

Grower Programs

GROWER



Building Sales with Branded Containers

Consumers are looking for the white Proven Winners container. To make it easier for them to find and easier for retailers to take advantage of the power of branding, some of our plants automatically come with our branded containers, as you can see below. Contact your propagator regarding delivery.

Plants That Come with Containers

Supertunia® Picasso in Purple® and all four Señorita and Pequeña cleomes automatically ship with the Proven Winners Grande container. Hanging basket labels may be purchased instead of the branded container for Picasso in Purple. Orders for liners placed without orders for container/tag will not ship.

The Proven Package is required for Amaze!™ basil. Orders for liners placed without orders for container/tag will not ship.

All Proven Winners perennials automatically ship with branded containers and labels.



POLICY CHANGE:

As of 9/21/2018, we no longer require our customers to use a white Proven Winners branded container when ordering the four Señorita and Pequeña Cleomes or Supertunia® Picasso in Purple®.

Proven Winners® Containers

Annuals and Proven Harvest						
	4.25 Grande™ Self-Symetricize® Container	4.50 Classic™ Self-Symetricize® Container	1.0 Quart Container	6.5 Container	1.0 GL Royale™ Container	8.5 Jumbo Container*
	440 units per case 40 cases per pallet	1050 units per case 40 cases per pallet	475 units per case 33 cases per pallet	240 units per case 48 cases per pallet	128 units per case 48 cases per pallet	130 units per case 60 cases per pallet
	Proven Winners Self-Symetricize® Grasses Grande™ Container	Proven Winners Grasses 1.0 Quart Container	Proven Winners Self-Symetricize® Fall Color Grande™ Container	Proven Winners Fall Color Royale™ Container	Proven Winners Fall Color 6.5 Container	4.25 Grande™ Amaze!™ Basil Self-Symetricize® Container
	440 units per case 40 cases per pallet	475 units per case 33 cases per pallet	440 units per case 40 cases per pallet	128 units per case 48 cases per pallet	240 units per case 48 cases per pallet	440 units per case 40 cases per pallet

Early Ordering Opportunities:

We offer an Early Order Terms Program of 2% 10, Net 3/1/19 for all orders placed by September 28, 2018 which we can ship 'as soon as available.' If product is available for early shipment but cannot be taken early, the delivery date will revert to the date originally requested on the order and standard net 30 terms will apply.

* Customers can order a minimum of 10,000 pieces with order deadlines of April 15 and November 1. For orders outside of the deadlines, an order minimum of 25,000 pieces will apply.

What's in your container?

This container holds 1/2 billion impressions

Let them work for you! For over 25 years, Proven Winners® has invested in research and consumer marketing to capture home gardeners' attention and create strong demand. Consumers get the message and instantly recognize the iconic white Proven Winners container. They look for it because they know it holds plants with outstanding beauty and proven garden performance.

Are you growing in it?



26 Canadian Billboards – 34 million impressions



Garden Answer YouTube and Facebook – 1/2 billion views



Website – 11.6+ million page views
13% Canadian views



Gardener's Idea Book – 450,000 requests
46,000 sent to Canadians



Social Media – 303,000+ followers



Print ad campaign – 1 million Canadian subscribers

Cultivating Future Industry Leaders

The future of our industry depends largely on the next generation of leaders. That's why we are proud to support horticulture students in four-year university programs, technical colleges and two-year post-secondary institutions with our annual scholarship fund. In 2017, we presented eight exemplary students with a total of \$25,000 in horticultural scholarships for plant breeding, production and marketing. Read their full stories online at www.provenwinners.com/scholarship_2017_winners.

Technical or 2-Year Post-Secondary Institution Scholarships – \$2,000



Aletha Buschman
University of British Columbia
Horticulture Training Program
Areas of Study:
Conservation, Garden Design



Isolde Nielson
University of Alberta
Areas of Study:
New Plant Development



Lorysa Crewe
Niagara College Canada
Areas of Study:
Greenhouse Production



Paul Elias
Saskatoon School of Horticulture
Areas of Study:
Greenhouse Production, Interiorscapes



Download our 12x18" scholarship poster at www.provenwinners.com/scholarship.

Spread the Word

Know of a school who would like to spread the news about our scholarship program to their horticulture students? Please email their contact information to Kerry at Proven Winners: kerry@provenwinners.com

How to Apply

Encourage students you know to apply for one of our future scholarships online today. Applications are due by April 1st and scholarships are awarded in late June each year. Find all the details you need at www.provenwinners.com/scholarship.

