

Retailer Checklist

- 1 Get certified.**

When you become a Proven Winners Certified Garden Center, your garden center automatically receives a priority listing on our retailer locator. Most importantly, you'll have a trained, knowledgeable staff that can assist your customers and increase your sales. And did we mention there is free pizza involved? Learn more at www.provenwinners.com/professionals/retailers/why-certify. Program starts February 1, 2018.
- 2 Book your orders.**

Meet with your preferred supplier to make sure you have all your most important items on order:

 - Top sellers
 - National Plants of the Year
 - National Recipes
 - Hard goods
- 3 Order plants in branded containers.**

Take advantage of the best form of POP we offer – our signature white branded containers. Consumers have come to trust that plants in Proven Winners containers will be proven performers in their gardens, year after year. Help them easily find Proven Winners plants in your store by selling them in our signature white branded container.
- 4 Take Advantage of our *Gardener's Idea Book*.**

Ensure your customers receive the *Gardener's Idea Book* from your store by taking advantage of our customized mailing offer. We'll print your logo for free or help you create a custom back cover for a small fee. We cover the cost of the books and addressing, you just pay the postage. Remember to stock up on extra copies to use as giveaways at the register, events and your spring open house. Find details at www.provenwinners.com/retailer-gardeners-idea-book-co-op or call Sandy at 815-895-1872.
- 5 Create a Proven Winners Store-Within-A-Store destination.**

Garden centers like Van Wilgen's Garden Center of Connecticut have experienced tremendous success by creating a Proven Winners destination within their retail space. Let us help you do the same! Get started by contacting our Regional Account Representative in your area (see map on inside front cover). Schedule your first visit prior to March 1, 2018.
- 6 Order POP signage.**

Don't delay! Effective signage is vitally important to your store's strong sell through. Whether you're looking for ready-to-go POP or prefer the semi-customized or fully customized look, we're ready to help. Order our standard POP online or contact **Tabatha** at tabatha@provenwinners.com or 1-601-527-5213 to get started on your customized POP order. Place POP order by April 1, 2018.
- 7 Create a social media plan.**

More than ever, your customers are participating in social media communities. Create a plan to maintain an active presence on your most active social channels, including regular postings, monitoring comments, and engaging with your fans. Learn more about the FREE readymade social media graphics, videos and photos we'd love for you to share at www.provenwinners.com/social_media.
- 8 Schedule fresh product.**

Filling your benches with fresh product in spring is obvious, but it shouldn't stop there. Advertising that you are bringing in fresh, seasonally appropriate plants throughout the year will encourage customers to return time and again for more. Work with your preferred supplier to schedule consistent, season-long shipments and see faster turns as a result.
- 9 Keep up with Garden Answer.**

Take advantage of one of our key influencers, Laura from @Garden Answer, by posting the 200 videos she is creating for us on your own social media channels and website. Learn more about Laura's reach on p.12 and find her video playlist at www.provenwinners.com/Garden_Answer.



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www.beauty.provenwinners.com
www.nationalplantoftheyear.com



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Retail Resource Guide



Connect + Change + Grow

As we are fast approaching a new season, many of us have had the opportunity to reflect upon this year's successes, struggles and opportunities we see for our businesses moving forward. If there is one common theme between the plant and financial sides of our businesses, it's that *growth drives success*.

Profitable businesses rarely achieve growth by doing the same things they have always done, season after season. They grow more profitable by trying something different, finding ways to attract new customers and delight loyal ones, and working to increase the time shoppers spend in their stores by creating a unique experience.

Here's a thought provoking quote from Seth Godin that we believe should be a guiding principal for all of our businesses moving forward:

"Our job is to make change. Our job is to connect to people, to interact with them in a way that leaves them better than we found them, more able to get where they'd like to go. Every time we waste that opportunity, every page or sentence that doesn't do enough to advance the cause is a waste." – Seth Godin, *Linchpin: Are you Indispensable?*

This challenge to make change has motivated the Proven Winners team to renew our commitment and focus on our independent garden center customers. For more than 25 years, our primary focus has been to build strong, lasting relationships with our customers. As we develop and select new plants, programs and marketing tools, they are the driving force behind everything we do.

We are committed to providing our independent retailers with useful tools that assist them in connecting with new customers and interacting with them in a meaningful way. We greatly value our customers' feedback and will continue to work more closely with IGCs to grow their businesses.

We look forward to assisting our IGC customers in the new season. Please feel free to reach out to us and let us know how we can best support your efforts moving forward.

Let's get growing together.



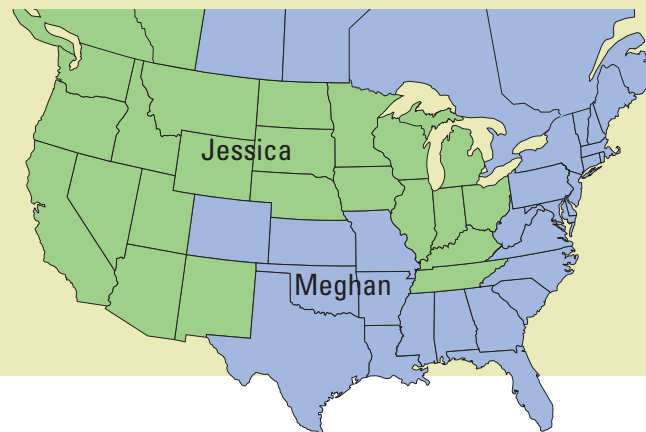
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Why Choose Proven Winners®?

We know your choices are incredibly vast when it's time to place your plant orders. Breeders dream up amazing new plants every year that dazzle everyone, including us.

But the proof is in the performance. Even the most captivating new genetics must pass our stringent trials which test both grower and garden performance in container and in-ground situations. It's not enough to develop plants that have perfect presentation at retail – they must perform exceptionally for consumers too.

At Proven Winners, our goal is not to bring you the next new novelty petunia. Our goal is to introduce gorgeous, reliable plants that have proven their value and guarantee success for growers, retailers and consumers alike. An exclusive few earn the Proven Winners name.

Then we go further by disseminating the Proven Winners message across an expansive multi-media platform that inspires consumers to head to their local retailers for beautiful flowers and plants. No other plant brand can claim such broad-reaching consumer efforts, not even close.

What can Proven Winners do for your business? Let's talk.

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Look for this lightbulb throughout the guide for ways you can take action this season.

Opportunities at a Glance

Supplying outstanding plants for your retail benches is a great start, but we believe strongly in going much further to support our IGC customers through additional staff training and marketing assistance. Here are six ways Proven Winners is ready to collaborate with you for your success.

1 Become a Certified Retailer

Give us an hour of your time, and we'll train your staff for FREE on key new annuals, perennials and shrubs. Trained employees become passionate advocates and increase their sales potential. Learn why you should be a certified retailer at www.provenwinners.com/professionals/retailers/why-certify.



2 Expand Your Learning at Proven Winners University

Train your staff on additional topics like container gardening, pollinators and sales tips using our series of 2-5 minute videos at Proven Winners University. Available exclusively to certified retailers for FREE at www.provenwinners.com/Professionals/PWUniversity.



3 Share the Gardener's Idea Book

57% of retailers reported that customers come in to their stores with the *Gardener's Idea Book* in hand. Share this valuable resource by participating in our co-op program, then order extras for giveaways at www.provenwinners.com/retailer-gardeners-idea-book-co-op.



