

Spring 2020 PREVIEW

PW
PROVEN
WINNERS®
The #1 Plant Brand.®



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The #1 Plant Brand.®

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THE NEW 2020 NATIONAL RECIPES

We've diversified our National Recipe Program to meet the needs of all our North American customers. Choose those that are best suited to your region and promote them in any season you wish. Based on our careful trialing of these recipes in the north and south, you can be confident they will deliver the signature Proven Winners all-season performance.



FRUIT SALAD

SUPERBELLS® GRAPE PUNCH™ *Calibrachoa*
 SUPERBELLS® LEMON SLICE® *Calibrachoa*
 SUPERBENA ROYALE® Iced Cherry *Verbena*

SUGGESTED THRILLER:

GRACEFUL GRASSES®
 PRINCE TUT® *Cyperus*

GLORIA ROSE

DIAMOND FROST® *Euphorbia*
 HIPPO® Rose *Hypoestes*
 ROCKAPULCO® Rose *Impatiens*

SUGGESTED THRILLER:

STRATOSPHERE™ White *Gaura*

NEPTUNE

SUPERBELLS® YELLOW
 CHIFFON™ *Calibrachoa*
 LAGUNA® Sky Blue
Lobelia
 SUPERBENA®
 Stormburst *Verbena*

SUGGESTED THRILLER:

ROCKIN'® PLAYIN'
 THE BLUES® *Salvia*

SUNGLASSES

SUPERBELLS® Yellow *Calibrachoa*
 SUPERTUNIA® Mini Vista Hot Pink *Petunia*
 SUPERTUNIA® LOVIE DOVIE™ *Petunia*

SUGGESTED THRILLER:

TOUCAN® Yellow *Canna*

STORM SHADOW

FAIRY DUST® Pink *Cuphea*
 SUPERTUNIA® BORDEAUX™ *Petunia*
 SUPERBENA® Stormburst *Verbena*

SUGGESTED THRILLER:

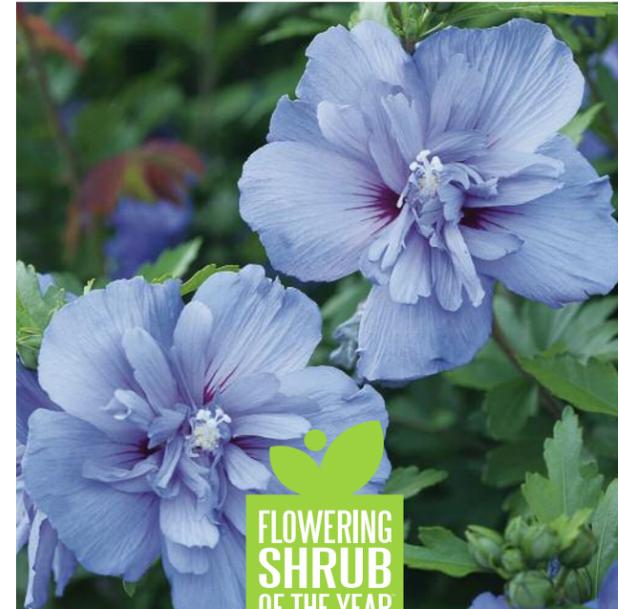
METEOR SHOWER® *Verbena*

2020 NATIONAL PLANT OF THE YEAR PROGRAM

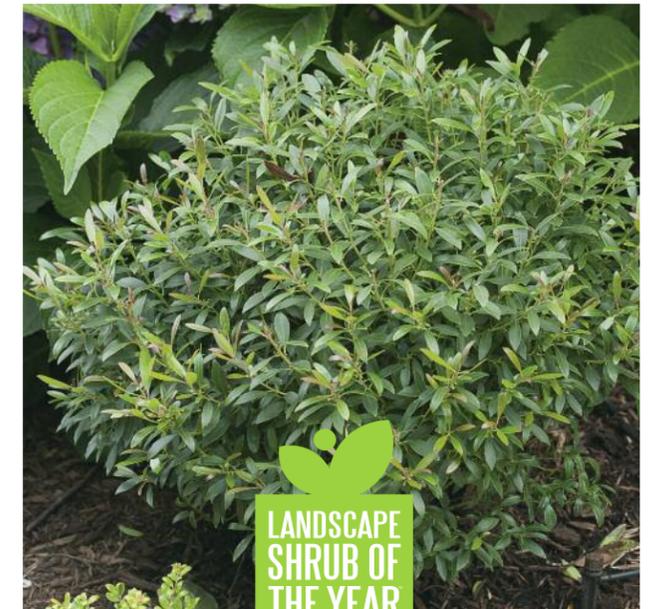
Building on the strong success of our National Plant of the Year program, we've expanded the campaign to highlight seven key categories. Our multimedia marketing campaign is guaranteed to build awareness and excitement for this year's award winners. Watch for promotions at consumer shows, through social media, organic and paid online coverage, on billboards and at www.nationalplantoftheyear.com this spring.



DIAMOND COLLECTION *Euphorbia* –
 DIAMOND FROST® *Euphorbia*
 DIAMOND MOUNTAIN® *Euphorbia*
 DIAMOND SNOW™ *Euphorbia*



BLUE CHIFFON®
Hibiscus



GEM BOX®
Ilex



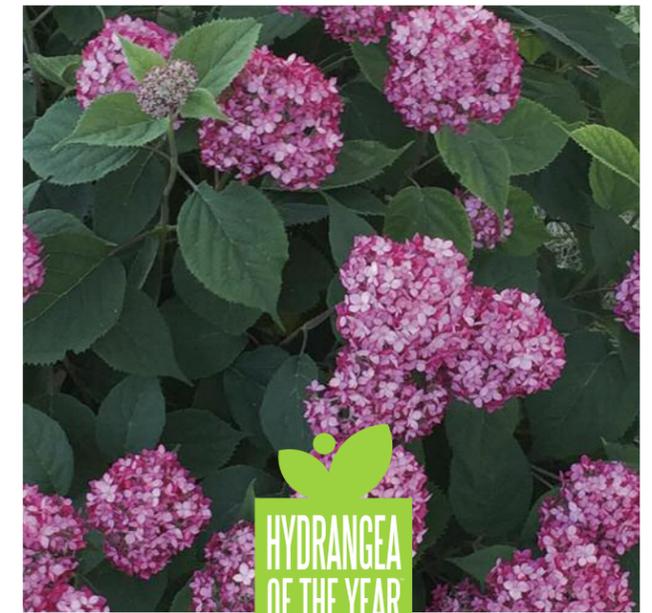
'Denim 'n Lace' *Perovskia*



SHADOWLAND®
 'Coast to Coast' *Hosta*



OSO EASY DOUBLE RED™
Rosa



INVINCIBELLE® Ruby
Hydrangea



INTRODUCING PROVEN WINNERS CALADIUMS

Classic Caladiums, the leading worldwide breeder and supplier of Caladiums, has joined the Proven Winners team to offer their most unique, exclusive and top performing varieties through our brand. The partnership is a natural fit as Classic Caladiums shares our vision of bringing only the very best genetics to market.

For two decades, Classic Caladiums has refined their production methods to guarantee a consistent supply of top-quality bulbs. Breakthroughs in breeding have resulted in new color patterns and shapes, increased disease resistance and sun tolerance, and season-long color. Proven Winners will now be the exclusive supplier of these improved selections.

As tropicals trend strongly in the market, there has never been a better time to bring Caladiums into your product lineup. They are the perfect solution for gardeners seeking bold “thrillers” for container recipes and to plant en masse in shade gardens.

The Spring 2020 selling season will be supported by extensive marketing efforts. To support such efforts, branded Proven Winners containers and labels will be required for all Caladium varieties.



'Blushing Bride' Caladium USPP2213

'Rose Glow' Caladium USPP20070

Fancy Leaf Types



'Bottle Rocket' Caladium USPPAF



'Creamsickle' Caladium USPP23991



FAST FLASH™ Caladium RFL 2317-114 USPP27964



'Flatter Me' Caladium USPP27946



'Lemon Blush' Caladium USPP25450



'Mesmerized' Caladium USPP29545



'Radiance' Caladium USPP27095



'Raspberry Moon' Caladium USPP20069



'Rose Glow' Caladium USPP20070



'Snow Drift' Caladium USPP27072

Strap Leaf Types



'Splash of Wine' Caladium USPPAF



'Blushing Bride' Caladium USPP2213



'Caribbean Coral' Caladium USPP29546



'Chinook' Caladium USPP27094



'Heart's Delight' Caladium USPP23992



'Heart and Soul' Caladium USPPAF



'Scarlet Flame' Caladium USPP25419



'Tickle Me Pink' Caladium USPPAF



VA VA VIOLET™ Caladium PSY LAW 2322-5668 USPP28000



'White Wonder' Caladium USPP21044

NEW PROVEN WINNERS ANNUALS FOR 2020



CAMPFIRE® Flame *Bidens*



SUPERBELLS® DREAMSICLE®
Improved *Calibrachoa*



GOLDILOCKS ROCKS® Improved
Bidens ferulifolia



SUPERBELLS® HONEYBERRY™
Calibrachoa



SUPERBELLS® Compact Blue
Calibrachoa



SUPERBELLS® Compact Red
Calibrachoa



SUPERBELLS® Double Amber
Calibrachoa



SUPERBELLS® Compact White
Calibrachoa

CAMPFIRE® Flame *Bidens* ¹INBIDCAMEM¹ USPPAF CanPBRAF

A more compact, densely mounded habit and improved powdery mildew resistance makes this new bidens easier in production and more manageable in landscapes.

