

FLOWERING SHRUBS

Spring Meadow Nursery, Inc.

Starter Plants Catalog and Shrub Reference 2013-2014



Message From Dale



Dale Deppe - *President Spring Meadow Nursery, Inc.*

I love plants; all kinds of plants. So I guess that makes me a plant geek. But what I love most about plants is the effect they have on people. You and I know the power of plants to beautify homes and neighborhoods, to lift spirits and relieve stress after a hard day of work. Yes, I'm a plant geek, I love plants, but I don't want that to intimidate people. What I want is to help new and casual gardeners to be successful. I want them to have the assurance they can grow a plant. Did you know that only 9% of Americans consider themselves to be knowledgeable gardeners? This means that 91% of Americans have no clue. For these people choosing a shrub is more intimidating than buying a bottle of French wine. That's why it is important for us plant geeks to do our best to select, test, trial and offer the very best plants. That's why we take an average of 7-10 years to get a new shrub to market. That is why we love Proven Winners; it gives people them confidence. Sure I'm a plant geek, but more importantly I am an advocate for great plants that take the guesswork out of buying plants and gardening.

I know you too share a passion for great plants, and I'm sure you'll find some new favorites in this year's catalog.

A handwritten signature in cursive script that reads "Dale Deppe".

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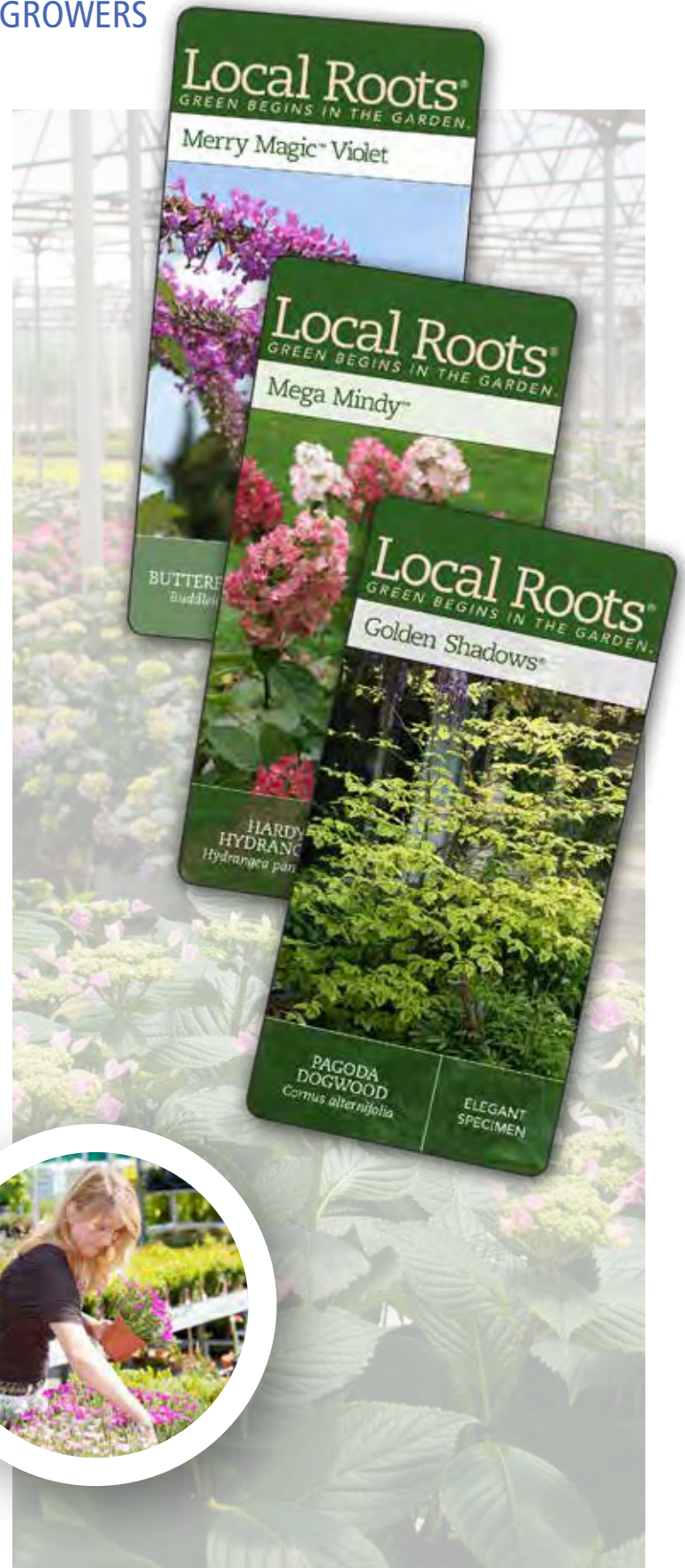
Local Roots

