

# SPRING 2016 PREVIEW



**PW**  
PROVEN  
WINNERS®  
Nothing Sells Faster®







SUPERBELLS® Evening Star *Calibrachoa*



# WE ARE HONORED TO SERVE OUR LOYAL RETAILERS

At Proven Winners, we understand that it is not enough to simply have top quality products to offer our retailers. It takes a dedicated, strategic team of professionals working every single day to promote the brand and build demand from the ground up. We understand that you have many options to choose from in today's marketplace, and we are absolutely honored that you have chosen Proven Winners to be your partner in offering innovative and reliable annuals, perennials, and shrubs.

## WORKING FOR YOU 24/7/365

Proven Winners is working diligently to support your sales efforts by reaching millions of consumers nationwide each year with our brand message. Here is a snapshot of our broad-reaching consumer endeavors:



National  
Print  
Advertising



  
Facebook



  
Twitter



  
Instagram



  
Phone



Feedback  
Questions



Google  
Searches



  
YouTube



  
Pinterest



Gardener's  
Idea Book

# NEW PROVEN WINNERS ANNUALS FOR 2016



SUPERBELLS® Evening Star  
*Calibrachoa*



SUPERBELLS® Garden Rose  
*Calibrachoa*



SUPERBELLS® Holy Moly!™  
*Calibrachoa*



DAHLIGHTFUL™ Georgia Peach  
*Dahlia*





ENDLESS™ Flirtation  
*Browallia*



ENDLESS™ Illumination  
*Browallia*



DAHLIGHTFUL™ Lively Lavender  
*Dahlia*



DAHLIGHTFUL™ Sultry Scarlet  
*Dahlia*



# NEW PROVEN WINNERS ANNUALS FOR 2016



CAMPFIRE™ Fireburst  
*Bidens*



FLIRTATION®  
Glacier White  
*Diascia*



SEÑORITA BLANCA™ Improved  
*Cleome*



SEÑORITA MI AMOR™  
*Cleome*





HELLO!™ Pumpkin  
*Gerbera*



HELLO!™ Magentamen  
*Gerbera*



HELLO!™ Miss Scarlet  
*Gerbera*



HELLO!™ Sunshine  
*Gerbera*



# NEW PROVEN WINNERS ANNUALS FOR 2016



LUCIA® Ultraviolet  
*Lobelia*



ROCKAPULCO® Wisteria  
*Impatiens walleriana*



LUSCIOUS® Pinkberry Blend  
*Lantana camara*



Sweet Caroline Sweetheart Lime  
*Ipomoea batatas*



SUNSATIA® Blood Orange  
*Nemesia*





SUPERTUNIA® Honey *Petunia*



SUPERTUNIA® Latte *Petunia*



SUPERTUNIA® Pink Star Charm  
*Petunia*



SUPERTUNIA® Violet Star Charm  
*Petunia*



# NEW PROVEN WINNERS ANNUALS FOR 2016



SUPERTUNIA® PICASSO IN BLUE™  
*Petunia*



SUPERTUNIA® PICASSO IN BURGUNDY™  
*Petunia*



INTENSIA® White Improved  
*Phlox*



ANYTIME™ Plum Good  
*Viola x wittrockiana*



ANYTIME™ Iris  
*Viola x wittrockiana*



## Proven Winners Annuals

### CAMPFIRE™ Fireburst

*Bidens* 'KOIBID1346' USPPAF CanPBRAF

- Novel orange and yellow bicolor flower
- Use in 4.25 Grande™ containers, landscape, monoculture hanging baskets, or combos with other medium to high vigor plants
- 8-12" height; 18-24" spread
- Full sun
- Vigor 3

See pg. 4

### ENDLESS™ Flirtation

*Browallia* 'UNHBR18' USPP19822 CanPBRAF

- Brilliant white flowers bloom profusely throughout the season
- Striking mono that also works great in shade combinations
- Heat tolerant
- 10-14" height; 8-10" spread
- Use in 4.25 Grande™ containers, monoculture hanging baskets, or combos with other medium vigor varieties
- Part shade to shade
- Vigor 2

See pg. 3

### ENDLESS™ Illumination

*Browallia* 'UNHBR12' USPP18925 CanPBRAF

- Brilliant violet flowers bloom profusely throughout the season
- Striking mono that also works great in shade combinations
- Heat tolerant
- 10-14" height; 8-10" spread
- Use in 4.25 Grande™ containers, monoculture hanging baskets, or combos with other medium vigor varieties
- Part shade to shade
- Vigor 2

See pg. 3

## Proven Winners Annuals

### SUPERBELLS® Evening Star

*Calibrachoa* 'USCAL42202' USPPAF CanPBRAF

- Color expansion to popular Superbells® Star collection
- Lavender and blue with star pattern
- Specifically screened for resistance to thielaviopsis
- Same strong performance of other Superbells®
- Masses of color throughout the season
- Use in 4.25 Grande™ containers, monoculture hanging baskets, or combos with other medium vigor varieties
- 7-10" height; 10-12" spread
- Full sun
- Vigor 2

See pg. 2

### SUPERBELLS® Garden Rose

*Calibrachoa* '\*\*\*' USPPAF CanPBRAF

- Vigorous new Superbells® that thrives in the landscape
- Outstanding heat and humidity tolerance
- Less pH sensitive than other Superbells®
- Specifically screened for resistance to thielaviopsis
- Same strong performance as other Superbells®
- Use in 4.25 Grande™ containers, landscape, monoculture hanging baskets, or combos with other high vigor varieties
- 6-8" height; 24-36" spread
- Full sun
- Vigor 3

