

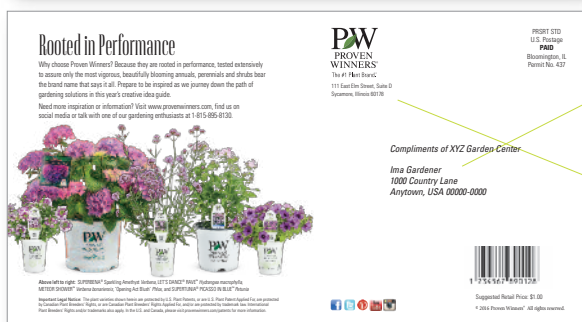
2016 Gardener's Idea Book Co-op Order Form

Get the 2016 *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 2016 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 1: Standard Back Cover

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.

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

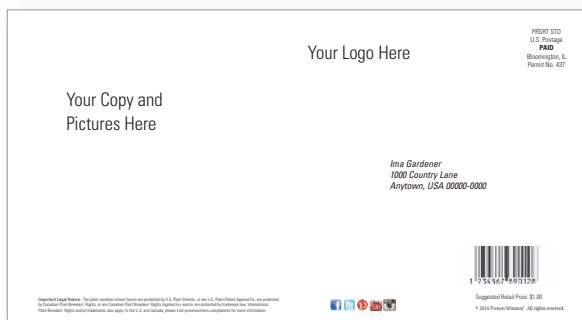
Delivery in Canada: \$175.00 per 100 addresses

☐ Optional: Replace Proven Winners logo with my company logo at no additional cost.

Must submit your logo with your address file by Dec 31, 2015.

Please supply your logo as a high resolution pdf along with your mailing list.

A minimum of 250 customer addresses is required. All orders for Option 1 must be placed by March 1, 2016, unless you've chosen the logo option.



☐ 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 December 31, 2015.

☐ I'd also like to order additional cases of my co-op *Gardener's Idea Books*

\$25 per case of 100 in continental US (\$45 per case of 100 in Canada). Please ship me _____ cases of 100 each

Sign Up Now – To join our program, please fill out the order form below and fax it to Proven Winners at 815.895.1873.

Company Name _____ Contact Name _____

Street Address _____ 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 (250 minimum) _____ 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.

To ensure delivery by your desired delivery date, please provide address information six weeks in advance.

For faster service, please submit your information online at: www.provenwinners.com/gib-co-op

2016 Gardener's Idea Book Plant List

Annuals:

ANGELFACE® Blue *Angelonia*
 PEGASUS® *Begonia*
 SUREFIRE® Red *Begonia benariensis*
 SUREFIRE® Rose *Begonia benariensis*
 CAMPFIRE® Fireburst *Bidens* *
 GOLDOCKS ROCKS® *Bidens ferulifolia*
 ENDLESS® Flirtation *Browallia* *
 ENDLESS® Illumination *Browallia* *
 ARTFUL® FIRE AND ICE™ *Caladium hortulanum*
 ARTFUL® HEARTFIRE® *Caladium hortulanum*
 SUPERBELLS® Cherry Star *Calibrachoa*
 SUPERBELLS® Coralberry Punch *Calibrachoa*
 SUPERBELLS® Dreamsicle *Calibrachoa*
 SUPERBELLS® Evening Star *Calibrachoa* *
 SUPERBELLS® HOLY MOLY!™ *Calibrachoa* *
 SUPERBELLS® Lemon Slice *Calibrachoa*
 SUPERBELLS® Spicy *Calibrachoa*
 SUPERBELLS® Yellow *Calibrachoa*
 FLAMBÉ® Yellow *Chryscephalum apiculatum*
 SEÑORITA ROSALITA® *Cleome*
 VERMILLIONAIRE® *Cuphea*
 DAHLIGHTFUL™ Georgia Peach *Dahlia variabilis* *
 DAHLIGHTFUL® Lively Lavender *Dahlia variabilis* *
 DAHLIGHTFUL® Sultry Scarlet *Dahlia variabilis* *
 DIAMOND DELIGHT® *Euphorbia*
 DIAMOND FROST® *Euphorbia*
 KARALEE® Petite Pink *Gaura*
 HELLO!™ Magentamen *Gerbera* *
 HELLO!™ Pumpkin *Gerbera* *
 HELLO!™ Sunshine *Gerbera* *
 GRACEFUL GRASSES® KING TUT® *Cyperus papyrus*
 GRACEFUL GRASSES® Purple Fountain Grass *Pennisetum setaceum*
 GRACEFUL GRASSES® Toffee Twist *Carex flagellifera*
 GRACEFUL GRASSES® BLUE MOHAWK® *Juncus inflexus*
 GRACEFUL GRASSES® 'Fireworks' *Pennisetum*
 GRACEFUL GRASSES® 'Sky Rocket' *Pennisetum*
 GRACEFUL GRASSES® VERTIGO® *Pennisetum purpureum*
 GRACEFUL GRASSES® Fiber Optic Grass *Scirpus cernuus*
 Sweet Caroline Bewitched *Ipomoea batatas*
 Sweet Caroline Bronze *Ipomoea batatas*
 Sweet Caroline Light Green *Ipomoea batatas*
 Sweet Caroline Raven *Ipomoea batatas*
 'Sweet Caroline Red' *Ipomoea batatas*
 Sweet Caroline Sweetheart Lime *Ipomoea batatas* *
 'Sweet Caroline Sweetheart Purple' *Ipomoea batatas*
 PINK CHABLIS® *Lamium maculatum*
 LUSCIOUS® Bananarama *Lantana camara*
 LUSCIOUS® BERRY BLEND™ *Lantana camara*
 LUSCIOUS® CITRUS BLEND™ *Lantana camara*
 LUSCIOUS® Marmalade *Lantana camara*
 LUSCIOUS® Pinkberry Blend *Lantana camara* *
 DARK KNIGHT® *Lobularia*
 SNOW PRINCESS® *Lobularia*
 WHITE KNIGHT™ *Lobularia*
 GOLDDUST® *Mecardonia*
 SUNSATIA® Blood Orange *Nemesia* *
 SUNSATIA® Lemon *Nemesia*
 Opal INNOCENCE® *Nemesia fruticans*
 CHARMED® Wine *Oxalis regnelli*
 BOLDLY™ Scarlet Fire *Pelargonium*
 TIMELESS® Pink *Pelargonium*
 TIMELESS® Fire *Pelargonium*