4 Post Our Exclusive Video Content

We are constantly creating video content to inspire consumers. Share our exclusive videos starring Laura of Garden Answer on your own social media channels, website and e-newsletters. Learn how at www.provenwinners.com/Garden_Answer



5 Use Our Readymade Social Graphics

Our retail customers have exclusive access to our library of FREE social media graphics that are pre-sized for use on Facebook, Twitter, Instagram and Pinterest. Learn more at www.provenwinners.com/social_media.



6 Create Customized Signage

Let us help you create an exclusive look for your store with customized signage. We'll help you create a memorable brand impression while your new signage is assisting your customers. Contact Tabatha at Tabatha@provenwinners.com or 601-527-5213.



Contact your local Regional Account Representative for more information about how you can take advantage of these valuable opportunities.

Midwest, Great Plains, West Coast: Jessica DeGraaf – jessica@provenwinners.com or 616-706-7970

East Coast, Southeast, South: Meghan Owens – meghan@provenwinners.com or 207-572-0465

2018 National Plant of the Year Program

We continue to create awareness and build demand for the most reliable and outstanding plants we offer through our awards program. Growers need plants that are easy to produce. Retailers need plants with strong sell-through. Consumers need plants with excellent garden performance. The answer to all three audiences is the National Plant of the Year program.



2018 Annual of the Year™ –
Supertunia®
Bordeaux™ Petunia

**SUPERTUNIA
BORDEAUX™**
Petunia

Over 5,600 people voted for this dazzling beauty, solidifying its reputation as being one of the easiest, most striking petunias. Its self-cleaning blooms appear all season in hanging basket combinations, upright containers and landscape applications.

The Annual of the Year™ selection is based on these five considerations:

- Easy to grow – for both gardeners and growers alike
- Iconic – easily recognizable as a Proven Winners plant
- Readily available – no production or inventory issues
- Applicable for basket and container use
- Outstanding landscape performance

Candidates for Annual of the Year go through two rounds of internal voting before they are presented in an email survey to Proven Winners' audience of growers, retailers, broker representatives, gardening press and consumers for voting. The winner is announced at CAST (California Spring Trials) each spring.



Visit our newest website devoted entirely to the National Plant of the Year Program, www.nationalplantoftheyear.com (2018 Plants of the Year will post to the site on January 1.)



2018 Perennial of the Year™ –
Primo™ 'Black Pearl' Heuchera

PRIMO™
'Black Pearl'
Heuchera

Delivering outstanding container presentation and vigorous landscape performance, the densely mounded, jet black foliage of this *H. villosa* coral bells is remarkable. Merchandise it in your perennial department and as a container component for spring, summer and fall recipes.



2018 Landscape Plant of the Year™ –
Spilled Wine® Weigela

SPILLED WINE®
Weigela

A new look for weigela, this outstanding cultivar forms a broad, spreading mound of wavy, dark purple foliage dotted with magenta pink flowers in spring. It's the perfect size for foundation plantings and mass plantings in landscapes. All-season color makes it an easy sell at garden centers from spring through fall.

Consumer Promotions



www.nationalplantoftheyear.com –
We've devoted an entire website to the promotion of the National Plant of the Year to consumers. You'll find Supertunia® Bordeaux™ featured prominently there, along with fun ideas and useful information to help gardeners be successful with this special plant.



National Print Advertising –
We'll create millions of impressions of Supertunia® Bordeaux™ in our 2018 national advertising campaign which has been diversified to reach a broader array of consumers across the U.S. and Canada.



Gardener's Idea Book –
Supertunia® Bordeaux™ will be featured prominently in our popular *Gardener's Idea Book* which is distributed by request to 350,000 consumers annually.

Retailer Resources



Annual of the Year™ POP –
Merchandising your 2018 Annual of the Year display is simple when you use our signage. Use your points or credit card to purchase the 24" x 34" Annual of the Year poster and 11" x 7" benchcard to promote Supertunia® Bordeaux™.



Annual of the Year™ Social Media and Web Graphics –
Proven Winners will be sharing information about the 2018 Annual of the Year through all our online channels. To make it easy for you, we've put together a collection of free graphics and photos to share on your own social media accounts and website. Go to www.provenwinners.com/social_media

Enhance Your Sales in Spring, Summer and Fall

Designed to thrive in seasonal conditions, our gorgeous National Recipes drive sales in spring, summer and fall. We'll do our part in promoting them through our national marketing efforts if you'll help to get the word out through your local channels, letting your customers know that you have fresh product stocked and ready to go.

Lilac Festival, our National Spring Recipe, kicks off the season with gardeners' favorite color – purple – which is also trending for 2018. Three evenly matched varieties in varying shades of purple will create a fully rounded to trailing hanging basket. Convert this recipe into a patio pot by adding Meteor Shower® verbena as a thriller. All flowers included in this spring recipe will bloom from spring into fall without deadheading.

Summerfest, our National Summer Recipe, our National Summer Recipe, combines newer and classic varieties of heat tolerant annuals in sumptuous tropical fruit colors indicative of the season. Plants in this recipe will knit together to create a dense tapestry of color at retail, then expand into a lush hanging basket for the home gardener. For upright container recipes, we recommend adding Prince Tut™ *Cyperus* as a lively thriller.

Enchanted Garden, our National Fall Recipe, reflects the moodiness of fall with its dramatic deep red, near-black and dark-veined ivory tones. Cool weather tolerant Supertunia® petunias continue to thrive without deadheading throughout the fall months, accented by trailing dark sweet potato foliage. Add an unexpected element of height and movement to this recipe with the airy plumes of Stratosphere™ White *Gaura*.



Create a compelling reason for customers to visit your store every spring, summer and fall by stocking these must-have National Recipes.



Lilac Festival

Summerfest

Enchanted Garden

2018 National Spring Recipe

Lilac Festival

SUPERTUNIA® Mini Blue Veined *Petunia*

SUPERTUNIA® ROYAL VELVET™ *Petunia*

SUPERBENA® Violet Ice *Petunia*

Thriller:

METEOR SHOWER® *Verbena*



2018 National Summer Recipe

Summerfest

GOLDBLOCKS ROCKS® *Bidens*

SUPERBELLS® Coralina *Calibrachoa*

SUPERTUNIA® ROYAL VELVET™ *Petunia*

Thriller:

GRACEFUL GRASSES®

PRINCE TUT™ *Cyperus*



2018 National Fall Recipe

Enchanted Garden

Sweet Caroline Raven *Ipomoea*

SUPERTUNIA® BLACK CHERRY™ *Petunia*

SUPERTUNIA® LATTE™ *Petunia*

Thriller:

STRATOSPHERE™ White *Gaura*



What's in your container?

This container holds 1/2 billion impressions

For 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 selling in it?