- Replaces Campfire® Fireburst
- Deep orange with radiant yellow eye
- Grow in 4.25 Grande™ containers, monoculture hanging baskets, window boxes and landscapes
- 8-14" height; 10-16" spread
- Full sun
- Vigor 2

GOLDILOCKS ROCKS® Improved *Bidens ferulifolia* ²BID 16101¹ USPPAF CanPBRAF

Brought down to a more manageable size, this improved bidens will mix much easier with other medium vigor varieties in recipes. Larger, sunfast, true yellow flowers appear from spring to fall.

- Heat and drought tolerant
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 8-14" height; 10-20" spread
- Full sun
- Vigor 3

SUPERBELLS® DREAMSICLE® Improved

Calibrachoa ¹INCALDRSIM¹ USPPAF CanPBRAF

Everything you loved about Dreamsicle, but better! Larger, vivid orange flowers bloom early on plants with a tighter, well-branched habit. An essential color for summer and fall recipes.

- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, hanging baskets, recipes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2

SUPERBELLS® HONEYBERRY™ *Calibrachoa* ³USPPAF CanPBRAF

A vigorous, soft pink selection with a yellow throat and large flowers that appear early. Excellent consumer performance and a trending color for pastel or vintage style recipes.

- Replaces Superbells® Sweet Tart™
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, hanging baskets, recipes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2

SUPERBELLS® Compact Blue *Calibrachoa* ¹INCALCOBLU¹ USPPAF CanPBRAF

Tightly branched, early blooming calibrachoa ideal for smaller containers that require less water. Trials demonstrate better longevity without deadheading compared to other compact varieties.

- Deep violet blue flowers
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, monoculture containers, color bowls and window boxes
- 4-8" height; 10-16" spread
- Part sun to sun
- Vigor 1

SUPERBELLS® Compact Red *Calibrachoa* ³USPPAF CanPBRAF

Tightly branched, early blooming calibrachoa ideal for smaller containers that require less water. Trials demonstrate better longevity without deadheading compared to other compact varieties.

- Flaming red flowers
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, monoculture containers, color bowls and window boxes
- 4-8" height; 10-16" spread
- Part sun to sun
- Vigor 1

SUPERBELLS® Compact White *Calibrachoa* ¹INCALCOWHI¹ USPPAF CanPBRAF

Tightly branched, early blooming calibrachoa ideal for smaller containers that require less water. Trials demonstrate better longevity without deadheading compared to other compact varieties.

- Sparkling white flowers
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, monoculture containers, color bowls and window boxes
- 4-8" height; 10-16" spread
- Part sun to sun
- Vigor 1

SUPERBELLS® Double Amber *Calibrachoa* ³USPPAF CanPBRAF US Utility US7786342

Elegant gold blossoms with amber venation are fully double, produced on robust plants early in the season. This unique color represents a color expansion to the Superbells Double line.

- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, hanging baskets, recipes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2



SUPERBELLS®
Double Blue
Calibrachoa



SUPERBELLS®
BLACKCURRANT PUNCH™
Calibrachoa



SUPERBELLS®
Double Orange
Calibrachoa



SUPERBELLS®
WATERMELON PUNCH™
Calibrachoa



SILVER FALLS™
Dichondra argentea



HEAT IT UP™ Scarlet
Gaillardia



DIAMOND SNOW™
Euphorbia



HEAT IT UP™ Yellow
Gaillardia

SUPERBELLS® Double Blue *Calibrachoa*

INICALDOBLU USPPAF CanPBRAF
US Utility US7786342

Cool lilac blue, fully double blossoms are produced on robust, well-branched plants early in the season. An essential color expansion to the Superbells Double line.

- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, hanging baskets, recipes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2

SUPERBELLS® BLACKCURRANT PUNCH™ *Calibrachoa*

BBCAL81801 USPPAF CanPBRAF

This outstanding new selection boasts excellent disease resistance, an early bloom time, large flowers that won't get buried, a dense habit and vivid coloration. A real knockout!

- Deep wine purple with a black eye
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, hanging baskets, recipes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2

SUPERBELLS® Double Orange *Calibrachoa*

*** USPPAF CanPBRAF US Utility US7786342

Sunset orange, fully double blossoms are produced on robust, well-branched plants early in the season. This zesty hue represents a color expansion to the Superbells Double line.

- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, hanging baskets, recipes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2

SUPERBELLS® WATERMELON PUNCH™ *Calibrachoa*

*** USPPAF CanPBRAF

This rock star performer is an easy swap for the discontinued Coralberry Punch™ in recipes. It bears slightly larger, more brightly colored flowers midseason.

- Coral-watermelon flowers with black eye
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, hanging baskets, recipes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2

SILVER FALLS™ *Dichondra argentea*

An essential spiller for hanging baskets and upright container recipes. Small, metallic silver leaves on long, silvery stems flow like a waterfall, glistening in the summer sun.

- Exceptionally tolerant of heat, humidity and drought
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, baskets, recipes and landscapes
- 2-6" height; 18-36" spread
- Part sun to sun
- Vigor 3

DIAMOND SNOW™ *Euphorbia*

*** USPPAF CanPBRAF

To make our double-flowered euphorbia easier for growers to use in recipes, we've replaced Diamond Delight® with this more vigorous selection whose habit and vigor match Diamond Frost®.

- Double, bright white flowers with greater visual impact
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 12-18" height; 12-18" spread
- Part sun to sun
- Vigor 3

HEAT IT UP™ Scarlet *Gaillardia*

**** USPPAF CanPBRAF

Produced vegetatively, Heat it Up™ hybrid Gaillardia are more vigorous, uniform and earlier to flower. Trials have shown excellent resistance to white Gaillardia smut. Extremely long blooming.

- Orange-red with slight yellow tips
- Heat and humidity tolerant
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, monocultures and landscapes.
- 12-24" height; 18-36" spread
- Full sun
- Vigor 3

HEAT IT UP™ Yellow *Gaillardia*

**** USPPAF CanPBRAF

Produced vegetatively, Heat it Up™ hybrid Gaillardia are more vigorous, uniform and earlier to flower. Trials have shown excellent resistance to white Gaillardia smut. Extremely long blooming.

- Solid sunshine yellow flowers
- Heat and humidity tolerant
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, monocultures and landscapes.
- 12-24" height; 18-36" spread
- Full sun
- Vigor 3



SUNCREDIBLE® Yellow
Helianthus

ROCKAPULCO® Orange
Impatiens walleriana

Sweet Caroline
RED HAWK™
Ipomoea batatas

PATTI'S PINK™
Isotoma

SUNCREDIBLE™ Yellow *Helianthus* *** USPPAF CanPBRAF

This large, bushy, vegetative sunflower becomes covered in flowers, blooming continuously from summer through fall. Its fall flower production far outperforms its leading competitors.

- Uniform, well-branched habit
- Semi-indeterminate bloomer
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, monocultures and landscapes
- 24-42" height; 20-32" spread
- Full sun
- Vigor 4

ROCKAPULCO® Orange *Impatiens walleriana* *** USPPAF CanPBRAF

A color expansion to the Rockapulco® line. Flashy orange, double blossoms that resemble miniature roses appear prolifically from spring to frost without deadheading. A must-have for shade recipes.

- Well-branched, vigorous selection
- Lights up shade gardens
- Grow in 4.25 Grande™ containers, hanging baskets, recipes, monocultures and landscapes
- 10-20" height; 12-24" spread
- Part shade to shade
- Vigor 2

Sweet Caroline RED HAWK™ *Ipomoea batatas* *** USPPAF CanPBRAF

Featuring richer red color, improved vigor and rooting, and a more mounding habit, this new cultivar replaces 'Sweet Caroline Red'. Boasts superior color retention in full sun and behaves well in recipes.

- A good match for the well-branched Sweet Caroline Kiwi™ and Raven™
- Specifically screened for oedema
- Grow in 4.25 Grande™ containers, baskets, recipes, monocultures and landscapes
- 6-16" height; 20-36" spread
- Part sun to sun
- Vigor 3

PATTI'S PINK™ *Isotoma axillaris* *** USPPAF CanPBRAF

Pairs perfectly with Beth's Blue®; get the same look but with slightly larger, pink flowers that don't require vernalization to bloom. Makes a unique accent plant or mass planting in landscapes.

- Heat and drought tolerant
- Mounded-shaped habit
- Grow in 4.25 Grande™ containers, baskets, recipes, monocultures and landscapes
- 10-14" height; 10-14" spread
- Full sun
- Vigor 2



LUSCIOUS® GOLDENGATE™
Lantana camara

AROMANCE™ Pink
Nemesia fruticans

SUNSATIA®
Cranberry Red
Nemesia

BRIGHT LIGHTS™
Berry Rose
Osteospermum

LUSCIOUS® GOLDENGATE™ *Lantana camara* *** USPPAF CanPBRAF

A large, densely branched, upright lantana that blooms all season with golden yellow flowers. Like all in the Luscious series, it has low to no seed set and doesn't need deadheading.

- Heat and drought tolerant
- Attracts pollinators but not deer
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 20-30" height; 20-30" spread
- Full sun
- Vigor 3

AROMANCE™ Pink *Nemesia fruticans* ^{INNEMAROPI} USPPAF CanPBRAF

An improvement over Opal Innocence®. Larger, intensely fragrant, brighter pink flowers appear early and hold up through the summer heat and rains. A must-have for spring recipes.