See pg. 2

### SUPERBELLS® HOLY MOLY!™

*Calibrachoa* 'USCALCHSTM' USPPAF CanPBRAF

- A novel, two-toned bloom with rich pink and yellow petals
- Slightly more vigorous than Superbells® Cherry Star
- Specifically screened for resistance to thielaviopsis
- Same strong performance of other Superbells®
- Masses of color throughout the season
- Use in 4.25 Grande™ containers, monoculture hanging baskets, or combos with other medium vigor varieties
- 6-10" height; 12-18" spread
- Full sun
- Vigor 2

See pg. 2

\*\*\* = See our website for varietal denomination information at [www.provenwinners.com](http://www.provenwinners.com)

USPPAF = US Plant Patent Applied For



Proven Winners Annuals

SEÑORITA BLANCA™ Improved

Cleome 'INCLESBIMP' USPPAF CanPBRAF

- True, clear white
- Same vigor and performance as Señorita Rosalita® and Señorita Blanca®
- Thornless, non-sticky, odorless foliage
- Heat and drought tolerant
- Sterile flowers
- Ideal for 1.0 Royale™
- 24-48" height; 18-24" spread
- Full sun
- Proven Package
- Vigor 3

See pg. 4

SEÑORITA MI AMOR™

Cleome 'INCLESRCAR' USPPAF CanPBRAF

- Soft pink bloom
- Same vigor and performance as Señorita Rosalita® and Señorita Blanca®
- Thornless, non-sticky, odorless foliage
- Heat and drought tolerant
- Sterile flowers
- Ideal for 1.0 Royale™
- 24-48" height; 18-24" spread
- Full sun
- Proven Package
- Vigor 3

See pg. 4

DAHLIGHTFUL™ Georgia Peach

Dahlia *variabilis* 'G13518' USPPAF CanPBRAF

- Semi-double peach toned flowers top chocolate foliage
- Bred to minimize tuber formation, allowing early through late season performance
- Fairly powdery mildew tolerant
- Well-branched
- Use in 1.0 Royale™ containers and upright combinations
- 20-30" height; 20-24" spread
- Full to part sun
- Vigor 3

See pg. 2

Proven Winners Annuals

DAHLIGHTFUL™ Lively Lavender

Dahlia *variabilis* 'G13532' USPPAF CanPBRAF

- Semi-double lavender flowers top green foliage
- Bred to minimize tuber formation, allowing early through late season performance
- Fairly powdery mildew tolerant
- Well-branched
- Use in 1.0 Royale™ containers and upright combinations
- 20-30" height; 20-24" spread
- Full to part sun
- Vigor 3

See pg. 3

DAHLIGHTFUL™ Sultry Scarlet

Dahlia *variabilis* 'G13525' USPPAF CanPBRAF

- Semi-double deep red flowers top chocolate foliage
- Bred to minimize tuber formation, allowing early through late season performance
- Fairly powdery mildew tolerant
- Well-branched
- Use in 1.0 Royale™ containers and upright combinations
- 20-30" height; 20-24" spread
- Full to part sun
- Vigor 3

See pg. 3

MYSTIC Illusion

Dahlia

- Showy star-shaped flowers appear to jump off the dark foliage
- Fairly powdery mildew tolerant
- Well-branched
- Use in 4.25 Grande™ and 1.0 Royale™ containers, upright combinations, and in the landscape
- 18-36" height; 12-16" spread
- Full to part sun
- Vigor 3



## Proven Winners Annuals

### FLIRTATION® Glacier White

*Diascia* 'DDIASC990' USPPAF CanPBRAF

- Color expansion in the Flirtation® collection
- Great for early season planting, but will last through the summer
- Well-branched, mounding habit
- Ideal for 4.25 Grande™ container production
- Use in monoculture hanging baskets, or combinations with other medium-vigor varieties such as Anytime® Pansiolas and Knight Lobularia
- 10-14" height; 12-18" spread
- Full to part sun
- Vigor 2

See pg. 4

### HELLO!™ Magentamen

*Gerbera*

- A new genus for Proven Winners®
- True hot pink blooms stand tall on long stems
- Long-blooming collection of landscape gerbera
- Perfect as a premium, cut-flower annual
- Heat and humidity tolerant
- Ideal for 1.0 Royale™ containers
- 12-20" height; 10-14" spread
- Full sun
- Proven Package
- Vigor 2

See pg. 5

### HELLO!™ Miss Scarlet

*Gerbera*

- A new genus for Proven Winners®
- True red blooms stand tall on long stems
- Long-blooming collection of landscape gerbera
- Perfect as a premium, cut-flower annual
- Heat and humidity tolerant
- Ideal for 1.0 Royale™ containers
- 12-20" height; 10-14" spread
- Full sun
- Proven Package
- Vigor 2

See pg. 5

## Proven Winners Annuals

### HELLO!™ Pumpkin

*Gerbera*

- A new genus for Proven Winners®
- True orange blooms stand tall on long stems
- Long-blooming collection of landscape gerbera
- Perfect as a premium, cut-flower annual
- Heat and humidity tolerant
- Ideal for 1.0 Royale™ containers
- 12-20" height; 10-14" spread
- Full sun
- Proven Package
- Vigor 2

See pg. 5

### HELLO!™ Sunshine

*Gerbera*

- A new genus for Proven Winners®
- True yellow blooms stand tall on long stems
- Long-blooming collection of landscape gerbera
- Perfect as a premium, cut-flower annual
- Heat and humidity tolerant
- Ideal for 1.0 Royale™ containers
- 12-20" height; 10-14" spread
- Full sun
- Proven Package
- Vigor 2