Billboards – 52 million impressions



Garden Answer – 400 million views



Website – 11.6+ million page views



Gardener's Idea Book – 350,000 requests



Print ad campaign – 7 million magazine subscribers



Social Media – 331,000+ followers
Plus Garden Answer's 2.2 million followers



Beth of Rolling Green Nursery says –

"We wanted to know what our customers thought of the Proven Winners container and if it was important to them, so we asked. Their answer was a resounding 'Yes!' We've always known that Proven Winners plants are excellent garden performers. The container delivers on that promise. Our customers know that the white container equals performance."
Beth Simpson – Rolling Green Nursery, Greenland NH

AJ of Petitti Garden Centers says –

"The quality of Proven Winners plants is exceptional, and our customers know that because of what they see in our garden center as well as in the garden performance they experience at home. By offering plants in the branded containers, it makes it easy for our customers, especially novice gardeners, to identify Proven Winners in our store. They know they can be confident in their purchase and the performance of these plants."
AJ Petitti – Petitti Garden Centers, Cleveland Ohio



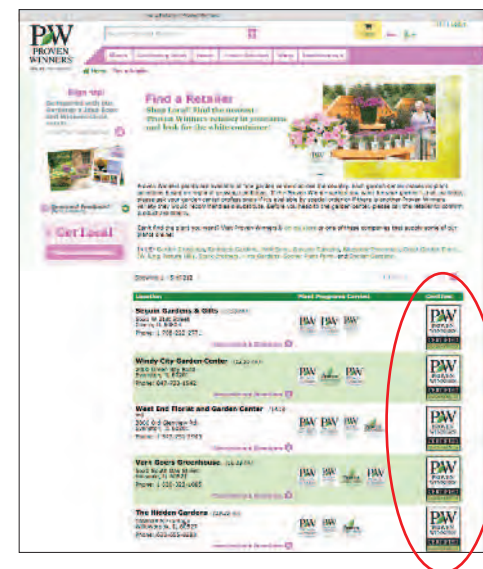
Become a Certified Retailer

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 891 other garden centers and 6,773 employees who became Certified Retailers in 2017. 99% of Certified IGC employees say they would recommend our training program to a co-worker. Training is available from Feb 1 through May 1 every year at www.provenwinners.com/training.



Certified Retailers Gain Greater Visibility



Once a Proven Winners retailer completes their certification, they automatically receive a priority listing on our online Retailer Locator. This listing is displayed prominently throughout our website which hosts millions of visitors each season. Get certified and be seen, simple as that.



Contact Sandy about how to get your IGC listed and keep your information up to date on our Retailer Locator.
E-mail: sandy@provenwinners.com
Call: 1-815-895-1872

Complete certification by May 1 and we'll throw you a FREE pizza party!



Expanded Training Available

Join the Proven Winners University and take advantage of a valuable benefit created exclusively for our Certified Retailers. Going beyond the topics covered in our Certified Training program, we've created a series of additional training videos on topics like container gardening, pollinators, garden pests, and sales and marketing tips. These 2-5 minute, informative videos can be used in weekly staff meetings, assigned to employees to complete on their own, or shown on a kiosk in your store.



Certified Retailers – Sign up to receive Proven Winners University bonus content at www.provenwinners.com/Professionals/PWUniversity.

Diane from Secluded Acres says –

"Hi Sandy, We want to thank you and Proven Winners for organizing and offering this program. Last year, only two of us completed the certification. This year, we shared it with more of our co-workers and enjoyed talking about it with each other, then sharing the info with our customers!"
Secluded Acres Farm and Garden Center – Rio Grande, NJ

Did we mention there is FREE PIZZA involved?



Weston Nurseries
Hopkinton, MA



Certification/P. Allen Smith event at Wedel's Garden Center
Kalamazoo, MI



Tallahassee Nurseries
Tallahassee, Florida



DeGroot's Nurseries
Sarnia, Ontario

Garden Answer's Popularity Skyrockets



Laura and Aaron from Garden Answer have become key influencers for Proven Winners, with their popularity skyrocketing in the last year alone. Currently, over 2 million fans follow them on Facebook, and their YouTube gardening videos have been viewed over 24 million times. Proven Winners is financing the production of over 200 Garden Answer videos each year, focusing exclusively on Proven Winners plants – available for your use.

Keys to Laura's Success

- She's a relatable, real world figure who knows her stuff. She's not afraid to show her successes and failures.
- People trust her recommendations. **92% of consumers are more likely to trust their peers over advertising** when it comes to purchase decisions.
- People want to be like her. Retailers have told us their customers come in looking for the products Laura has used in her videos. **84% of consumers will take action based on the reviews and recommendations of trusted sources.**



Proven Winners customers are encouraged to share the exclusive video content Garden Answer produces for us on your own social channels, websites and e-newsletters. Visit www.provenwinners.com/Garden_Answer where we post a list of their current projects and possible plants featured. Instructions on how to embed their videos onto your page from YouTube are also included there.

www.gardenanswer.com



Watch These 3 Video Trends

- Prediction: 80% of all information consumed online will be available in video format by 2019. (Source: Cisco study) Our brain processes video 60,000 times faster than reading text, so it's a quick way to learn.
- People who watch videos of products are 85% more likely to buy them. (Source: TechSmith) Include video clips in your e-newsletters, online product catalog, and social media posts.
- 85% of Facebook videos are watched without sound. (Source: digiday.com) Include a transcription of the video for search purposes, as well as a compelling video title and description that includes a live link back to your website.

6 Online Marketing Tips for IGCs

1

Commit to Consistent Marketing

It takes an average of seven touches with a customer before they make a purchase from your business. Every aspect of your marketing campaign is critical since 70-80% of a consumer's purchasing decision occurs before they ever walk into your store. Reach them in diverse ways through paid advertising, social media, influencer marketing, email campaigns, radio, workshops, community participation, and more.

2

Be Useful

You and your staff represent a treasure trove of knowledge that your customers crave. Businesses that provide useful information to help consumers make purchasing decisions are winning the sale. Address their most common questions and concerns using a variety of content including social media posts, articles, videos, workshops, stories, blogs, e-books, infographics, resource pages and interviews.

3

Actively Participate in Social Communities

The spirit of community is alive and well on social media channels. Businesses and brands that actively participate on a consistent basis in local Facebook groups, on Instagram using local hashtags, and in weekly Twitter events will remain relevant and establish their authority in the gardening sector. Are your customers active online? Consider that it took the telephone 78 years to amass 100 million users. It took Candy Crush one year.

4

Make Your Business Discoverable Online

78% of buyers begin their buying process with a web search. 92% of them never look beyond page one of the search results. Work with your web developer to optimize your content using meta descriptions with keywords, longer keyword phrases that address specific searches, image tags, and fast-loading, mobile responsive pages. If you're not there yet, keep trying. On average, 8.5 out of the top 10 search results change monthly.

5

Dust Off Your E-Mail Lists

The oldest trick in the marketing book – email – is back in style. Clean up your list of customer emails or start collecting them now. They've told you they want to hear from you by giving you their email address. Deliver a great experience by making emails visually appealing, filled with useful content, with a great subject line and clickable links. 80% of people delete emails that are visually unappealing or deliver a poor user experience.

6

Harness the Power of Local Advocates

Word of mouth advertising generates twice as many sales as paid advertising, and today's consumers trust their peers far more than businesses. Enlist local brand ambassadors – customers who love your store and are passionate about sharing their experiences – to tell your story through social media channels, video interviews or blog posts. 80% of disposable income is spent 10 miles from home, so it's critical to emphasize your role in the community.

MARKETING
VIDEO
INFLUENCERS
VISUAL
MOBILE-FRIENDLY
COMMUNITIES
Google
Facebook
USER-FRIENDLY
MEDIA clicks
impressions
shareable reach
ENGAGEMENT
CONNECT
TWITTER keywords stories
Instagram website LIKES
TESTIMONIALS internet
Email SOCIAL shares
blog content
DIGITAL
mentions
INFOGRAPHIC optimize
SEARCH SEO
reviews
YouTube
Pinterest
LOCAL

Reaching Consumers from Every Angle

The Proven Winners marketing team is dedicated to communicating the brand promise to consumers where they live – online, on the road, at home, even in line at the grocery store. Here's how we're working to spread the message.