A NEW SHRUB PROGRAM FOR REGIONAL GROWERS

Now more than ever, consumers understand the value of buying local. When they see the opportunity to do so, they choose to support their community and state for both economic and ecological reasons. Studies have shown that many people are willing to pay more for crops grown locally. Nurseries and growers, however, have never had a way to express that their products came from a few towns over until now. Our Local Roots tag program lets this important fact shine through: Buying this plant supports the local economy.

In addition to the economic benefits of buying local, gardeners are aware that locally grown plants are hardier and better adapted to the unique climate they live in. They know that these plants will establish more readily in their garden. So tell them what they need to know and give them the keys to garden success.

Local Roots is an exclusive program for Spring Meadow Nursery customers that grow and sell regionally. It is designed to give growers the flexibility to create a unique shrub program tailored specifically for their local market. Beyond the Local Roots tag, there are no complicated requirements, no mandatory container and marketing fees. Simply choose from over 300 great, non-branded, Spring Meadow shrub varieties and ask for the Local Roots tags. Include all your tried and true, favorite shrub varieties or mix in exciting exclusive plants like Golden Shadows® dogwood, Mega Mindy™ hydrangea and Merry Magic™ butterfly bush. It's your Local Roots program so it's up to you.



Liner Sizes

Spring Meadow Nursery offers a variety of liner sizes, so that you can better meet the demands of your climate and customers.



2 1/4" POT / 32 TRAY

A great buy for potting into one-gallon or 8-inch pots.



4" POT / 18 TRAY

Get a jump on production with larger liners.



QUICK TURN™ / 16 TRAY

React quickly to market shortages of hot-selling varieties with the Quick Turn™ big, deep, fast-turning liner.

Suggestions for Ordering

The sooner we know your liner needs and receive your order, the better we can fill it — without back-orders or running out of stock. Here are a few tips to ensure your complete satisfaction:

CREATE A STANDING ORDER

To ensure you receive the varieties you want each year, create a standing order. We fill these orders first, propagating specifically to meet customers' requests. You can always adjust your order, so don't worry about getting stuck with plants you no longer want.

ORDER EARLY

Our catalog is published mid to late summer, and smart growers know to check out the new varieties and order at once (It's a great time to adjust your standing order, too).










SMALL ORDERS

Mid-May is the best time for placing a small order because our liners are at their peak. This reduces the potential of backorders.

CONFIRMATION AND SHIPPING

We'll give you a call about two weeks before your order is shipped. This is the perfect opportunity to make last minute adjustments to your order and to confirm your contact information, delivery address, or any special instructions or directions to the driver.

Key to Icons

-  Full Sun
-  Partial Shade
-  Shade
-  Attracts Hummingbirds
-  Attracts Butterflies
-  Fragrant
-  Good for Cut Flowers or Foliage
-  Reported Deer Resistance
(We consult the Rutgers University database for this feature.)
-  Bloom Color
- gr Growth rate in growing seasons to produce a 1-gallon container
- AGM Royal Horticultural Society Award of Garden Merit
- GCA Growers Choice Award
- GMPA Gold Medal Plant Award, Pennsylvania Horticultural Society
- PSC Ohio Plant Selection Committee
- CARY Cary Award
- MOBOT Missouri Botanic Garden

Growers

Growers benefit from less spraying and pruning with Proven Winners® varieties; that's time and money saved. Strong marketing support makes Proven Winners® plants easy to sell, too. Colorful advertising, industry promotion, and internet sourcing will help you sell your inventory quickly and efficiently.