- Increased heat tolerance over older Nemesia
- Strongly fragrant flowers = impulse sales
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 10-18" height; 12-18" spread
- Part sun to sun
- Vigor 2

SUNSATIA® Cranberry Red *Nemesia* ^{INNEMCRARE} USPPAF CanPBRAF

An excellent pansy replacement for spring and fall sales, and a good match for Sunsatia® Blood Orange™. Greater flower coverage, neater habit and sunfast color are key improvements.

- Larger, rich cranberry red flowers
- Increased heat tolerance over older Nemesia
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 6-10" height; 12-16" spread
- Part sun to sun
- Vigor 2

BRIGHT LIGHTS™ Berry Rose *Osteospermum* *** USPPAF CanPBRAF

The electric pink flowers of this new Osteospermum are essential for creating lively spring recipes and holiday promos. It displays both cold and heat tolerance.

- Bright pink daisies all season
- Grow in 4.25 Grande™ containers, recipes and monocultures
- 8-12" height; 8-12" spread
- Part sun to sun
- Vigor 2



BRIGHT LIGHTS™
Purple
Osteospermum

BRIGHT LIGHTS™
White
Osteospermum



SUNSTAR™ Lavender
Pentas lanceolata

SUNSTAR™ Pink
Pentas lanceolata



SUNSTAR™ Red
Pentas lanceolata

SUNSTAR™ Rose
Pentas lanceolata



SUPERTUNIA®
RASPBERRY RUSH™
Petunia

SUPERTUNIA®
Sharon
Petunia

BRIGHT LIGHTS™ Purple *Osteospermum* INOSTBLPUR USPPAF CanPBRAF

Perfectly paired with Berry Rose, royal purple daisies bloom early and last long into the season due to increased heat tolerance. A must-have color for spring holiday promotions and recipes.

- Grow in 4.25 Grande™ containers, recipes and monocultures
- 8-12" height; 8-12" spread
- Part sun to sun
- Vigor 2

BRIGHT LIGHTS™ White *Osteospermum* *** USPPAF CanPBRAF

Perfectly paired with Berry Rose and Purple, snow white daisies bloom early and last long into the season due to increased heat tolerance. A must-have for spring holiday promotions and recipes.

- Grow in 4.25 Grande™ containers, recipes and monocultures
- 8-12" height; 8-12" spread
- Part sun to sun
- Vigor 2

SUNSTAR™ Lavender *Pentas lanceolata* *** USPPAF CanPBRAF

Breakthrough breeding; easy for both northern and southern growers to produce without supplemental lighting. Extra-large flower clusters top full plants that present beautifully in containers and landscapes.

- Durable in summer heat and humidity
- Grow in 4.25 Grande™ containers, upright recipes, monocultures and landscapes
- 18-22" height; 16-24" spread
- Part sun to sun
- Vigor 2

SUNSTAR™ Pink *Pentas lanceolata* *** USPPAF CanPBRAF

Breakthrough breeding; easy for both northern and southern growers to produce without supplemental lighting. Extra-large flower clusters top full plants that present beautifully in containers and landscapes.

- Durable in summer heat and humidity
- Grow in 4.25 Grande™ containers, upright recipes, monocultures and landscapes
- 18-22" height; 16-24" spread
- Part sun to sun
- Vigor 2

SUNSTAR™ Red *Pentas lanceolata* *** USPPAF CanPBRAF

Breakthrough breeding; easy for both northern and southern growers to produce without supplemental lighting. Extra-large flower clusters top full plants that present beautifully in containers and landscapes.

- Durable in summer heat and humidity
- Grow in 4.25 Grande™ containers, upright recipes, monocultures and landscapes
- 18-22" height; 16-24" spread
- Part sun to sun
- Vigor 2

SUNSTAR™ Rose *Pentas lanceolata* PEZZ0003 USPP25942

Breakthrough breeding; easy for both northern and southern growers to produce without supplemental lighting. Extra-large flower clusters top full plants that present beautifully in containers and landscapes.

- Durable in summer heat and humidity
- Grow in 4.25 Grande™ containers, upright recipes, monocultures and landscapes
- 18-22" height; 16-24" spread
- Part sun to sun
- Vigor 2

SUPERTUNIA® RASPBERRY RUSH™ *Petunia* *** USPPAF CanPBRAF

Destined to be a top seller, this dynamite Supertunia has major impulse appeal. Lush plants are covered in raspberry pink and white patterned flowers early and last all season without deadheading.

- Great heat and humidity tolerance
- Grow in 4.25 Grande™ containers, recipes, hanging baskets, monocultures and landscapes
- 6-12" height; 18-24" spread
- Part sun to sun
- Vigor 3

SUPERTUNIA® Sharon *Petunia* *** USPPAF CanPBRAF

Best double flowered petunia we've trialed. Double, pink and white bicolor, star-patterned flowers are self-cleaning, avoiding botrytis issues. Delivers a phenomenal garden performance all season.

- Early to flower
- Great heat and humidity tolerance
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 6-12" height; 18-24" spread
- Part sun to sun
- Vigor 3



SUPERTUNIA® Mini Vista
Indigo Improved
Petunia

SUPERTUNIA VISTA®
SNOWDRIFT™ *Petunia*

MOJAVE® Fuchsia Improved
Portulaca

MOJAVE® Red Improved
Portulaca

SUPERTUNIA® Mini Vista Indigo Improved *Petunia* *** USPPAF CanPBRAF

A rock solid performer in containers and landscapes with a dense, rounded habit. Blooms early with dark indigo purple flowers that transition through gradients of purple shades.

- Great heat and humidity tolerance
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, baskets, monocultures and landscapes
- 6-12" height; 18-24" spread
- Part sun to sun
- Vigor 3

SUPERTUNIA VISTA® SNOWDRIFT™ *Petunia* *** USPPAF CanPBRAF

Everything you love about Bubblegum® but in snow white. Huge, vigorous, wide spreading plants are blanketed in self-cleaning flowers early in the season. Matches performance of other Supertunia Vistas.

- Vistas: outstanding petunias for landscapes
- Excellent heat and humidity tolerance
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, baskets and landscapes
- 12-24" height; 24-36" spread
- Part sun to sun
- Vigor 4

MOJAVE® Fuchsia Improved *Portulaca umbraticola* *** USPPAF CanPBRAF

Greatly improved with much larger, showier flowers produced above the foliage for better color impact. A must-have plant for warm climates; perfect for areas with water restrictions.

- Brilliant fuchsia pink flowers
- Heat, humidity and drought tolerant
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 4-8" height; 12-16" spread
- Full sun
- Vigor 2

MOJAVE® Red Improved

Portulaca umbraticola "POR 16000" USPPAF CanPBRAF

Greatly improved with much larger, showier flowers produced above the foliage for better color impact. A must-have plant for warm climates; perfect for areas with water restrictions.

- Much closer to true red flowers
- Heat, humidity and drought tolerant
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 4-8" height; 12-16" spread
- Full sun
- Vigor 2



ROCKIN'® BLUE SUEDE
SHOES™ *Salvia*

UNPLUGGED™
SO BLUE™
*Salvia
farinacea*

WHIRLWIND® Blue Improved
Scaevola aemula

COLORBLAZE®
WICKED HOT™
*Solenostemon
scutellarioides*
(Coleus)

ROCKIN'® BLUE SUEDE SHOES™ *Salvia* *** USPPAF CanPBRAF

Like our other *S. guaranitica* hybrids, this is a refined, well-branched plant with extraordinary crisp blue flowers that pop against black calyxes. A striking landscape plant and pollinator magnet.

- Grow in 4.25 Grande™ for early season sales and in 1.0 Royale™ containers for bigger impact
- Also grows well in upright recipes, monocultures and landscapes
- 30-40" height; 24-30" spread
- Part sun to sun
- Vigor 4

UNPLUGGED™ SO BLUE™ *Salvia farinacea* *** USPPAF CanPBRAF

Smaller than Playin' The Blues®, this cultivar is easier to include in upright container recipes. True blue flower spikes appear prolifically all season on well-proportioned plants. A pollinator magnet.

- Heat and humidity tolerant
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, upright recipes, monocultures and landscapes
- 14-24" height; 12-16" spread
- Part sun to sun
- Vigor 2

WHIRLWIND® Blue Improved *Scaevola aemula* *** USPPAF CanPBRAF

A new benchmark in *Scaevola* breeding. Retains its excellent vigor, but now with better branching and flower coverage very similar to Whirlwind White. A favorite of our trial managers.

- Heat, humidity and drought tolerant
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, monocultures and landscapes
- 8-14" height; 18-24" spread
- Full sun
- Vigor 3

COLORBLAZE® WICKED HOT™ *Solenostemon scutellarioides*

New frilled selection with rich sunset orange foliage, a full habit and good downy mildew resistance. Like all ColorBlaze®, it blooms very late or not at all, extending its garden performance.

- Versatile in sun or shade
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, monocultures and landscapes
- 24-34" height; 12-16" spread
- Sun or shade
- Vigor 4



COLORBLAZE® WICKED WITCH™
Solenostemon scutellarioides
(Coleus)



SNOWSTORM® GLACIER BLUE™
Sutera cordata



SNOWSTORM® Rose
Sutera cordata

SUPERBENA SPARKLING® Amethyst Improved
Verbena



SNOWSTORM® Blue Improved
Sutera cordata



SNOWSTORM® Pink Improved
Sutera cordata



SNOWSTORM® SNOW GLOBE® Improved
Sutera cordata



SUPERBENA SPARKLING® Rosé
Verbena

COLORBLAZE® WICKED WITCH™ *Solenostemon scutellarioides*

Striking burgundy coleus with electric green, frilled edges, a full habit and good downy mildew resistance. Like all ColorBlaze®, it blooms very late or not at all, extending its garden performance.