Traditional Marketing



National Print Advertising

We'll create millions of impressions of Supertunia® Bordeaux™ in our 2018 advertising campaign which reaches across the U.S. and Canada.



Gardener's Idea Book

350,000 copies of our popular *Gardener's Idea Book* are distributed in the U.S. and Canada by request only every year.



Billboards

Billboards go up every spring along the nation's busiest roadways to remind consumers that it is time to head to their local retailer.



E-Newsletter

Over 176,000 consumers have opted in to receive our monthly *Winner's Circle* e-newsletter. Views are up 16% this year.



Websites

More than 3.8 million visitors have visited our websites this year: provenwinners.com, beauty.provenwinners.com and nationalplantoftheyear.com

Social Media Marketing

Today's Purchasing Model: Excite Connect Collect Convert Delight

Show them an enticing offer, engage with them about it online, collect their information in exchange for the sale, and celebrate their delight with your product. Here's how we're doing it every day through our social media channels.



Facebook
@Proven Winners

Post: Videos, educational graphics, DIY, seasonal varieties, events, contests



youtube.com/user/provenwinners

Post: DIY projects, how-to videos, design ideas, gardening and maintenance tips, what's new



Instagram
@provenwinners

Post: High quality images, macros, impressive landscapes, "extreme" plants, videos, reposts



Pinterest
pinterest.com/provenwinners

Post: Trends, DIY, container recipes, design ideas, problem-solving plants, plants by color



Twitter
@Proven_Winners

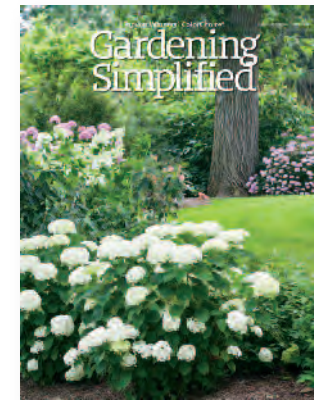
Post: Seasonal varieties, news, articles, events, retweets, #plantchat, educational graphics



Learn more about the FREE readymade social media graphics we'd love for you to share at www.provenwinners.com/social_media.

Proven Winners® ColorChoice® Marketing

There's a good reason why plants like 'Limelight' hydrangea and Bloomerang® lilac have become household names. Though their garden performance speaks for itself, we give a voice to our entire line of Proven Winners ColorChoice Flowering Shrubs by conducting a far-reaching consumer marketing campaign. We engage with consumers daily across social media channels, answering their questions on our Feedback site, reaching them through Pandora internet radio, and through our extensive print campaigns. We take care of the marketing so you can focus on selling.



Gardening Simplified –

This newly revised, 100 page shrub guide is filled with tips and how-to's, showcasing the entire Proven Winners® ColorChoice® collection. Free copies are available from Spring Meadow Nursery for your events.



Sharable Social Media Content –

Inspiring visual content, which we encourage you to share, is posted every day on our social media channels. Our popular Let's Make a Garden video scored over 112,000 views on YouTube and 9 million on Facebook.



2017-2018 Consumer Print Ads –

New ads for Oso Easy® roses and Let's Dance® hydrangeas are making their debut. Proven Winners ColorChoice Shrub ads run year round in 10 National, 25 Regional, and 3 Canadian consumer magazines like *Better Homes & Gardens*, *Fine Gardening*, *HGTV*, and *Southern Living*.



Shrub Madness® Competition –

Every March, we ring in spring with our Shrub Madness competition at www.ShrubMadness.com. More than 89,000 votes were cast through six rounds of voting on 64 shrub varieties this year, crowning Tuff Stuff™ mountain hydrangea the National Champion.



Pink Day Promotions –

Hosting a Pink Day is an opportunity to mobilize your community, build staff morale and fill your garden center with customers while raising money for the Breast Cancer Research Foundation. Contact Spring Meadow Nursery to work with them on planning your next Pink Day.



Pandora® Internet Radio –

Pandora Internet Radio targets 26 million home and gardening enthusiasts while broadcast radio covers ten major markets in the U.S. and Canada.

Share the #1 Resource of the Year: Gardener's Idea Book

Our passion is inspiring people with new ideas about how to use plants to make their world more beautiful. Each year, we produce our *Gardener's Idea Book* which is filled with captivating designs, lavish container recipes, and gardening concepts we'd love gardeners to try, then backed by expanded content online at www.beauty.provenwinners.com.

This popular guide is distributed to 350,000 consumers by request only each year. 57% of retailers have reported that customers come in to their stores with the *Gardener's Idea Book* in hand and request plants by name. Take advantage of our exclusive co-op offer for retailers to make sure your customers receive one from your store.



Sneak Peek into the 2018 Gardener's Idea Book

Here are just a few of the themes we plan to inspire gardeners with next year. Watch for the full plant list to be posted this fall at provenwinners.com.

- National Plant of the Year – Supertunia® Bordeaux™
- Creating large, complex container recipes
- Rock gardening on a warm, sunny slope
- Downsizing the garden for smaller spaces
- Pairing beauty and function in potager gardening

Expanded Content on 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 beauty.provenwinners.com, on specially created Pinterest boards, in videos and feature articles. This content becomes available online in mid-February as the printed book delivery begins.

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 channels. We hope you will use these resources as inspiration for in-store workshops, endcaps, and creating your own original content to motivate your customers.

Go to www.beauty.provenwinners.com



"We have and continue to have the *Gardener's Idea Book* sent to our customers. We love it and have wonderful feedback from our customers who bring it in with them when making their plant selections. It is an awesome inspirational book with wonderful tips and information in it."
Becca Massat – The Growing Place

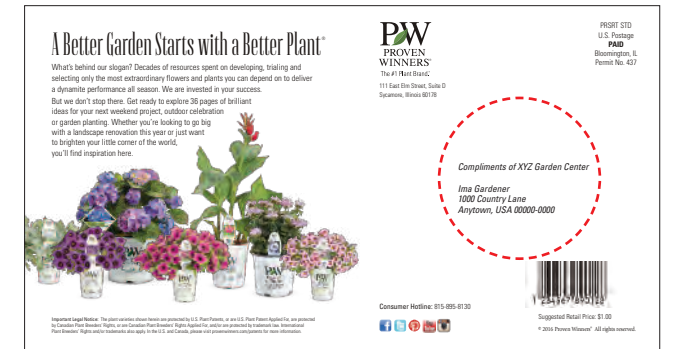
Customize Your Message

Your customers are looking to their local IGCs for gardening ideas and inspiration. Let them know you are open for business and ready to serve them by sending out a customized *Gardener's Idea Book* in spring.

Add your logo and mailing panel message to the back cover for **FREE** when you act by March 15, 2018 and we'll mail them out for you – no charge for the books, you just pay the postage. Or make the book your own by letting us help you design a fully customized back cover for a minimal cost by January 25, 2018, and we'll print it for you.

Order Extras for Giveaways

Gardeners love giveaways! Order extra cases of the *Gardener's Idea Book* to give away at your registers and events. At just \$65 + shipping for a case of 100 books, it's one of the most cost-effective ways to put actionable gardening ideas into the hands of your customers. all 1-815-895-1872 or place your order online.