See pg. 5

### ROCKAPULCO® Wisteria

*Impatiens walleriana* \*\*\*\* USPPAF CanPBRAF

- Lavender and white bicolor addition for Rockapulco® collection.
- Well-matched to Rockapulco® Coral Reef
- Ideal for 4.25 Grande™ and 1.0 Royale™ containers, monoculture containers, and combinations
- 10-20" height; 12-24" spread
- Part shade to shade
- Vigor 3

See pg. 6



Proven Winners Annuals

**Sweet Caroline Sweetheart Lime**  
*Ipomoea batatas* \*\*\* USPPAF CanPBRAF

- Great foliage component plant for combinations
- Improved color retention, less bleaching in full sun
- Extreme heat and humidity tolerance
- Ideal for 4.25 Grande™ and 1.0 Royale™ containers, monoculture containers, combinations, and landscape plantings
- 10-14" height; 20-36" spread
- Part sun to sun
- Vigor 2

See pg. 6

**BETH'S BLUE®**  
*Isotoma*

- Star-shaped flowers on a cushion of medium-green foliage
- Heat tolerant
- Ideal for 4.25 Grande™ containers, monoculture containers, and combinations
- 12-14" height; 10-14" spread
- Full sun
- Vigor 2

**LUSCIOUS® Pinkberry Blend**  
*Lantana camara* \*\*\* USPPAF CanPBRAF

- Soft pink and yellow flowers
- Heat and drought tolerant with light, sweet fragrant foliage
- Low seed set
- Vigor similar to Luscious® Citrus Blend
- Use in Royale™ containers, monoculture upright containers or with other high vigor varieties, and in the landscape
- 20-24" height; 24-36" spread
- Full sun
- Vigor 3

See pg. 6


Proven Winners Annuals

**LUCIA® Ultraviolet**  
*Lobelia* \*\*\* USPPAF CanPBRAF

- Strong, magenta-purple blooms
- Cascading foliage on well-branched plants
- Good summer performance with low maintenance
- Use in 4.25 Grande™ containers, monoculture hanging baskets, or combos with other medium vigor varieties
- 8-12" height; 8-12" spread
- Part sun to sun
- Vigor 2

See pg. 6

**SUNSATIA® Blood Orange**  
*Nemesia* \*\*\* USPPAF CanPBRAF

- New color expansion to the Sunsatia® collection; perfect for fall combinations
- Profuse flowers cascade from pots and baskets all season, excellent for early spring, low maintenance
- Cold tolerant; will bloom until a hard frost
- Use in monoculture hanging baskets, or combinations with other medium vigor varieties
- 10-14" height; 12-16" spread
- Part sun to sun
- Vigor 2

See pg. 6

**ANYTIME™ Iris Pansiola**  
*Viola x wittrockiana*

- Blue and yellow bicolor flower
- A heat tolerant Pansy that will bloom throughout summer in most climates
- Vigorous and semi-trailing, they are great landscape and garden plants
- An interesting plant for winter sunbelt color
- Cool season crop blooms longer and tolerates the heat
- Use in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, and in combination with other medium vigor varieties
- 6-10" height; 12-18" spread
- Full sun
- Vigor 2

See pg. 8


Proven Winners Annuals

**ANYTIME™ Plum Good Pansiola**  
*Viola x wittrockiana*

- Rich, deep purple flower
  - A heat tolerant Pansy that will bloom throughout summer in most climates
  - Vigorous and semi-trailing, they are great landscape and garden plants
  - An interesting plant for winter sunbelt color
  - Cool season crop blooms longer and tolerates the heat
  - Use in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, and in combination with other medium vigor varieties
  - 6-10" height; 12-18" spread
  - Full sun
  - Vigor 2
- See pg. 8

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**SUPERTUNIA® Honey**  
*Petunia* 'DCAS303' USPPAF CanPBRAF

- Ever-changing, yellow, orange, salmon, and pink flowers
  - Excellent habit and branching
  - Same vigor, habit, and disease resistance as other Supertunia®
  - Strong heat and cold tolerance
  - 8-10" height; 30-36" spread
  - Full sun
  - Vigor 3
- See pg. 7

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**SUPERTUNIA® Latte**  
*Petunia* 'kerlatte' USPPAF CanPBRAF

- Improved vigor and cold tolerance makes this a much needed improvement for both the grower and consumer.
  - All-season blooming and great heat and humidity tolerance
  - Great in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, and in combination
  - 8-12" height; 24-36" spread
  - Full sun
  - Vigor 3
- See pg. 7

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Proven Winners Annuals

**SUPERTUNIA® PICASSO IN BLUE™**  
*Petunia* 'USTUN75102' USPPAF CanPBRAF

- Blue flower addition to Picasso collection
  - Vigor between Picasso in Pink® and Pretty Much Picasso®
  - All-season blooming and great heat and humidity tolerance
  - Great in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, and in combination
  - 8-12" height; 24-36" spread
  - Full sun
  - Proven Package
  - Vigor 3
- See pg. 8

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**SUPERTUNIA® PICASSO IN BURGUNDY™**  
*Petunia* 'BHTUN44905' USPPAF CanPBRAF

- Burgundy flower addition to Picasso collection.
  - Vigor between Picasso in Pink® and Pretty Much Picasso®
  - All-season blooming and great heat and humidity tolerance
  - Great in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, and in combination
  - 8-12" height; 24-36" spread
  - Full sun
  - Proven Package
  - Vigor 3
- See pg. 8

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**SUPERTUNIA® Pink Star Charm**  
*Petunia* 'USTUNJ2401' USPPAF CanPBRAF

- Pink and white bicolor bloom expands Supertunia® Charm collection
  - Vigor is similar to Supertunia® Orchid Charm
  - Early to flower in week 9
  - Well-branched habit
  - Ideal for 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, and combinations
  - 10-14" height; 24-30" spread
  - Full sun
  - Vigor 3
- See pg. 7