Trade Pubs



Direct mail
to 16,000+
retailers each
month

GET LISTED AS A
WHOLESALE SUPPLIER ON
www.provenwinners.com

Proven Winners® ColorChoice® Program



Grow. Sell. Enjoy.
Repeat as needed.

31,000
Facebook
likes



Facebook.com/
[pwcolorchoice](https://www.facebook.com/pwcolorchoice)

Retailer
search
locator

Retailers

Retailers find that colorful Proven Winners® shrubs have tremendous impulse appeal. But many plants are sold before they even hit the retail display; strong consumer promotion means that gardeners are actively looking for Proven Winners® varieties.

**SIGN UP
TODAY!**

www.pwcertified.com

Consumer Promotion



www.provenwinners.com

6.3 million
page views

DISTRIBUTED
TO 50,000
GARDENERS
EACH YEAR

Gardening Simplified



SUCCESSFUL GARDENERS
ARE REPEAT CUSTOMERS

Consumers

The end result, of course, is a happy consumer. With their easy color and low maintenance, Proven Winners® shrubs make beautiful gardens simple. And should a customer have a question, we're here to help with copious online information and support. From first-time homeowners to Master Gardeners, Proven Winners® shrubs delight consumers and have them coming back for more!

Proven Winners® ColorChoice® Marketing

IT STARTS WITH GREAT PLANTS.

We don't waste our time marketing plants that are anything less than superior. If a plant isn't markedly better than those already on the market, it doesn't belong in Proven Winners®. Our plants must deliver better performance for growers, better shelf appeal for retailers, and a standout show in consumers' gardens.

ATTRACTIVE PLANTS ARE EASY FOR PEOPLE TO BUY.

Consumers recognize the white pots from our ads and know that the Proven Winners name is one they can trust. Our appealing varieties make a great retail display.

We help gardeners be successful by providing helpful information on our website and answering their gardening questions via the online feedback site. It's part of our commitment to make gardening as easy and rewarding as possible.



Oso Easy®
Pink Cupcake
Rosa



YouTube: over 1.6 million views and growing.



ONLINE

State-of-the-art marketing gets the message out to gardeners (and non-gardeners who buy plants).



Over 337,300 people have viewed our Invincibelle® Spirit sliderocket presentation.

ON AIR



Radio ads reach over 25 major markets including Atlanta, Chicago, Toronto, and Seattle.

CONSUMER ADVERTISING SCHEDULE FOR 2014

| March | April | May | June |
|----------------------------|--------------------------|-----------------------------|--------------------|
| BHG Country Gardens | Better Homes and Gardens | Better Homes and Gardens | Canadian Gardening |
| Inspirations | HGTV Magazine | Canadian Living | Canadian Living |
| Food & Drink | Canadian Living | HGTV Magazine | HGTV Magazine |
| | Fresh Juice | Food & Drink | Sunset |
| | Southern Living | Fine Gardening Great Plants | |
| | Sunset | Martha Stewart Living | |
| PLUS Regional Advertising! | | | |

All placements subject to change.



IN PRINT

"Proven Winners® shrubs and perennials have given our nursery a real boost in sales to our Independent Garden Centers! Your high quality marketing offering gardening solutions and impressive social media presence, combined with great innovative new plants, really appeals to our Independents! Your hydrangea line I feel is the best in the industry and your depth of product line is second to none!"

Thanks! - Jim Casey, Imperial Nurseries

Proven Winners® Shrub print advertising will have over 32 million impressions in 2014! Look for our exciting new ads throughout the catalog.



Freaky-Fast Flowers in 13 Weeks!

BLOOMS FOR MOTHER'S DAY? IT'S POSSIBLE!

Why settle for a field of green when you can have an ocean of pink? Spring Meadow Nursery's Quick Turn™ pre-budded hydrangeas have been specially pruned for successful spring flowering. Follow the 13-week recipe; dress with 1-gallon Proven Winners® containers, tags, and stakes; and you'll have a breath-taking display just in time for the 'oohs' and 'ahhs' of Mother's Day shoppers.

For 2014, we are pleased to offer;

- Cityline® Venice, Vienna and Paris hydrangeas
- Let's Dance® Rhapsody Blue, Moonlight and Starlight reblooming hydrangeas
- Tuff Stuff™ and Tiny Tuff Stuff™ reblooming mountain hydrangeas

Contact your Spring Meadow Nursery account manager today for more information.