Don't wait until the spring rush! Learn how customization can work for your business NOW at www.provenwinners.com/share-booklet or contact Sandy at 815-895-1872 or Sandy@provenwinners.com.

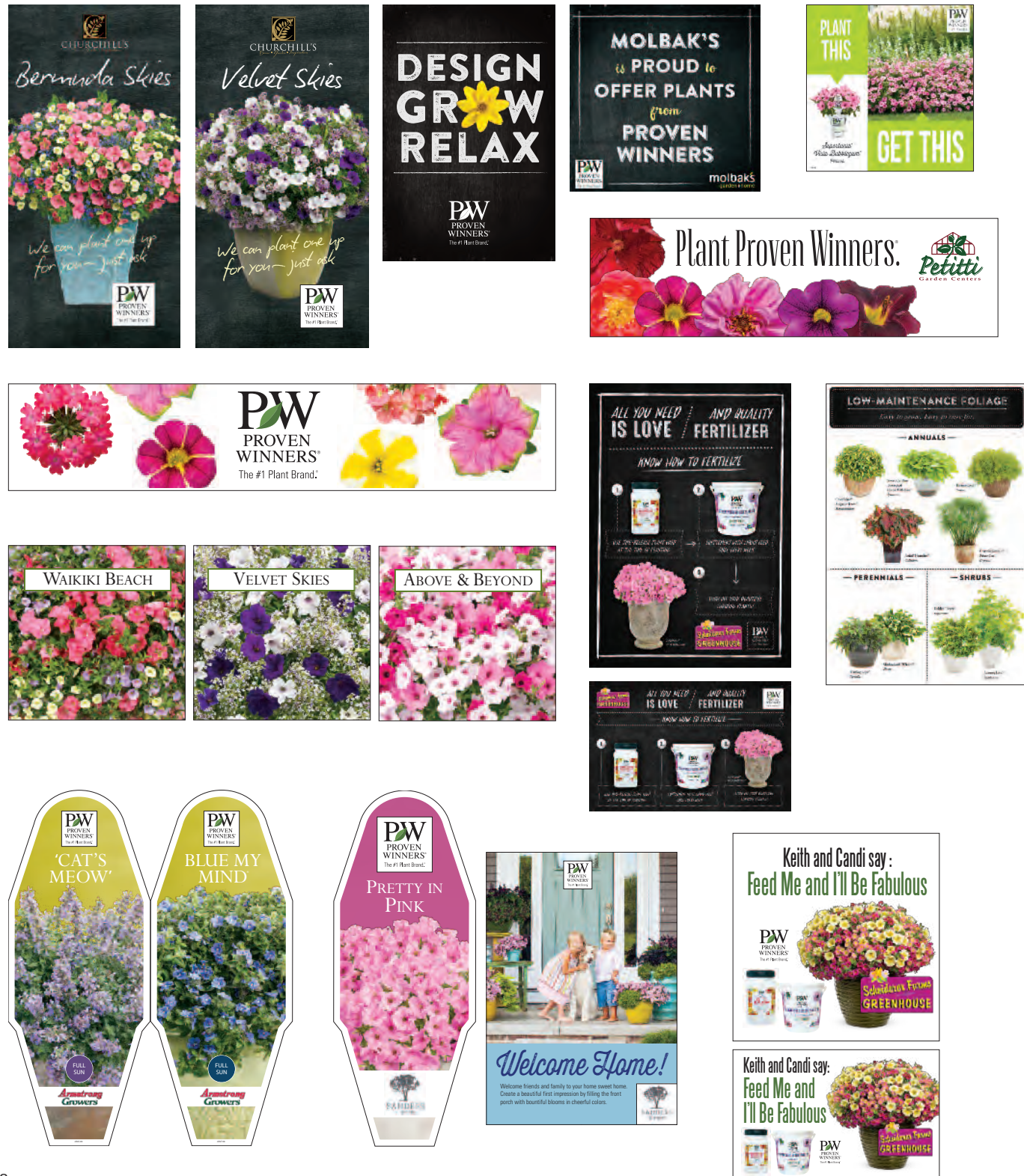
Catch a glimpse into the all-new 2018 Gardener's Idea Book.



Create Customized POP with Your Own Logo and Message



Create a seamless, professional look throughout your garden center by working with Proven Winners to design your signage. From ready-to-go POP (www.provenwinners.com/catalog/point-purchase-materials) to fully-customized POP, we are excited about helping you express your unique brand image in any and every department. Contact Tabatha today at Tabatha@provenwinners.com or 601-527-5213.



Molbak's Garden + Home Woodinville, WA

Working with Molbak's own graphic designer, our team dove deep into our expansive image database to provide just the right type of lifestyle photography that fit Molbak's store's image. They had their signage printed locally right along with the remainder of their store's POP.



Homestead Gardens Two locations south of Baltimore, MD

Proven Winners' graphic designers worked with Homestead Gardens to create custom shrub signage for their retail stores. They supplied their company logo, color palette, fonts and in-house printer. Proven Winners supplied the photography and finished design work that matched the look and feel of the rest of the store's signage.



Proven Winners Destination Case Study: Van Wilgen's Garden Center

The Who:

Van Wilgen's Garden Center is a fourth-generation run, full-service garden center in North Branford, CT, operating three additional Garden Marts around the area. Fourth generation family member, Ryan Van Wilgen, is always looking for ways to diversify and improve their business.

The Goal:

Van Wilgen's goal has always been to improve their facility and their customers' shopping experience. Working very closely with their local supplier, Prides Corner Farms, they decided to create a Proven Winners Destination in their main store and keep it fully stocked with Proven Winners perennials and shrubs throughout the spring, summer and fall seasons.

The Action Plan:

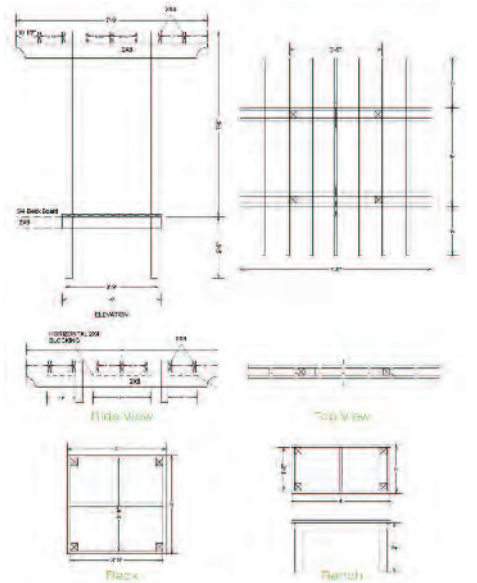
Van Wilgen's partnered with Prides Corner Farms to supply a steady stream of prime quality plants for their new Destination. They worked with Proven Winners' designers to create custom POP signage and kiosks to enhance the look of the space and lead customers to that part of their store.

THE RESULTS:

In year one of running the Proven Winners Destination, Van Wilgen's experienced a phenomenal 30% increase sales of both Proven Winners Perennials and ColorChoice Shrubs. In year two, the Destination resulted in a 20% increase in shrub sales over the prior year's gain. Year three is on track for double digit increases too.

