

# Retail Resource Guide

**PW**

**PROVEN  
WINNERS®**

The #1 Plant Brand.®



Creekside Nursery

**PW**  
PROVEN  
WINNERS®  
The #1 Plant Brand

# WHAT A YEAR!

**Resilience.** What better word to describe the way independent garden centers have persevered through the 2020 season? Your ability to not only survive, but thrive, through the adversity you have faced during this pandemic demonstrates your remarkable strength to adapt and recover from any challenge.

While initially worrisome, “Safer at Home” recommendations implemented early this spring proved to be beneficial to many retail garden centers. Everyone from first-time gardeners to those experienced homeowners who were eager to get their hands dirty were ready to buy and you were there to help. When spring openings looked uncertain, many IGCs quickly added online ordering options or developed ways to offer safe no-contact curbside pickup or delivery services for the first time ever.

Time and time again, you rose to the significant and unique challenges of the season. We are so proud of the way this industry pulled through, especially the tremendous small business owners who represent the IGC market.

We knew you would want to be as proactive as possible and we wanted to help, so we created the IGC Connect Facebook group and the IGC Connect Google Drive. These resources were initially focused on quickly getting useful tools into your hands. The Facebook group also served as an online meeting space where you could ask questions of us or your peers as you transitioned into new ways of doing business. We have been blown away by this social community and plan to continue to enhance these resources in the coming months.

As mothers ourselves, we understood that many of our customers had children looking for engaging, safe activities to do at home. Consequently, we launched our new Club Sprout program in April. IGCs have expressed their excitement over the fun, educational garden projects included in this program, so we intend to expand it in 2021. You’ll read more about it on p. 23.

This year, hundreds of retail garden centers subscribed to Connect+, our exclusive new marketing service for IGCs. These subscribers used their benefits to reach customers during a crucial time through targeted Facebook campaigns, Pandora internet radio ads, social media graphics and more. Read more about this year’s Connect+ offerings on p.14.

We look forward to the new season with plenty of enthusiasm and excitement but above all, we want to take this opportunity to thank you for your continued support of Proven Winners. We couldn’t do this without you, and we are incredibly grateful for your partnership.

All the best,

*Meghan and Jessica*

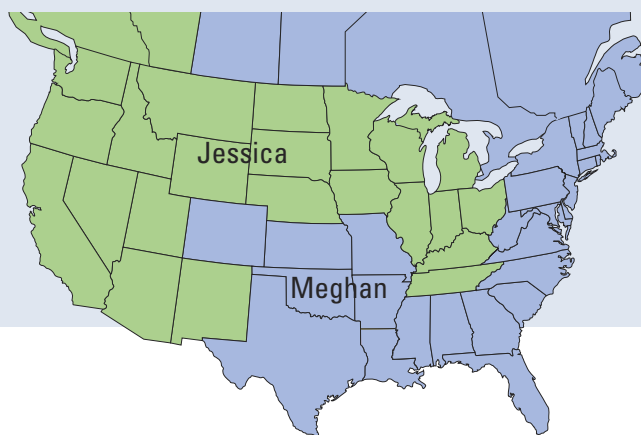


## Meghan Owens

Regional Account Manager –  
East Coast, Southeast, South,  
Central and Eastern Canada  
E: meghan@provenwinners.com  
C: 207-572-0465

## Jessica DeGraaf

Regional Account Manager –  
Midwest, Great Plains, West Coast,  
Western Canada  
E: jessica@provenwinners.com  
C: 616-706-7970



Front cover: Creekside Nursery, Inc. – Dallas, NC  
Featuring: Majestic Falling Blue AquaPots® by Proven Winners



Apenberry's Gardens – Orlando, FL



St. Ignace in Bloom Greenhouse & Florist –  
St. Ignace, MI



Flowerland – Grand Rapids, MI



KBK Garden Center – Saline, MI



White Oak Gardens – Cincinnati, OH



Look for this plus sign throughout the guide to find ways you can put the Connect+ program benefits to work for your business.

# Retail Survival Guide

## 6 THINGS IGC'S LEARNED THIS SPRING

Congratulations on surviving the craziest spring in retail ever! Every year presents challenges, but Spring 2020 was a real doozie. As the nation's health situation and resulting regulations changed daily – sometimes even hourly – retailers had no choice but to quickly adapt to a new way of doing business. The good news is you've survived. Even better news is that we've all learned some incredibly important lessons about operating in a time of crisis. Here are six standouts.

### **1. Your store must have a strong, diversified online presence.**

Who ever fathomed that your physical store location would be ordered to shut down during the most critical time of year? What was once unimaginable became a reality for retailers nationwide this spring. For those who did not already have an online presence via social media or a website, it was devastating. Those whose business was online in some form found that presence to be absolutely vital to their survival.

Going forward, this crisis has taught us that stores must have an online presence, but it is not enough to have a static, uninspiring website. Now is the time to take a critical look at what kind of messages you are conveying on your website and through social media, how you are telling your story and how effectively you are interacting with customers online.

### **2. Marketing during hard times is imperative.**

Any marketing professional will tell you – when times are hard, it's more important than ever to focus on marketing. Yet, the marketing budget is often the first place businesses cut in a down economy. When funds are tight, you may need to shift your advertising dollars to less expensive venues (think Facebook ads v. print publications), but marketing and advertising cannot be eliminated.

Customers do not stop spending entirely when times are hard, they just spend differently. Focus on the core items you offer that everyone needs to garden – tried and true plants, potting and garden soil, grass seed, hoses and the like. Keep in front of people with information that will help them be better gardeners and when things improve, your store will be the first place they return to.

### **3. Building customer relationships and loyalty is vital.**

Greeting a good customer by name as they enter your store, chatting them up about how they are liking their new hydrangeas, and walking them over to your brand new shipment of flowering salvias are all ways you've built customer relationships in your physical store in the past.

If people are no longer able to walk your store, how will you continue to offer that kind of personal touch? Now is the time to reinvent your customer service in a safe no-contact way that makes your customers feel comfortable shopping with you. You might:

- Communicate with customers via text or Messenger using photos and a personalized message.
- Use Facebook Live or Instagram TV to walk customers through your store virtually.
- Highlight key plants in stock on the home page of your website.
- Offer timely, regionally appropriate gardening tips on social media, ie. "In Cincinnati, it's time to cut down your perennial Hibiscus stalks," including an action photo or short video clip.

### **4. Revisit the in-store experience for your customers.**

Due to health concerns, retailers have had to adjust many things in store such as the distance between benches, the amount of personal space between customers and staff, the cleanliness of checkouts and restrooms and countless other details. Put yourself in the shoes of your 65-year-old female customer who enjoys coming to your store to pick out plants for her window boxes. What do you need to do to make her feel safe in your store?

### **5. Reflect on your company's values.**

The necessity of reinventing your business at the most critical time of year has surely had a lasting impact. This spring was all about survival. Did you notice how some small things you used to think were so important suddenly weren't anymore? The opposite was also true. Those potholes in your parking lot became a lot more noticeable when people were spending more time there waiting for their curbside pickup order.

After surviving a crisis, it forces some introspection. Which of the changes you made this year were for the better? What did you learn about serving your customers in a way that made them feel more comfortable shopping at your store? How will this change your business model going forward?

## 6. Find a more efficient way to schedule your staff.

In a quickly changing environment where more staff may need to take time off due to illness, you need a more efficient way of scheduling your shifts, covering absences and communicating among your employees. Perhaps when your business first opened this was done physically on paper or a white board. Today, there are handy apps like When I Work and Slack that get the job done far more efficiently. Many of these types of apps offer free plans for small businesses. They are worth researching now and setting in place before the busyness of spring returns next year.

# SNACKABLE SUCCESS STORIES



Down to Earth Garden Center in Eau Claire, Wisconsin offered vegetable seed starting kits for curbside pickup and followed it up with a how-to video on Facebook. This service directly addressed their customers' desire to grow their own food safely while moving product from the store's inventory.



Windsors Nursery in Kimberly, Idaho advertised free delivery services to local customers for the month of April on Facebook. Their phone number was added to the post for the customers' convenience.



Chalet Nursery in Wilmette, Illinois is known for offering a strong education program that normally includes guest lecturers, hands-on workshops and garden coaching services. Since their store was closed for in-person shopping, they moved their education online to their blog and social media. This handy chart explained which kinds of seeds customers should be planting that week according to their local weather conditions.



Molbak's Garden + Home in Woodinville, Washington announced the installation of a new Victory Garden to support their local community and provide a teaching model for others to do the same.



Suburban Lawn & Garden, with three locations in the Kansas City, Missouri area, created a simple, efficient graphic for Instagram showing three ways to shop safely with Suburban during the shutdown. A detailed caption described which services were offered at each specific location.

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## FREE RESOURCES FOR IGCS

At Proven Winners, one of our core values is supporting independent garden centers. Like you, we were challenged to find alternative ways to help our customers this spring. Listening to many IGCs about the unique issues they were suddenly facing led to the creation of a suite of new tools to make navigating this crisis a little easier.

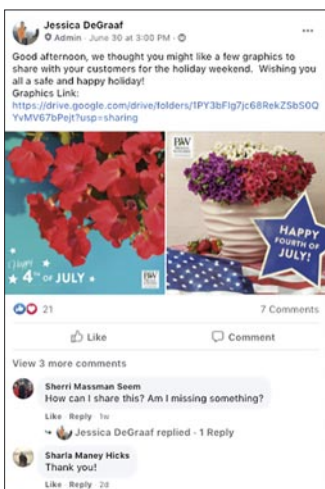
### IGC Connect Facebook Group



On March 30, we launched a private new Facebook group named *Proven Winners IGC Connect* for garden center owners and staff to have a place where they could collaborate with one another to ask questions, seek solutions and share resources. Over 1,000 members to date have participated in the group discussion to ask anything from, “Where can I buy carts with wheels that can navigate the pea gravel in my new outdoor sales area?” to wholesale growers announcing available inventory of hard to find items.

In addition to fostering peer-to-peer interaction, Jessica and Meghan are posting links to free resources and tools offered to IGCs by Proven Winners like social media graphics for National Pollinator Week, hands on Club Sprout gardening projects for kids, links to relevant webinars and business tools, and much more.

We encourage you and your key staff, including the person who manages your social media and website, to join the Proven Winners IGC Connect Facebook group today – and invite your fellow retail colleagues, too.



**+** Members of our Facebook Group are the first to hear about programs, resources and events like our fall webinar detailing benefits of the Connect+ programs.

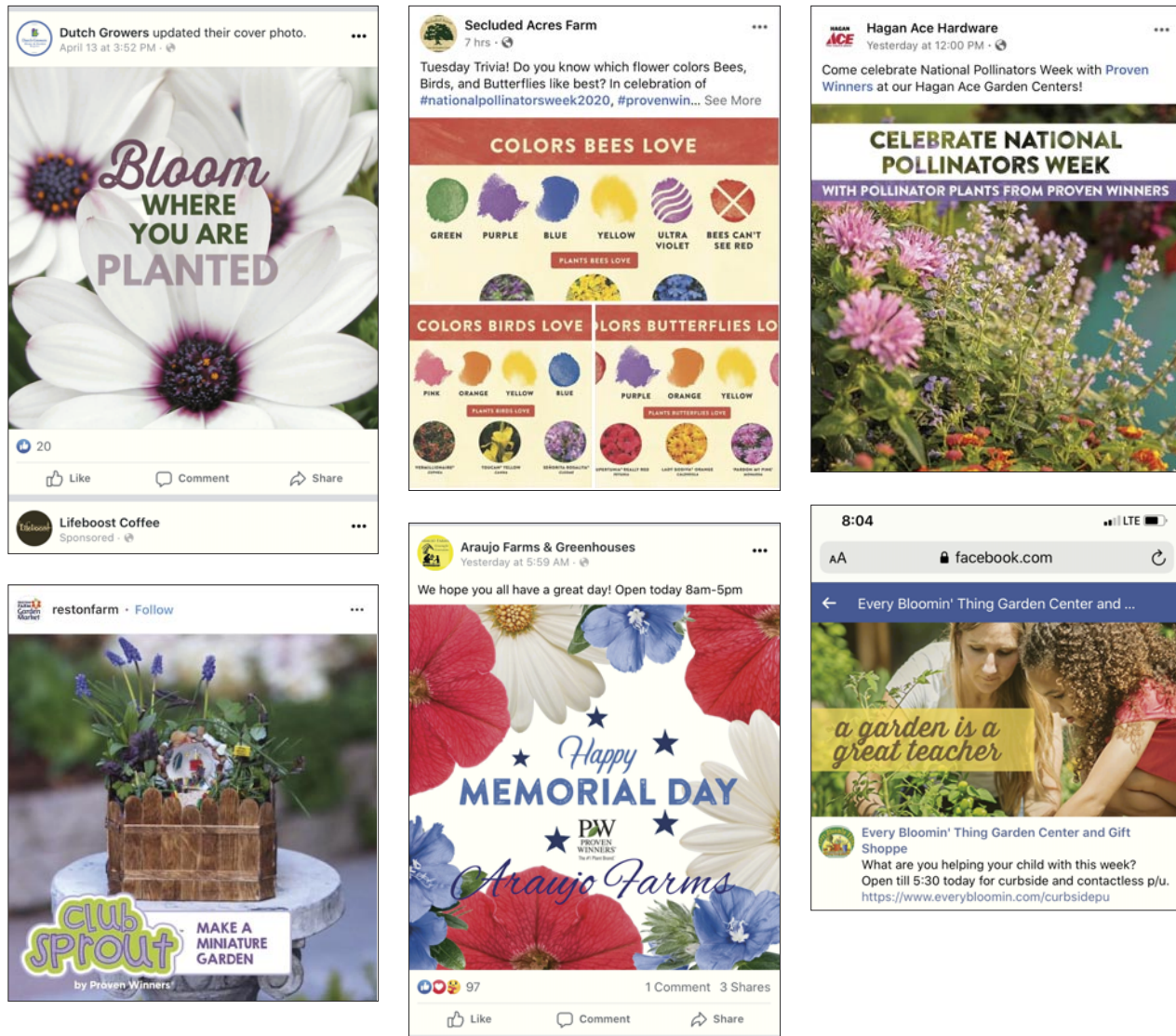
## IGC Connect Google Drive

The unique challenges of Spring 2020 led to more garden centers than ever before needing to build an online store and move the bulk of their messaging to social media. To accomplish this, IGCs needed to gather a huge number of images, graphics, plant descriptions and benchcards quickly to populate these sales and marketing tools.