SUPERTUNIA® Black Cherry *Petunia*
 SUPERTUNIA® Bordeaux *Petunia*
 SUPERTUNIA® Daybreak Charm *Petunia* *
 SUPERTUNIA® Flamingo *Petunia*
 SUPERTUNIA® Honey *Petunia* *
 SUPERTUNIA® Latte *Petunia* *
 SUPERTUNIA® Mini Rose Veined *Petunia*
 SUPERTUNIA® PICASSO IN BLUE™ *Petunia* *
 SUPERTUNIA® PICASSO IN BURGUNDY™ *Petunia* *
 SUPERTUNIA® Pink Star Charm *Petunia* *
 SUPERTUNIA® Raspberry Blast *Petunia*
 SUPERTUNIA® Rose Blast Charm *Petunia*
 SUPERTUNIA® Royal Magenta *Petunia*
 SUPERTUNIA® Royal Velvet *Petunia*
 INTENSIA® Lavender Glow *Phlox*
 INTENSIA® White *Phlox*
 MOJAVE® Red *Portulaca grandiflora* *
 MOJAVE® Tangerine *Portulaca grandiflora* *
 MOJAVE® Yellow *Portulaca grandiflora* *
 PLAYIN' THE BLUES® *Salvia*
 ABLAZIN® Purple *Salvia splendens*
 LEMON CORAL® *Sedum mexicanum* *
 COLORBLAZE® ALLIGATOR TEARS™ *Solenostemon* (Coleus)
 COLORBLAZE® APPLE BRANDY™ *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® Blue Bubbles' *Sutera* (Bacopa)
 SNOWSTORM® SNOW GLOBE® *Sutera cordata*
 CATALINA® Midnight Blue *Torenia*
 SUPERBENA® Pink Shades *Verbena*
 SUPERBENA® Royale Iced Cherry *Verbena*
 SUPERBENA® Royale Peachy Keen *Verbena*
 SUPERBENA® Royale Plum Wine *Verbena*
 SUPERBENA® Royale Red *Verbena*
 SUPERBENA® Royale Whitecap *Verbena*
 SUPERBENA® Sparkling Amethyst *Verbena* *
 METEOR SHOWER™ *Verbena bonariensis* *

Perennials:

DECADENCE® 'Pink Truffles' *Baptisia* *
 RAINBOW RHYTHM® 'Primal Scream' *Hemerocallis*
 DOLCE® 'Blackberry Ice' *Heuchera*
 DOLCE® BRAZEN RAISIN™ *Heuchera*
 DOLCE® CINNAMON CURLS™ *Heuchera*
 FUN AND GAMES™ 'Leapfrog' *Heucherella*
 SHADOWLAND™ 'Autumn Frost' *Hosta*
 SHADOWLAND™ 'Coast to Coast' *Hosta*
 SHADOWLAND™ 'Empress Wu' *Hosta*
 SHADOWLAND™ 'Seducer' *Hosta*
 SHADOWLAND™ 'Wheee!' *Hosta*
 AMAZING DAISIES™ 'Banana Cream' *Leucanthemum*
 'Cat's Meow' *Nepeta*
 'Opening Act Blush' *Phlox* *
 'Shockwave' *Phlox*
 'Denim 'n Lace' *Perovskia* *
 ROCK 'N GROW™ 'Maestro' *Sedum*

ColorChoice® shrubs:

SUNNY ANNIVERSARY® *Abelia x grandiflora*
 LO & BEHOLD® 'Blue Chip Jr.' *Buddleia*
 LO & BEHOLD® 'Lilac Chip' *Buddleia*
 LO & BEHOLD® 'Pink Micro Chip' *Buddleia*
 INVINCIBELLE® Spirit II *Hydrangea arborescens*
 LET'S DANCE® RAVE® *Hydrangea macrophylla* *
 BOBO® *Hydrangea paniculata*
 LITTLE LIME® *Hydrangea paniculata*
 LITTLE QUICK FIRE® *Hydrangea paniculata*
 TINY TUFF STUFF™ *Hydrangea serrata*
 TUFF STUFF™ *Hydrangea serrata*
 JAZZ HANDS® Dwarf White *Loropetalum chinense* *
 BLOOM-A-THON® *Rhododendron* (Azalea)
 BLOOMERANG® *Syringa* (Lilac)
 MY MONET® 'Sunset' *Weigela florida*

Proven Selections plants:

Red Bunny Tails *Pennisetum messiacum*

* New introduction for Spring 2016