

# 2017 Gardener's Idea Book Co-op Order Form

Get the 2017 *Gardener's Idea Book* for Your Customers – NOW. We'll provide the books; you just pay the postage.



This year more than 700,000 copies of the *Gardener's Idea Book* will be distributed to gardeners throughout North America from responses to Proven Winners' media campaigns. Be sure the 2017 edition gets in your customers' hands by taking advantage of our customized mailing offer. We'll pay for the books, address them to your customers, and even include a customized promotional message for your garden center. All you have to do is provide an Excel file with a mailing list and pay the postage costs.

To take advantage of this customized offer, a minimum of 250 customer addresses is required. To ensure delivery by your desired date, please provide address information six weeks in advance.



## ☐ Option 1a: Standard Back Cover with Proven Winners logo

Add a marketing message limited to 45 characters to the back cover including your company's name. Your customer's mailing address will appear in up to 4 lines. **Deadline: March 1, 2017.**

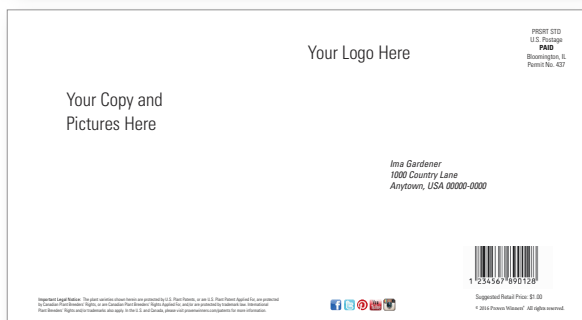
Delivery within the continental US: \$65.00 per 100 addresses Delivery in Canada: \$175.00 per 100 addresses

## ☐ Option 1b: Replace Proven Winners logo with my company logo at no additional cost.

Must submit your logo with your address file by Jan. 15, 2017. Logo dimensions must be at least 2" x 2". Your company logo file must be supplied as a high resolution pdf (300 dpi) along with your mailing list. **Deadline: January 15, 2017.**

If selecting Option 1b, are you using the same logo as last year? ☐ Yes ☐ No

**For Option 1a or 1b, a minimum of 250 customer addresses is required.**



## ☐ Option 2: Design Your Own Back Cover – Custom Design Fee: \$150

Printing and postage costs for 2000 to 5000 copies:

45¢ each, plus postage of \$65/100 addresses (\$175/100 Canadian addresses)

Printing and postage costs for custom back cover printing of 5001-10,000 copies:

30¢ each, plus postage of \$65/100 addresses (\$175/100 Canadian addresses)

For quantities of more than 10,000 copies, please call for a quote

**A minimum of 2,000 customer addresses is required.**

**All orders for Option 2 must be placed by January 15, 2017.**

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Street Address (to appear on back cover) \_\_\_\_\_ City \_\_\_\_\_

State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Phone Number \_\_\_\_\_

Email Address \_\_\_\_\_

Marketing message (45 characters or less including spaces) \_\_\_\_\_

**Quantity of Gardener's Idea Books needed for your mailing:** \_\_\_\_\_

**Quantity of cases needed to ship to your location:** (100 copies per case) \_\_\_\_\_

### **Cost of additional cases of 100 Gardener's Idea Books:**

If you are participating in the co-op program, the cost is \$35 per case of 100 in continental US or \$45 per case of 100 in Canada.

If you are NOT participating in the co-op program, the cost is \$65 per case of 100 plus shipping for continental US or Canada.