We understand the extreme staffing limitations that IGCs are facing and want to help you continue to communicate regularly with your customers. On our IGC Connect Google Drive, you will find 130+ readymade social media graphics, downloadable benchcards, images and descriptions for every Proven Winners plant variety, Proven Pollinators POP, Club Sprout gardening projects – all for FREE. These resources will make it easier for you to assemble your newsletter, write your blog and put together your social media posts using content you'll find all in one place.

 The IGC Connect Google Drive is free to all levels of Connect+ subscribers at: [www.pwwin.rs/IGCResources](http://www.pwwin.rs/IGCResources)

## Here's a look at how some garden centers are using the free resources in our Google Drive to create social media content.



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## KEEPING IN TOUCH WITH CUSTOMERS

How do you continue to build relationships with customers and motivate them to shop at a time when they are nervous about leaving their house? You must meet them where they are, acknowledge the times we are living through, and help them find a way to keep on growing what they love. One could argue there are few other hobbies as healthy or necessary as gardening during a pandemic.

In addition to our IGC Connect Google Drive, these resources will make it easier for you to assemble your newsletter, write your blog and put together your social media posts using content you'll find all in one place.

### Free and Low-Cost Marketing Tools for IGCs

When you plug in the free resources from our IGC Connect Google Drive to the online marketing tools we've described below, marketing your business has never been easier.

**Canva** – If you don't have a graphic designer on retainer, Canva can get the job done. Use this online graphic design platform to craft anything you could need to market your business including social media posts, direct marketing messages, in-store signage, postcards, event invitations, business cards, gift certificates and much more. Hundreds of free templates are available; paid plans offer more advanced tools and content.



**Photo Editing Apps** – Almost any type of image you need to create for social media posts and newsletters can be made using a simple, free app on your phone. Create a quick photo collage of the new Supertunias you've just brought in for your next Facebook post, add some stylish text over a picture to load into your Instagram Story, or create a quick graphic for today's direct marketing email using the photos on your phone and one of these apps. A few we like include Pixlr, Typic, Layout and Moldiv, but you will find dozens more in the App Store.




Made using the Moldiv app.

**Social Scheduling Tools** – Smart marketers use social scheduling tools to ensure the right messages are delivered at the right time on the right social media platforms. A number of these tools are available, some of the most popular being Hootsuite, Planoly, SkedSocial, TweetDeck, Tailwind and Sprout Social. Most offer very basic free plans, but if you find yourself dedicating a small part of your monthly budget to this marketing tool, it will be worth every penny.



**Email Marketing Services** – If you are not already using an email marketing service, it's time to look into one. Commonly used services include: Constant Contact, Mailchimp, iContact, Mad Mimi, HubSpot and Drip. A good email marketing service should help you create engaging newsletters and direct marketing messages you can personalize and send to targeted groups of customers. It should make it easy to manage your list of contacts, segment your list into groups, and track the performance of your email marketing campaigns. Most importantly, a good email marketing service helps to ensure your emails do not end up in your customers' spam folders.



 Our targeted Facebook ad campaign can help you reach the right demographic and attract new customers.



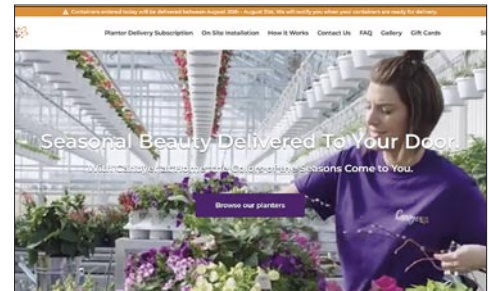
# OFFERING PICKUP AND DELIVERY SERVICES

In Spring 2020, many IGCs were required to stop all in-store sales but curbside pickup and delivery services were allowed. While this initially sounded like an easy alternative, some stores quickly realized that handling the enormous volume of spring traffic all in a single file line in their parking lot was not feasible. Lack of space, staffing and time to take and pull orders were all barriers.

## 4 Lessons IGCs Learned about Curbside and Delivery Services This Spring

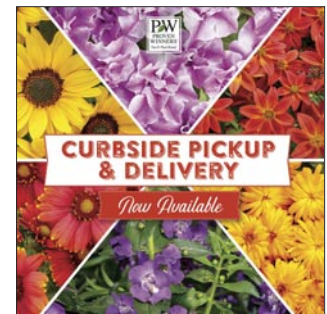
### 1. In-store pickup is easier to execute than curbside pickup.

Though it might seem like a small difference, having customers come in to your store to pick up their order works better for many stores than sending their staff out to the parking lot. This fall, engage your team in developing a more efficient system for in-store pickup services, then decide how you will communicate the process clearly to your customers so they'll know what to expect when they shop.



### 2. Curbside pickup can be done well with advance planning.

The reality is that some customers will simply not feel comfortable going into any retail store in the near future. Now that you have a season's worth of experience in curbside pickup, work with your staff to develop a better plan going forward. Do you need to change how your parking lot is set up? What protocols need to be put in place for employees leaving the greenhouse to load customers' vehicles? What do you need to do to make your customers feel safe when picking up their orders?



### 3. Delivery services are a way to build relationships.

At a time when in-store shopping was impossible, delivery services became a way to foster the human connection we all were starving for after months of staying at home. A smiling person delivering flowers was never more welcome, especially for those high risk customers who did not feel safe leaving home to shop.

Consider continuing your delivery services even after the health crisis has passed. There will always be people who desire this service and are willing to pay for it. Find a price that works for your budget and advertise delivery through all your marketing channels to show you are willing to serve your customers safely in this manner.



### 4. Online ordering is a must.

When the phone rings off the hook in spring and your staff is too busy to answer and take orders, you'll end up losing business or spending hours tracking down customers. Now is the time to work on building an online inventory system for taking orders and for your staff to use as an accurate reference when they are asked if certain plants are in stock. Then, work on developing an order pulling system that works with your business setup. We'll discuss that more on the next page.



# Retail Survival Guide

## MOVING YOUR STORE ONLINE

Demand for ordering plants and products online skyrocketed overnight in Spring 2020 when stores were shuttered by state and local municipalities. Though some IGCs were already set up for online sales, many were not, and they needed to move their inventory online very quickly. The free images and plant descriptions from the Proven Winners IGC Connect Google Drive helped populate online ordering systems quickly, but an inventory management system was also needed.

IGCs explored new options for moving their store online this spring, and the learning continues. Fall and winter is a great time to explore all your options. We'll get you started with a few popular systems on these pages, but you may find others you'd prefer to utilize as you conduct your research.

### Simple PDF Order Form

At the most basic level, keeping track of your store's inventory on a spreadsheet allows you to generate a simple order form that includes all in-stock items. This PDF form can easily be added to your website for your customers to download, complete and email back to you. You will need to set up a plan ahead of time to process these emailed orders in the order they were received and communicate back with customers regarding their orders.



### Shopify, Square and WooCommerce Systems

Adding online ordering capabilities for your store is easier than ever before thanks to affordable systems like Shopify, Square and WooCommerce. These systems link to your current website to allow online ordering services.

**Shopify** ([www.shopify.com](http://www.shopify.com)) turns your retail store into an online store through a single platform used to sell products through your website, social media and online marketplaces. You have the ability to manage all of your orders, shipping and payments through a single dashboard. The basic \$29/month plan covers most services IGCs would need to manage their online store.



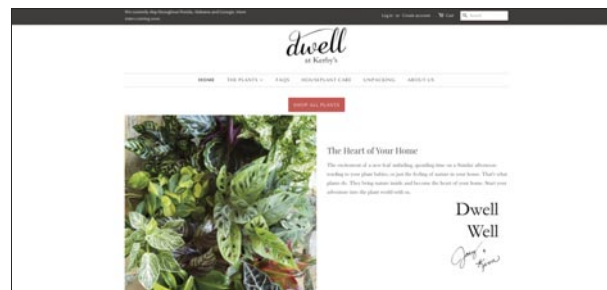
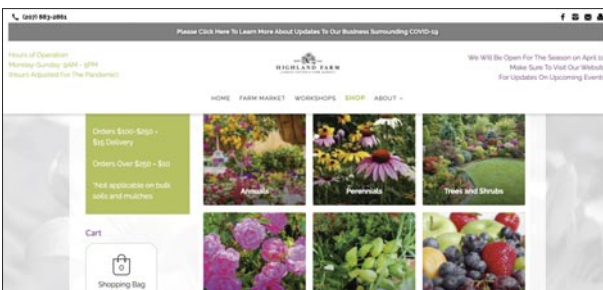
**Square for Retail** ([www.squareup.com](http://www.squareup.com)) offers a full POS system to help you manage your inventory, sell in-store and online, take contactless payments, and more. Their free monthly plan includes all the basic features you'll need, but keep in mind that like credit card companies, Square charges a processing fee for each transaction.



**WooCommerce** ([www.woocommerce.com](http://www.woocommerce.com)) is a customizable, open-source eCommerce platform built on WordPress, the platform on which many modern websites are built. Once you add the free WooCommerce plugin to your WordPress website, you will be quickly able to set up a new store, take secure payments, arrange shipping options, and more. It gives you the ability to accept credit and debit cards, checks and cash as well as payments through systems like Square, Stripe, PayPal and Apple Pay.



### A Few Great Examples of IGCs New Online Stores



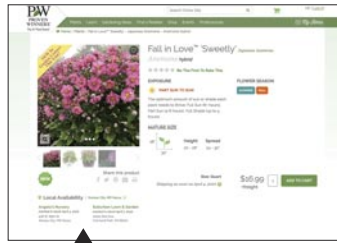


## Inventory Listing on [www.provenwinners.com](http://www.provenwinners.com)

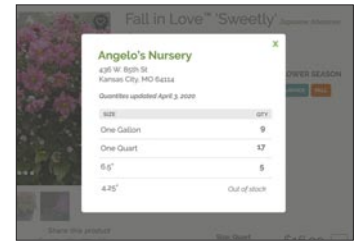
Thousands of consumers come to our website every season to find a Proven Winners retailer in their area and many are looking for specific varieties. To better meet their needs and send foot traffic to your store, we've developed a way to relay retailers' inventories on our website.

Let us help you attract shoppers by listing your inventory on the Proven Winners website. Your store's inventory information will be indicated on our Find a Retailer page as well as on the individual plant records. By participating in this service, you are setting your garden center apart by showing potential customers that you have the Proven Winners varieties they are looking to buy.

We have a variety of ways to assist you in getting your Proven Winners inventory more exposure including linking directly to your POS system, using QR code technology, or by simply uploading an Excel file. Our Connect+ team will work with Enhanced and Elite subscribers to make the process as seamless as possible.



Your garden center's name listed here.



This pop up displays your store's current inventory of the plant selected.