- Versatile in sun or shade
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, monocultures and landscapes
- 24-34" height; 12-16" spread
- Sun or shade
- Vigor 4

SNOWSTORM® GLACIER BLUE™ *Sutera cordata* **** USPPAF CanPBRAF

Ideal for mixing with other pastel colors in recipes, this light blue, large-flowered selection creates a snowstorm of color all summer long. Displays good heat tolerance and vigor.

- Essential component in recipes
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, recipes, monocultures and landscapes
- 4-10" height; 12-24" spread
- Part sun to sun
- Vigor 2

SNOWSTORM® Rose *Sutera cordata* **** USPPAF CanPBRAF

A unique color for *Sutera*; easy to mix in recipes. Large, bright rose pink flowers create a snowstorm of color all summer long. Displays good heat tolerance and vigor.

- Essential component in recipes
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, recipes, monocultures and landscapes
- 4-10" height; 12-24" spread
- Part sun to sun
- Vigor 2

SUPERBENA SPARKLING® Amethyst Improved *Verbena* **** USPPAF CanPBRAF

A trial manager favorite. Large clusters of bicolor amethyst and white flowers appear early and continue all season. Screened and selected for exceptional resistance to powdery mildew.

- Enduring garden performance
- Grow in 4.25 Grande™ containers, recipes, hanging baskets, monocultures and landscapes
- 6-12" height; 18-30" spread
- Part sun to sun
- Vigor 3

SNOWSTORM® Blue Improved *Sutera cordata* **** USPPAF CanPBRAF

Key improvements include an upgraded spring and summer flowering performance and larger, lavender blue flowers. This plant displays noticeably improved vigor and a fully rounded habit.

- Essential component in recipes
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, recipes, monocultures and landscapes
- 4-10" height; 12-24" spread
- Part sun to sun
- Vigor 2

SNOWSTORM® Pink Improved *Sutera cordata* ^{INSUTSNPIM} USPPAF CanPBRAF

Ideal for mixing with other pastel colors in recipes, this light pink, large-flowered selection creates a snowstorm of color all summer long. Noticeably improved vigor with a fully rounded habit.

- Essential component in recipes
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, recipes, monocultures and landscapes
- 4-10" height; 12-24" spread
- Part sun to sun
- Vigor 2

SNOWSTORM® SNOW GLOBE® Improved

Sutera cordata **** USPPAF CanPBRAF
Key improvements include an upgraded spring and summer flowering performance and larger, snow white flowers. This plant displays noticeably improved vigor and a fully rounded habit.

- Essential component in recipes
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, recipes, monocultures and landscapes
- 4-10" height; 12-24" spread
- Part sun to sun
- Vigor 2

SUPERBENA SPARKLING® Rosé *Verbena* **** USPPAF CanPBRAF

Large clusters of bicolor soft and dark pink flowers similar in size to Violet Ice appear early and continue all season. Screened and selected for exceptional resistance to powdery mildew.

- Enduring garden performance
- Grow in 4.25 Grande™ containers, recipes, hanging baskets, monocultures and landscapes
- 6-12" height; 18-30" spread
- Part sun to sun
- Vigor 3

COMPARISON PHOTOS OF IMPROVED AND NEW VARIETIES FOR 2020



CAMPFIRE® Flame *Bidens* vs. CAMPFIRE® Fireburst *Bidens*



SUPERBELLS® WATERMELON PUNCH™ *Calibrachoa* vs. SUPERBELLS® CORALBERRY PUNCH™ *Calibrachoa*



SUPERTUNIA® Mini Vista Indigo *Petunia* vs. SUPERTUNIA® Indigo Charm *Petunia*



SNOWSTORM® Blue *Sutera* vs. SNOWSTORM® Blue Improved *Sutera*



GOLDILOCKS ROCKS® *Bidens* vs. GOLDILOCKS ROCKS® Improved *Bidens*



DIAMOND SNOW™ vs. DIAMOND FROST® vs. DIAMOND DELIGHT® *Euphorbia*



MOJAVE® Fuchsia Improved *Portulaca* vs. MOJAVE® Fuchsia *Portulaca*



SNOWSTORM® Pink Improved *Sutera* vs. SNOWSTORM® Pink *Sutera*



SUPERBELLS® BLACKCURRANT PUNCH™ *Calibrachoa* vs. SUPERBELLS® BLACKBERRY PUNCH™ *Calibrachoa*



'Sweet Caroline Red' *Ipomoea* vs. Sweet Caroline RED HAWK™ *Ipomoea*



MOJAVE® Red Improved *Portulaca* vs. MOJAVE® Red *Portulaca*



SUPERBENA SPARKLING® Amethyst Improved *Verbena* vs. SUPERBENA SPARKLING® Amethyst *Verbena*



SUPERBELLS® DREAMSICLE® Improved *Calibrachoa* vs. SUPERBELLS® DREAMSICLE® *Calibrachoa*



SUNSATIA® Cranberry *Nemesia* vs. SUNSATIA® Cranberry Red *Nemesia*



ROCKIN'® PLAYIN' THE BLUES® *Salvia* vs. UNPLUGGED™ SO BLUE™ *Salvia*



SUNPATIENS®
Compact Blush Pink
Impatiens ^{SAKimp013} USPP19597



SUNPATIENS®
Compact Deep Rose
Impatiens ^{SAKimp017} USPP21753



SUNPATIENS®
Compact Fire Red
Impatiens ^{SAKIMP039} USPP28590



SUNPATIENS®
Compact Neon Pink
Impatiens ^{SAKIMP033} USPP26669



SUNPATIENS®
Compact Orange
Impatiens ^{SAKimp011} USPP19498



SUNPATIENS®
Compact Orchid
Impatiens ^{SAKIMP041} USPP28417



SUNPATIENS®
Compact Pink Candy
Impatiens ^{SAKIMP046} USPPAF



SUNPATIENS®
Compact Purple
Impatiens ^{SAKIMP044} USPP27995



SUNPATIENS®
Compact Royal Magenta
Impatiens ^{SAKIMP016} USPP26692



SUNPATIENS®
Compact Tropical Rose
Impatiens ^{SAKIMP037} USPP28027



SUNPATIENS®
Compact White
Impatiens ^{SAKIMP027} USPP24230

SUNPATIENS® Compact *Impatiens*

Proud to Promote the Best Genetics

Our #1 goal is to bring the very best genetics with tried and true garden performance to market under the Proven Winners name. SunPatiens fit that model and are being elevated from Proven Selections to Proven Winners. These outstanding impatiens have proven to deliver a consistently exemplary performance for everyone from the producer to the consumer.

Take advantage of the unparalleled power of Proven Winners consumer marketing by offering SunPatiens through our brand. Watch how we drum up excitement for SunPatiens with consumers with our far-reaching, multi-media marketing campaign and get ready to meet the demand.

SUNPATIENS® Compact *Impatiens*

An industry leader in sun-loving impatiens, robust SunPatiens® Compact varieties bloom non-stop from spring through fall in full sun to part sun landscapes and containers. Their bushy, well-branched foliage is not affected by downy mildew, making them an ideal replacement for *Impatiens walleriana*, especially in Southern climates.

- Grow in 4.25 Grande™ containers, hanging baskets, recipes, monocultures and landscapes
- 16-30" height; 14-20" spread
- Part sun to sun
- Vigor 2

PROVEN HARVEST™

PROVEN HARVEST™ COLLECTION EXPANDS FOR 2020

When we entered into the food market last year with the launch of the Proven Harvest™ Collection, our goal was simple. We wanted to offer incredibly flavorful, high yielding, disease resistant food crops to a new generation of gardeners that is eager to grow and share healthy food with the ones they love.

This year, a new hot pepper and cocktail tomato join our first four introductions whose popularity has delightfully exceeded our expectations. We're predicting exceptional sales for these newcomers, too.



FIRE AWAY™ Hot and Heavy *Capsicum annuum*

This compact hot pepper packs a sweet and spicy punch into 2 ½-3 ½" long fruits that start green, then mature through yellow, orange and red shades. Shows good resistance to Blossom End Rot.

- Proven Winners NA Exclusive
- Vigorous with prolific fruiting
- Heat: a bit hotter than jalapeño
- Early fruits are larger and longer; later fruits are smaller and rounder
- Crop time from transplant to red fruit: 65-72 days
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, monocultures and landscapes
- 16-24" height; 12-18" spread
- Full sun
- Vigor 2



GOODHEARTED™ *Lycopersicon esculentum*

A compact, flavorful cocktail tomato best suited to growing in upright containers and hanging baskets. Heart- to pear-shaped fruits appear abundantly on sturdy plants. Juicy fruits have a Brix value of 9, twice that of 'Garden Treasure', a perfect blend of sweet and acidic flavors.