"At Van Wilgen's we always say 'you get out, what you put in.' Creating these destinations show you are really invested in Proven Winners and what ColorChoice shrubs have to offer. When helping customers, the same questions keep coming up: 'Is this low maintenance? Is it dwarf? Does it bloom all season?' ColorChoice shrubs are doing an amazing job at checking off many of these boxes, and having them all in one area to show people makes selling easier. The image you project is the margin you receive. The combination of Proven Winners' retail package, along with a customized store within a store, is a powerful tool to drive turns and margin."

Ryan Van Wilgen
Van Wilgen's Garden Center



We would love to work with your store to create a Proven Winners Destination schematic like this one from Van Wilgen's Garden Center. Learn more at www.provenwinners.com/professionals/retailers/destination.



A Note from Van Wilgen's Vendor Partner...

"The Proven Winners® brand continues to shine and increase sales for us each year. Between Color Choice® shrubs and Proven Winners® perennials, Prides Corner grows over 100 varieties of Proven Winners® plants, allowing us to be the best option for independent garden centers when it comes getting superior plants from one supplier. The Proven Winners® brand, combined with our ability to supply these great plants and deliver them quickly, has strengthened our partnership with great IGCs like Van Wilgen's across the northeast."

Timothy Kane Marketing Manager, Prides Corner Farms

6 Steps to Building a Proven Winners Destination:

Select a Proven Winners Champion. A successful destination starts with selecting an employee to serve as a dedicated manager, devoting his or her care and attention to the area.

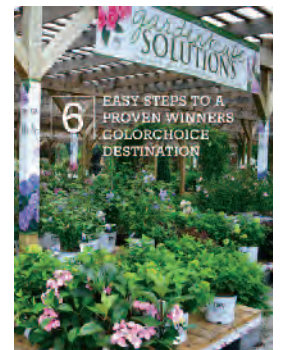
Choose and Design Your Destination. Almost as important as designating a champion is the location and design of the space itself. Select an area that has good visibility, high traffic, and adequate space to create a high impact destination.

Set Your Schedule. Create a schedule for each stage of your destination's development. Setting specific dates helps to keep your plan moving and ensures that you'll meet targets, especially as the busy season draws near.

Market Your Destination. Let customers know that you should be their number one choice when they are looking for Proven Winners plants. We are eager to partner with you to craft and implement a comprehensive marketing plan for your destination.

Merchandise and Maintain the Destination. Your selection of Proven Winners plant material will evolve throughout the growing season and depend on what your supplier has in prime shipping condition. Task your destination champion on keeping the display stocked and groomed with fresh product.

Measure Your Success. Take before and after photos of your destination so you can see the progress you are making. Track sales data including number of units sold, total revenue generated, best-selling varieties, and the increase in revenue.



Get started today by downloading 6 Easy Steps to a Proven Winners ColorChoice Destination at www.provenwinners.com/professionals/online-catalogs.

How Plants Become Proven Winners®

What does it take to guarantee home gardeners' success? Decades of dedication to building relationships, searching out, trialing, selecting, protecting and marketing new varieties. Here's how we do it.

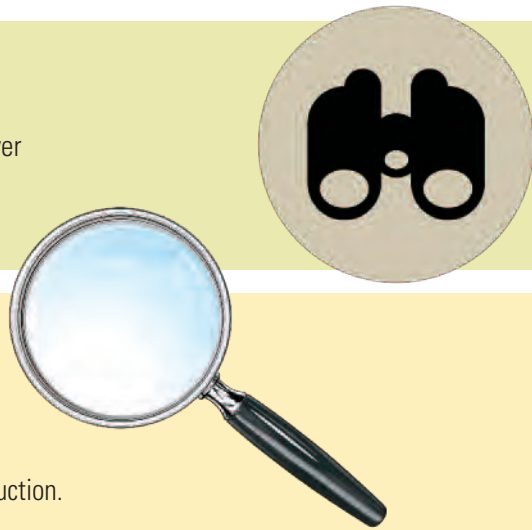
1 Build Relationships

We constantly seek out and build relationships with plant breeders in the U.S. and across the globe. You never know where the next great Supertunia may come from, or where an entirely new genus may be discovered.



2 Search & Discover

Based on the stringently high standards we've set for Proven Winners plants, we search long and hard to discover and develop the most promising new plants that growers and gardeners can be successful with.



3 Rigorous Trialing

Every variety is put through a multi-year testing process in various climates in container and in-ground trials. Only those that deliver exceptional performance in both greenhouse and garden settings are considered for introduction.

4 Selecting New Varieties

Out of thousands of seedlings, only a handful of new plants become Proven Winners each year. Every box on our selection criteria list must be checked to be worthy of our trusted brand name.



5 Plant Protection

Since new varieties take a minimum of six years to develop before introduction, we protect our investment by patenting our plants. This ensures our breeders are rewarded for the years of work that went into development.




6 Marketing Launch

Though our extensive consumer marketing campaigns, we spread the word and create demand so our grower and retailer partners are able to build revenue off of our new varieties. If you build it – and promote it – they will come.



Trialed and True Varieties

 Find a public plant trial near you at www.provenwinners.com/learn/plant-trials.

Our new plant development team's work is both exhilarating and heart wrenching. While the discovery of a promising new plant is fantastic, it requires an enormous amount of culling beautiful seedlings that don't quite make the cut.

Less than 3% of the plants we trial get introduced.

Our goal is to introduce gorgeous, reliable, proven plants that our customers and home gardeners will love. To that end, we evaluate potential new introductions for a **minimum of two years for annuals, 4-10 years for perennials and shrubs**. All are trialed in the greenhouse and outdoors in containers and in-ground plantings. Internal trial sites are located in Michigan, New Hampshire, Florida, Japan, and Germany. Plants must succeed in all of these locations to be considered for introduction.

Annuals are evaluated for: flower and foliage color, flower presentation, flower size, earliness to flower, habit, branching, vigor, as well as cold and heat tolerance.

Breeding to introduction: **6 years**

Perennials are evaluated for: superior habit, quality and quantity of flowers, length of bloom, foliage quality, disease resistance and winter hardiness.

Breeding to introduction: **6-10 years**

Shrubs are evaluated for: landscape-friendly habit, quality and quantity of flowers, rebloom, foliage quality, disease resistance and winter hardiness.

Breeding to introduction: **10 years**



Why Color Matters

We evaluate flower colors very critically to find exactly the right shade consumers will love. Why is color so important? 85% of consumers claim that color strongly influences their purchasing decision. When people make a subconscious judgement whether to buy a product, 62-90% of their choice is based on color alone. (Source: Martin Lindstrom, buy-ology)



Production Trials

Concurrent with the trialing process, we conduct production trials where we test propagation, vigor, uniformity, and how well plants hold up under shipping pressures. Professional grower cultural information results from these trials. You'll find this information attached to every plant record on provenwinners.com.



Paint the Town Dianthus (left) comparison trials at Walters Gardens, Zeeland MI.



Hydrangea production trials at Spring Meadow Nursery, Grand Haven MI.