## Epicor Business Management Software ([www.epicor.com/en-us/](http://www.epicor.com/en-us/))

Epicore is a POS and retail management software system that is considered by many to be the gold standard in the lawn and garden industry. Though it is a more costly option than the others mentioned here, it is worth exploring especially if you manage a large inventory or have more than one retail location. With Epicore, you can manage tasks like inventory management, counting, pricing, promotions and loyalty programs from any mobile device. It takes a few weeks to set the system up, so now is the time to work on implementing it so you will be ready when the spring rush arrives.




## LandscapeHub ([www.landscapenhub.com](http://www.landscapenhub.com))

Recently, Epicore and LandscapeHub announced plans to integrate the LandscapeHub sourcing, estimating and purchasing tools into the Epicore POS system beginning Fall 2020. Lisa Fiore, CEO, and co-founder of LandscapeHub expressed, "Now, more than ever before, many businesses are moving towards a digital-first model and needing to conduct business online. We are excited to show the industry the positive impacts of opening and/or expanding their online sales channels to reduce the time spent on sourcing and procurement and utilize better tools to forecast and plan for their businesses."

LandscapeHub is a Chicago-based technology company whose digital wholesale marketplace connects wholesale suppliers with independent garden centers and landscape firms nationwide looking to source product. Longtime nurserywoman Fiore started the business to solve the inefficiencies of the marketplace from both the buyer and supplier perspective.

"Technology is helping retailers build smarter and more efficient supply chains that drive business growth, improved cash flow, and more informed decisions." said Sam Kirkland, Strategic Partnership Manager of Epicor Software.

In the future, LandscapeHub is looking to streamline online ordering sales for retailers without the need for stores to maintain stock on hand. The inventory displayed on a retailer's website would be actual live inventory from their wholesale supplier. This would allow IGCs to focus on doing what they do best – servicing the end consumer – while leaving the inventory piece up to the growers. Watch for more exciting possibilities to come with LandscapeHub.

 Resources on the IGC Connect Google Drive like plant photos and descriptions can help you set up your online store quickly.

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## CHANGING YOUR STORE SET UP

More than a decade ago, the standard of a two cart width row was recognized by retail expert Paco Underhill as a best practice. In today's uncertain environment, that standard has increased even more to allow safe social distancing of at least six feet per customer. Some states have established guidelines for retailers to promote safe distancing between customers in checkout lanes and no-touch passing or one-way aisles in stores, so check your local government for details.



Sandy's Back Porch in Belleville, Illinois built beautifully merchandized endcaps featuring custom signage and implemented generous spacing around their benches to make customers more comfortable shopping there this spring. Sales from endcaps were especially important this year as some shoppers did not feel comfortable traversing store aisles.



White Oak Garden Center in Cincinnati, Ohio maximized the use of their outdoor selling space where customers felt more comfortable shopping in an open air environment. They built power islands signed with custom POP that featured seasonal displays of prime items and switched them out regularly with fresh material.

**+** Use the Professional Store Merchandise credit included with your Connect+ subscription towards POP for your new store set up.

# A FEW MORE IDEAS FOR RETAIL SURVIVAL

Necessity breeds innovation, and we've all had plenty of reasons to innovate this year. Challenges can bring out some of our best ideas and make us wonder why we hadn't thought to do those things before. They also cause us to focus more specifically on key programs that bring in profits, turn endcaps and keep our customers happy. Here are a few more smart innovations we've seen from our industry partners this season.



## Cart Program

The cart program focuses on bringing more efficiency to the task of merchandising retail displays. A pre-determined mix of plants focused around a theme like Proven Pollinators™, Heart to Heart™ Caladiums or Plants for the Shade is delivered to the store along with all the signage needed to set up the product on an endcap. It makes merchandising quick and easy for your store staff. Home Nursery, a wholesale finished plant grower located near St. Louis, MO implemented the Proven Pollinators Cart Program this season with great success.



## Refocus on Key Varieties

Studies have repeatedly shown that the more choices customers are given, the more they are overwhelmed and the less they buy. Next spring consider focusing on plants that are proven performers in your region – those that can handle your heavy clay soils, are deer resistant or bloom reliably all season in your heat. Customers are counting on you to offer them the best options to ensure their gardening success. Spend some time this winter reviewing your inventory to key in on the best mix of plants and products to offer next year.



## Create More Custom Signage

Take a good look at your store's signage and ask yourself: How does this signage help my customer and improve their shopping experience? It's time to swap out generic signs for those that more accurately express your store's brand and deliver more helpful information to shoppers. Our creative designers are filled with ideas to help you get started. Contact Meghan or Jessica to talk about customized POP for spring.



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## SHARING EXPERIENCES THROUGH INFLUENCERS

Proven Winners maintains a robust online presence, but we couldn't do what we do without the vital work of influencers. The people you see pictured here are amplifying the message by sharing their own personal experiences of growing Proven Winners plants, using our plant foods and gardening tools, and in some cases, growing in our new AquaPots® self-watering planters. They help us reach new audiences every day through social media, including some people who are seeing our brand for the very first time.



**Laura LeBoutillier – Garden Answer @gardenanswer**

Social media influencers Laura and Aaron of Garden Answer have become unparalleled brand ambassadors for Proven Winners within the last few years. Devoted followers from around the world are learning how to garden through the videos they are producing for our brand. Every day, we hear from consumers who tell us they've discovered our brand through Garden Answer.

Garden Answer's reach is astounding, with 930,000 YouTube channel subscribers, over 3 million Facebook followers and a fan base of 337,000 on Instagram. Across all platforms, they have received nearly one billion views and these numbers continue to climb. Garden Answer is based in the high desert area of Eastern Oregon, zone 6.



Put the popularity of Laura of Garden Answer to work for you! Elite Connect+ subscribers may customize as many as five of Garden Answer's National Plant of the Year videos with their company name and logo.



**Norman Winter – “The Garden Guy”  
@normanwinterthegardenguy**

Norman Winter “The Garden Guy” is a southern gardening specialist who has been evaluating plants in Texas, Mississippi and Coastal Georgia gardens for the last three decades. He is recently retired as the Director of the University of Georgia's Botanical Gardens in Savannah and was previously an extension horticulturist and coordinator for the Mississippi Medallion Award trial program.

In his role with Proven Winners, Norman is trialing varieties selected for the Heat is On™ program which features plants that are recommended especially for the South. He is documenting and sharing his experience on Facebook and Instagram through his gorgeous, professional quality photography which often captures pollinating bees, butterflies and hummingbirds in action. Norman's syndicated newspaper column, which often includes Proven Winners plants, appears in dozens of daily newspapers throughout North America.



**Staff Sergeant Ambrose and Angie Salazar –  
Garden Obsessions @gardenobsessions and  
@obsesionesdejardin**

Growing up, Ambrose and Angie's parents always had a garden. They knew they would love to plant a garden with their own children, but as a military family, they never thought it would be possible because they move every 2-3 years. Now based at the Marine Corps base in Quantico, VA, they have reinstalled many of the plants they moved with them from their previous home, determined not to leave any Proven Winners behind.

In their new home, they are enjoying educating and learning about making a small space garden into something big. Faced with new challenges including shade and slopes, they are sticking to their motto, “Bloom where you are planted.” Watch for both English and Spanish language videos and posts from Ambrose and Angie of Garden Obsessions on Facebook, Instagram and YouTube.



**Beekman 1802 @beekman1802 and @joshandbrent**

Dr. Brent Ridge and Josh Kilmer-Purcell founded Beekman 1802 in 2008, but they actually consider themselves to be a 211-year-old company. “When we stumbled across the Beekman Farm in upstate New York, we had no plans to create a business around it. We started making goat milk soaps and gourmet cheeses in 2008 and one thing led to another... now we are proud to have over 180 employees and be recognized as one of the most successful lifestyle brands in America.”

We have teamed up with Josh and Brent to design and install a new Proven Winners Moonlight Garden at the Beekman Farm in Sharon Springs, NY. Plants that attract pollinating bees were specially selected to enhance the pollination of the foraging material fed to the Beekman sheep, with an end goal of refining the quality of their hand-crafted line of goat milk skin care products. Follow their progress on Facebook and Instagram.



**Katie Stagliano – Katie’s Krops @katieskrops**

Since the age of 9, Katie Stagliano has been working to grow an end to hunger. Now a recent college graduate, Katie runs Katie’s Krops, a national nonprofit based in Summerville, SC with 100 gardens run by youth ages 9 to 16 in 30 states. 100% of the harvest from these gardens is donated to people in need in the local community through soup kitchens, food banks, community centers, cancer centers and directly to families. Katie was recently named a 2020 National Geographic Young Explorer, an honor she shares with just 25 other young adults from around the world. We are proud to support Katie’s Krops with plants from our Proven Harvest line of vegetables, fruits and herbs.

Retailers will find inspiring content about Proven Harvest plants to share on Katie’s Krops Facebook and Instagram pages. She is in the process of producing some fun sharable photos and videos for Proven Winners.

**10 More Instagrammers to Watch:**

- @ronfinleyhq
- @graceinthisspace
- @lauren\_kowtko
- @gardenaddictz
- @caseylynnlawrence
- @goodpathgarden
- @dreamygarden2000
- @southernentertaining
- @smallhomegarden
- @m.jardiner (French)



**Jenny Simpson – Creekside Nursery @creeksidenursery**

Jerry and Jenny Simpson own and operate Creekside Nursery in Dallas, NC, west of Charlotte. They began Creekside 14 years ago and have grown it into a unique destination garden center featuring a comprehensive line of Proven Winners annuals, perennials, shrubs and AquaPots. They take pride in making gardeners of all levels feel welcome, a sentiment which comes across in the how-to videos she produces for Proven Winners. You will find us sharing Jenny’s experiences of gardening in the South in her videos we share on our Facebook and YouTube channels and her photos on Instagram.



**Tracy VanVolkinburg - Plaids and Poppies @plaidandpoppies**

Tracy is a native Michigander based near Grand Rapids, MI in zone 5. One look at her Instagram page and you’ll see what a talented gardener, photographer and stylist she is. She has an eye for creating beauty all around her home. Tracy started her page as a way to connect with others while sharing her stunning home and gardens which include many Proven Winners plants. More than 55,000 fans follow Tracy and her daily Instagram Stories where she enjoys helping people see beauty in the everyday. You will find loads of inspiring content to repost from her page.



**Kevin Espiritu – Epic Gardening @epicgardening**

Kevin Espiritu, founder of Epic Gardening based in San Diego, CA, is a self-taught gardener whose mission is to teach 10 million people how to grow their own food. He has a great start with 235,000 followers on Instagram, 191,000 Facebook followers and an impressive 750,000 YouTube subscribers. Kevin’s goal is to simplify gardening to make it more accessible to people from all walks of life around the world. This year, he is showcasing our Proven Harvest Amaze! Basil® to his Facebook, Instagram and YouTube audiences.



## EXCLUSIVE MARKETING SOLUTIONS FOR IGCS

Marketing your garden center has never been easier! Subscribe to our Proven Winners Connect+ marketing service at your preferred level to put the power of the Proven Winners brand to work for you.

Both free and paid plans are available – select the one that best fits your business’ needs. You’ll see all the potential benefits listed for each plan below along with the yearly subscription cost. Simply looking for some readymade social media graphics and a listing on our Find a Retailer page? Our free Getting Started plan may be all you need. If you’d like to go further to receive customized Facebook graphics and targeted ads, Pandora internet radio ads, custom Garden Answer videos and more, one of our paid plans may be a better opportunity for your business.

No matter which plan you choose, our Connect+ marketing specialist, Kara, will guide you through the process to ensure you maximize your subscription benefits. **Get started today at [www.provenwinners.com/connect](http://www.provenwinners.com/connect) or contact Kara at 815-895-0104 or [connectplus@provenwinners.com](mailto:connectplus@provenwinners.com).**

BENEFIT	GETTING STARTED	BASIC	ENHANCED	ELITE
Become a Certified Proven Winners Retailer	X	X	X	X
Enhanced Find a Retailer Listing	X	X	X	X
Proven Winners University	X	X	X	X
Free Pizza Party	X	X	X	X
Free Proven Winners T-Shirt or Hat (for all Certified employees)	X	X	X	X
Proven Winners Photo Library Access	X	X	X	X
Subscription to Retailer Newsletter	X	X	X	X
Access to IGC Connect Google Drive	X	X	X	X
<i>Gardener's Idea Books</i> with your logo (To include your logo, sign up by January 1)		2 cases/200 books	5 cases/500 books	10 cases/1,000 books
Professional Store Merchandise		\$75 coupon	\$150 coupon	\$200 coupon
PowerPoint Presentations (Choose from 10 topics)		1 Presentation	3 Presentations	6 Presentations
Exclusive Facebook Graphics with Your Logo		15 graphics with your logo added	25 graphics with your logo added	45 custom graphics
Connect+ Video System			X	X
Canva Subscription			3 mo. subscription	6 mo. subscription
Targeted Facebook Ad Campaign			5 week campaign	8 week campaign
Customized Pandora Ad Campaign (US only)			3 wks – 15K impressions	6 wks – 30K impressions
Eligible for Inventory Listing on provenwinners.com			X	X
Custom Garden Answer Videos				Up to 5 videos
Garden Design Retailer Listing			X	X
Subscription cost <b>BEFORE</b> Jan 1, 2021	FREE	Before: \$400	Before: \$1,100	Before: \$2,100
Subscription cost <b>AFTER</b> Jan 1, 2021	FREE	After: \$500	After: \$1,300	After: \$2,500

Prices shown in U.S. dollars.

