



Press Release from Proven Winners®

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FOR IMMEDIATE RELEASE

Proven Winners® Releases Plant List Inspired by the 2024 Pantone® Color of the Year

Peach Fuzz is a gentle, velvety tone featured in annuals, perennials, shrubs and more.

[DeKalb, IL] – [Dec. 11, 2023] – The Pantone® Color of the Year is once again a hue rooted in nature and Proven Winners® has the perfect plants to celebrate it! The 2024 selection, PANTONE 13-1023 Peach Fuzz, evokes feelings of comfort, warmth and softness, according to Pantone, which chooses a color each year based on emerging trends across a range of industries from entertainment to fashion to new technologies.

The Pantone Color Institute describes the hue as “a velvety gentle peach tone whose all-embracing spirit enriches mind, body and soul,” which is perfect for gardeners hoping to find rejuvenation in their green spaces. “In seeking a hue that echoes our innate yearning for closeness and connection, we chose a color radiant with warmth and modern elegance,” said Leatrice Eiseman, executive director of the Pantone Color Institute.

Experts chose the 2024 color in response to a need for nurturing, empathy and compassion in today’s world, and a desire to recalibrate our priorities to align with our internal values, focusing on health, wellbeing and cherishing what’s special. The hue can inspire your customers to think about the healing nature of their own unique gardens with options ranging from roses to yarrow to impatiens.

If you’re looking for the perfect Peach Fuzz-colored variety to add to your lineup, Proven Winners® has fantastic options, such as the new [Flavorette™ Honey-Apricot Rosa](#).

Other options include:

[At Last® Rosa](#)

[‘Firefly Peach Sky’ Achillea](#)

[Pyromania® ‘Hot and Cold’ Kniphofia](#)

[Chroma® Belize Ficus](#)

[Rainbow Rhythm® ‘Orange Smoothie’ Hemerocallis](#)

[Rockapulco® Tropical Shades Impatiens](#)

[Superbena® Peachy Keen Verbena](#)

[Primo® ‘Peachberry Ice’ Heuchera](#)

[Heart to Heart® Chinook Caladium](#)

[Double Take® Peach Chaenomeles](#)



[Toucan® Coral Canna](#)

[Meant to Bee® 'Queen Nectarine' Agastache](#)

[Heart to Heart® 'Clowning Around' Caladium](#)

[Solenia® Apricot Begonia](#)

[Superbells® Tropical Sunrise Calibrachoa](#)

[Bright Lights™ Horizon™ Sunset Osteospermum](#)

[Supertunia® Honey™ Petunia](#)

About Proven Winners

Proven Winners is a global plant brand that introduces the industry's leading annuals, perennials, shrubs, trees, and houseplants to the market through a network of top propagators. It combines extensive experience, innovative thinking and world-class customer service to ensure professional growers and home gardeners have the most efficient tools and dynamic growing solutions for ongoing success. Look for Proven Winners products in garden centers throughout North America in their signature white branded container. More information about Proven Winners is available at provenwinners.com.