- Semi-determinate in the north, determinate in the south
- Crop time from young plant to red fruit: 65-72 days
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, monocultures and landscapes
- 8-12" height; 12-18" spread
- Full sun
- Vigor 2



FIRE AWAY™ Hot and Heavy
Capsicum annuum

GOODHEARTED™
Lycopersicon esculentum



BERRIED TREASURE™ Red
Fragaria ananassa

'Garden Gem'
Lycopersicon esculentum

'Garden Treasure'
Lycopersicon esculentum

AMAZEL™
Ocimum basilicum

BERRIED TREASURE™ Red *Fragaria ananassa*

- Everbearing patio strawberry
- Perfect for containers; reduced runners
- Ornamental and edible; daylength neutral
- Semi-double, red flowers
- Highly flavorful, snack-sized fruits
- Grow in 4.25 Grande™ containers, monocultures and landscapes
- 12-16" height; 18-24" spread
- Full sun; zones 4-9
- Vigor 2

'Garden Gem' *Lycopersicon esculentum*

- Heirloom flavor with moderate disease resistance and high yields
- Semi-determinate variety with snack-size fruit
- Firm, juicy fruit with smooth flavor
- Thrives in heat and humidity
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, monocultures and landscapes
- 30-42" height; 12-20" spread
- Full sun
- Vigor 4

'Garden Treasure' *Lycopersicon esculentum*

- Heirloom flavor but disease resistant plants
- Indeterminate with high yield of large fruits
- Firm, juicy fruit with balanced flavor
- Delicious in salads and sauces
- Thrives in heat and humidity
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, monocultures and landscapes
- 34-48" height; 12-20" spread
- Full sun
- Vigor 4

AMAZEL™ Basil *Ocimum*

- The first downy mildew-resistant variety of Italian sweet basil
- Sterile, vegetative selection
- Vigorous grower; quick to mature with high yields
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, monocultures and landscapes
- 20-36" height; 12-24" spread
- Full sun
- Vigor 4

Proven Harvest Branded Containers

Attractive variety specific branded containers tell the story of each Proven Harvest item to motivate consumers to buy. Co-ex containers are available through East Jordan Plastics. (not shown)



Only 'Garden Gem' and 'Garden Treasure' seeds are available as organic for 2019-2020.

NEW PROVEN WINNERS PERENNIALS FOR 2020



'Firefly Amethyst'
Achillea ^{USPPAF CanPBRAF} (Yarrow)

Bright lavender pink flowers age to light pink on tall, sturdy stems that won't lodge like some yarrows. Forms a billowy mound of broad textured foliage.

- Blooms early summer-late summer; good rebloom when cut back
- Deer and rabbit resistant
- Attracts pollinators
- Zones 3-8
- 18-22" height; 32-36" spread
- Full sun



'Firefly Diamond'
Achillea ^{USPPAF CanPBRAF} (Yarrow)

Ivory white flowers are produced on tall, sturdy stems that won't lodge like some yarrows. Forms an upright, columnar mound of deep green, ferny textured foliage.

- Blooms early summer-late summer; good rebloom when cut back
- Deer and rabbit resistant
- Attracts pollinators
- Zones 3-8
- 24-28" height; 32-40" spread
- Full sun



'Firefly Peach Sky'
Achillea ^{USPPAF CanPBRAF} (Yarrow)

Like a fresh peach, the flowers of this yarrow are a blend of light peachy orange and soft yellow tones. They are produced on tall, sturdy stems that won't lodge like some yarrows.

- Blooms early summer-late summer; good rebloom when cut back
- Deer and rabbit resistant
- Attracts pollinators
- Zones 3-8
- 32-36" height; 28-32" spread
- Full sun



'Jack of Diamonds' *Brunnera macrophylla* ^{USPPAF CanPBRAF} (Heartleaf Brunnera)

Similar to 'Jack Frost' but more resistant to anthracnose with larger leaves that overlap dramatically at the base like 'Escargot' Begonia. Finishes from small plugs the same season.

- Blooms mid-spring – late spring
- Deer resistant, bee-friendly
- Average to consistent moisture
- Zones 3-8
- 14-16" foliage height; 30" flower height; 28-32" spread
- Part shade to shade



'Queen of Hearts' *Brunnera macrophylla* ^{USPPAF CanPBRAF} (Heartleaf Brunnera)

Large, heart-shaped leaves with a pronounced silver overlay and dark green veining are more resistant to anthracnose. Forms a full mound that fills out the pot fully for spring sales.

- Blooms mid-spring – late spring
- Deer resistant, bee-friendly
- Average to consistent moisture
- Zones 3-8
- 16-18" foliage height; 30" flower height; 28-36" spread
- Part shade to shade



'Pink Diamonds' *Dicentra* ^{USPPAF CanPBRAF} (Fern-leaved Bleeding Heart)

Not for shade! This alpine variety thrives in sun, producing masses of fragrant, two-toned pink flowers above the ferny, blue-green foliage. Good grower; large plugs finish the same season.

- Blooms late spring – early summer; reblooms until fall
- Deer resistant
- Attracts pollinators
- Requires well-drained soil
- Zones 3-9
- 12-16" height; 16-18" spread
- Part sun to sun



'Firefly Sunshine'
Achillea ^{USPPAF CanPBRAF} (Yarrow)

One of the very best yarrows for summerlong color. Bright yellow flowers top the tall, sturdy stems that won't lodge like some yarrows. Beautifully contrasting, deep gray-green foliage.

- Blooms early summer-late summer; good rebloom when cut back
- Deer and rabbit resistant
- Attracts pollinators
- Zones 3-8
- 28-30" height; 24-28" spread
- Full sun



'Serendipity' *Allium* ^{USPPAF CanPBRAF} (Ornamental Onion)

A sport of the popular 'Millenium' with blue-green foliage and rosy purple flowers. Easy to produce with no PGRs needed and quick to bloom from bare root in spring.

- Blooms midsummer – late summer
- Deer and rabbit resistant
- Attracts pollinators
- Low water needs
- Zones 4-8
- 15-20" height; 10-15" spread
- Part sun to sun



'Crested Surf'
Athyrium niponicum ^{USPPAF CanPBRAF} (Crested Japanese Painted Fern)

A beautiful shade loving addition to the Proven Winners Perennials lineup. Similar to Japanese painted fern, but taller and much more vigorous with double crested frond tips.

- Fantastic foliage element for the landscape or containers
- Rabbit resistant
- Best in moist, shaded conditions
- Zones 3-8
- 20-22" height; 28-30" spread
- Part shade to shade



COLOR CODED™ 'Orange You Awesome'
Echinacea ^{USPPAF CanPBRAF} (Coneflower)

Selected for its excellent basal branching, long-lasting bloom performance and large, full flowers. Produced from tissue culture to ensure uniformity in color and habit.

- Tangerine orange flowers with faint red halo remain attractive as they age
- Earlier to bloom, midsummer – late summer
- Deer resistant; attracts pollinators
- Zones 4-8
- 18-22" height; 16-20" spread
- Part sun to sun



COLOR CODED™ 'Yellow My Darling'
Echinacea ^{USPPAF CanPBRAF} (Coneflower)

Selected for its excellent basal branching, long-lasting bloom performance and large, full flowers. Produced from tissue culture to ensure uniformity in color and habit.

- Fully petaled, rich to creamy yellow flowers remain attractive as they age
- Blooms midsummer – late summer
- Deer resistant; attracts pollinators
- Zones 4-8
- 18-24" height; 16-20" spread
- Part sun to sun



SHADOWLAND® 'Sound of My Heart'
Hemerocallis ^{USPPAF CanPBRAF} (Daylily)

From the breeder of 'Going Bananas', Chris Meyer, comes this outstanding reblooming, fragrant, pastel pink daylily with a knockout purple eye and picotee edge.

- Blooms midsummer – late summer; reblooms in early fall
- 5" wide flowers open flat for best display
- Dormant tetraploid
- Zones 3-9
- 28" height; 18-24" spread
- Part sun to sun

NEW PROVEN WINNERS PERENNIALS FOR 2020



SUMMERIFIC® 'Candy Crush'
Hibiscus USPPAF CanPBRAF (Rose Mallow)

Similar to 'Cranberry Crush' in its upright, columnar habit, this heavy bloomer produces loads of huge 8", bright bubblegum pink flowers with a dark red eye in summer.

- Blooms from top to bottom of plant in midsummer – late summer
- Forms a shrub-like clump of bright green, dissected foliage
- Zones 4-9
- 4-4 ½' height; 4-4 ½' spread
- Part sun to sun



SUMMERIFIC® 'Evening Rose'
Hibiscus USPPAF CanPBRAF (Rose Mallow)

A must-have for impulse sales, this cultivar with near-black foliage is covered top to bottom with huge 8", hot pink flowers with puckered textured petals in summer.

- Blooms midsummer – late summer
- Dense, rounded habit
- Dark, dissected foliage; requires UV light to develop deep coloration
- Zones 4-9
- 4' height; 4 ½'-5' spread
- Part sun to sun



'Opening Act Pink-a-Dot'
Phlox USPPAF CanPBRAF (Hybrid Phlox)

A color expansion for the series, this early blooming hybrid phlox is near-white with a dark pink, star-patterned eye. Mildew and disease resistant; reblooms if cut back.

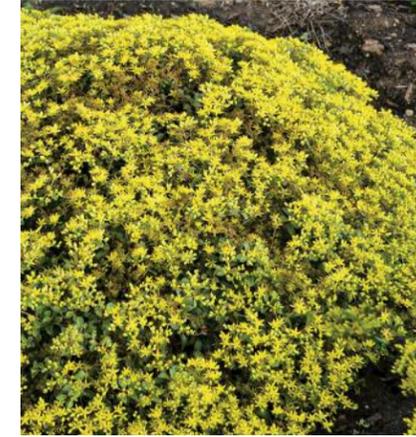
- Blooms early summer – midsummer; reblooms into early fall
- Narrow, dark green, glossy foliage
- Stoloniferous habit
- Zones 4-8
- 22-26" height; 30-36" spread
- Full sun



ROCK 'N GROW® 'Pride and Joy'
Sedum USPPAF CanPBRAF (Stonecrop)

A sport of 'Pure Joy' with the same impeccable low mounded habit but darker green, serrated foliage and a stronger pink flower color. Fantastic presentation in containers.