**+** For those with multi-store locations, we’d highly recommend you supplement your efforts. For \$250 per additional store, we will craft custom Facebook and Pandora campaigns and include each respective store in the Garden Design Retailer Listing.



# TAKE ADVANTAGE OF THESE VALUABLE RESOURCES

## Become a Certified Proven Winners Retailer

The foundation of strong sales of Proven Winners is having trained staff members who are excited to go out and confidently sell this product. That's why we require all businesses who wish to participate in our Proven Winners Connect+ marketing service to complete our Certification Program each spring. Find more details about this free online staff training program on p. 21.



**BENEFIT** ▶ Available to all Proven Winners IGC customers

## Enhanced Find a Retailer Listing

Looking for greater exposure to potential customers? Certified retailers are automatically listed on our Find a Retailer locator at provenwinners.com. With 6 million website visitors each year, that's a tremendous free benefit! Learn more on p. 21.

6 MILLION  
website visitors

**BENEFIT** ▶ Available to all Certified Proven Winners Retailers

## Proven Winners University

We've listened to retailers who've asked us to keep our training video under one hour long, but there is so much more knowledge we want to share with you! That's why we developed Proven Winners University which is accessible through our new OnDemand system. You'll find 50+ additional short but valuable training videos there. This bonus material is available exclusively to IGCs who complete our Certification Program. Learn more on p. 22.



**BENEFIT** ▶ Available to all Certified Proven Winners Retailers

## Free Pizza Party

It may sound simple, but a free pizza party is a fun and effective way to help build teamwork among your staff. Complete our Certification program as a group and then enjoy a lunch on us! "Our group of 11 certified employees really enjoyed our pizza lunch! It's becoming a fun tradition here." – Garden Pleasures, Erhard, MN



**BENEFIT** ▶ Available to all Certified Proven Winners Retailers

## Free Proven Winners T-Shirt or Hat

Who doesn't love a free t-shirt or hat? We'll provide one for all your employees who complete our Certification Program. It's a simple but appreciated reward you can offer them for their efforts in becoming trained to sell Proven Winners. If you'd prefer to exchange a reward for a \$6 credit per employee to use towards POP or branded apparel in our online store, let us know.



**BENEFIT** ▶ Available to all Certified Proven Winners Retailers

## Proven Winners Photo Library Access

Proven Winners Connect+ subscribers have full access to our photo library which contains over 12,000 professional quality images. Choose from inspirational lifestyle imagery, beauty shots of individual varieties, container recipes and much more in both high and low resolution sizes suitable for print or online use. It's at your fingertips online 24/7 for easy download.

**BENEFIT** ▶ Available to all Certified Proven Winners Retailers



## Subscription to Retailer Newsletter

When you subscribe to Proven Winners Connect+, you'll automatically be signed up to receive our monthly e-newsletter written specifically for retailers by Jessica and Meghan. They'll keep you up to date on trends they're seeing from the road, unique merchandising ideas, best practices, new opportunities for retailers and much more.

**BENEFIT** ▶ Available to all Proven Winners IGC customers



## Access to IGC Connect Google Drive

Our IGC Connect Google Drive was built to provide easy, free access to a comprehensive set of marketing tools all in one place. Retailers will find free images and descriptions for all of our plants, social media graphics, downloadable benchcards, signage templates, Club Sprout projects and more in the drive. Additional content will be added throughout the year. Learn more on p.5.

**BENEFIT** ▶ Available to all Certified Proven Winners Retailers



## Free Gardener's Idea Books With Your Logo

Gardeners love free giveaways, and our annual *Gardener's Idea Book* is always a huge hit. When you subscribe to Proven Winners Connect+ at the Basic, Enhanced or Elite level, you'll receive free copies to give away at your store's events, at the cash wrap, or any other creative way you'd like to use them.

Cases of standard *Gardener's Idea Books* will be available beginning February 15, 2021. If you'd like to add your logo to the back cover, we'll need your logo file by January 1.

**BENEFIT** ▶ Basic – 2 cases/200 books  
Enhanced – 5 cases/500 books  
Elite – 10 cases/1,000 books  
**Upgrade** this benefit for \$65 USD per additional case of *Gardener's Idea Books*.



## Professional Store Merchandise

New this year, all Basic, Enhanced and Elite customers will receive a coupon that may be applied towards any available merchandise in our online store – [www.provenwinners.com/shops](http://www.provenwinners.com/shops). Choose from POP or Proven Winners branded apparel.

**BENEFIT** ▶ Basic - \$75 coupon; Enhanced - \$150 coupon  
Elite - \$200 coupon



## PowerPoint Presentations

When spring rolls around and it's time to start hosting in-person or virtual workshops, the professional quality presentations you need will already be done for you! Complete speaker's notes are included with each presentation. They could also come in handy for playing in a loop on your in-store kiosks or on monitors near your cash wrap.

### Choose from ten presentation topics including:

- |  |                             |
|--|-----------------------------|
| Best New Annuals, Perennials and Shrubs for 2021 | Solution Gardening          |
| Container Gardening Inspiration                  | Made for the Shade          |
| Gardening for Pollinators                        | Heat-Loving Plants          |
| Hydrangeas Demystified                           | Gardening with Children     |
| Gardening with Native Plants                     | Creating a Garden Sanctuary |



**BENEFIT** ▶ Basic – 1 Presentation of your choice; Enhanced – 3 Presentations of your choice; Elite – 6 Presentations of your choice

## Exclusive Facebook Graphics with Your Logo

Basic and Enhanced subscribers gain the benefit of having pre-sized Facebook graphics that feature their store's logo ready to post online. During the busiest time of year, it's incredibly handy to have pre-approved graphics like these available. Elite subscribers have the added benefit of putting our graphic designers to work for them to create totally custom Facebook graphics that match their store's look and feel.

**BENEFIT** ▶ Basic and Enhanced subscribers –  
We'll add your company logo to our readymade social media graphics and deliver them back to you correctly sized and ready to upload to your social channels.  
Basic: 15 graphics included; Enhanced: 25 graphics included.  
**Elite subscribers –**  
Our graphic artists will work with you to create a totally custom look for up to 45 social media graphics, all sized and ready to use on your social channels.



## Connect+ Video System

We've received requests from a number of garden centers this year who are looking for an easy way to house a playlist of Garden Answer videos, and we've found a solution. No wi-fi is needed for our new video system – simply plug the provided flash drive into your laptop or TV monitor and play. We'll pre-load the drive for you with 20 hours of Garden Answer videos as well as those on new varieties, AquaPots, the National Plants of the Year and more. The drive will house up to 100 hours of video, so we encourage you to add your own content, too. It's an easy way to make all the video content you need available at your fingertips.

**BENEFIT** ▶ Available to Enhanced and Elite subscribers.



## Canva Subscription

If you don't have a graphic designer on retainer, Canva can get the job done. Use this online graphic design platform to craft anything you could need to market your business including social media posts, direct marketing messages, in-store signage, postcards, event invitations, business cards, gift certificates and much more. We will provide Proven Winners branded templates for social media graphics and more.



**BENEFIT** ▶ Enhanced – 3 month Canva subscription; Elite – 6 month Canva subscription

## Targeted Facebook Ad Campaign

Reaching the right demographic on Facebook requires the use of targeted paid advertising, which has proven to be far more effective than boosting posts. Enhanced and Elite subscribers will select from three date ranges to run their Facebook ad campaigns. These will occur during the peak seasons which typically run from late April through early June on the East Coast and Midwest, and much earlier in warmer climates like Florida and Texas.

Our team will work with each IGC individually to craft social media graphics to use for the campaign. We ask that you provide us with the zip codes you would like to target with these campaigns so that we may key in on your desired communities appropriately.

**BENEFIT** ▶ Enhanced – 5 week campaign  
Elite – 8 week campaign  
**Upgrade** this benefit to include an additional ad or extend its run for \$75/week.



## Customized Pandora Ad Campaign

Enhanced and Elite subscribers have the opportunity to target local garden enthusiasts within a 20-mile radius of their garden center's zip code or another preferred market with Pandora internet radio ads. Laura of Garden Answer is the voice behind all of our Pandora ads, and she will mention your garden center's name and city (if desired) at the end of your customized ad. It is imperative that all participating retailers provide us with an audio recording of how to pronounce their business name and city. Listen to sample recordings at [www.provenwinners.com/pandora](http://www.provenwinners.com/pandora).

There will be three Pandora ad campaigns in 2021 to accommodate markets from North to South. They generally run from late April through early June on the East Coast and Midwest, and much earlier in warmer markets.

As a bonus, each garden center will also receive 3,200 banner impressions from a digital ad which will include your company logo and link to your website or Facebook page.

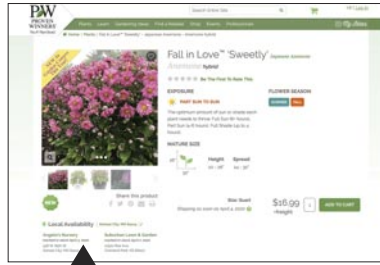
Pandora internet radio is available in the U.S. only. Canadian Enhanced and Elite subscribers may exchange this benefit for additional targeted Facebook ads. 🍁

**BENEFIT** ▶ Enhanced – 3 week ad run/15K impressions; Elite – 6 week ad run/30K impressions  
**Upgrade** this benefit by adding 1 wk/5K impressions for \$75 each.

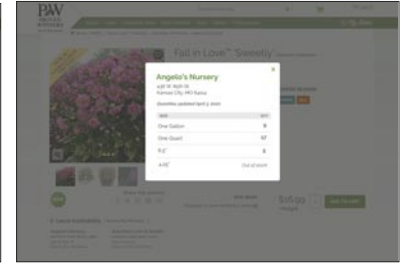


## Eligible for Inventory Listing on provenwinners.com

Thousands of times per season, consumers ask us which of their local stores carry specific Proven Winners varieties. To better meet their needs and send foot traffic to your store, we've developed a way to track and relay the names, addresses and in-stock dates of retailers who have the items available to consumers. This information will be displayed on the individual plant records on our website. Learn more on p. 9.



Your garden center's name listed here.



This pop up displays your store's current inventory of the plant selected.

**BENEFIT** ▶ Enhanced and Elite subscribers are eligible.

## Custom Garden Answer Videos

With over 890 million gardening video views, Laura of @Garden Answer is the #1 gardening influencer in the world. Every day, she inspires a whole new generation to garden with Proven Winners. We encourage all our IGC customers to share Laura's videos on your social media pages, website, newsletter and in-store kiosk.

Elite Connect+ subscribers have the exclusive benefit of putting Laura to work for you by customizing your choice of five pre-determined key variety videos with your garden center's name and logo. We'll create the videos; all we need is your company name and logo. Then, we'll deliver the finished product to you for use in your online marketing efforts.

**BENEFIT** ▶ Available to Elite subscribers only. Includes your choice of up to 5 custom videos featuring our 2021 Annual of the Year Supertunia® Mini Vista™ Pink Star *Petunia*, 2021 Perennial of the Year 'Cat's Pajamas' *Nepeta*, Truffula™ Pink *Gomphrena*, 'Serendipity' *Allium* and Suñorita® *Rosa*.

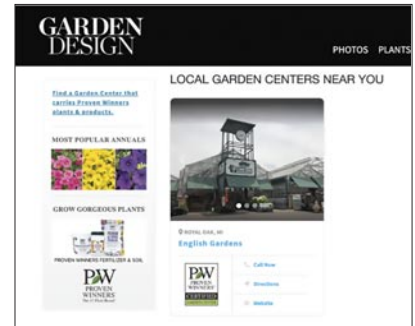


## Garden Design Retailer Listing

Looking to boost your business' visibility online? Take advantage of the enormous reach and SEO/SEM tools Garden Design has to offer. 10.2 million gardening enthusiasts visit www.gardendesign.com each year where Proven Winners annuals, perennials, shrubs and hard goods are featured prominently.

Enhanced and Elite subscribers will be listed as Certified Proven Winners Retailers on the Garden Design website. When a consumer visits that site from an area where your garden center is located, your contact information and a link to your store's website will be displayed. This link also serves to boost the search engine ranking for your store.

