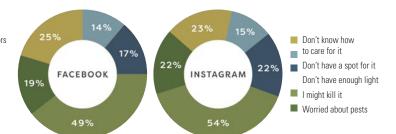
Here are two survey results that helped us understand what motivates and concerns consumers about houseplants.

I buy houseplants because...



The #1 reason why consumers buy houseplants is to bring a touch of nature indoors. This led directly to the formation of the leafjoy program's tagline: bring nature inside™.

What is your main concern about houseplants?



Consumers' concerns center around not knowing proper placement or growing conditions for houseplants. Every leafjoy label includes specific growing information and tips on where in their home each plant is mostly likely to flourish.

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.



LEAFJOY™ ATRIUM™ COLLECTION



High light plants for bright spaces

Lovers of bright, airy, southor 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 cucullata,
MYTHIC™ Regal Shields Alocasia,
TATTOO™ Princess Clusia, CLING-ON™
Anastasia Ficus, CLING-ON™ Samantha
Ficus, CHROMA™ Abidjan Ficus, CHROMA™
Belize Ficus, African Fig Ficus cyathistipula
and PRISMACOLOR™ Birkin 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™ Stingray Alocasia, COLOR FULL™
Dottie Calathea, COLOR FULL™ Peacock
Plant Calathea makoyana, SWEET DREAMS™
Grey Star Ctenanthe, LIVING LACE™
Davana Phlebodium and PRISMACOLOR™
Fern-like Philodendron Philodendron mayor



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 x amazonica,
LIVING LACE™ Hurricane Asplenium,
MYTHIC™ Silver Dragon Alocasia,
MYTHIC™ Stingray Alocasia, COLOR
FULL™ Beauty Star Calathea, TATTOO™
Princess Clusia, CHROMA™ Belze Ficus,
CLING-ON™ Danielle Ficus and
PRISMACOLOR™ Birkin 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.

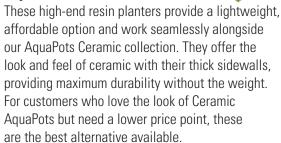
Cocoon Collection Highlights:

MYTHIC™ Ninja Alocasia, COLOR FULL™
Freddie Calathea, COLOR FULL™
Sanderiana Calathea, SWEET DREAMS™
Amagris Ctenanthe, LIVING LACE™ Davana Phlebodium, LIVING LACE™ Hurricane
Asplenium, CHROMA™ Tineke Ficus,
Moclame Ficus, and 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





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.



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 most 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







watering. Though the insert is round, an make it work in square planters.

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

STYLES 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 -

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

SIZE: 20.6" 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: New York

COLORS: Greige Stone, Portico Marble and Black Iron

SIZE: 18.4" x 18.8"

QUANTITY: 12 total including 4 Gray, 4 White, 4 Black

STYLE: Boston Urn

COLORS: Greige Stone, Portico Marble and Black Iron

27

SIZE: 22.5" x 27.0"

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 site 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 AguaPots
- 10. Components can be cleaned and reused for many years







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.



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.

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. made and how to answer the most commonly asked questions,





To help them better understand how these containers are we have developed a Proven Winners University video and extensive information on our website about the Eco+ Grande.

ONLY ONE BRAND INVESTS IN YOUR SUCCESS

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 Video 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, beauty.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 @Garden Answer 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.



2023 billboard locations











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 FINCH™ Petunia

SUPERBENA® PINK CASHMERE™ Verbena

Perennials:

'Silver Lining' Artemisia

RAINBOW RHYTHM® 'Blazing Glory' Hemerocallis

SUMMERIFIC® 'All Eyes on Me' *Hibiscus*SHADOWLAND® 'Love Story' *Hosta*LUMINARY™ 'Prismatic Pink' *Phlox paniculata*

ROCK 'N GROW® 'Midnight Velvet' Sedum

Shrubs:

STARBLAST CHIFFON™ *Hibiscus syriacus*

LET'S DANCE SKY VIEW® Hydrangea macrophylla x serrata

31

PUFFER FISH® *Hydrangea paniculata* FLAVORETTE™ Honey-Apricot *Rosa*

BLOOMERANG® PURPINK™ *Syringa x pubescens*

Recommended replacements for dropped annual varieties for 2024

necommended repracements for dropped annual varieties for 2024		
DROPPED VARIETY	RECOMMENDED REPLACEMENT	
ARTIST® Pearl <i>Ageratum</i>	ARTIST® Blue Ageratum or DIAMOND FROST® Euphorbia	
ANGELFACE® Steel Blue Angelonia	ANGELFACE® Blue Angelonia	
SUPERBELLS® Blue <i>Calibrachoa</i>	SUPERBELLS® Blue Improved Calibrachoa	
SUPERBELLS® Pink Calibrachoa	SUPERBELLS® Pink Improved Calibrachoa	
LADYBIRD® Lemonade <i>Calyophus</i>	LADYBIRD® Sunglow Calyophus	
TOUCAN® Scarlet <i>Canna</i>	TOUCAN® Scarlet Improved Canna	
GRACEFUL GRASSES® Toffee Twist Carex	No replacement available	
FAIRY DUST® Pink Cuphea	DIAMOND FROST® Euphorbia	
HEAT IT UP® Scarlet <i>Gaillardia</i>	SUNCREDIBLE® SATURN™ Helianthus	
HEAT IT UP® Yellow <i>Gaillardia</i>	SUNCREDIBLE® Yellow Helianthus	
INFINITY® Lavender <i>Impatiens</i>	INFINITY® Light Purple Impatiens	
INFINITY® Salmon <i>Impatiens</i>	INFINITY® Orange Impatiens	
Blackie <i>Ipomoea</i>	Sweet Caroline JET BLACK™ <i>Ipomoea</i>	
Sweet Caroline Sweetheart Red <i>Ipomoea</i>	Sweet Caroline Sweetheart MAHOGANY™ <i>Ipomoea</i>	
MOONLIGHT KNIGHT® Lobularia	WHITE KNIGHT® Lobularia	
SUNSATIA® Coconut <i>Nemesia</i>	SUNSATIA® Coconut Improved Nemesia	
SUPERTUNIA® BERMUDA BEACH® Petunia	SUPERTUNIA® BERMUDA BEACH® Improved Petunia	
SUPERTUNIA MINI VISTA® Sangria Petunia	SUPERTUNIA MINI VISTA® Sweet Sangria Petunia	
MACHU™ Morado <i>Petunia</i>	AUGUSTA™ Lavender <i>Heliotropium</i>	
WHIRLWIND® White Scaevola	WHIRLWIND® White Improved Scaevola	
SNOWSTORM® GLACIER BLUE™ Sutera	SAFARI™ Sky <i>Jamesbrittenia</i>	
CATALINA® Pink <i>Torenia</i>	CATALINA® Pink Improved Torenia	
SUPERBENA® Coral Red <i>Verbena</i>	SUPERBENA® Red Verbena	
SUPERBENA ROYALE® Cherryburst Verbena	SUPERBENA® Cherryburst Improved Verbena	

Recommended replacements for dropped perennial varieties for 2024

DROPPED VARIETY	RECOMMENDED REPLACEMENT
DOLCE® 'Frosted Berry' Heuchera	DOLCE® 'Silver Gumdrop' <i>Heuchera</i>
PYROMANIA® 'Flashpoint' Kniphofia	PYROMANIA® 'Solar Flare' Kniphofia
COLOR SPIRES® 'Snow Kiss' Salvia	COLOR SPIRES® 'Pink Dawn' Salvia

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.



COLORBLAZE® TORCHLIGHT® SUREFIRE® Red Coleus



Begonia



LUSCIOUS® Rovale LEMON TART™ *Lantana*



SUNCREDIBLE® Yellow Helianthus



Sweet Caroline MEDUSA™ Green Ipomoea



MOJAVE® Yellow Improved Portulaca



GRACEFUL GRASSES® BLUE MOHAWK® Juncus



TRUFFULA™ Pink

Gomphrena

GRACEFUL GRASSES® QUEEN TUT™ Cyperus



SUREFIRE® Rose Beaonia



DOUBLE UP™ Red *Begonia*



AUGUSTA™ Lavender Heliotropium



SUREFIRE® CHERRY CORDIAL™ Begonia



LUSCIOUS® Royale RED ZONE™ Lantana



SUNCREDIBLE® SATURN™ Helianthus



TANGEGLOW™ Lantana



SUPERTUNIA MINI VISTA® Yellow Petunia



SUPERTUNIA MINI VISTA® Midnight Petunia



Sweet Caroline UPSIDE™ Black Coffee *Ipomoea*



ILLUSION® Penny Lace Ipomoea

VISIT OUR TRIAL SITES





Scan to search our list of trial gardens.

33

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.

PROFFSSIONAL 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.