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Proven Winners Annuals

**SUPERTUNIA® Violet Star Charm**

*Petunia* 'USTUNJ1901' USPPAF CanPBRAF

- Blue and white bicolor bloom expands Supertunia® Charm collection
  - Vigor is similar to Supertunia® Orchid Charm
  - Well-branched habit
  - Ideal for 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, and combinations
  - 8-12" height; 24-36" spread
  - Full sun
  - Vigor 3
- See pg. 7
- 

**INTENSIA® White Improved**

*Phlox* 'DPHLOX866' USPPAF CanPBRAF

- Improved vigor and habit to update the award-winning Intensia® collection
  - Use in 4.25 Grande™ containers, monoculture hanging baskets, or combos with other medium-vigor varieties
  - Extended bloom period
  - Extremely heat tolerant
  - 8-12" height; 10-12" spread
  - Full sun
  - Vigor 4
- See pg. 8
- 

**MOJAVE® Fuchsia**

*Portulaca grandiflora*

- A tough and durable succulent with hot pink blooms that appear all season long
  - Ideal for 4.25 Grande™ and 1.0 Royale™ containers, upright combinations, hanging basket combinations, and the landscape
  - 4-6" height; 12-16" spread
  - Full sun
  - Vigor 2
- See pg. 22
- 

Proven Winners Annuals

**MOJAVE® Pink**

*Portulaca grandiflora*

- A tough and durable succulent with soft pink blooms that appear all season long
  - Ideal for 4.25 Grande™ and 1.0 Royale™ containers, upright combinations, hanging basket combinations, and the landscape
  - 4-6" height; 12-16" spread
  - Full sun
  - Vigor 2
- See pg. 22
- 

**MOJAVE® Red**

*Portulaca grandiflora*

- A tough and durable succulent with bright red blooms that appear all season long
  - Ideal for 4.25 Grande™ and 1.0 Royale™ containers, upright combinations, hanging basket combinations, and the landscape
  - 4-6" height; 12-16" spread
  - Full sun
  - Vigor 2
- See pg. 22
- 

**MOJAVE® Tangerine**

*Portulaca grandiflora* 'DDIASC990' USPP23243

- A tough and durable succulent with bright orange blooms that appear all season long
  - Ideal for 4.25 Grande™ and 1.0 Royale™ containers, upright combinations, hanging basket combinations, and the landscape
  - 4-6" height; 12-16" spread
  - Full sun
  - Vigor 2
- See pg. 22
-

## Proven Winners Annuals

### **MOJAVE® Yellow** *Portulaca grandiflora*

- A tough and durable succulent with bright yellow blooms that appear all season long
- Ideal for 4.25 Grande™ and 1.0 Royale™ containers, upright combinations, hanging basket combinations, and the landscape
- 4-6" height; 12-16" spread
- Full sun
- Vigor 2

See pg. 22

### **LEMON CORAL™** *Sedum rupestre*

- Strong heat and drought tolerance
- Succulent, accent spiller
- Use in 4.25 Grande™ containers, monoculture hanging baskets, or combinations with other medium-vigor varieties
- 3-10" height; 16-24" spread
- Full sun
- Vigor 2

See pg. 23

### **COLORBLAZE® APPLE BRANDY™** *Solenostemon scutellarioides*

- Red and chartreuse leaf delivers all-season color
- Doesn't bleach out in full sun
- Resistant to downy mildew
- Slightly taller than ColorBlaze® Alligator Tears™; similar branching, habit, and vigor
- Versatile and easy to grow
- Late or non-flowering in most of North America
- Great as a landscape mass planting, specimen planting and a thriller in mixed containers
- 20-30" height; 12-16" spread
- Part to full sun
- Vigor 3

See pg. 23

## Proven Winners Annuals

### **COLORBLAZE® VELVETEEN™** *Solenostemon scutellarioides*

- Deep burgundy and pink foliage delivers all-season color
- Doesn't bleach out in full sun
- Resistant to downy mildew
- Versatile and easy to grow
- Late or non-flowering in most of North America
- Great as a landscape mass planting, specimen planting and a thriller in mixed containers
- 24-36" height; 12-18" spread
- Part to full sun
- Vigor 3

See pg. 23

### **METEOR SHOWER™** *Verbena bonariensis* \*\*\* USPPAF CanPBRAF

- Flowering thriller with dusty lavender flowers
- More vigorous than other compact *Verbena bonariensis*
- Low seed set reduces reseeding in the garden
- Heat and drought tolerant
- Use in 4.25 Grande™ containers, monocultures, or in combinations with other medium to high vigor varieties
- 30-36" height; 12-16" spread
- Full sun
- Vigor 3

See pg. 23

### **SUPERBENA® Sparkling Amethyst** *Verbena* \*\*\* USPPAF CanPBRAF

- Early compact habit is great for Grande™ production yet becomes a vigorous spreading plant for the consumer
- Novel, bicolor amethyst and lavender blooms completely cover the canopy of the plant
- Exceptional powdery mildew resistance
- Heat and drought tolerant
- Use in 4.25 Grande™ containers, monocultures, or in combinations with other medium-vigorous varieties
- 8-12" height; 12-18" spread
- Full sun
- Vigor 3

See pg. 23



## Proven Winners Annuals

### **SUPERBENA® Sparkling Ruby**

*Verbena* \*\*\*\* USPPAF CanPBRAF

- Early compact habit is great for Grande™ production yet becomes a vigorous spreading plant for the consumer
- Novel, bicolor red and pink blooms completely cover the canopy of the plant
- Exceptional powdery mildew resistance
- Heat and drought tolerant
- Use in 4.25 Grande™ containers, monocultures, or in combinations with other medium-vigorous varieties
- 6-12" height; 12-18" spread
- Full sun
- Vigor 3