**BENEFIT** ▶ Available to Enhanced and Elite subscribers only.



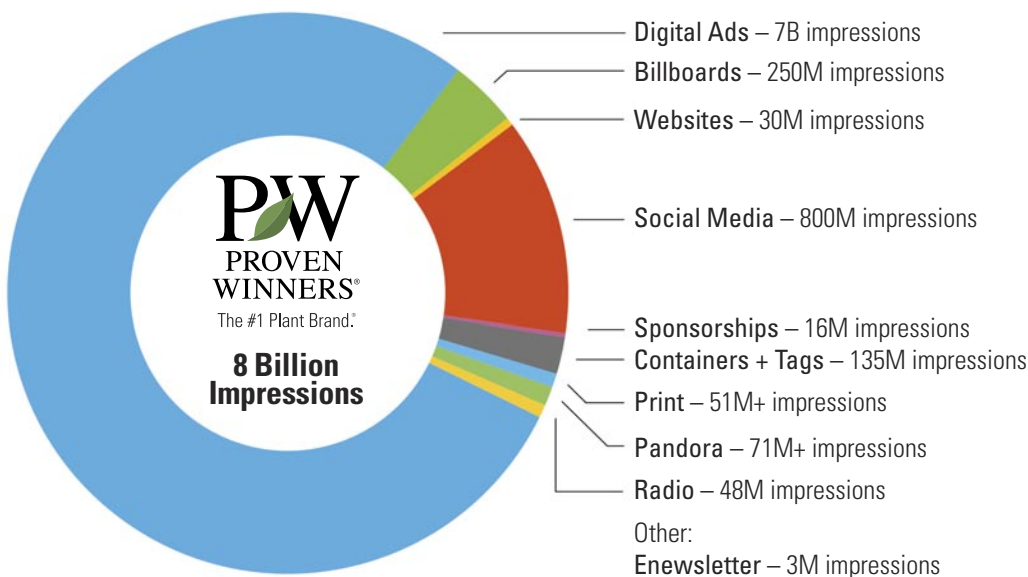
**GARDEN  
DESIGN**

# HOW PROVEN WINNERS IS BUILDING BRAND RECOGNITION

Every single day, we're reaching out to consumers to communicate our brand promise and build the exposure that is so critical in our customers' success. Our broad reaching marketing campaign delivered over 8 billion impressions last year by harnessing the power of all the efforts you see pictured below.

These impressions serve as reminders and motivation for consumers who have never been exposed to the brand in addition to the loyal following we've worked to build. Though the campaign runs all year, it is most heavily weighted during peak selling seasons to help move product when store traffic is high.

## Reaching Consumers from Every Angle



**Digital Ads** – Google advertising is a powerful tool for large scale reach out to the masses. Over seven billion impressions were made last year through Google Display Retargeting. We strategically placed ads as consumers browsed Google or its partner websites, creating well-timed placements throughout the buying season.

**Print** – Print advertisements in U.S. and Canadian gardening and lifestyle magazines run from early spring to fall. In addition, a half million copies of our popular *Gardener's Idea Book* and 120,000 copies of *Gardening Simplified* are distributed by request each year.

**Radio** – Broadcast radio ads featuring Proven Winners ColorChoice shrubs run from Mother's Day to mid-June, targeting 48 million listeners.

**Pandora** – Pandora internet radio ad campaigns run from May through mid-July targeting 85% female and 15% male listeners, ages 35-64.

**Websites** – 30 million impressions were made this year on provenwinners.com, nationalplantoftheyear.com, beauty.provenwinners.com and GardenDesign.com.

**Containers + Tags** – Consumers seek out our signature white branded container to know they are buying authentic Proven Winners annuals, perennials and shrubs at retail.


**Social Media** – We're engaging with consumers every day in the dynamic online communities we've built on social channels including Facebook, Instagram, Twitter, Pinterest and YouTube. In addition, spokeswoman Laura of @Garden Answer does a phenomenal job of highlighting our products while reaching her millions of fans daily.

**Billboards** – 90 U.S. and 61 Canadian billboard messages are displayed each spring along North America's busiest roadways remind consumers that it's time to shop for Proven Winners.

**Sponsorships** – Our GardenSmart PBS sponsorship reaches 92% of the country, hitting 96% of the top 25 markets with ads aired on 424 stations. That adds up to 2 million viewers per month, 81% of which are homeowners.

# BECOME A CERTIFIED RETAILER

It's simple – a trained staff is more effective. Companies that invest in staff training routinely see an increase in productivity, revenue and employee loyalty. While some training programs can be costly, we are offering to train your staff on Proven Winners plants and products for FREE. Why? Because when you're successful, we're successful. We want you to be armed with everything you need to know to have a profitable season.

Join hundreds of other IGCs who took advantage of our exclusive training program for IGCs and became Certified Proven Winners Retailers in 2020. 99% of Certified employees say they would recommend our training program to a co-worker. Training is available from February 1 through May 1 every year at [www.provenwinners.com/training](http://www.provenwinners.com/training). This video is also available in French. 



## Additional Certification Benefits:

- Enhanced Find a Retailer listing
- Proven Winners University access
- Free pizza party – Have lunch on us!
- Free Proven Winners T-shirt or hat



## Getting Certified Creates New Opportunities

On page 14, you read all about our Connect+ exclusive marketing services for IGCs. It all begins with getting Certified. Once your business has completed Certification, you are automatically enrolled at the Getting Started level of our Connect+ marketing service. From there, if you'd prefer to upgrade your subscription to the Basic, Enhanced or Elite levels, our Connect+ marketing specialist will be happy to help guide you through that process.

One more important reason to get Certified is our enhanced Find a Retailer listing at [provenwinners.com](http://provenwinners.com). We list Certified Proven Winners independent retailers because we need to send customers to stores who have taken the time to train their staff on our plants. To maintain your listing, be sure to get recertified annually. Uncertified retailers are listed as "unverified listing" until they complete their recertification.



Elder's ACE Hardware – Knoxville, TN



Farmside Garden Florist – Sussex, NJ

"Thanks for the yummy pizza lunch – a day brightener for our crew. We love our Proven Winners!"

Garden Pleasures, Erhard, MN



Longfellow's Garden Center – Manchester, ME



Hanson's Garden Village – Rhinelander, WI



All Connect+ subscribers receive the benefit of free staff training and additional rewards with our Certified program.

# PROVEN WINNERS UNIVERSITY

The learning opportunities don't end after your team becomes Certified. Upon completion of the Certified program, you will gain access to our exclusive Proven Winners University training videos. This series of 50+ informative, 2 to 5 minute videos can be used weekly to educate your employees on key topics they will be asked frequently about like container gardening, plants for pollinators, dealing with deer, regional plant recommendations, selling points for key plant categories, social media tips and much more. New videos are added annually.

Staff members who include their email address when they get Certified will receive their own login for the Proven Winners University so they can train on their own time and receive badges for every video they watch. As a commitment to continued training, some IGCs have chosen to recognize or incentivize team members who watch additional training videos. The Proven Winners University training also helps new employees get up to speed quickly.

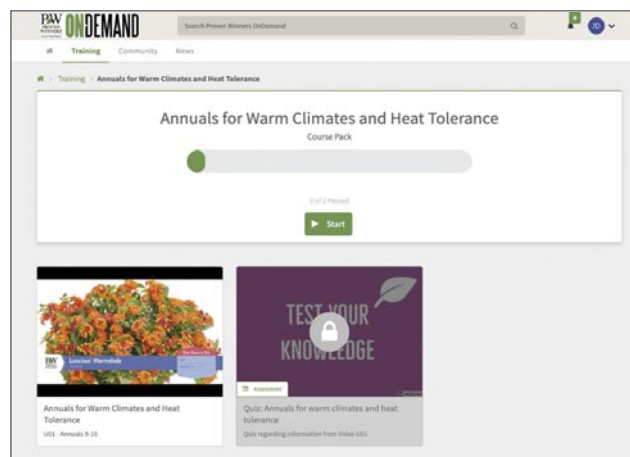
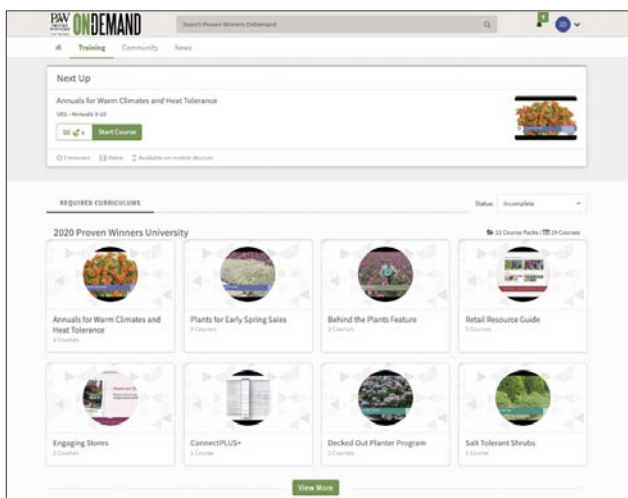


“Thank you again! The Proven Winners Certification program is a highlight for our employees, especially as a nice break in the craziness that is spring!”  
Longfellow’s Garden Center, Manchester, ME

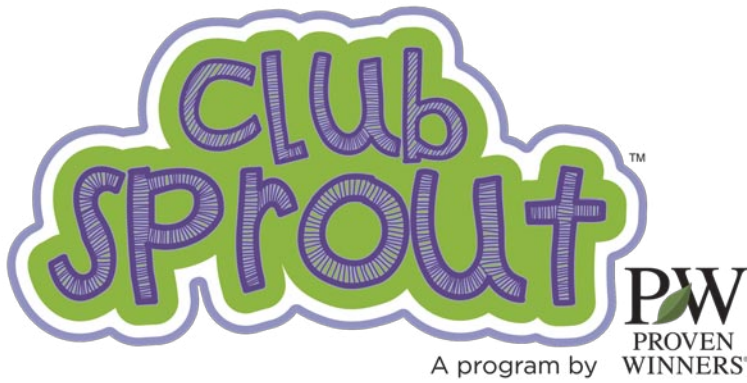


Watch Proven Winners University training videos on our easy to use OnDemand platform. To start, we ask each person to create an account and select their relationship to the industry (independent garden center, grower, etc.) This allows us to suggest relevant videos to fit each person’s training needs. Get started at [www.provenwinners.com/ondemand-industry](http://www.provenwinners.com/ondemand-industry) or email us at [ondemand@provenwinners.com](mailto:ondemand@provenwinners.com) with your questions.

## Proven Winners University Content Samples OnDemand







**+** Find all of our Club Sprout projects at [www.pwwin.rs/ClubSprout](http://www.pwwin.rs/ClubSprout).

We want to help you foster a love of gardening in the next generation of future IGC shoppers, and our new Club Sprout program is one more tool to aid in your success. The program is comprised of fun-yet-educational, garden-focused activities designed around planning, planting and nurturing a garden. The projects also help to grow children’s awareness of the benefits of gardening and environmental stewardship. The target age group is elementary school students.

Each Club Sprout project includes a PDF handout that can be customized with your garden center’s logo for use on social media, your website, or at in-store events. Select projects are also accompanied by a shareable video. Be sure you’re a member of our Proven Winners IGC Connect Facebook Group and a subscriber to our Retailer Newsletter where you’ll be the first to see the new Club Sprout projects that are released weekly throughout the spring and summer months.

**A sampling of Club Sprout projects for kids:**



**How IGCs are using Club Sprout projects on their social channels:**



Reston Farm Garden Market – Reston, VA



Baxter Gardens of Chesterfield – Chesterfield, MO



Malaga Garden Center & Florist – Jerusalem, OH



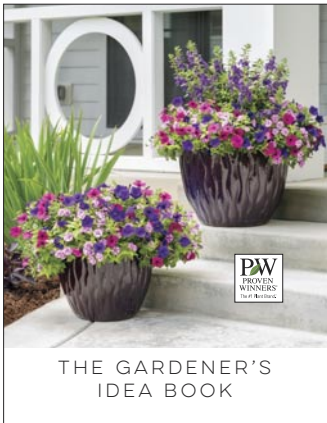
GreenScapes Garden Center & Landscape Co. – Whitesboro, NY

# ENDLESS IDEAS WITH THE GARDENER'S IDEA BOOK



## Share the Gardener's Idea Book

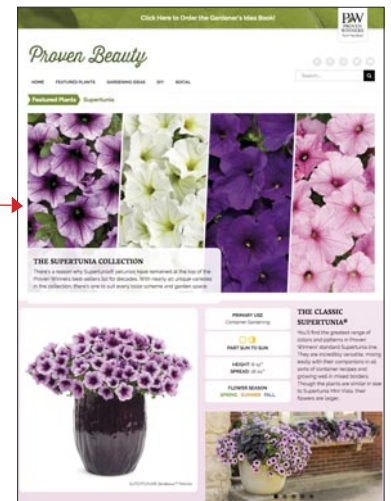
One easy way you can share the *Gardener's Idea Book* is by sharing the vertically formatted flipbook version on your website, newsletter and social channels. Download it today at [www.provenwinners.com/professionals/online-catalogs](http://www.provenwinners.com/professionals/online-catalogs).