Desired delivery date \_\_\_\_\_

You will be contacted 2 weeks prior to your desired mailing date for payment information and processing. Please email an Excel file with your customers' addresses (with a separate column for each field) to [sandy@provenwinners.com](mailto:sandy@provenwinners.com). To ensure delivery by your desired delivery date, please provide address information six weeks in advance. **Need Help? Call Sandy at 815-895-1872**

**Fax this form to Proven Winners at 815-895-1873. For faster service, submit your information online: [www.provenwinners.com/gib-co-op](http://www.provenwinners.com/gib-co-op)**

## 2017 Gardener's Idea Book

### Annuals:

ANGELFACE® Perfectly Pink *Angelonia*  
ANGELFACE® Super Blue *Angelonia*  
ANGELFACE™ Super Pink *Angelonia*  
ANGELFACE® Super White *Angelonia*  
QUICKSILVER™ *Artemisia stelleriana*  
SUREFIRE® Red *Begonia benariensis*  
SUREFIRE® Rose *Begonia benariensis*  
PEGASUS® *Begonia*  
ENDLESS™ Illumination *Browallia*  
ARTFUL® FIRE AND ICE® *Caladium hortulanum*  
SUPERBELLS® Coralina *Calibrachoa*  
SUPERBELLS® Dreamsicle *Calibrachoa*  
SUPERBELLS® Garden Rose *Calibrachoa*  
SUPERBELLS® Hollywood Star *Calibrachoa*  
SUPERBELLS® Morning Star *Calibrachoa*  
SUPERBELLS® Tropical Sunrise *Calibrachoa*  
SUPERBELLS® Yellow *Calibrachoa*  
TOUCAN™ Dark Orange *Canna*  
TOUCAN™ Rose *Canna*  
TOUCAN™ Scarlet *Canna*  
TOUCAN™ Yellow *Canna*  
FLAMBÉ® Yellow *Chrysocephalum apiculatum*  
SEÑORITA BLANCA® *Cleome*  
GRACEFUL GRASSES® PRINCE TUT™ *Cyperus papyrus*  
Mystic Illusion *Dahlia*  
GRACEFUL GRASSES® BLUE MOHAWK® *Juncus inflexus*  
GRACEFUL GRASSES® 'Fireworks' *Pennisetum*  
GRACEFUL GRASSES® Purple Fountain Grass *Pennisetum setaceum*  
GRACEFUL GRASSES® 'Sky Rocket' *Pennisetum*  
GRACEFUL GRASSES® VERTIGO® *Pennisetum purpureum*  
GRACEFUL GRASSES® Fiber Optic Grass *Scirpus cernuus*  
HELLO!™ Magentamen *Gerbera*  
HELLO!™ Miss Scarlet *Gerbera*  
HELLO!™ Pumpkin *Gerbera*  
RUFFLES™ Lavender *Impatiens hawkerii*  
INFINITY® Blushing Lilac *Impatiens hawkerii*  
ROCKAPULCO® Purple *Impatiens walleriana*  
ILLUSION® Midnight Lace *Ipomoea batatas*  
Sweet Caroline Bewitched AFTER MIDNIGHT™ *Ipomoea batatas*  
Sweet Caroline Bewitched GREEN WITH ENVY™ *Ipomoea batatas*  
'Sweet Caroline Bronze' *Ipomoea batatas*  
'Sweet Caroline Light Green' *Ipomoea batatas*  
Sweet Caroline Raven *Ipomoea batatas*  
Sweet Caroline Sweetheart JET BLACK™ *Ipomoea batatas*  
Sweet Caroline Sweetheart Red *Ipomoea batatas*  
PURPLE CHABLIS™ *Lamium maculatum*  
LUSCIOUS® Bananarama *Lantana camara*  
LUSCIOUS® BERRY BLEND™ *Lantana camara*  
LUSCIOUS® Marmalade *Lantana camara*  
SUNSATIA® Blood Orange *Nemesia*  
CHARMED® Wine *Oxalis regnellii*  
ANYTIME® Plum Good Pansiola *Viola*  
BOLDLY® Dark Red *Pelargonium* (Geranium)  
TIMELESS® Lavender *Pelargonium* (Geranium)  
SUPERTUNIA® Honey *Petunia*  
SUPERTUNIA® Latte *Petunia*  
SUPERTUNIA® Mini Blue Veined *Petunia*  
SUPERTUNIA® Mini Silver *Petunia*  
SUPERTUNIA® PICASSO IN PURPLE™ *Petunia*