- Blooms late summer – fall
- Attractive seed heads extend the season of interest through fall
- Rabbit resistant; attracts pollinators
- Zones 3-9
- 10-12" height; 16-20" spread
- Full sun



ROCK 'N GROW® 'Yellow Brick Road'
Sedum USPPAF CanPBRAF (Stonecrop)

This new groundcover sedum bridges the gap between summer and fall sales with its midsummer to late summer bloom time. Glowing yellow flowers blanket the low mounded foliage.

- Dark green leaves with red stems
- Tight habit; no lodging
- Great for landscapes and containers
- Rabbit resistant; attracts pollinators
- Zones 3-9
- 6-8" height; 22-24" spread
- Full sun



MAGIC SHOW® 'Purple Illusion'
Veronica USPPAF CanPBRAF (Spike Speedwell)

Color expansion for the series. Matches the sturdy habit and large flower size of 'Enchanted Indigo' but in rosy purple. Quick to finish with good vigor and mildew resistant foliage.

- Blooms early summer – midsummer
- Requires vernalization to bloom; bulks up quickly in production
- Deer resistant; attracts pollinators
- Zones 4-8
- 16-18" height; 16-18" spread
- Part sun to sun



'Opening Act Ultrapink'
Phlox USPPAF CanPBRAF (Hybrid Phlox)

A color expansion for the series, this early blooming hybrid phlox bears masses of fluorescent pink flowers. Mildew and disease resistant; reblooms if cut back.

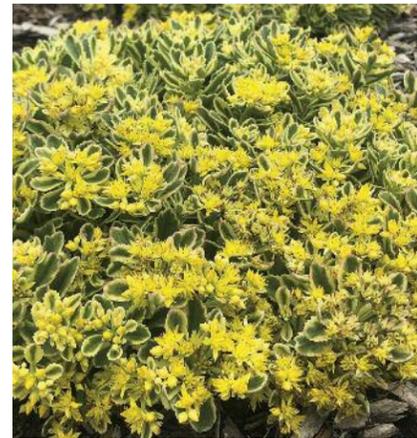
- Blooms early summer – midsummer; reblooms into early fall
- Narrow, dark green, glossy foliage
- Stoloniferous habit
- Zones 4-8
- 22-28" height; 32-36" spread
- Full sun



'White Profusion'
Salvia nemorosa USPPAF CanPBRAF (Perennial Salvia)

A color expansion for the series, this prolific salvia is covered in white flowers in spring. It has excellent rebloom throughout the summer if cut back, resulting in a long sales season.

- Blooms late spring – early summer; rebloomer
- Neatly rounded, mounding foliage
- Easy to grow in production
- Zones 3-8
- 16-20" height; 16-20" spread
- Full sun



ROCK 'N GROW® 'Boogie Woogie'
Sedum USPPAF CanPBRAF (Stonecrop)

An exciting new summer blooming sedum with stable variegated, green and creamy yellow foliage. Forms a full, low mound topped with bright yellow flowers that attract pollinators.

- Blooms early summer to midsummer
- Great for rock gardens and troughs
- Rabbit resistant
- Zones 3-9
- 6-8" height; 16-18" spread
- Full sun



'Jack of Diamonds'
Brunnera macrophylla

'Crested Surf'
Athyrium niponicum

'Queen of Hearts'
Brunnera macrophylla

PROVEN WINNERS COLORCHOICE® SHRUBS FOR 2020



SUNJOY SEQUINS™

Berberis thunbergii ^{'SMNBTS'} USPPAF CanPBRAF

- 2-3' tall and 3-4' wide
- USDA zones 4-8
- Splashy white, green, and pink variegated foliage
- Pink autumn color
- No reversions or leaf burn
- Compact, mounded habit
- Disease resistant
- Deer resistant



WAX WINGS™ series *Coprosma repens*

- 1-3' tall and 3' wide
- USDA zones 9-11
- Colorful, high gloss broadleaf evergreens
- Dense, well-branched habits may be shaped
- Low growing
- Excellent patio plants or house plants
- Deer resistant
- Available in three vivid colors: WAX WINGS™ Gold, WAX WINGS™ Lime, and WAX WINGS™ Orange



WINECRAFT GOLD™

Cotinus coggygria ^{'MINCOJAU3'} USPPAF CanPBRAF

- 4-6' tall and 4' wide
- USDA zones 5-8
- Improved burn resistance
- Better branching for superior container presentation
- Orange-red new growth in spring
- Fluffy green flowers age to pink
- Deer resistant



CASTLE KEEP™

Ilex x meserveae ^{'SMNIFA'} USPPAF CanPBRAF

- 3-5' tall and 3-4' wide
- USDA zones 5-7
- Year-round color
- Dense, well-branched broadleaf evergreen
- Compact, rounded habit; perfect for shaping into balls or used as low hedging
- Red autumn and winter fruit
- Female; use CASTLE WALL® holly as a pollinator.



MONTANA MOSS™

Juniperus chinensis ^{'SMNJCHM'} USPPAF CanPBRAF

- 2-4' tall and wide
- USDA zones 4-9
- Moss-like, cool blue evergreen
- Soft, highly textured foliage
- Durable ground cover for sunny spots
- Deer resistant
- Drought tolerant



RIKKI TIKKI™ series

Lagerstroemia indica

- 3-5' tall and wide
- USDA zones 6-10
- Dense, rounded habits
- Attractive dark purple-green foliage
- Saturated flower color
- Excellent resistance to powdery mildew
- Deer resistant
- Available in two varieties: RIKKI TIKKI™ Pink and RIKKI TIKKI™ Rouge



FLYING MACHINE™

Forsythia koreana ^{'Sunny'}

- 5-8' tall and wide
- USDA zones 6-8
- Largest flowers on a forsythia
- Self-cleaning blooms create a carpet of gold when they fall
- Deer resistant
- Shade tolerant



LEGEND OF THE FALL™

Fothergilla x intermedia ^{'ALICE'} USPPAF CanPBRAF

- 4-5' tall and wide
- USDA zones 5-9
- Exceptional red, orange, and yellow fall color
- Native
- Fragrant white spring flowers
- Landscape-friendly size
- Excellent production plant
- Shade tolerant
- Deer resistant



Magenta CHIFFON®

Hibiscus syriacus ^{'Rwoods5'} USPP29683 CanPBRAF

- 8-12' tall and 4-6' wide
- USDA zones 5-9
- New color to the series: dark, rich magenta
- Double blooms with low seed set
- Long blooming
- Graceful, uniform habit
- Deer resistant



RED ZEPPELIN® (Goji Berry)

Lycium barbarum ^{'SMNLBBB'} USPPAF CanPBRAF

- 10' tall and 5-7' wide
- USDA zones 5-9
- In-demand superfruit
- High yields of extra-large, red fruit
- Vigorous growth
- Very easy to harvest
- No pollinator needed



INTERSTELLA™

Pieris japonica ^{'FARROWPJRF'} USPPAF CanPBRAF

- 3-4' tall and wide
- USDA zones 5-8
- Flowering evergreen
- Lantern-like, ruby blooms last for weeks
- Star-shaped, red new growth
- Deer resistant



BLACK HAT™

Rhododendron x ^{'NCRX2'} USPPAF CanPBRAF

- 3' tall and wide
- USDA zones 4-8
- Extra-long blooming, pink to purple blooms
- Early to bloom
- Dramatic purple-black winter foliage
- Compact 'PJM'-type rhododendron



NEW

DANDY MAN COLOR WHEEL™
Rhododendron x ^{'NCRX1'} USPPAF CanPBRAF

- 4-8' tall and wide
- USDA zones 5-9
- Flowers start red, open to deep pink, and finally turn bright white
- Heat tolerant
- Resists root rot diseases
- Handsome evergreen foliage



NEW

RINGO™ *Rosa* ^{'ChewBullseye'} USPP28394 CanPBRAF

- 3-4' tall and wide
- USDA zones 4-8
- Unique two-toned flowers with distinct eye
- Flowers age to cream and pink for a multi-colored effect
- Flowers all season with no deadheading
- Glossy, disease resistant foliage
- Winner of six international awards

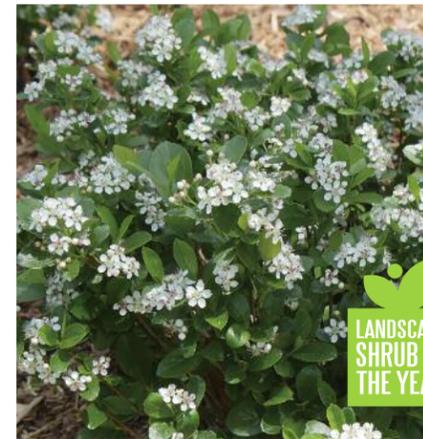


NEW

OSO EASY PLEASY™ *Rosa* ^{'Phyllis Sherman'} USPP29167 CanPBRAF

- 2.5-3.5' tall and wide
- USDA zones 4-9
- Very floriferous floribunda-type rose
- Sprays of dragon fruit colored blooms
- Flowers early summer through frost with no deadheading
- Glossy, disease resistant foliage
- American Rose Society Award of Excellence

2019 Shrubs of the Year



LANDSCAPE SHRUB OF THE YEAR

LOW SCAPE MOUND™

Aronia melanocarpa ^{'UCONNAM165'} USPP28789 CanPBRAF

- 1-2' tall and 2' wide
- USDA zones 3-9
- The solution to landscape problems!
- Tough-as-nails native groundcover or edging
- Dwarf, mounded habit
- White spring flowers, black summer fruit, and red fall color
- Adaptable to wet or dry soils