Each year, we publish our all-new *Gardener's Idea Book*, a free 40-page guide designed to inspire and inform home gardeners about Proven Winners. Nearly a half million copies are distributed across North America by request only. We invite growers and retailers to preview the plant list in advance each fall to make sure they will have plenty of product on hand when customers come seeking them in spring. You'll find the list at [www.provenwinners.com/retailer-gardeners-idea-book-co-op](http://www.provenwinners.com/retailer-gardeners-idea-book-co-op).

## Have a mailing list?

Take advantage of our *Gardener's Idea Book* co-op program by personalizing the back cover with your company logo or work with us to create a completely customized back cover. We'll even mail them for you! We cover the cost of the books, you just pay the postage. If interested in this valuable marketing opportunity, you must sign up for it at [www.provenwinners.com/share-booklet](http://www.provenwinners.com/share-booklet) or contact Sandy at 815-895-1872 or [sandy@provenwinners.com](mailto:sandy@provenwinners.com). We will need your logo by January 1.



## Expanded Content on [beauty.provenwinners.com](http://beauty.provenwinners.com)

Moving well beyond words and pictures on paper, we bring the concepts from the *Gardener's Idea Book* to life online at [www.beauty.provenwinners.com](http://www.beauty.provenwinners.com), on specially created Pinterest boards, in videos and feature articles. We welcome you to share our #1 resource by linking to and sharing the *Gardener's Idea Book* content on your own website and social media channels.

**+** Your customers will love receiving the *Gardener's Idea Book*! Copies are included with your Basic, Enhanced and Elite subscription. **To add your logo to your copies, we will need your logo by January 1.**

## Put These 3 Ideas into Action

The content of our *Gardener's Idea Book* isn't just meant to inspire consumers – it's there to inspire you, too! Here are 3 concepts from this year's book that you can use for marketing and merchandising your store.

## POLLINATOR GARDEN DESIGN



### At Retail:

- Create an endcap signed with the Pollinator Garden Design displaying the three plants in the design as pictured.
- Use a full bench for pollinator plants signed with our Proven Pollinators signage that you can download free from the IGC Connect Google Drive or order online.
- Host a workshop about pollinator-friendly garden design.
- Do a Facebook Live or Instagram TV video showing several options for plants you have in stock to design a pollinator garden.



AREA: 10' x 3' LIGHT REQUIREMENTS: Full sun

### PLANTS:

- A: 10 – TRUFFULA™ Pink *Gomphrena*  
B: 10 – LUSCIOUS® BERRY BLEND™ *Lantana*  
C: 18 – GOLDDUST® *Mecardonia*

## SHE SHED IDEAS



### At Retail:

- Link to the she shed planting bed design and plant lists from [beauty.provenwinners.com/she-shed/](http://beauty.provenwinners.com/she-shed/) on your own website, in a newsletter article about she sheds, or on your Facebook page.
- Create a fun merchandised corner of your store mocked up as the front of a she shed using old doors and windows. Gather plants, pillows, outdoor furniture, lanterns and other fun finds from your store to set up your she shed and sell the dream of having one to your customers.
- Hire an up and coming local interior designer to write a guest blog about she sheds for your website or to do an "Instagram takeover" for a week.

## TABLETOP DÉCOR



### At Retail:

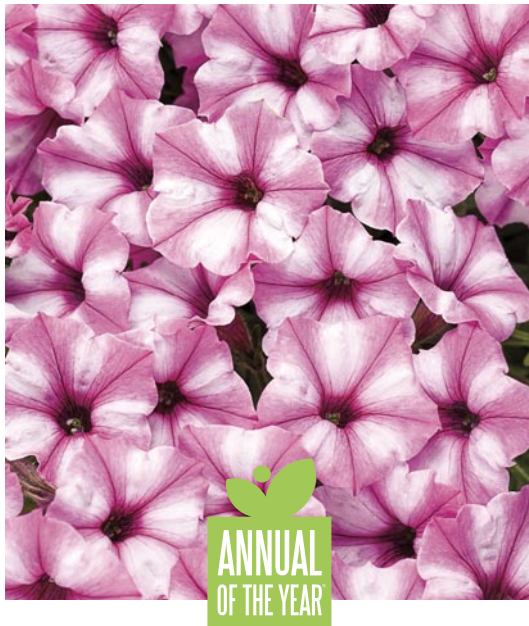
- Host a hands-on workshop to make the tabletop centerpiece and concrete planter place markers you see here. Find the DIY video at [beauty.provenwinners.com/tabletop-decor](http://beauty.provenwinners.com/tabletop-decor).
- Make the concrete planter place markers yourself, pot them up with succulents, and sell them in your store all year long.
- Create an endcap for sustainable bridal and party décor using custom signage we'll help you create. Show your customers that cut flowers aren't the only option when planning tabletop centerpieces and favors.
- Tease these images out on social media throughout the winter as brides are starting their wedding planning.

# 2021 NATIONAL PLANTS OF THE YEAR

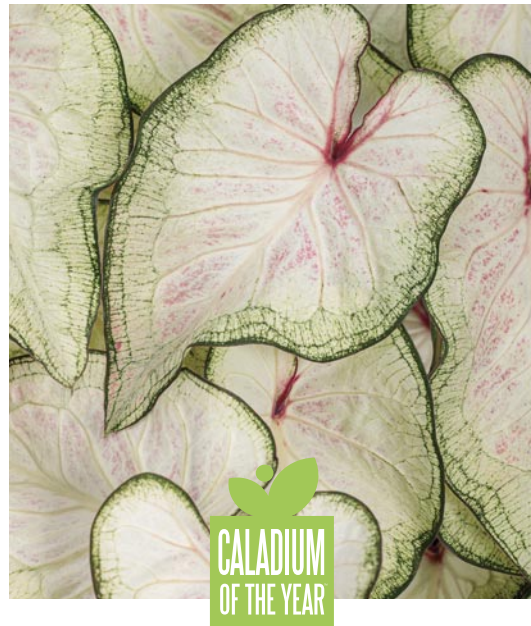
Strong promotional campaigns build strong sales. Proven Winners and Garden Answer will be marketing the eight National Plants of the Year extensively in Spring 2021 and customers will surely come looking for them at your store. Be sure to add these award-winning plants to your order this fall so you'll be ready to meet demand next spring.

[www.nationalplantoftheyear.com](http://www.nationalplantoftheyear.com) –

This dedicated website is working hard to build consumer demand for all the exceptional varieties in the program. Share the excitement by linking to this site from your website and social media pages.



**SUPERTUNIA® MINI VISTA™**  
*Pink Star Petunia*



**HEART TO HEART™**  
*'White Wonder' Caladium*





PERENNIAL  
OF THE YEAR

'Cat's Pajamas'  
*Nepeta*



HOSTA  
OF THE YEAR

SHADOWLAND®  
'Wheee!' *Hosta*



FLOWERING  
SHRUB  
OF THE YEAR

PUGSTER BLUE®  
*Buddleia*



ROSE OF  
THE YEAR

OSO EASY ITALIAN ICE®  
*Rosa*



HYDRANGEA  
OF THE YEAR

TUFF STUFF AH-HA®  
*Hydrangea*



LANDSCAPE  
SHRUB OF  
THE YEAR

KODIAK® Orange  
*Diervilla*



Free social media graphics for the National Plants of the Year are a great way to let your customers know you have the varieties they have been seeing advertised nationwide. Basic, Enhanced and Elite subscribers have the option to include their company logo on these graphics.

# NATIONAL RECIPES OF THE YEAR

Three National Recipes of the Year, which include some of our most popular varieties, will be marketed extensively across social media and the internet in Spring 2021. They will be available as hanging baskets, upright recipes, and complex recipes with a thriller. Pair them with our new self-watering AquaPots and you'll have a surefire hit!



## **Eclipse of the Sun**

ROCKAPULCO® Orange *Impatiens*

Sweet Caroline Sweetheart Lime *Ipomoea*

COLORBLAZE® Chocolate Drop *Solenostemon*

SUGGESTED THRILLER:

COLORBLAZE® WICKED HOT™

*Solenostemon*





**BEACHSIDE DRIVE**

SUPERBELLS® Tropical Sunrise *Calibrachoa*  
SUPERTUNIA®  
HONEY™ *Petunia*  
WHIRLWIND® Pink *Scaevola*

SUGGESTED  
THRILLER:

GRACEFUL GRASSES® 'Fireworks' *Pennisetum*



**ROCKIN' OUT**

GOLDBLOCKS ROCKS® *Bidens*  
SUPERBELLS® HOLY  
SMOKES!® *Calibrachoa*  
SUPERBENA®  
WHITEOUT™ *Verbena*

SUGGESTED  
THRILLER:

STRATOSPHERE™ White *Gaura*



# ESSENTIAL NEW ANNUALS



DOUBLE DELIGHT™ Blush Rose  
*Begonia* 'KERBESPIROS' USPP29297 CanPBRAF

DOUBLE DELIGHT™ Primrose  
*Begonia* \*\*\*\* USPPAF CanPBRAF

## DOUBLE DELIGHT™ *Begonia*

Cascading, elegantly formed blossoms exude a notable, citrus-like fragrance. Excellent vigor, branching, flower count and sun tolerance make these new begonias a delight to grow.

- More tolerant of *Xanthomonas* than other series
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes and monocultures
- 8-14" height; 12-24" spread
- Part sun to sun (full sun in the North)



DOUBLE UP™ Red  
*Begonia semperflorens* \*\*\*\* USPPAF CanPBRAF



DOUBLE UP™ Pink  
*Begonia semperflorens*



DOUBLE UP™ White  
*Begonia semperflorens*

## DOUBLE UP™ *Begonia semperflorens* \*\*\*\* USPPAF CanPBRAF

These new vegetative wax begonias makes an outstanding 4" crop in production; blooms early and goes long. Plants have excellent vigor.

- Self-cleaning flowers reduce the incidence of botrytis
- Daylength neutral; can be produced any time of year
- Grow in 4.25 Grande™ containers, monocultures and landscapes
- 8-18" height; 8-14" spread
- Sun or shade



## SUPERBELLS® Coral Sun *Calibrachoa* \*\*\*\* USPPAF CanPBRAF

This tropical coral and sunny yellow bicolor is easy to mix with other sun-loving plants in recipes. A beautifully mounded habit blanketed in color makes it irresistible at retail.

- Early to bloom
- Screened for *Thielaviopsis* resistance
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes, recipes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun





**PROVEN ACCENTS® Sweet Caroline MEDUSA™ Green**  
*Ipomoea batatas* \*\*\* USPPAF CanPBRAF

A first to market, exclusive new foliage form for *Ipomoea*. Distinctive palm-shaped, thick, chartreuse leaves on tight internodes form a compact, mounded to slightly trailing plant.

- Won't flag or fade in the heat
- Well-behaved in recipes
- Grow in 4.25 Grande™ containers, hanging baskets, recipes and landscapes
- 6-12" height; 18-24" spread
- Part sun to sun



**LUSCIOUS® Royale RED ZONE™**

*Lantana camara* \*\*\* USPPAF CanPBRAF

A certified sterile selection; non-invasive. Large clusters of fragrant, pollinator-friendly blossoms emerge red and orange bicolor, then transition to pure glowing red on compact, upright plants.

- Heat and drought tolerant
- Well-branched plants present well in containers
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 12-26" height; 12-24" spread
- Full sun



**HIGH NOON™ Euryops pectinatus** 'EUR 16001' USPPAF CanPBRAF

A new genus for Proven Winners. We've taken *Euryops* and refined it by making it more colorful, more compact, and easier to get into flower for spring in the North.

- Large, prolific, sunny yellow blossoms
- Better branched, denser habit
- Grow in 4.25 Grande™ containers, hanging baskets, recipes and monocultures
- 10-14" height; 12-18" spread
- Part sun to sun



**WHIRLWIND® STARLIGHT™**

*Scaevola aemula* 'DSCAVINDST' USPPAF CanPBRAF

This novel bicolor fan flower features blue and white striped flowers on densely branched plants with short internodes for a concentrated show of color.

- Heat, humidity and drought tolerant
- Similar flower coverage as *Calibrachoa* and *Petunia*
- Self-cleaning; no deadheading needed
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, monocultures and landscapes
- 8-14" height; 18-24" spread
- Full sun



**SUPERTUNIA® ROYAL VELVET® Improved**

*Petunia* \*\*\*\* USPPAF CanPBRAF

How do you improve on one of your top selling annuals? By enhancing its spring habit and presentation, ensuring season long performance, and making its royal purple flowers colorfast.