See pg. 23

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## Proven Winners Perennials

### **DECADENCE® 'Pink Truffles'**

*Baptisia* USPPAF CanPBRAF

- Breakthrough new color for Baptisia
- 12" long panicles of soft pink flowers age to lavender pink
- Blooms in late spring to early summer
- Decorative seed pods extend the show into fall
- Compact, vase-shaped habit with medium green foliage
- Zones 4-9
- 2½ - 3' height, 2½ - 3' spread
- Full sun to light shade

See pg. 24

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### **DECADENCE® 'Sparkling Sapphires'**

*Baptisia* USPPAF CanPBRAF

- Vivid violet blue blossoms on 8" long spikes are much showier than the species
- Blooms in late spring to early summer
- Decorative seed pods extend the show into fall
- Zones 4-9
- 2½ - 3' height, 2½ - 3' spread
- Full sun to light shade

See pg. 24

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## Proven Winners Perennials

### **FRUIT PUNCH® 'Cranberry Cocktail'**

*Dianthus* USPPAF CanPBRAF

- Florist quality, hot magenta pink flowers
- Exceptionally large, fully double blooms
- Compact habit and sturdy stems
- Attractive, grey-green foliage
- Demonstrates good heat and humidity tolerance
- Zones 4-9
- 8-10" height, 12-14" spread
- Full sun to light shade

See pg. 24

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### **FRUIT PUNCH® 'Maraschino'**

*Dianthus* USPPAF CanPBRAF

- Double, hot cherry red flowers
- Prominent dark burgundy eye
- Good flower coverage on compact plants
- Distinctive silvery-blue, spiky foliage
- Foliage remains attractive all season
- Demonstrates good heat and humidity tolerance
- Zones 4-9
- 9-11" height, 12-14" spread
- Full sun to light shade

See pg. 24

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### **FRUIT PUNCH® 'Sweetie Pie'**

*Dianthus* USPPAF CanPBRAF

- Semi-double, true pink flowers with a subtle darker pink eye
- Incredible flower production that virtually covers the silvery blue-green foliage
- Sturdy, compact habit with strong stems
- Demonstrates good heat and humidity tolerance
- Zones 4-9
- 9-11" height, 12-14" spread
- Full sun to light shade

See pg. 24

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## Proven Winners Perennials

### SUMMERIFIC® 'Berry Awesome'

*Hibiscus* USPPAF CanPBRAF

- Replacement for 'Berrylicious' with more refined habit; longer blooming season
- Huge 7-8", cool lavender flowers with a red eye
- High quality, ruffled blooms produced from late summer into early fall
- Dark olive green, maple-like foliage
- Densely compact, upright rounded habit
- Zones 4-9
- 4' height; 4.5-5' spread
- Full sun to light shade

See pg. 24

### SUMMERIFIC® 'Perfect Storm'

*Hibiscus* USPPAF CanPBRAF

- More compact, neater appearance in containers at retail
- Huge 7-8", white flowers with a radiating red eye and pink kissed petals
- Blooms from late summer into early fall
- Dramatic dark foliage makes the flowers really pop
- Zones 4-9
- 3' height, 4.5-5' spread
- Full sun to light shade

See pg. 24

### 'Leading Lady Lilac'

*Monarda* USPPAF CanPBRAF

- *M. bradburiana* hybrid; flowers 2 weeks earlier and is more petite than *M. didyma* cultivars
- Light lilac purple blossoms with purple bracts
- Blooms in early summer in the garden, earlier for spring greenhouse sales
- Secondary flush of buds extends the bloom time into midsummer
- Densely branched, dark green, mildew-resistant, glossy foliage
- Zones 4-9
- 10-14" height; 22-28" spread
- Full sun to part shade

See pg. 24

## Proven Winners Shrubs

### 'Leading Lady Plum'

*Monarda* USPPAF CanPBRAF

- *M. bradburiana* hybrid; flowers 2 weeks earlier and is more petite than *M. didyma* cultivars
- Magenta purple blossoms with dark blackish purple bracts
- Blooms in early summer in the garden, earlier for spring greenhouse sales
- Secondary flush of buds extends the bloom time into midsummer
- Densely branched, dark green, mildew-resistant, glossy foliage
- Zones 4-9
- 10-14" height; 22-28" spread
- Full sun to part shade

See pg. 24

### 'Pardon My Cerise'

*Monarda didyma* USPPAF CanPBRAF

- Best compact red Monarda to date
- Dark cherry pink blooms
- Petite selection; easy to tuck into the front of the border or combo containers
- Blooms from midsummer through late summer
- Glossy, deep green, mildew-resistant foliage forms a compact, well-branched clump
- Zones 4-9
- 14-18" height; 10-12" spread
- Full sun to part shade

See pg. 25

### 'Pardon My Lavender'

*Monarda didyma* USPPAF CanPBRAF

- Light lavender pink blooms with darker centers
- Deep green, mildew resistant foliage
- Petite selection; easy to tuck into the front of the border or combo containers
- Blooms from midsummer through late summer
- Glossy, deep green, mildew-resistant foliage forms a compact, well-branched clump
- Zones 4-9
- 14-18" height; 10-12" spread
- Full sun to part shade

See pg. 25



Proven Winners Perennials

**PRAIRIE WINDS™ ‘Apache Rose’**

*Panicum virgatum* USPPAF CanPBRAF

- Sturdy, upright habit with a strong vertical presence
- Rosy purple flower panicles are produced abundantly in late summer
- Densely clumping grey-green foliage takes on hints of rosy red in fall
- 1-2 feet shorter than other varieties like ‘Northwind’ or ‘Heavy Metal’
- Native cultivar; very tolerant of heat, drought, and wind
- Zones 4-9
- 4' height, 2.5' spread
- Full sun