FLOWERING SHRUB OF THE YEAR

SONIC BLOOM® series

Weigela florida

- USDA zones 4-8
- Blooms abundantly in late spring, then reblooms to frost
- Extended seasons of interest
- No deadheading
- Deer resistant
- Available in five colors: Sonic Bloom® Ghost®, Sonic Bloom® Pearl, Sonic Bloom® Pink, Sonic Bloom® Pure Pink, Sonic Bloom® Red



HYDRANGEA OF THE YEAR

FIRE LIGHT®

Hydrangea paniculata ^{'SMHPFL'} USPP25135 Can5160

- 6-8' tall and wide
- USDA zones 3-8
- White flowers transform to pomegranate-red in late summer
- Abundant blooms every year, even after harsh winters
- Strong stems do not flop
- Early to flower
- Reliable and easy to care for



NEW

SCENTARA PURA™
Syringa x hyacinthiflora ^{'SMINSHSO'} USPPAF CanPBRAF

- 4-6' tall and wide
- USDA zones 2-8
- Classic lilac fragrance
- Dense, semi dwarf habit
- Double violet to purple florets
- Mildew resistant
- Deer resistant



NEW

STONEHENGE™
Taxus x media ^{'SMNTHDC'} USPPAF CanPBRAF

- 8-10' tall and 2-4' wide
- USDA zones 5-7
- Narrow columnar habit
- Dense evergreen foliage
- No burning in winter
- Fast-growing
- Perfect for space-saving hedges or specimen plantings



NEW

MY MONET PURPLE EFFECT™
Weigela florida ^{'Verweig8'} USPPAF CanPBRAF

- 1.5-2.5' tall and wide
- USDA zones 4-6
- Variegated leaves take on purple tones
- Abundant pink spring flowers
- Faster growing and more heat tolerant than My Monet® weigela
- Resistant to burning
- Deer resistant

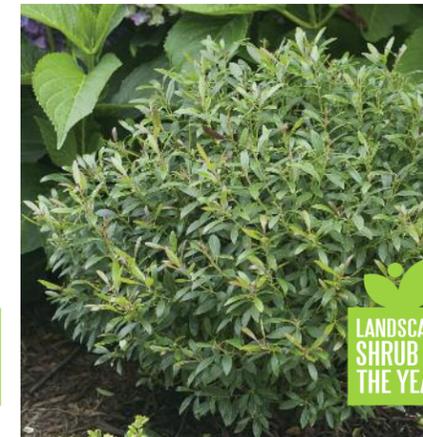
2020 Shrubs of the Year



ROSE OF THE YEAR

AT LAST® *Rosa* ^{'HORCOGJIL'} USPP27541 Can5631

- 3' tall and wide
- USDA zones 5-9
- The first fragrant, disease-resistant rose
- Classic rose blooms in irresistible orange
- Glossy, disease resistant foliage
- Blooms all season with no deadheading
- True rose fragrance



LANDSCAPE SHRUB OF THE YEAR

GEM BOX® *Ilex glabra* ^{'SMNIGAB17'} USPP27554 Can5629

- 2-3' tall and wide
- USDA zones 5-9
- Native boxwood substitute
- Dense ball shape can be trimmed for a formal effect or left alone for a relaxed look
- Good branching to ground; never leggy
- Red new growth
- Deer resistant



FLOWERING SHRUB OF THE YEAR

Blue CHIFFON®

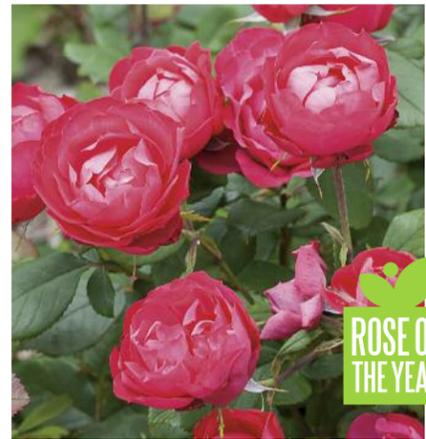
Hibiscus syriacus ^{'Notwoodthree'} USPP20574 Can3583

- 8-12' tall and 4-6' wide
- USDA zones 5-9
- Large, blue flowers with a lacy, anemone-like bloom
- Low seed set
- Long blooming
- Graceful, uniform habit
- Deer resistant



INVINCIBELLE® Ruby
Hydrangea arborescens ^{NCHA3} USPP28317 Can5623

- 3-4' tall and wide
- USDA zones 3-9
- Ruby red blooms on a smooth hydrangea
- Excellent stem strength prevents flopping
- Reblooming
- Reliable and easy to care for
- Sun tolerant
- Native to North America



OSO EASY DOUBLE RED™
Rosa ^{Meipeporia} USPP26298

- 3-4' tall and wide
- USDA zones 4-9
- Abundant, bright red, fully doubled blooms
- Dark green, disease resistant foliage
- Sturdy, rounded habit
- Continuous blooms without deadheading



KODIAK® Orange
Diervilla ^{GZX88544} USPP27548 Can5596

- 3-4' tall and wide
- USDA zones 4-9
- Durable native
- Orange new growth and excellent fall color
- Yellow summer flowers support pollinator populations
- Adapts to sun or dry shade
- Drought tolerant
- Deer resistant



PUGSTER BLUE®
Buddleia ^{SMNBDBT} USPP28794 CanBRAAF

- 2' tall wide
- USDA zones 5-9
- Full-sized blooms on a dwarf plant
- True blue color
- Sweet, honey-like fragrance
- Thick stems ensure better hardiness, shipping, and display
- Blooms all season with no deadheading
- Deer resistant



TUFF STUFF AH-HA®
Hydrangea serrata ^{SMNHSDD} USPP29832 CanPBRAF

- 2-3' tall and wide
- USDA zones 5-9
- The newest member of the award-winning series
- Double waterlily-like florets may be pink or blue
- Strong rebloomer
- Improved hardiness over *H. macrophylla*
- Landscape-friendly, dwarf habit



OSO EASY® ITALIAN ICE®
Rosa ^{Chewnicell} USPP26532 Can5131

- 1.5-2.5' tall and wide
- USDA zones 4-9
- Soft yellow flowers with pink-blushed margins
- Semi-double, self-cleaning flowers
- Dark, glossy, disease resistant foliage
- Continuous blooms without deadheading

2021 Shrubs of the Year

Recommended replacements for dropped annual varieties for 2020

DROPPED VARIETY	RECOMMENDED REPLACEMENT
ARTIST® Purple <i>Ageratum</i>	ARTIST® Blue <i>Ageratum</i>
ANGELFACE® Super Pink <i>Angelonia angustifolia</i>	ANGELFACE® Perfecty Pink <i>Angelonia angustifolia</i>
CAMPFIRE® Fireburst <i>Bidens</i>	CAMPFIRE® Flame <i>Bidens</i>
GOLDILOCKS ROCKS® <i>Bidens ferulifolia</i>	GOLDILOCKS ROCKS® Improved <i>Bidens ferulifolia</i>
SUPERBELLS® CORALBERRY PUNCH™ <i>Calibrachoa</i>	SUPERBELLS® WATERMELON PUNCH™ <i>Calibrachoa</i>
SUPERBELLS® DREAMSICLE® <i>Calibrachoa</i>	SUPERBELLS® DREAMSICLE® Improved <i>Calibrachoa</i>
SUPERBELLS® Saffron <i>Calibrachoa</i>	SUPERBELLS® Double Amber <i>Calibrachoa</i>
SUPERBELLS® SWEET TART™ <i>Calibrachoa</i>	SUPERBELLS® HONEYBERRY™ <i>Calibrachoa</i>
TOUCAN® Rose <i>Canna x generalis</i>	TOUCAN® Coral <i>Canna x generalis</i>
SEÑORITA MI AMOR® <i>Cleome</i>	SEÑORITA ROSALITA® <i>Cleome</i>
DAHLIGHTFUL® Crushed Crimson <i>Dahlia variabilis</i>	DALINA® Grande Castillo <i>Dahlia</i>
DAHLIGHTFUL® Georgia Peach <i>Dahlia variabilis</i>	DALINA® Grande Tequila <i>Dahlia</i>
DAHLIGHTFUL® Lively Lavender <i>Dahlia variabilis</i>	DALINA® Grande Cozumel <i>Dahlia</i>
DAHLIGHTFUL® Sultry Scarlet <i>Dahlia variabilis</i>	DALINA® Grande Topia <i>Dahlia</i>
DAHLIGHTFUL® Tupelo Honey <i>Dahlia variabilis</i>	MYSTIC Illusion <i>Dahlia</i>
DIAMOND DELIGHT® <i>Euphorbia</i>	DIAMOND SNOW™ <i>Euphorbia</i>
'Sweet Caroline Red' <i>Ipomoea batatas</i>	Sweet Caroline RED HAWK™ <i>Ipomoea batatas</i>
FROSTY KNIGHT® <i>Lobularia</i>	WHITE KNIGHT® <i>Lobularia</i>
SUNSATIA® Cranberry <i>Nemesia</i>	SUNSATIA® Cranberry Red <i>Nemesia</i>
Opal INNOCENCE® <i>Nemesia fruticans</i>	AROMANCE™ Pink <i>Nemesia</i>
SOPRANO® Purple <i>Osteospermum</i>	BRIGHT LIGHTS® Purple <i>Osteospermum</i>
SOPRANO® White <i>Osteospermum</i>	BRIGHT LIGHTS® White <i>Osteospermum</i>
BOLDLY® Scarlet Fire <i>Pelargonium</i>	BOLDLY® Dark Red <i>Pelargonium</i>
TIMELESS™ Rose <i>Pelargonium</i>	TIMELESS™ Lavender <i>Pelargonium</i>
GRACEFUL GRASSES® Red Riding Hood <i>Pennisetum</i>	GRACEFUL GRASSES® Purple Fountain Grass <i>Pennisetum</i>
SUPERTUNIA® Indigo Charm <i>Petunia</i>	SUPERTUNIA® Mini Vista Indigo Improved <i>Petunia</i>
SUPERTUNIA® 'Lavender Skies' <i>Petunia</i>	SUPERTUNIA® Blue Skies <i>Petunia</i>
MOJAVE® Fuchsia <i>Portulaca umbraticola</i>	MOJAVE® Fuchsia Improved <i>Portulaca umbraticola</i>
MOJAVE® Red <i>Portulaca umbraticola</i>	MOJAVE® Red Improved <i>Portulaca umbraticola</i>
WHIRLWIND® Blue <i>Scaevola</i>	WHIRLWIND® Blue Improved <i>Scaevola</i>
COLORBLAZE® Dark Star <i>Solenostemon scutellarioides</i>	COLORBLAZE® WICKED WITCH™ <i>Solenostemon scutellarioides</i>
SNOWSTORM® Blue <i>Sutera cordata</i>	SNOWSTORM® Blue Improved <i>Sutera cordata</i>
SNOWSTORM® Pink <i>Sutera cordata</i>	SNOWSTORM® Pink Improved <i>Sutera cordata</i>
SNOWSTORM® SNOW GLOBE® <i>Sutera cordata</i>	SNOWSTORM® SNOW GLOBE® Improved <i>Sutera cordata</i>
SUPERBENA® Purple <i>Verbena</i>	SUPERBENA ROYALE® Plum Wine <i>Verbena</i>
SUPERBENA SPARKLING® Amethyst <i>Verbena</i>	SUPERBENA SPARKLING® Amethyst Improved <i>Verbena</i>
SUPERBENA SPARKLING® Ruby <i>Verbena</i>	SUPERBENA SPARKLING® Rosé <i>Verbena</i>