FROM QUICK TURN
TO ONE GALLON
IN 13 WEEKS!



Tuff Stuff™

Cityline® Vienna

Let's Dance®
Moonlight

Take the Challenge - It's Guaranteed!

#1 BUY 10 OR MORE PROVEN WINNERS®
COLORCHOICE® VARIETIES

#2 PLANT THEM IN PROVEN WINNERS®
CONTAINERS

#3 GET THE GUARANTEE

All Proven Winners® flowering shrubs are backed by our exclusive guarantee*. They sell or we replace them. Talk with your account manager to sign up for this offer of confidence - it's free when you buy ten or more Proven Winners® shrubs varieties.

*See Terms and Conditions page 91



Let's Dance®
Starlight



Cityline® Paris



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Lo & Behold® 'Blue Chip Jr.' *Buddleia*



19

Lo & Behold® 'Pink Micro Chip' *Buddleia*



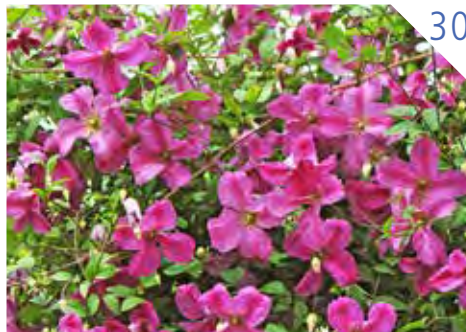
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Marie Gold™ *Ceanothus*



30

Clematis 'Diamond Ball'



30

Pink Mink™ *Clematis*



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Yuki Cherry Blossom™ *Deutzia*



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Let's Dance® Blue Jangles *Hydrangea*



55

Castle Gold™ *Ilex x meservae*



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Berry Heavy® Gold *Ilex verticillata*



61

Golden Ticket™ *Ligustrum*

Golden Ticket™ is the latest non-invasive new variety from Proven Winners®.

Make it easy for consumers to grow superfruit in their own gardens with Vitamin Berries™!



Little Goblin™ *Ilex verticillata*



Sugar Mountain™ *Lonicera*



Yellow Wall™ *Parthenocissus*



Handy Man™ Pink *Rhododendron*



Handy Man™ Purple *Rhododendron*



Lemon Lace™ *Sambucus*



Double Play® Blue Kazoo™ *Spiraea*



Blue Diddley™ *Vitex*

"Love your plants and have planted plenty in my yard... Always search for information on new items. Keep up the good work!"

- Carol K.
Knoxville, TN

Invincibelle Spirit



&

Pink Day

Since the introduction of Invincibelle® Spirit hydrangea in 2010, \$1 from each plant sold is donated to The Breast Cancer Research Foundation® (BCRF). Sales of the plant and Pink Day fundraisers hosted at garden centers across North America have raised **\$645,558** - 65% of the way to our million dollar goal! Based on BCRF's system of quantifying dollars in action, this represents approximately **12,910 hours of research.**

DIRECTLY FUNDING RESEARCH

In 2013, our donations supported the work of Dr. Carey Anders of the Lineberger Comprehensive Cancer Center at the University of North Carolina, Chapel Hill. Dr. Anders' work focuses on increasing survivorship in patients with metastatic triple negative breast cancer, an especially aggressive form of the disease that typically metastasizes to the brain. We encourage you to share this example of dollars in action with your customers!



\$1.00 from each Invincibelle® Spirit sold is donated to The Breast Cancer Research Foundation®. We encourage you to donate as well. BCRF is dedicated to preventing breast cancer and finding a cure in our lifetime by funding clinical and translational research worldwide.



NEW PINK DAY PLANNING GUIDE

This free booklet offers advice, ideas, and inspiration to help garden centers plan a Pink Day. Contact us to request a copy, or view it online at InvincibelleSpirit.net.



FACEBOOK

We gave away 40 Invincibelle® Spirit hydrangeas over five days on our Facebook page. The response was phenomenal! In this short time, nearly 140,000 facebook users heard about the plant.



For more information, contact Stacey Hirvela at Stacey@springmeadownursery.com or 616-223-3375.