See pg. 25

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**‘Denim ‘n Lace’**

*Perovskia atriplicifolia* USPPAF CanPBRAF

- Compact yet bushy, silvery green, dissected foliage
- Bright sky blue flowers held on amethyst calyxes
- Great flower coverage from midsummer to mid-fall
- More vigorous and upright compared to ‘Lacey Blue’ and PEEK-A-BLUE®
- Zones 4-9
- 28-32" height; 34-38" spread
- Full sun

See pg. 25

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**‘Opening Act Blush’**

*Phlox* USPPAF CanPBRAF

- Intermediate type of Phlox; shorter and earlier blooming than *Phlox paniculata*
- Light lavender pink flowers appear from early summer into midsummer; some rebloom through summer’s end
- Dark green, glossy foliage is resistant to powdery mildew and other diseases
- Slowly spreading habit; not invasive
- Zones 4-8
- 18-20" height; 18-20" spread
- Full sun

See pg. 25

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Proven Winners Perennials

**‘Opening Act White’**

*Phlox* USPPAF CanPBRAF

- Intermediate type of Phlox; shorter and earlier blooming than *Phlox paniculata*
- Pure white flowers with dark green, glossy foliage
- Dark green, glossy foliage is resistant to powdery mildew and other diseases
- Slowly spreading habit; not invasive
- Zones 4-8
- 18-20" height; 18-20" spread
- Full sun

See pg. 25

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**MAGIC SHOW® ‘White Wands’**

*Veronica* USPPAF CanPBRAF

- Pure white flower spikes appear for several months from midsummer through late summer
- Exceptional flowering performance
- Good production companion to ‘Enchanted Indigo’; does not require vernalization to bloom
- Clean, medium-green foliage forms a short, dense clump
- Zones 4-8
- 14-16" height; 16-20" spread
- Full sun to light shade

See pg. 25

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Proven Winners Shrubs

**LO & BEHOLD® ‘Blue Chip, Jr.’**

*Buddleia* USPPAF CanBRAF

- The next generation of Lo & Behold® Buddleia
- Smaller and earlier blooming than the original ‘Blue Chip’
- Larger, more upright blooms
- Fragrant flowers bloom without deadheading all summer long
- Non-invasive and deer-resistant
- Zones 5-9
- 20-28" height; 20-28" spread
- Full sun

See pg. 26

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Proven Winners Shrubs

YUKI CHERRY BLOSSOM™

Deutzia 'NCKX1' USPPAF CanPBRAF

- Pink flowering Deutzia 'Nikko'
- Outstanding impulse appeal for spring shoppers
- Excellent landscape plant
- Low growing and deer-resistant
- Burgundy fall foliage
- Zones 5-8
- 1-2' height; 1-2' spread
- Full sun to part shade

See pg. 26

SHOW OFF® Sugar Baby

Forsythia 'NIMBUS' USPPAF Can4605

- Dwarf forsythia has outstanding container presentation at retail
- Superior flower display from base to tip
- An excellent fit for container gardens and smaller landscapes
- Deer-resistant
- Zones 4-9
- 18-30" height; 2-3' spread
- Full sun

See pg. 26

CITYLINE®

Hydrangea macrophylla

- Dwarf hydrangeas look great in containers and have tremendous retail appeal
- Use in-ground or in deco pots
- Glossy, disease-resistant foliage
- Compact size is excellent for landscapes
- Zones 5-8
- 1-3' height; 2-4' spread
- Full sun to part shade

See pg. 26


Proven Winners Shrubs

LET'S DANCE® BLUE JANGLES®

Hydrangea macrophylla 'SMHMTAU' USPPAF CanPBRAF

- Improved reblooming hydrangea
- Very floriferous
- Compact selection has a sturdy frame and superior flower display
- Outstanding container presentation
- Flowers are rich blue or pink
- Zones 5-9
- 2-3' height; 2-3' spread
- Full sun to part shade

See pg. 26

LITTLE QUICK FIRE®

Hydrangea paniculata 'SMHPLOF1' USPPAF CanPBRAF

- Dwarf form of the popular Quick Fire® hydrangea
- Excellent container presentation at retail
- Compact habit is very useful in landscape designs
- Very hardy and early to bloom
- White flowers quickly age to pink
- Zones 3-8
- 3-5' height; 4-7' spread
- Full sun to part shade

See pg. 26

TINY TUFF STUFF™

Hydrangea serrata 'MAKO' USPPAF CanPBRAF

- Reblooming *H. serrata* has better bud hardiness than reblooming *H. macrophylla*
- Elegant lacecap flowers every year
- Blue or pink blooms depending on soil
- Very nice container presentation
- Zones 5-9
- 18-24" height; 18-24" spread
- Full sun to part shade

See pg. 26




Proven Winners Shrubs

**TINY WINE®**  
*Physocarpus opulifolius* 'SMPOTW' USPPAF CanPBRAF

- Dwarf ninebark is smaller than others on the market
- Tidy habit presents well in a container at retail
- Dainty flowers bloom at the perfect time for spring sales
- Dark foliage is colorful all season
- Native
- Zones 3-8
- 3-4' height; 4-5' spread
- Full sun

See pg. 27

**BLOOM-A-THON®**  
*Rhododendron* (Azalea)

- Reblooming azaleas flower up to twenty weeks per year
- Available in Lavender, Pink Double, Red and White
- Compact plants are covered in blooms for spring impulse sales
- Heavy blooming even through the heat of the summer
- Evergreen
- Zones 6-9
- 2.5-4.5' height; 2.5-4' spread depending on cultivar
- Part shade