- Excellent heat and humidity tolerance
- Durable, all-season performer
- Color match to previous Royal Velvet®
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, recipes and landscapes
- 6-12" height; 18-24" spread
- Part sun to sun

**HIPPO® Red Improved *Hypoestes phyllostachya*** \*\*\*\* USPPAF CanPBRAF

We've improved upon this super-sized, vegetative variety by giving it brighter red color that absolutely glows in the shade. Use it like a red coleus with fun polka-dotted foliage.

- Heat and humidity tolerant
- Selected against flowering; best grown under long days
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 16-22" height; 8-14" spread
- Part shade to shade

**MOONLIGHT KNIGHT™ *Lobularia*** \*\*\*\* USPPAF CanPBRAF

A welcome color expansion for our vegetative *Lobularia* line. Soft yellow blossoms completely blanket the well-branched plants all season, powering through the heat of summer.

- Highly attractive to pollinators
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes, recipes and landscapes
- 8-12" height; 18-24" spread
- Part sun to sun

**BRIGHT LIGHTS® Red *Osteospermum ecklonis*** \*\*\*\* USPPAF CanPBRAF

Selected for its nestled branching, fuller, uniform habit and season-long flowering, this brick red selection represents an advancement in heat tolerant *Osteospermum* breeding.

- Color expansion for the series
- Longer sales window than most due to heat tolerance
- Grow in 4.25 Grande™ containers, recipes, monocultures, grab 'n go pots
- 8-12" height; 8-12" spread
- Part sun to sun

**COLORBLAZE® Royale PINEAPPLE BRANDY™**

*Solenostemon scutellarioides* (Coleus)

For polished container presentation, choose this tightly branched, compact selection with radiant golden yellow leaves and a razor thin, red edge.

- Exhibits good resistance to downy mildew
- Late to no bloom
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, monocultures and landscapes
- 20-30" height; 12-16" spread
- Sun or shade

# SUPERTUNIA® ROYAL VELVET® RECIPES

As one of the longest standing plants in the Proven Winners lineup – 19 years and counting – Supertunia® Royal Velvet® has certainly earned its stripes. We've improved upon it this year by increasing its branching and tightening up its habit, making it picture perfect for spring sales.



## ADA

SUPERBELLS® EVENING STAR™ *Calibrachoa*  
 SUPERTUNIA® ROYAL VELVET® *Petunia*  
 SUPERBENA ROYALE® Plum Wine *Verbena*

## SUMMERFEST

GOLDBLOCKS ROCKS® *Bidens*  
 SUPERBELLS® Coralina *Calibrachoa*  
 SUPERTUNIA® ROYAL VELVET® *Petunia*

## LIVIN' ON THE EDGE

SUPERBELLS® DREAMSICLE® *Calibrachoa*  
 SUPERTUNIA® Really Red *Petunia*  
 SUPERTUNIA® ROYAL VELVET® *Petunia*



## JAZZ BAND

SUPERBELLS® TANGERINE PUNCH™ *Calibrachoa*  
 SUPERTUNIA® ROYAL VELVET® *Petunia*  
 COLORBLAZE® SEDONA SUNSET™ *Solenostemon*

## LILAC FESTIVAL

SUPERTUNIA® ROYAL VELVET® *Petunia*  
 SUPERTUNIA® Trailing Blue Veined *Petunia*  
 SUPERBENA® Violet Ice *Verbena*

## MUSIC BOX

SUPERTUNIA® ROYAL VELVET® *Petunia*  
 SHOWSTORM® Pink *Sutera*  
 METEOR SHOWER® *Verbena*

## AUTUMN BREEZE

SUPERBELLS® DREAMSICLE® *Calibrachoa*  
 SUPERBELLS® Yellow *Calibrachoa*  
 SUPERTUNIA® ROYAL VELVET® *Petunia*



# HEART TO HEART™

## BUILD SUMMER SALES WITH CALADIUMS

When summer's heat kicks in, brighten up your benches with heat loving Heart to Heart™ caladiums. These season extenders should ideally be brought in once nighttime temperatures are consistently above 60°F; offering them to customers too early will not support their success.

Lush tropical caladiums are the perfect way to bring that "vacation vibe" to container recipes like you see here. Though they all thrive in part shade, newer sun tolerant varieties make an unexpected thriller for premium sun combinations or colorful foliage accent for garden beds. These beauties deserve space on a prime endcap or power island to capitalize on impulse sales.



# PROVEN ACCENTS COMPLETE YOUR CONTAINER RECIPE LINEUP



We often talk about promoting the thriller-filler-spiller method of creating container recipes, yet we focus much of our efforts on top-selling flowering plants like Supertunia® petunias and Superbells® calibrachoa. The new Proven Accents program allows you to pair equally important thrillers and spillers like spikes and sweet potato vines in one Proven Winners container components display. 37 varieties are included in the line.



Using Proven Winners branded accent plants means you can now promote your recipes as 100% Proven Winners – a key selling point for consumers who are avid fans of the brand.



We would be happy to work with you on custom POP for our new Proven Accents line.

## MUST-HAVE PROVEN ACCENTS



SILVER BULLET® *Artemisia*



SILVER FALLS™ *Dichondra*



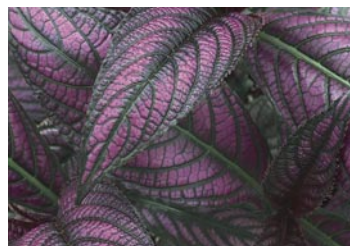
Icicles *Helichrysum*



Sweet Caroline KIWI™  
*Ipomoea batatas* \*NCORNSP-025SCK\* USPPAF CanPBRAF



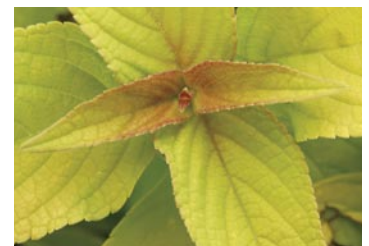
CERVEZA 'N LIME® *Plectranthus*



Persian Shield *Strobilanthes*



'Wojo's Jem' *Vinca maculata* USPP11809



ROCKIN'® 'Golden Delicious' *Salvia*

# MUST-HAVE PROVEN WINNERS PERENNIALS



**'Paint the Town Fancy' Dianthus** – Same performance as Magenta with bicolor patterned flowers.



**'Paint the Town Magenta' Dianthus** – Superior performance in hot, sunny landscapes.



**SUMMERIFIC® 'French Vanilla' Hibiscus** – Color breakthrough; yellow buds open to creamy custard blooms.



**SUMMERIFIC® 'Spinderella' Hibiscus** – Pink and white pinwheel blooms with an impeccable plant habit.



**SHADOWLAND® 'Diamond Lake' Hosta** – Impressive large hosta with powder blue, wavy margined leaves.



**'Drops of Jupiter' Origanum** – This ornamental herb is a beautiful pollinator magnet.



**LUMINARY™ 'Opalescence' Phlox paniculata** – Elegant tall phlox with outstanding resistance to powdery mildew.



**LUMINARY™ 'Ultraviolet' Phlox paniculata** – An improved 'Nicky' with better flowering performance and disease resistance.



**SPRING BLING™ 'Pink Sparkles' Phlox subulata** – Improved creeping phlox with larger flowers and a mounded spreading habit.




**'Heaven Scent' Polemonium** – Fragrant, blue flowers pop against the dark foliage with purple highlights.



**'Spot On' Pulmonaria** – Vigorous selection with vivid blue flowers and silver speckled foliage.



**COLOR SPIRES® 'Back to the Fuchsia' Salvia** – Prolific and large, glowing pink flowers on dark stems; rebloomer.

 Find free downloadable benchcards for all Proven Winners Perennials in our IGC Connect Google Drive at [www.pwwin.rs/IGCResources](http://www.pwwin.rs/IGCResources) or order readymade POP at [www.provenwinners.com/Professional/catalog/point-purchase](http://www.provenwinners.com/Professional/catalog/point-purchase).

# MUST-HAVE COLORCHOICE® SHRUBS



NEW

**SUNJOY NEO™** *Berberis* –  
Dense, semi-dwarf habit with electric orange spring foliage; remains colorful all season.



**PUGSTER®** *Amethyst Buddleia* –  
Like Pugster Blue but with dense, clear amethyst purple flowers.



**PUGSTER BLUE®** *Buddleia* –  
Full-sized blossoms on a compact 2' tall plant with sturdy stems.



**KODIAK®** *Orange Diervilla* –  
A native alternative to burning bush with glowing orange fall color.



**MAGENTA CHIFFON®** *Hibiscus* –  
A top-selling color; rich magenta, double flowers with a low seed set.



**INVINCIBELLE LIMETTA®** *Hydrangea* –  
Lush green flowers appear on strong stems reliably every year.



NEW

**LET'S DANCE CANCAN™** *Hydrangea* –  
Reliable hydrangea that is the quickest to rebloom, providing continuous color.



**TUFF STUFF AH-HA®** *Hydrangea* –  
Reblooming lacecap with double flowers and excellent bud hardiness.



**STRONGBOX®** *Ilex* –  
Excellent native alternative to boxwood with a naturally compact habit.



NEW

**PERFECTO MUNDO®** *Double Purple Rhododendron* –  
A showstopping orchid-purple azalea that blooms spring and fall.




**OSO EASY ITALIAN ICE®** *Rosa* –  
2020 Shrub Madness Champion with amazing impulse appeal.



NEW

**BABY KIM™** *Syringa* –  
Improved 'Miss Kim' with a more dwarf habit and darker purple blooms.

 Download the pdf or link to the online version of our New Vision for Hardy Hydrangeas informative 21-page brochure for your newsletter or website. Find it at [www.provenwinners.com/container-gardening/ideabooks](http://www.provenwinners.com/container-gardening/ideabooks).

# PROVEN HARVEST®

We've entered the food market with our Proven Harvest® Collection with one simple goal in mind. We want to offer incredibly flavorful, high yielding, disease resistant food crops to a new generation of gardeners that is eager to grow their own nutritious fruits, veggies and herbs. Join us in supporting the healthy food movement.



## **FIRE AWAY® Hot and Heavy** *Capsicum annuum*

This compact, snack-sized pepper packs a bit more heat than a jalapeno. It bears elongated and rounded, green, yellow, orange and red fruits. Shows good resistance to blossom-end rot. 6-14" height, full sun

## **BERRIED TREASURE® Pink** *Fragaria ananassa*

Semi-double, pink flowers are produced alongside small, sweet fruits all season on this compact, everbearing, patio strawberry. Fewer than 5% of plants may bloom white. 12-16" height, full sun, zones 4-9



## **BERRIED TREASURE® Red** *Fragaria ananassa*

This everbearing, ornamental and edible patio strawberry is excellent in hanging baskets and uprights. Semi-double, red flowers are produced alongside small fruits all season on compact plants. 12-16" height, full sun, zones 4-9

## **BERRIED TREASURE® White** *Fragaria ananassa*

This everbearing, ornamental and edible patio strawberry is excellent in hanging baskets and uprights. Semi-double, white flowers are produced alongside small fruits all season on compact plants. 12-16" height, full sun, zones 4-9



**+** Seed packets for all Proven Harvest items except Amazel Basil will be available for retail sales in the U.S. and Canada beginning Spring 2021. Please contact Sandy at 815-895-1872 or [sandy@provenwinners.com](mailto:sandy@provenwinners.com) to coordinate your seed order.

## **TEMPTING TOMATOES™ 'Garden Gem'**

*Lycopersicon esculentum*

This snack-sized, semi-determinate tomato produces a high yield of juicy, smooth flavored fruits. Developed in Florida; heat tolerant, disease resistant plants produce over an extended period. 30-42" height, full sun

## **TEMPTING TOMATOES™ 'Garden Treasure'**

*Lycopersicon esculentum*

This indeterminate slicer tomato produces a heavy crop of large fruits for eating fresh or making into sauces. Developed in Florida; heat tolerant, disease resistant plants produce over an extended period. 34-48" height, full sun

## **TEMPTING TOMATOES™ GOODHEARTED™**

*Lycopersicon esculentum*

This dwarf patio tomato's low mounding habit makes it ideal for hanging baskets and patio containers. Small, juicy, heart to pear-shaped fruits. Semi-determinate in the North; determinate in the South. 8-12" height, full sun

## **AMAZEL BASIL®** *Ocimum*

Superior downy mildew resistance and a fast growth rate are two top reasons to grow Amazel Basil. Large, well-branched plants produce a high yield over the entire season. Remains vegetative longer; sets sterile seed. 20-36" height, full sun



# PROVEN POLLINATORS™

After running a highly successful pilot program for Proven Pollinators where retailers consistently saw stronger sell-through, we've now launched it to IGCs nationwide. Proven Pollinators displays are ideal for showcasing on end caps to capitalize on impulse sales. Work with your local supplier to keep these in-demand items freshly stocked.