Recommended replacements for dropped annual varieties for 2019

DROPPED VARIETY	RECOMMENDED REPLACEMENT
ANGELFACE® Blue <i>Angelonia</i>	ANGELFACE® Blue Improved <i>Angelonia</i>
ANGELFACE® Wedgwood Blue <i>Angelonia</i>	ANGELFACE® Wedgwood Blue Improved <i>Angelonia</i>
SUNDAZE® GOLDEN BEAUTY® <i>Bracteantha bracteata</i>	FLAMBÉ® Yellow <i>Chrysocephalum apiculatum</i>
ARTFUL® FIRE AND ICE® <i>Caladium hortulanum</i>	PEGASUS® <i>Begonia</i>
ARTFUL® HEARTFIRE® <i>Caladium hortulanum</i>	PEGASUS® <i>Begonia</i>
SUPERBELLS® APRICOT PUNCH™ <i>Calibrachoa</i>	SUPERBELLS® TANGERINE PUNCH™ <i>Calibrachoa</i>
SUPERBELLS® BLACKBERRY PUNCH™ <i>Calibrachoa</i>	SUPERBELLS® GRAPE PUNCH™ <i>Calibrachoa</i>
SUPERBELLS® Cherry Blossom <i>Calibrachoa</i>	SUPERBELLS® MORNING STAR™ <i>Calibrachoa</i>
SUPERBELLS® EVENING STAR™ <i>Calibrachoa</i>	SUPERBELLS® EVENING STAR™ Improved <i>Calibrachoa</i>
SUPERBELLS® Garden Rose <i>Calibrachoa</i>	SUPERBELLS® Pink <i>Calibrachoa</i>
SUPERBELLS® Spicy <i>Calibrachoa</i>	SUPERBELLS® TANGERINE PUNCH™ <i>Calibrachoa</i>
FLIRTATION® Glacier White <i>Diascia</i>	SUNSATIA® Coconut <i>Nemesia</i>
FLIRTATION® Pink <i>Diascia</i>	Opal INNOCENCE® <i>Nemesia fruticans</i>
FLIRTATION® Orange <i>Diascia</i>	SUNSATIA® BLOOD ORANGE™ <i>Nemesia</i>
HELLO! Miss Scarlet <i>Gerbera</i>	DAHLIGHTFUL® Sultry Scarlet <i>Dahlia variabilis</i>
HELLO! Magentamen <i>Gerbera</i>	DAHLIGHTFUL® Crushed Crimson <i>Dahlia variabilis</i>
HELLO! Pumpkin <i>Gerbera</i>	DAHLIGHTFUL® Georgia Peach <i>Dahlia variabilis</i>
HELLO! Sunshine <i>Gerbera</i>	DAHLIGHTFUL® Tupelo <i>Dahlia variabilis</i>
ROCKAPULCO® Dark Orange <i>Impatiens walleriana</i>	ROCKAPULCO® Coral Reef <i>Impatiens walleriana</i>
RUFFLES™ Fuchsia Rose <i>Impatiens hawkerii</i>	INFINITY® Blushing Lilac <i>Impatiens hawkerii</i>
RUFFLES™ Lavender <i>Impatiens hawkerii</i>	INFINITY® Lavender <i>Impatiens hawkerii</i>
RUFFLES™ Peach <i>Impatiens hawkerii</i>	INFINITY® Orange Frost <i>Impatiens hawkerii</i>
RUFFLES™ Red <i>Impatiens hawkerii</i>	INFINITY® Red <i>Impatiens hawkerii</i>
'Sweet Caroline Bronze' <i>Ipomoea batatas</i>	'Sweet Caroline Red' <i>Ipomoea batatas</i>
Sweet Caroline Raven <i>Ipomoea batatas</i>	Sweet Caroline Raven Improved <i>Ipomoea batatas</i>
PURPLE CHABLIS™ <i>Lamium maculatum</i>	PINK CHABLIS® <i>Lamium maculatum</i>
LUSCIOUS® CITRUS BLEND™ <i>Lantana camara</i>	LUSCIOUS® CITRUS BLEND™ Improved <i>Lantana camara</i>
LEMON DROP® <i>Oenothera</i>	FLAMBÉ® Yellow <i>Chrysocephalum apiculatum</i>
SOPRANO® Light Purple <i>Osteospermum</i>	BRIGHT LIGHTS™ Pink <i>Osteospermum</i>
SUPERTUNIA® PRETTY MUCH PICASSO® <i>Petunia</i>	SUPERTUNIA® PICASSO IN PURPLE® <i>Petunia</i>
SUPERTUNIA® PICASSO IN BLUE® <i>Petunia</i>	SUPERTUNIA® PICASSO IN PURPLE® <i>Petunia</i>
SUPERTUNIA® PICASSO IN PINK® <i>Petunia</i>	SUPERTUNIA® PICASSO IN PURPLE® <i>Petunia</i>
SUPERTUNIA® Mini White <i>Petunia</i>	SUPERTUNIA® White <i>Petunia</i>
ABLAZIN® Purple <i>Salvia splendens</i>	ROCKIN'® Deep Purple <i>Salvia</i>
ABLAZIN® Tabasco <i>Salvia splendens</i>	ROCKIN'® Fuchsia <i>Salvia</i>
NEW WONDER® <i>Scaevola aemula</i>	WHIRLWIND™ Blue <i>Scaevola</i>
PINK WONDER® <i>Scaevola aemula</i>	WHIRLWIND™ Pink <i>Scaevola aemula</i>
COLORBLAZE® ROYAL GLISSADE® <i>Solenostemon scutellarioides</i>	COLORBLAZE® Dipt in Wine <i>Solenostemon scutellarioides</i>
COLORBLAZE® KEYSTONE KOPPER® <i>Solenostemon scutellarioides</i>	COLORBLAZE® SEDONA SUNSET™ <i>Solenostemon scutellarioides</i>
COLORBLAZE® MAROONED® <i>Solenostemon scutellarioides</i>	COLORBLAZE® REDICULOUS™ <i>Solenostemon scutellarioides</i>
COLORBLAZE® 'Sedona' <i>Solenostemon scutellarioides</i>	COLORBLAZE® SEDONA SUNSET™ <i>Solenostemon scutellarioides</i>
COLORBLAZE® Kingswood Torch <i>Solenostemon scutellarioides</i>	COLORBLAZE® TORCHLIGHT™ <i>Solenostemon scutellarioides</i>
SUPERBENA® Burgundy <i>Verbena</i>	SUPERBENA® Plum Wine <i>Verbena</i>
SUPERBENA® Royale Red <i>Verbena</i>	SUPERBENA® Red <i>Verbena</i>
SUPERBENA® Royale Whitecap <i>Verbena</i>	SUPERBENA® WHITEOUT™ <i>Verbena</i>
TUKANA® Raspberry <i>Verbena</i>	SUPERBENA® Raspberry <i>Verbena</i>
TUKANA® Scarlet <i>Verbena</i>	SUPERBENA® Red <i>Verbena</i>
TUKANA® Scarlet Star <i>Verbena</i>	SUPERBENA® Scarlet Star <i>Verbena</i>