TOP 45 Best-Selling Proven Winners Annuals



Contact your preferred supplier today to reserve your top-selling annuals. For more information on best-selling annuals, go to www.provenwinners.com/professionals/top-50



1
SUPERTUNIA VISTA®
BUBBLEGUM®
Petunia



2
SUPERTUNIA®
ROYAL VELVET™
Petunia



3
SUPERBELLS® LEMON SLICE®
Calibrachoa



16
SUPERBELLS® DREAMSICLE®
Calibrachoa



17
SUPERBELLS®
POMEGRANATE PUNCH™
Calibrachoa



18
SUPERBELLS® HOLY MOLY!®
Calibrachoa



4
SUPERTUNIA®
BORDEAUX™
Petunia



5
DIAMOND FROST®
Euphorbia



6
SNOWSTORM®
GIANT SNOWFLAKE®
Sutea cordata



19
SUPERTUNIA® White
Petunia



20
SUPERTUNIA® LIMONCELLO®
Petunia



21
SUPERTUNIA®
BERMUDA BEACH®
Petunia



7
LAGUNA™ Sky Blue
Lobelia erinus



8
BLUE MY MIND®
Evolvulus



9
SUPERBELLS® Yellow
Calibrachoa



22
SUPERBELLS® Pink
Calibrachoa



23
SNOW PRINCESS®
Lobularia



24
SUPERBELLS®
TROPICAL SUNRISE
Calibrachoa



10
SUPERTUNIA VISTA®
Fuchsia Petunia



11
SUPERBELLS®
GRAPE PUNCH™
Calibrachoa



12
SUPERBELLS®
CHERRY STAR®
Calibrachoa



25
SNOWSTORM®
SNOW GLOBE®
Sutea cordata



26
SUPERTUNIA® HONEY™
Petunia



27
SUPERTUNIA® Really Red
Petunia



13
SUPERTUNIA VISTA®
Silverberry Petunia



14
SUPERBELLS®
YELLOW CHIFFON™
Calibrachoa



15
SUPERBELLS®
EVENING STAR™
Calibrachoa



28
SUPERTUNIA® ROYAL
MAGENTA™ Improved
Petunia



29
SUPERTUNIA®
BLACK CHERRY™
Petunia



30
ANGELFACE® Blue
Angelonia



TOP 12 Best-Selling Proven Winners Perennials



1. AMAZING DAISIES® 'Banana Cream'
Leucanthemum



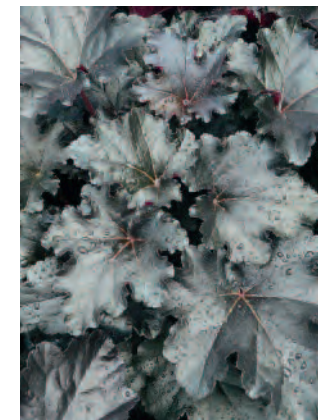
2. AMAZING DAISIES® DAISY MAY®
Leucanthemum



3. Sweet Romance®
Lavandula



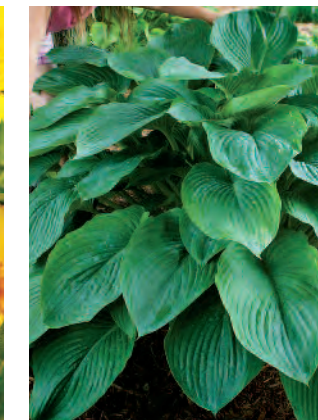
4. 'Cat's Meow'
Nepeta



5. PRIMO™ 'Black Pearl'
Heuchera



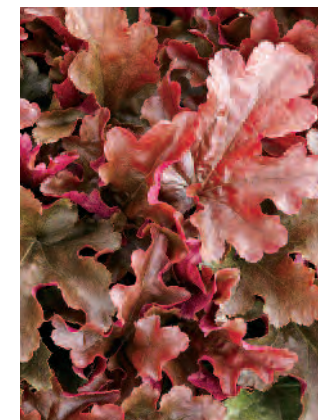
6. 'Tuscan Sun'
Heliopsis



7. SHADOWLAND® 'Empress Wu'
Hosta



8. 'Denim 'n Lace'
Perovskia



9. DOLCE® CINNAMON CURLS™
Heuchera



10. DOLCE® 'Blackberry Ice'
Heuchera



11. MAGIC SHOW® 'Enchanted Indigo'
Veronica



12. 'Pardon My Cerise'
Monarda



For more information on best-selling perennials, go to www.provenwinners.com/20_Best_Perennials

TOP 12 Best-Selling Proven Winners Shrubs



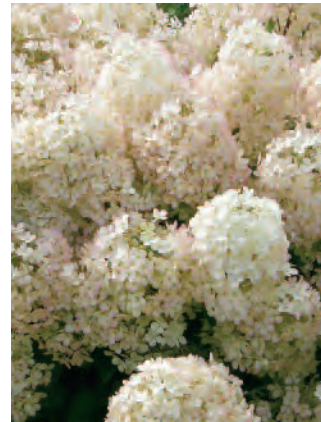
1. INCREDIBALL®
Hydrangea



2. INVINCIBELLE® Ruby
Hydrangea



3. LET'S DANCE® BLUE
JANGLES® *Hydrangea*



4. BOBO®
Hydrangea



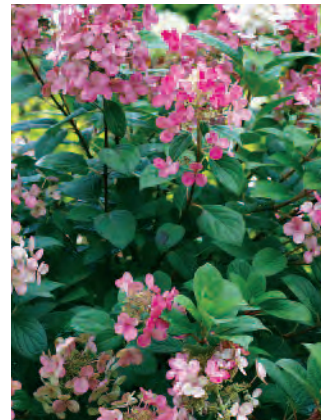
5. FIRE LIGHT®
Hydrangea



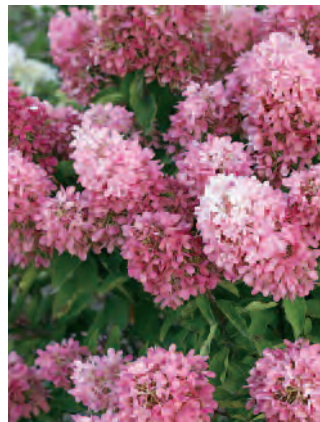
6. 'Limelight'
Hydrangea



7. LITTLE LIME®
Hydrangea



8. LITTLE QUICK FIRE®
Hydrangea



9. ZINFIN DOLL®
Hydrangea



10. TUFF STUFF™
Hydrangea



11. SUMMER WINE®
Physocarpus



12. TINY WINE®
Physocarpus



For more information on best-selling shrubs, go to www.provenwinners.com/20_Best_Shrubs

45 Best-Selling Proven Winners Recipes



1. **Above & Beyond** (2017 National Recipe)
Supertunia Vista® Bubblegum® *Petunia*
Supertunia Vista® Fuchsia *Petunia*
Supertunia Vista® Silverberry *Petunia*



2. **Bahama Beach** (2015 National Recipe)
Superbells® Lemon Slice® *Calibrachoa*
Laguna™ Sky Blue *Lobelia*
Supertunia® Bordeaux™ *Petunia*



3. **Bermuda Skies** (2012 National Recipe)
Superbells® Yellow Chiffon™ *Calibrachoa*
Laguna™ Sky Blue *Lobelia*
Supertunia® Bermuda Beach™ *Petunia*



4. **Evening Breeze** (2016 National Recipe)
Superbells® Evening Star™ *Calibrachoa*
Snowstorm® Snow Globe® *Sutera*
Superbena® Royale Plum Wine *Verbena*



5. **Candyland**
Superbells® Dreamsicle® *Calibrachoa*
Superbells® Pink *Calibrachoa*
Superbells® Yellow *Calibrachoa*



6. **Backyard BBQ** (2017 National Recipe)
Superbells® Dreamsicle® *Calibrachoa*
Flambé® Yellow *Chrysocephalum*
Supertunia® Really Red *Petunia*