See pg. 27

**LEMONY LACE™**  
*Sambucus racemosa* 'SMNSRD4' USPPAF CanBRAF

- Cutleaf elderberry
- Native plant adds color and texture to landscapes
- Lacy texture is very appealing at retail
- Award Winner: Direct Gardening Association Green Thumb Award; Farwest Retailer's Choice Award
- White flowers followed by red fruit in fall
- Zones 3-7
- 3-5' height; 3-6' spread
- Full sun to part shade

See pg. 27

Proven Winners Shrubs

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

- Reblooming lilac
- Bigger than the original Bloomerang® lilac with larger, more rounded inflorescences
- Fragrant blooms in spring, then midsummer to frost
- Very desirable with lots of impulse appeal at retail
- Zones 3-7
- 4-6' height; 5-7' spread
- Full sun

See pg. 27

**SONIC BLOOM®**  
*Weigela florida*

- Rebloomer; flowers in spring, summer and fall
- Available in Red, Pink and Pearl
- Very showy at retail and in the landscape
- Deer-resistant
- Zones 4-8
- 4-5' height; 5-6' spread
- Full sun

Sonic Bloom® is a trademark of the Syngenta Group Company

See pg. 27

**SPILLED WINE®**  
*Weigela florida* 'Bokraspiwi' USPP23781 Can4655

- A smaller version of Wine & Roses®
- Great retail container appeal
- Outstanding for foundation and mass plantings in the landscape
- Deer-resistant and colorful all season
- Zones 4-8
- 2-3' height; 3' spread
- Full sun

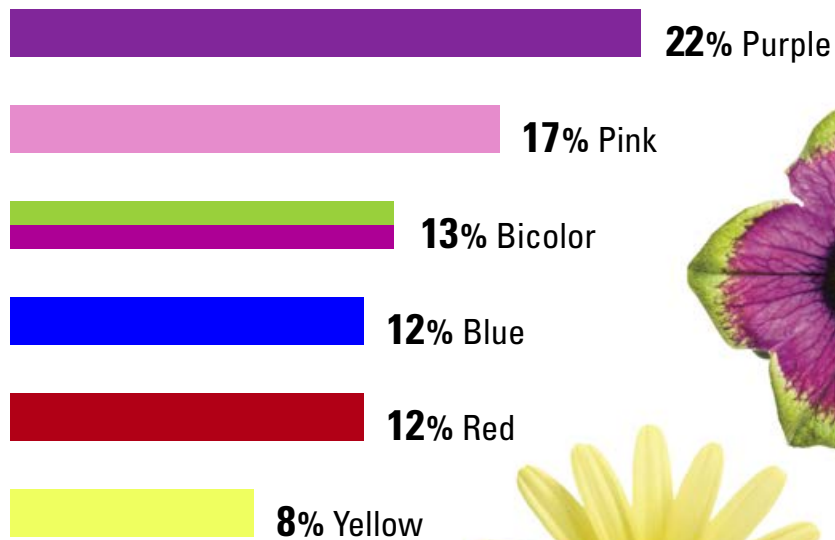
See pg. 27

# COLOR SELLS

Retailers know that color sells. But how do you know what colors will be popular in 2016? Here are a few helpful hints in stocking fast-selling colors based on current trends:

## Which Flower Colors Do Customers Prefer?

Based on the feedback of over 101,000 consumers who visited our website during the past year, their preferred flower colors are:



## Did You Know?

Did you know that Supertunia® Royal Velvet, our top selling Petunia for over a decade, also matches the #1 consumer color preference? That's no coincidence! Which purple flower or foliage plants do you have on order for 2016?



# NEW PROVEN WINNERS ANNUALS FOR 2016



MOJAVE® Red  
*Portulaca grandiflora*



MOJAVE® Pink  
*Portulaca grandiflora*



MOJAVE® Fuchsia  
*Portulaca grandiflora*



MOJAVE® Yellow  
*Portulaca grandiflora*



MOJAVE® Tangerine  
*Portulaca grandiflora*





COLORBLAZE® Velveteen  
*Solenostemon scutellarioides*



COLORBLAZE® Apple Brandy  
*Solenostemon scutellarioides*



LEMON CORAL™  
*Sedum rupestre*



SUPERBENA®  
Sparkling Amethyst  
*Verbena*



SUPERBENA® Sparkling Ruby  
*Verbena*



METEOR SHOWER™  
*Verbena bonariensis*



# NEW PROVEN WINNERS PERENNIALS FOR 2016

The Proven Winners Perennial collection expands in 2016, and will offer gardeners even more ways they can easily beautify their landscape with varieties that return year after year. From sun to shade, we continue to expand our offerings of easy-to-love and easy-to-care for perennials.



DECADENCE® 'Pink Truffles'  
*Baptisia* USPPAF CanPBRAF



DECADENCE® 'Sparkling Sapphires'  
*Baptisia* USPPAF CanPBRAF



FRUIT PUNCH® 'Cranberry Cocktail'  
*Dianthus* USPPAF CanPBRAF



FRUIT PUNCH® 'Maraschino'  
*Dianthus* USPPAF CanPBRAF



FRUIT PUNCH® 'Sweetie Pie'  
*Dianthus* USPPAF CanPBRAF



SUMMERIFIC® 'Berry Awesome'  
*Hibiscus* USPPAF CanPBRAF



SUMMERIFIC® 'Perfect Storm'  
*Hibiscus* USPPAF CanPBRAF



'Leading Lady Lilac'  
*Monarda* USPPAF CanPBRAF



'Leading Lady Plum'  
*Monarda* USPPAF CanPBRAF





'Pardon My Cerise'  
*Monarda didyma* USPPAF Can/PBR/AF



'Pardon My Lavender'  
*Monarda didyma* USPPAF Can/PBR/AF



PRAIRIE WINDS™ 'Apache Rose'  
*Panicum virgatum* USPPAF Can/PBR/AF



'Denim 'n Lace'  
*Perovskia atriplicifolia* USPPAF Can/PBR/AF



'Opening Act Blush'  
*Phlox* USPPAF Can/PBR/AF



'Opening Act White'  
*Phlox* USPPAF Can/PBR/AF



MAGIC SHOW® 'White Wands'  
*Veronica* USPPAF Can/PBR/AF

## Perennials

All Proven Winners Perennials are sold with white branded containers and Proven Winners Perennials labels. Your supplier will be happy to ship the recommended container sizes if you do not specify your container preference on your order.