Proven Winners annuals re-named for 2020

NEW NAME	FORMER NAME
SUPERTUNIA® Mini Vista Hot Pink <i>Petunia</i>	SUPERTUNIA® Hot Pink Charm <i>Petunia</i>
SUPERTUNIA® Mini Vista Indigo <i>Petunia</i>	SUPERTUNIA® Indigo Charm <i>Petunia</i>
SUPERTUNIA® Mini Vista Morning Glory <i>Petunia</i>	SUPERTUNIA® Morning Glory Charm <i>Petunia</i>
SUPERTUNIA® Mini Vista Pink Star <i>Petunia</i>	SUPERTUNIA® Pink Star Charm <i>Petunia</i>
SUPERTUNIA® Mini Vista Sangria <i>Petunia</i>	SUPERTUNIA® Sangria Charm <i>Petunia</i>
SUPERTUNIA® Mini Vista Violet Star <i>Petunia</i>	SUPERTUNIA® Violet Star Charm <i>Petunia</i>
SUPERTUNIA® Mini Vista White <i>Petunia</i>	SUPERTUNIA® White Charm <i>Petunia</i>

Recommended replacements for dropped perennial varieties for 2020

DROPPED VARIETY	RECOMMENDED REPLACEMENT
MAGIC SHOW® 'Enchanted Indigo' <i>Veronica</i>	MAGIC SHOW® 'Wizard of Ahhs' <i>Veronica</i>

146 VARIETIES, 1313 AWARDS, 133 PERFECT SCORES

Don't just take our word for it. University and public garden trial sites across North America have reported these Proven Winners were top performers in 2018. Learn more at www.provenwinners.com/learn/plant-trials.



TRUFFULA™ Pink Gomphrena
 COLORBLAZE® GOLDEN DREAMS™ Solenostemon (Coleus)
 COLORBLAZE® TORCHLIGHT™ Solenostemon (Coleus)
 DIAMOND MOUNTAIN® Euphorbia
 COLORBLAZE® Royale CHERRY BRANDY™ Solenostemon (Coleus)



ROCKIN® Deep Purple Salvia
 HIPPO® Pink Hypoestes
 SUPERTUNIA VISTA® BUBBLEGUM® Petunia
 LUSCIOUS® CITRUS BLEND™ Improved Lantana
 COLORBLAZE® REDICULOUS™ Solenostemon (Coleus)



COLORBLAZE® Chocolate Drop Solenostemon (Coleus)
 AMAZEL™ Basil Ocimum
 Sweet Caroline KIWI™ Ipomoea
 ROCKIN® Fuchsia Salvia
 DIAMOND FROST® Euphorbia



COLORBLAZE® SEDONA SUNSET™ Solenostemon (Coleus)
 SUPERTUNIA® Blue Skies Petunia
 HIPPO® White Hypoestes
 ANGELFACE® Wedgwood Blue Improved Angelonia
 SUPERTUNIA VISTA® Paradise Petunia



ANGELFACE® Blue Angelonia
 COLORBLAZE® Strawberry Drop Solenostemon (Coleus)
 SUPERTUNIA® Mini Vista White Petunia
 ANGELFACE® Steel Blue Angelonia
 Sweet Caroline RAVEN™ Ipomoea



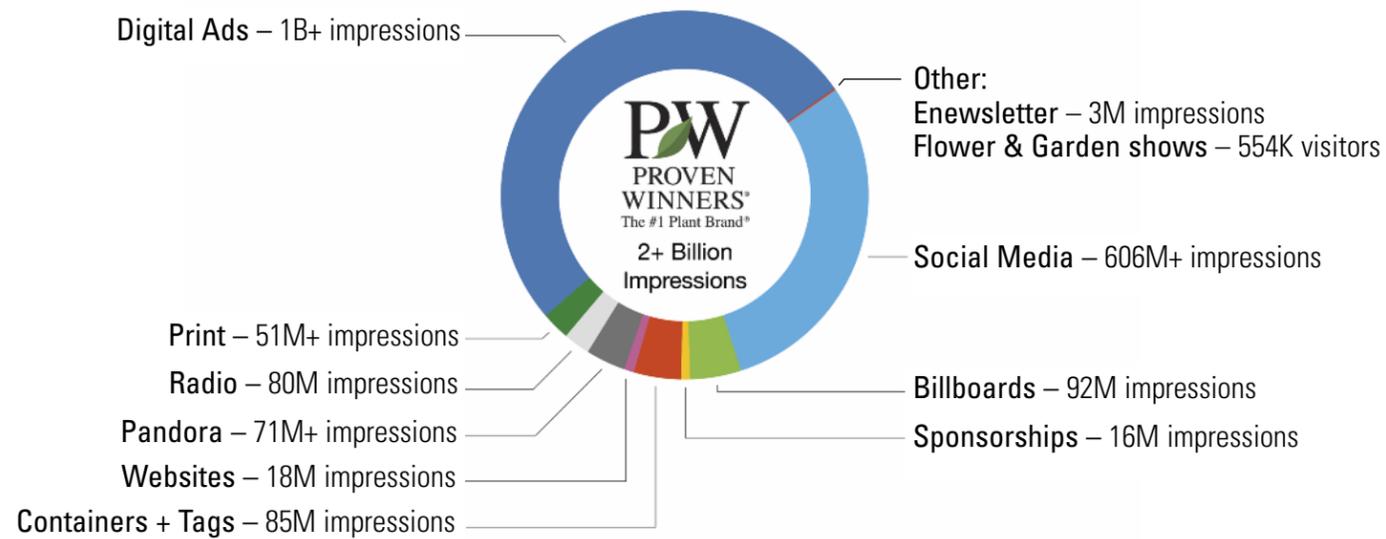
SUPERBENA® WHITEOUT™ Verbena
 SUPERBENA® Scarlet Star Verbena
 ROCKIN® 'Golden Delicious' Salvia
 'Garden Treasure' Lycopersicon
 ANGELFACE® Cascade Pink Angelonia

PROVEN WINNERS DELIVERS 2 BILLION IMPRESSIONS

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 2,000,000,000 impressions last year by harnessing the power of all the efforts you see 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 one 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 80 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 – 18 million impressions were made in 2018 on provenwinners.com, nationalplantoftheyear.com and beauty.provenwinners.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 – 60 U.S. and 40 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.

2020 PROVEN WINNERS ESSENTIALS



SUPERBELLS® BLACKCURRANT PUNCH™ *Calibrachoa* SUPERBELLS® DREAMSICLE® Improved *Calibrachoa* SUPERBELLS® Double Amber *Calibrachoa* SUPERBELLS® Double Blue *Calibrachoa* SUPERBELLS® Double Orange *Calibrachoa*



HEAT IT UP™ Scarlet *Gaillardia* HEAT IT UP™ Yellow *Gaillardia* SUNCREDBLE™ Yellow *Helianthus* SUNSTAR™ Lavender *Pentas* SUNSTAR™ Pink *Pentas*



SUNSTAR™ Red *Pentas* SUNSTAR™ Rose *Pentas* SUPERTUNIA® RASPBERRY RUSH™ *Petunia* SUPERTUNIA VISTA® SNOWDRIFT™ *Petunia* ROCKIN® BLUE SUEDE SHOES™ *Salvia*



SNOWSTORM® Blue Improved *Sutera* SNOWSTORM® GLACIER BLUE™ *Sutera* SNOWSTORM® Pink Improved *Sutera* SNOWSTORM® Rose *Sutera* SNOWSTORM® SNOW GLOBE® Improved *Sutera*