

THINK OUTSIDE THE GLAZED POT

CRAFTY DESIGN IDEAS AND
RESOURCES TO HELP YOU WOW
YOUR CUSTOMERS



PW
PROVEN
WINNERS®
The #1 Plant Brand.®

LET'S PARTNER UP AND MAKE SOMETHING GREAT!

INSPIRE YOUR CUSTOMERS

Every year Pantone announces a 'Color of the Year' and complimentary color palette. Lucky for all of us in the plant industry, the 2017 Color of the Year is Greenery. That's an easy place to start creating trendy displays, especially since Pantone colors can be used to provide fresh inspiration each season.

Every year, we compile a plant list based on the Color of the Year.

Check out the Greenery Plant List Here: www.provenwinners.com/greenery



OPTION 1: CAPITALIZE ON A COLOR TREND

Sometimes one color is all you need, and this year it's all about green. The simplicity of a one-color theme can have a surprisingly high impact. If you're low on time and inspiration, check out our Pinterest boards and visit Proven Beauty to get display and container design ideas. Let Proven Winners help you turn the year's trending fashion, color and decor ideas into a striking retail space.



Visit www.beauty.provenwinners.com to find link to all our social media pages.

OPTION 2: ADVANCED ENDCAP

Let us help you bring your concepts to life. Our staff is happy to assist you with plant selection and ordering to ensure that you have everything that you need to create a successful display.

Once you've planned out your space, check out our free social media database and find graphics that will help you turn your hard work into sales.



Go to www.provenwinners.com/share to access our free social media graphic database. For help with ordering contact Jessica at jessica@provenwinners.com or 1-616-706-7970

OPTION 3: CUSTOMIZE

Think like a set designer. Customers will be thrilled to see a retail space that gives them ideas for their own homes and gardens. The more you inspire them, the more you'll stand out among the competition. Let us help you create custom signage to put the finishing touches on your themed displays.



Get started on your custom POP order by contacting Tabatha at tabatha@provenwinners.com or 1-601-527-5213

INDUSTRIAL-MODERN

The Industrial-Modern aesthetic is more than a trend. Heavy duty materials like steel, concrete, and wood are long-lasting. When paired with solid craftsmanship and earthy textures, this look makes a versatile backdrop for just about any kind of display. There is a certain allure to aging, storied elements like rusted metal and weathered wood that appeals to something deeply primal in all of us. Plants look especially striking when set against the neutral industrial-modern palette.



WHAT IS COR-TEN®?

Cor-ten is a group of steel alloys which were developed to eliminate the need for painting, and form a stable rust-like appearance if exposed to the weather for several years. The name Cor-ten refers to the two distinguishing properties of this type of steel: **corrosion** resistance and **tensile** strength.

CARING FOR COR-TEN®

With the proper care, Cor-Ten steel can last a lifetime. All it takes is a little elbow grease and upkeep. Below you'll find a simple step-by-step maintenance regimen that will keep your planters looking picture-perfect.

MATERIALS:

- SPRAY BOTTLE
- SAFETY GOGGLES
- SMALL BROOM
- METAL BRUSH
- MORTON SALT
- APPLE CIDER VINEGAR
- HYDROGEN PEROXIDE



STEP 1: EMPTY AND PREP YOUR CONTAINER

Weather will do what it does to outdoor planters, especially in the winter, but the worn surface of Cor-Ten is easily scrubbed away with a metal brush. Empty your container and place it on its side to make cleaning the surface easy.

STEP 2: SCRUB AWAY WEATHERED MATERIAL

Using a moderate amount of pressure, scrub away the oxidized surface layer with a metal brush. Work in one direction only to avoid cross-hatching patterns. You'll begin to see the sub-layer underneath.

STEP 3: REPEAT ON ALL SIDES

Scrub all the sides of your container to achieve a uniform finish.

STEP 4: SWEEP AWAY RESIDUE

Clean off the loosened residue to prepare the container for the spray-down.