Co-Ex Royale™  
(trade gallon)

Premium 1-gallon

Premium 3-gallon

Premium 2-gallon

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



# PROVEN WINNERS FLOWERING SHRUBS



LO & BEHOLD® 'Blue Chip Jr.' *Buddleia*



LO & BEHOLD® 'Pink Micro Chip' *Buddleia*



'Miss Violet' *Buddleia*



'Diamond Ball' *Clematis*



PINK MINK® *Clematis*



SISTER GOLDEN HAIR™ *Cytisus scoparius*



YUKI CHERRY BLOSSOM™ *Deutzia*



YUKI SNOWFLAKE™ *Deutzia*



SHOW OFF® Sugar Baby *Forsythia*



CITYLINE® Series  
*Hydrangea macrophylla*



LET'S DANCE® BLUE JANGLES®  
*Hydrangea macrophylla*



LET'S DANCE® RHYTHMIC BLUE™  
*Hydrangea macrophylla*



LET'S DANCE® RAVE™  
*Hydrangea macrophylla*



LITTLE QUICK FIRE™  
*Hydrangea paniculata*



TINY TUFF STUFF™  
*Hydrangea serrata*



GEM BOX™  
*Ilex glabra*





INFINITINI™ Brite Pink  
*Lagerstroemia* (Crapemyrtle)



INFINITINI™ Magenta  
*Lagerstroemia* (Crapemyrtle)



SUGAR MOUNTAIN® Blue  
*Lonicera caerulea*



GOLDEN TICKET® *Ligustrum*



JAZZ HANDS® Bold  
*Loropetalum chinense*



JAZZ HANDS® Dwarf White  
*Loropetalum chinense*



JAZZ HANDS® Variegated  
*Loropetalum chinense*



TINY WINE®  
*Physocarpus opulifolius* SMPTOTW USPPAF CanFBRAF



'Amy Cotta' *Rhododendron*



BLOOM-A-THON® Series  
*Rhododendron* (Azalea)



OSO EASY® Double Red *Rosa*



LEMONY LACE™ *Sambucus racemosa*



DOUBLE PLAY® Series  
*Spiraea*



BLOOMERANG® Dark Purple  
*Syringa*



SONIC BLOOM® Series *Weigela florida*  
Sonic Bloom® is a trademark of the Syngenta Group Company



SPILLED WINE®  
*Weigela florida*



# THE REAL TRUTH ABOUT WHAT CONSUMERS WANT

Do you really know what consumers want? Here's what the research shows.

**MYTH:** Shoppers already know exactly what they want to buy when they go to the garden center.

**FACT:** Research shows only 15% of customers know exactly what they want to buy. An overwhelming 85% of shoppers browse the store first and then decide what to buy. 69% of shoppers prefer talking to staff to get the information they need. Make sure your staff is certified!

**ACTION:** Educate your staff with the Certified Retailer program and use POP to create eye-catching displays.



**85%** of customers decide what they will buy while in the store



**69%** of customers prefer to dialogue with a staff member

**MYTH:** She wants to buy the same red geraniums every year.

**FACT:** Research shows women prefer a mix of new varieties and old favorites, not the same thing every year. But she has to gain confidence to try something new from your store by interacting with your knowledgeable staff and reading informative signage.

**ACTION:** Educate your staff with the Certified Retailer program, bring in some new varieties, and create displays with POP.



**MYTH:** She has a favorite color and always looks to buy that color.

**FACT:** While that may be true for a select group of women, most women prefer different colors in different seasons. For instance, she loves pink in spring, but prefers hotter colors in summer and richer earthy tones in fall. Retailers must change displays seasonally to attract repeat business.

**ACTION:** Use ColorWise® POP and change out end-caps for fresh displays.



**MYTH:** If her plants start to go bad, she will throw them out and buy new ones.

**FACT:** Some plants are seasonal and not meant to last. Those are typically pitched in favor of new ones. However, women are nurturers by nature. When most plants start to go downhill, they look for a way to bring them back to health, like feeding them with Proven Winners plant food.

**ACTION:** Order Proven Winners Plant Food and Potting Soil.



Source: Home Garden Panel, Metrolina Greenhouses. 2014 year-long survey of 500 male and female consumers nationwide who had purchased live goods in the past 12 months.

Opposite: SUPERBELLS® HOLY MOLY!™ Calibrachoa









**PW**  
**PROVEN**  
**WINNERS®**

Nothing Sells Faster®

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Front and back covers, clockwise from left:  
SUPERBENA® Sparkling Amethyst *Verbena*  
HELLO!™ Magentamen *Gerbera*  
SUNSATIA® Blood Orange *Nemesia*  
DAHLIGHTFUL™ Lively Lavender *Dahlia*  
SUPERBELLS® Holy Moly!™ *Calibrachoa*  
CAMPFIRE™ Fireburst *Bidens*  
LUSCIOUS® Pinkberry Blend *Lantana camara*