Proven Winners Annuals re-named for 2019

The following name changes are being made to standardize plants across a collection, or to make the distinguishing characteristic of a series more evident.

NEW NAME	FORMER NAME
LAGUNA™ Dark Blue <i>Lobelia erinus</i>	LUCIA® Dark Blue <i>Lobelia erinus</i>
LAGUNA™ ULTRAVIOLET™ <i>Lobelia erinus</i>	LUCIA® ULTRAVIOLET™ <i>Lobelia erinus</i>
SUPERTUNIA® Trailing Blue <i>Petunia</i>	SUPERTUNIA® Mini Blue <i>Petunia</i>
SUPERTUNIA® Trailing Blue Veined <i>Petunia</i>	SUPERTUNIA® Mini Blue Veined <i>Petunia</i>
SUPERTUNIA® Trailing Bright Pink <i>Petunia</i>	SUPERTUNIA® Mini Bright Pink <i>Petunia</i>
SUPERTUNIA® Trailing Purple <i>Petunia</i>	SUPERTUNIA® Mini Purple <i>Petunia</i>
SUPERTUNIA® Trailing Rose Veined <i>Petunia</i>	SUPERTUNIA® Mini Rose Veined <i>Petunia</i>
SUPERTUNIA® Trailing Silver <i>Petunia</i>	SUPERTUNIA® Mini Silver <i>Petunia</i>
SUPERTUNIA® Trailing Strawberry Pink Veined <i>Petunia</i>	SUPERTUNIA® Mini Strawberry Pink Veined <i>Petunia</i>
COLORBLAZE® Royale ALLIGATOR TEARS™ <i>Solenostemon scutellarioides</i>	COLORBLAZE® ALLIGATOR TEARS™ <i>Solenostemon scutellarioides</i>
COLORBLAZE® Royale APPLE BRANDY® <i>Solenostemon scutellarioides</i>	COLORBLAZE® APPLE BRANDY® <i>Solenostemon scutellarioides</i>

Recommended replacements for dropped perennial varieties for 2019

DROPPED VARIETY	RECOMMENDED REPLACEMENT
DOLCE® ‘Blackberry Ice’ <i>Heuchera</i>	DOLCE® ‘Wildberry’ <i>Heuchera</i>
DOLCE® BRAZEN RAISIN™ <i>Heuchera</i>	PRIMO® ‘Black Pearl’ <i>Heuchera</i>
DOLCE® CINNAMON CURLS™ <i>Heuchera</i>	DOLCE® ‘Cherry Truffles’ <i>Heuchera</i>
DOLCE® Crème Brûlée <i>Heuchera</i>	PRIMO® ‘Peachberry Ice’ <i>Heuchera</i>

Earn Points for Your Purchases

With as little as 1,900 – 3,800 sq. ft. of growing space and multiple turns, you can qualify for our Key Account program. Each level offers more points that can be used for discounts on products and services.

Key Account Grower Reward Levels	 BRONZE KEY	 SILVER KEY	 GOLD KEY
Liners Needed	20,000 – 49,999	50,000 – 99,999	100,000+
Greenhouse Space Needed	3,800 sq. ft.	9,400 sq. ft.	18,900 sq. ft.
Points Earned	1/4 per liner (5,000-12,499) Approximately \$50-124.99	1/2 per liner (25,000-49,999) Approximately \$250-499.99	1 per liner (100,000+) Approximately \$1000+

2019 points accumulate from July 1, 2018 to June 30, 2019.

 All points earned by Canadian customers can roll for a second year.