STEP 5: HYDROGEN PEROXIDE + SALT + VINEGAR SPRAY

Mix 16 oz. of hydrogen peroxide (easy to purchase at a local drug store) with 2 oz. of vinegar and 1/2 tbsp. of salt in a spray bottle. Apply the spray to all the sides of the container. This will encourage the steel to rust more rapidly and maintain its signature look.

STEP 6: FINISHED LOOK

Once the container surfaces have been evenly coated with the spray, it is ready to put back in place. Position the finished container out in the elements such as on a patio to weather. The new rusted patina will form in a matter of days.

TAYLORED
IRONWORKS

The planters you see in these photos as well as the ones featured in our booth were built by our friend Dan Taylor of Taylored Ironworks.

Visit <http://tayloredironworks.com> to place your own custom order.

ENGAGE THE URBAN GARDENER

Show your customers that even if they have limited space, they can still have a unique vertical garden. This project makes a great display piece, and will resonate with younger urbanites.



WHAT WE DID

We found these frames at the flea market and paid about \$10 a piece. We designed the box to be about two inches shorter and two inches narrower than the frame at its edges so the box sits recessed behind the frame. Since the bottom section of the frame wasn't quite deep enough to hold enough soil, we cut a chunk from another frame we had and jerry rigged it using some scrap wood spacers to achieve the necessary depth for our soil and plants. After attaching the back box to the frame, we painted the whole unit white, hung it using J-hooks and heavy-duty hanging wire, then planted it up.

For a detailed step-by-step guide and more small space gardening ideas to inspire your customers, go to [beauty.provenwinners.com./small-space](https://beauty.provenwinners.com/small-space)

USE WHAT YOU'VE GOT

You don't have to spend a lot of money to make a great display. Wood crates abound in a garden center, and can be repurposed from their utilitarian origins into a stunning display or backdrop. Remember, one crate is just an everyday object, but twenty crates are a collection. Take a look around and see what else could be transformed into a point of interest.

HOW WE BUILT OUR CRATE ENTRY WAY:



STEP 1: STACK THE CRATES FOR SCALE

Once we collected enough identical wood crates, we found it helpful to stack the crates first to get an idea of how high and wide we wanted our wall to be. We decided to make ours into a symmetrical entry way with the height of 7 crates at the entry point tapering to the height of 3 crates on the outside. During this process we determined that we would need to use lumber between each vertical row of crates to support the structure.

STEP 2: MEASURE THE CRATES & DO THE MATH

Measure the height of the crates at the corners and determine the height of each tier. For each crate tier we used two 1"x 8" boards on both sides for support. So in the end we needed 4 boards at each height so we had enough for both sides of the entryway.

STEP 3: CUT THE WOOD

Using a circular saw, we cut all of the lumber to the lengths we needed.

STEP 4: STAIN THE WOOD

We stained the lumber to match weathered look of the crates. We used a mix of Minwax colors Jacobean and Classic Gray. As we stained, we used a cloth to rub off excess stain for a more weathered look.

STEP 5: ASSEMBLE

Starting at the smallest side, we screwed the stained lumber onto the sides of the crates and continued with each tier.

STEP 6: LINE & PLANT

We cut coconut liner to fit each crate and stapled it into place. Once all the crates were lined, we simply filled them with soil and planted them up!

IT'S AS SIMPLE AS...



When you're at the height of the season, it's hard to help every single customer. But with simple and effective signage, you can grab the attention of some of those customers that might otherwise slip through the cracks.

Our popular Plant This Get This signage is a great starting point. By helping your customers to visualize what they can expect from the plants they purchase, you remove much of the fear of failure!

For more tips to share with customers on basic container gardening visit www.beauty.provenwinners.com/container-taming



1. ASK QUESTIONS

Start with the dimensions of the bed or container the customer wants to plant.



2. PLANT SELECTION

Determine how much light the plants will receive, how much maintenance time the customer has and how experienced they are and help them to choose their plants accordingly.



3. CARE

Explain the water and fertilization needs of the plants.