## Retailers Draw Customers in with Pollinator Displays



Ahner Florist – New Baden, IL



White Oak – Cincinnati, OH




Redmond's Garden Center – Lexington, KY



## Readymade Proven Pollinators POP

Merchandised displays can include a variety of Proven Pollinators POP including the specialty containers, benchtape, benchcards and posters you see here. Prefer something more branded for your store? We would be happy to work with you on custom POP for your new Proven Pollinators display.



 A PowerPoint presentation about gardening for pollinators is one of several you can choose from as part of your Basic, Enhanced or Elite Connect+ subscription.

# HEAT IS ON™ – BULLETPROOF PLANTS FOR HOT CLIMATES

You've asked and we've listened. Our new plant development team has been ultra-focused on bringing more heat tolerant plants into our lineup for hot climates like the Southeast, Florida and Texas.

The Heat Is On program was created with the input from experts in the South including those on our trial team, at independent trial locations, and lifelong plantsmen like Norman Winter. These varieties have been proven to be virtually bulletproof in the southern heat. Expect this program to grow as additional trial results come in and new varieties are introduced.



ANGELFACE® *Angelonia*  
series



SUREFIRE® *Begonia*  
series



HEART TO HEART™  
*Caladium* series



TOUCAN® *Canna* series



FAIRY DUST® Pink *Cuphea*



VERMILLIONAIRE® *Cuphea*



GRACEFUL GRASSES® TUT  
*Cyperus* series



DIAMOND *Euphorbia* series



BLUE MY MIND® *Euphorbia*



HEAT IT UP® *Gaillardia*  
series



TRUFFULA™ Pink *Gomphrena*



SUNCREDBLE® Yellow *Helianthus*



HIPPO® *Hypoestes* series



Sweet Caroline *Ipomoea* series



LUSCIOUS® *Lantana* series



SUNSTAR® *Pentas* series



GRACEFUL GRASSES® *Pennisetum* series



SUPERTUNIA® *Petunia* series



MOJAVE® *Portulaca* series



MACHU™ Morado *Ruellia*



ROCKIN'® *Salvia* series



UNPLUGGED® SO BLUE™ *Salvia*



WHIRLWIND® *Scaevola* series



LEMON CORAL® *Sedum*



COLORBLAZE® *Solenostemon* (*Coleus*) series



CATALINA® *Torenia* series



# AQUAPOTS®

THE FINEST IN SELF-WATERING PLANTERS

## 8 Advantages of AquaPots®

1

Enjoy the convenience of a self-watering pot with the beauty of durable, high-quality glazed ceramic.

5

Add Proven Winners Continuous Release Plant Food into the water and soil, then watch your plants burst with vigor.

2

Save on your water bill! AquaPots use 75% less water than similar pots on drip irrigation.

6

Heavy duty components can be cleaned and reused year after year.

3

Water only once per week or go even longer with large AquaPots.

7

Never overwater your plants again! An overflow valve ensures your plants won't drown, even after a heavy rain.

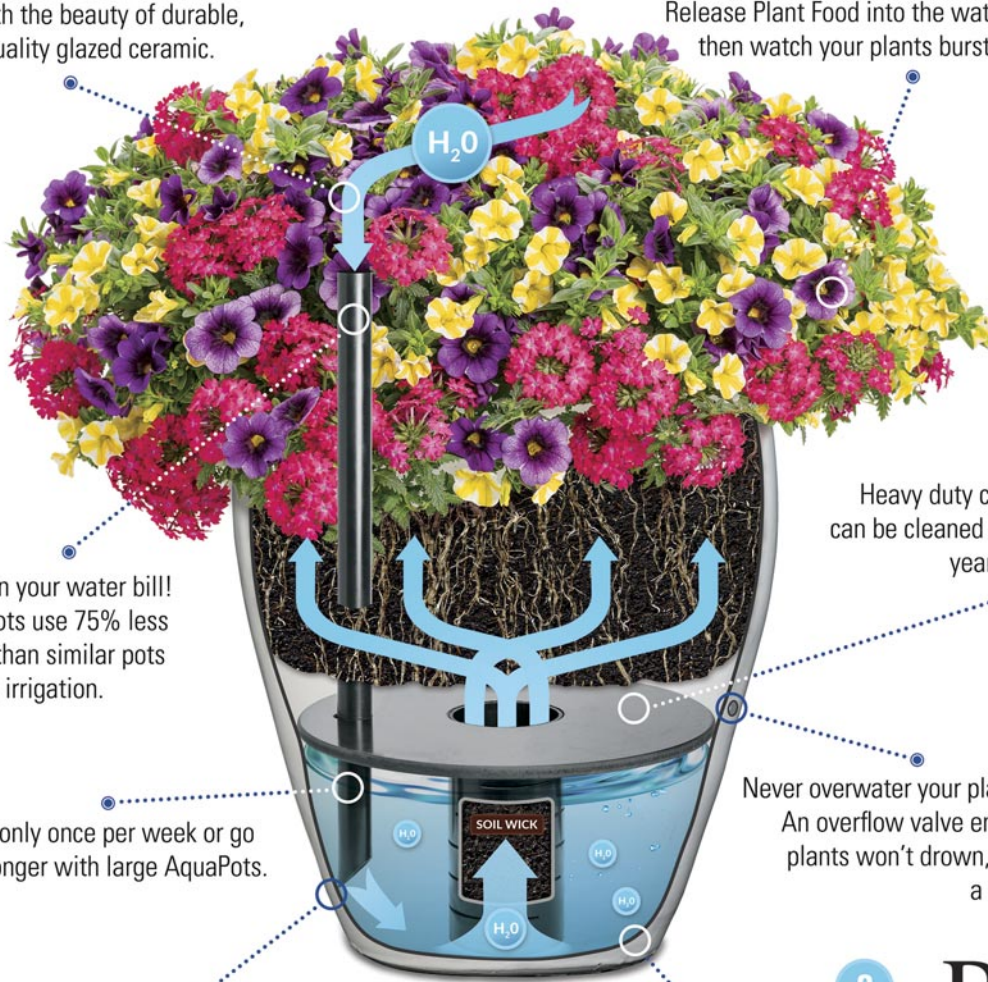
4

Frost and freeze resistant ceramic. Simply turn upside down and store outdoors for winter.

8

AquaPots are completely sealed, so they won't leave unsightly watering stains on your deck or porch.

**PW**  
PROVEN  
WINNERS®  
The #1 Plant Brand.™



All IGCs who purchase pallets of Aquapots from Proven Winners or BFG Supply in 2021 will receive a number of free marketing benefits to help with their promotional efforts. Learn more at: [www.provenwinners.com/professionals/aquapots](http://www.provenwinners.com/professionals/aquapots).



## Meet the Inventor of AquaPots®

Award-winning landscape architect Jack Barnwell of Barnwell Landscape and Garden saw the need for gorgeous glazed ceramic, commercial grade, self-watering containers for the variety of properties he services across the country. Since no such ceramic containers were available, he decided to invent this stylish yet practical solution for his clients.

We are proud to offer AquaPots self-watering planters exclusively through Proven Winners. Your customers will be amazed how simple it can be to enhance their outdoor living spaces and have lush, vibrant plantings no matter what kind of climate they garden in.



“The new AquaPots have been a massive hit with our customers this year! We began pre-selling them in late Winter, and once they arrived, we could not keep them in stock. One Saturday we sold three pallets in less than six hours! We have gotten rave reviews from our customers, and they are thrilled with how their plants are thriving in the AquaPots.”

Jenny Simpson – Creekside Nursery, Dallas, NC

## Ordering AquaPots

Retailers are encouraged to pre-book AquaPots for Spring 2021 sales through BFG Supply Co. Contact Proven Winners directly for your restocking needs mid-season. BFG and Proven Winners are the exclusive providers of AquaPots in North America.

## See how IGCs successfully advertised and merchandised AquaPots this season:



Johnson's Gardens – Cedarburg, Wisconsin



# PREMIUM POTTING SOIL, PLANT FOOD, WATERWISE® KIT AND TWIST' N PLANT™

## Ordering Proven Winners Premium Potting Soil and Plant Foods Just Got Easier!

We know how busy you are running your garden center, so we're making it easier than ever to stock Proven Winners Premium Potting Soil and Plant Foods. We have joined forces with Sun Gro Horticulture and some of their stocking distributors to give our retail partners greater access to these high quality products. Take advantage of this opportunity to cross-sell Proven Winners Premium Potting Soil and Plant Foods with your top-selling Proven Winners plants. Get started at [www.provenwinners.com/professionals/retailers/Soil\\_plant-food\\_waterwise](http://www.provenwinners.com/professionals/retailers/Soil_plant-food_waterwise)



### Proven Winners Premium Potting Soil with Continuous Release Plant Food

US: 1.5 cu. ft. – 75 bags per pallet    Canada: 56 L – 45 bags per pallet  
 US: 16 qt. – 120 bags per pallet    Canada: 28.3 L – 80 bags per pallet



### Proven Winners Premium Water Soluble Plant Food

2.5 lb. – 12 per case, 35 cases per pallet



### Proven Winners 15-7-15 Continuous Release Plant Food

2.5 lb. – 12 per case, 64 cases per pallet  
 2 oz. – 200 packages per case  
 Plant food not available in Canada.



## Proven Winners Premium Potting Soil

Our premium potting soil is made of grower-grade peat moss, composted bark, perlite, dolomite lime to buffer soil pH, a professional wetting agent and our continuous release plant food featuring Multicote 15-7-15 for an even, consistent feed.

### Terms and Conditions:

Prices are subject to change without notice.  
 Freight is FOB Quincy, MI for soil and FOB Chicago, IL for plant food.  
 Minimum order for plant food is one case.  
 Minimum order for potting soil is one pallet.  
 Potting soil products cannot be combined to reach the one pallet minimum.

## Proven Winners Continuous Release Plant Food

Our unique 15-7-15 NPK ratio with micronutrients was designed specifically by Proven Winners to maximize flowering and plant growth. It feeds plants for 6-months with only one application.

## Proven Winners Water Soluble Plant Food

Our unique 24-12-17 NPK ratio with micronutrients was designed specifically by Proven Winners to maximize flowering and plant growth. It is the only consumer plant food which includes Iron in the important EDDHA form designed to keep plants green at varying pH ranges.



### Twist 'n Plant Gardening Auger

24 augers per case, \$576  
 (Freight to Canada is \$11.00 USD additional.)

**Order Online:**  
[www.provenwinners.com/shops](http://www.provenwinners.com/shops)

### Proven Winners Twist 'n Plant™ Auger

Our new Twist 'n Plant auger makes planting flowers quick, easy and fun! Let this 100% solid U.S. steel tool do the work for you. The 3" x 12" auger drills the perfect sized hole to accommodate 4" or 1-gal potted plants or bulbs. While lesser quality augers may warp in tough soils, the durable Twist 'n Plant can handle the pressure without bending or slipping. It is backed with a lifetime guarantee by the family owned and operated, Illinois-based manufacturer. Cases are available from Proven Winners for IGCs to stock in-store or online.

### WaterWise Kit

Tan or White Tubing  
 Waters up to 10 containers  
 12 kits per case, \$360 (plus freight)

**Order Online:** [www.provenwinners.com/shops](http://www.provenwinners.com/shops)

### Proven Winners WaterWise® Kit

Gardeners are always looking for an easy, efficient solution for the labor-intensive task of watering. WaterWise is that solution. This special kit contains everything a gardener needs to water up to 10 potted plants from a single faucet. The system also allows the user to combine up to 3 kits in a single direction to run up to 90 feet and water 30 containers at once.

### WaterWise Tan Tubing

100' Roll (4/case) \$83 (plus freight)

### WaterWise White Tubing

100' Roll (4/case) \$83 (plus freight)

# CREATE A WINNING GARDENING EXPERIENCE



Proven Winners is so much more than pretty plants! We want home gardeners to experience incredible success with our products and we firmly believe that success builds from a strong foundation.

Proven Winners has products to help gardeners through every step of the process, beginning with luxury quality self-watering AquaPots® containers and growing with premium quality potting soil and plant foods. A dependable drip irrigation system and useful planting tool provide additional solutions for gardeners.

Maximizing home gardeners' success is what Proven Winners is all about. We thank our retail partners who offer their customers all the tools they need to create a winning gardening experience.

**PW**  
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WINNERS®  
The #1 Plant Brand.®

111 East Elm Street, Suite D, Sycamore, Illinois 60178 Phone: 815-895-1872  
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