7. **Velvet Skies** (2013 National Recipe)
Blushing Princess® *Lobularia*
Supertunia® Mini Silver *Petunia*
Supertunia® Royal Velvet™ *Petunia*



8. **Lively in Lavender**
Supertunia® Mini Blue Veined *Petunia*
Supertunia® Royal Velvet™ *Petunia*
Superbena® Large Lilac Blue *Verbena*



9. **Starry Night**
Superbells® Lemon Slice® *Calibrachoa*
Supertunia® Royal Velvet™ *Petunia*
Surfinia® Red *Verbena*



Remember to order the National Spring, Summer and Fall Recipes for 2018. For more information about best-selling recipes, go to www.provenwinners.com/professionals/top-50



10. Santa Belle
 Superbells® Yellow *Calibrachoa*
 Lucia® Dark Blue *Lobelia*
 Tukana® Scarlet *Verbena*



11. Fireworks
 Laguna™ White *Lobelia*
 Supertunia® Royal Velvet™ *Petunia*
 Superbena® Royale Red *Verbena*



12. Plum Crazy
 Superbells® Lemon Slice® *Calibrachoa*
 Snowstorm® Giant Snowflake® *Sutera*
 Supertunia® Royal Velvet™ *Petunia*



19. Girl's Night Out
 Supertunia® Bordeaux™ *Petunia*
 Supertunia® Limoncello® *Petunia*
 Superbena® Royale Plum Wine *Verbena*



20. Honeybelle
 Campfire® Fireburst Improved *Bidens*
 Superbells® Yellow *Calibrachoa*
 Supertunia® Honey™ *Petunia*



21. Royal Punch
 Superbells® Pomegranate Punch™ *Calibrachoa*
 Supertunia® Royal Velvet™ *Petunia*
 Snowstorm® Giant Snowflake® *Sutera*



13. Main Street USA
 Supertunia® Mini White *Petunia*
 Supertunia® Royal Velvet™ *Petunia*
 Surfina® Red *Petunia*



14. Thirst Quencher
 Goldilocks Rocks® *Bidens*
 Supertunia® Sangria Charm *Petunia*
 Superbena® Royale Chambray *Verbena*



15. Strawberry Kiss (2014 National Recipe)
 Superbells® Pink *Calibrachoa*
 Supertunia® Mini Rose Veined *Petunia*
 Superbena® Royale Whitecap *Verbena*



22. Afternoon Tea
 Superbells® Evening Star™ *Calibrachoa*
 Supertunia® Limoncello® *Petunia*
 Supertunia® Royal Velvet™ *Petunia*



23. Banana Colada
 Superbells® Lemon Slice® *Calibrachoa*
 Sunsatia® Coconut *Nemesia*
 Supertunia® White *Petunia*



24. Berrylicious
 Superbells® Lemon Slice® *Calibrachoa*
 Supertunia® Royal Velvet™ *Petunia*
 Superbena® Royale Iced Cherry *Verbena*



16. Fired Up!
 Goldilocks Rocks® *Bidens*
 Superbells® Dreamsicle® *Calibrachoa*
 Superbena® Royale Red *Verbena*



17. New Attitude
 Lucia® Dark Blue *Lobelia*
 Supertunia® Mini Strawberry Pink Veined *Petunia*
 Snowstorm® Giant Snowflake® *Sutera*



18. Aloha
 Superbells® Cherry Star® *Calibrachoa*
 Superbells® Sweet Tart™ *Calibrachoa*
 Supertunia® Limoncello® *Petunia*



25. The North Shore
 Superbells® Pink *Calibrachoa*
 Superbells® Yellow *Calibrachoa*
 Supertunia® Royal Velvet™ *Petunia*



26. Afternoon Bliss
 Superbells® Over Easy™ *Calibrachoa*
 Sunsatia® Blood Orange™ *Nemesia*
 Supertunia® Honey™ *Petunia*



27. Livin' on the Edge
 Superbells® Dreamsicle® *Calibrachoa*
 Supertunia® Really Red *Petunia*
 Supertunia® Royal Velvet™ *Petunia*



28. Mexican Festival

Superbells® Blue *Calibrachoa*
 Superbells® Pomegranate Punch™ *Calibrachoa*
 Superbells® Yellow *Calibrachoa*



29. Hit It Big

Supertunia Vista® Bubblegum® *Petunia*
 Superbena® Burgundy *Verbena*



30. Summer Sangria

Blushing Princess® *Lobularia*
 Supertunia® Bordeaux™ *Petunia*
 Superbena® Royale Plum Wine *Verbena*



37. Summer Punch

Superbells® Apricot Punch™ *Calibrachoa*
 Superbells® Grape Punch™ *Calibrachoa*
 Superbells® Pomegranate Punch™ *Calibrachoa*

38. Sun Kissed

Superbells® Spicy *Calibrachoa*
 'Sweet Caroline Red' *Ipomoea*
 Supertunia® Honey® *Petunia*

39. Canterbury

Superbells® Pomegranate Punch™ *Calibrachoa*
 Superbells® White *Calibrachoa*
 Supertunia® Black Cherry™ *Petunia*



31. Summer Breeze

Goldilocks Rocks® *Bidens*
 Luscious® Citrus Blend™ *Lantana*
 Superbena® Royale Red *Verbena*



32. Once in a Blue Moon

Superbells® Blue Moon Punch™ *Calibrachoa*
 Superbells® Lemon Slice® *Calibrachoa*
 Supertunia® Royal Velvet™ *Petunia*



33. Southern Hospitality

Superbells® Dreamsicle® *Calibrachoa*
 Supertunia® Really Red *Petunia*
 Superbena® Royale Peachy Keen *Verbena*



40. Aladdin's Lamp

Superbells® Yellow *Calibrachoa*
 Laguna™ Sky Blue *Lobelia*
 Superbena® Royale Red *Verbena*



41. Starry Sunset

Superbells® Yellow *Calibrachoa*
 Supertunia® Black Cherry™ *Petunia*
 Supertunia® Royal Velvet™ *Petunia*



42. Cosmic Cool

Superbells® Evening Star™ *Calibrachoa*
 Supertunia® Royal Velvet™ *Petunia*
 Superbena® Royale Peachy Keen *Verbena*



34. Ada

Superbells® Evening Star™ *Calibrachoa*
 Supertunia® Royal Velvet™ *Petunia*
 Superbena® Royale Plum Wine *Verbena*



35. Hula Dancer

Superbells® Cherry Star® *Calibrachoa*
 Supertunia® Daybreak Charm *Petunia*
 Supertunia® Limoncello® *Petunia*



36. Patriotic Moment

Superbells® Cherry Red *Calibrachoa*
 Supertunia® Royal Velvet™ *Petunia*
 Snowstorm® Snow Globe® *Sutera*



43. Patrick's Punch

Superbells® Dreamsicle® *Calibrachoa*
 Supertunia® Limoncello® *Petunia*
 Tukana® Scarlet Star *Verbena*



44. Let's Get Together

Superbells® Cherry Star® *Calibrachoa*
 Superbells® Holy Moly!® *Calibrachoa*
 Supertunia® Black Cherry™ *Petunia*



45. Sunshine City

Goldilocks Rocks® *Bidens*
 Superbells® Coralina *Calibrachoa*
 Tukana® Scarlet *Verbena*