SUPERTUNIA® Really Red *Petunia*  
SUPERTUNIA® Royal Velvet *Petunia*  
SUPERTUNIA® Vista BUBBLEGUM® *Petunia*  
SUPERTUNIA® Vista Fuchsia Improved *Petunia*  
SUPERTUNIA® Vista Silverberry *Petunia*  
INTENSIA® White *Phlox*  
MOJAVE® Fuchsia *Portulaca grandiflora*  
MOJAVE® Red *Portulaca grandiflora*  
MOJAVE® Yellow *Portulaca grandiflora*  
ABLAZIN™ Tabasco *Salvia splendens*  
LEMON CORAL™ *Sedum mexicanum*  
COLORBLAZE® ALLIGATOR TEARS® *Solenostemon* (Coleus)  
COLORBLAZE® APPLE BRANDY® *Solenostemon* (Coleus)  
COLORBLAZE® Dark Star *Solenostemon* (Coleus)  
COLORBLAZE® Dipt in Wine *Solenostemon* (Coleus)  
COLORBLAZE® KEYSTONE KOPPER® *Solenostemon* (Coleus)  
COLORBLAZE® Kingswood Torch *Solenostemon* (Coleus)  
COLORBLAZE® LIME TIME™ *Solenostemon* (Coleus)  
COLORBLAZE® MAROONED® *Solenostemon* (Coleus)  
COLORBLAZE® VELVETEEN® *Solenostemon* (Coleus)  
SNOWSTORM® GIANT SNOWFLAKE® *Sutera cordata*  
CATALINA® Guilded Grape *Torenia*  
SUPERBENA® Burgundy *Verbena*

### Perennials:

FRUIT PUNCH® 'Cranberry Cocktail' *Dianthus* (Pinks)  
FRUIT PUNCH® 'Maraschino' *Dianthus* (Pinks)  
FESTIVAL STAR™ *Gypsophila* (Baby's Breath)  
'Tuscan Sun' *Heliopsis*  
RAINBOW RHYTHM® 'Ruby Spider' *Hemerocallis*  
DOLCE® 'Appletini' *Heuchera*  
DOLCE® 'Blackberry Ice' *Heuchera* (Coral Bells)  
DOLCE® Silver Gumdrop *Heuchera* (Coral Bells)  
PRIMO™ 'Black Pearl' *Heuchera*  
SHADOWLAND® 'Autumn Frost' *Hosta*  
SHADOWLAND® 'Coast to Coast' *Hosta*  
AMAZING DAISIES™ DAISY MAY® *Leucanthemum superbum*  
PRAIRIE WINDS® Cheyenne Sky *Panicum*  
'Charlotte's Web' *Tradescantia*  
MAGIC SHOW® 'Hocus Pocus' *Veronica*

### Shrubs:

LOW SCAPE™ Mound *Aronia*  
SUNJOY® Citrus *Berberis thunbergii*  
LO & BEHOLD® 'Ice Chip' *Buddleia*  
KODIAK® Black *Diervilla rivularis*  
LET'S DANCE® RAVE™ *Hydrangea macrophylla*  
GEM BOX® *Ilex glabra*  
GOLDEN TICKET® *Ligustrum*  
OSO EASY® Cherry Pie *Rosa x*  
OSO EASY® ITALIAN ICE® *Rosa x*  
OSO EASY® Lemon Zest *Rosa x*  
OSO EASY® Mango Salsa *Rosa x*  
OSO EASY® Paprika *Rosa x*  
OSO EASY® Pink Cupcake *Rosa x*  
OSO EASY® URBAN LEGEND™ *Rosa x*  
LEMONY LACE™ *Sambucus racemosa*  
ANNA'S MAGIC BALL™ *Thuja occidentalis*  
SPILLED WINE® *Weigela florida*