

Retailer Checklist

- Communicate with Your Supplier**
Meet with your supplier as early as possible to ensure they will be able to supply you with your most important items including top sellers, National Plants and Recipes of the Year and hard goods. If you plan to order AquaPots™, remember that BFG is the exclusive supplier for North America.
- Offer Proven Winners in Branded Containers**
Work with your supplier early to let them know you prefer to receive all your Proven Winners plants in the signature white branded container. As the most effective form of POP we offer, consumers actively seek out these containers when they shop. Help them easily find Proven Winners plants in your store by selling them in the containers they have come to know and trust.
- Become a Certified Proven Winners Retailer**
It's never been more important to complete our free online Certification Program. Training your staff on how to sell Proven Winners plants will increase your sales. We'll reward you with a whole host of opportunities for creating greater visibility online and connecting with your customers through our CONNECT+ marketing service once your business is certified. Training begins February 1, 2020. Details on p.6.
- Subscribe to Our New CONNECT+ Marketing Service**
New for 2020, we're offering a revolutionary new marketing service exclusively for our IGC customers that aims to make your life easier while putting the power of the Proven Winners brand to work for your business. Subscribe to our Proven Winners CONNECT+ program at your preferred level, from the free Getting Started option to our premium Elite level and let our marketing experts get to work for you. Details on p.2-5.
- Sign up for the Gardener's Idea Book Co-Op**
Put our most popular consumer marketing guide to use for your company by personalizing its back cover with your company logo or work with our designer to create a custom look. We pay for the books and mail them for you, you cover the postage. Find details at www.provenwinners.com/share-booklet or contact Sandy at 815-895-1872 or sandy@provenwinners.com.
- Create a Proven Winners Destination**
IGCs like Kerby's Nursery in Florida and Down to Earth Garden Center in Wisconsin have experienced tremendous success by creating a Proven Winners Destination at their store. Read their stories on p.30-31. Then, talk with your Regional Account Manager about creating a Destination at your store. Be sure to schedule your first site visit prior to January 15 to ensure enough time for planning and execution before the new season begins.
- Order POP Signage**
Effective, attractive 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 custom look, we're ready to help. Order our standard POP online or get started on your custom POP order by contacting Tabatha at tabatha@provenwinners.com or 601-527-5213. Place your custom POP order by March 1, 2020 to ensure delivery in time for spring.
- Create a Social Media Plan**
More than ever, your customers are participating in social media communities. Create a plan to maintain a consistent presence on your most active social channels, including posting frequently, monitoring comments and engaging with your followers. Find our top tips for social media on p.36-37.
- Keep Up with Garden Answer**
Laura of @Garden Answer has become the #1 gardening influencer in the world, as she teaches a whole new generation how to garden online. We've partnered with Laura to produce 100 new videos for us each year which focus exclusively on Proven Winners plants. We encourage you to share them in your social media feeds, website, newsletter or in-store kiosk. Find a playlist of all Garden Answer videos and share them directly from www.provenwinners.com/lauravideos.
- Schedule Delivery of 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. Work with your preferred supplier to schedule consistent, season-long shipments and see faster turns as a result. Looking for a supplier of fresh product? Talk with your Regional Account Manager to find a solution.



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



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Retail Resource Guide



Let's Grow Together

Thomas Cooper coined the phrase, "A garden is never as good as it will be next year." As good as this year was, there's always room to reflect on what worked well, what could have gone better and what new opportunities we can pursue over the coming season. So, as we begin our planning for 2020, one of our main goals is to improve our retail programs, marketing campaigns and services to better support our valued IGC customers.

Many of us can agree that the past year has had its challenges – be it weather, staffing or simply the struggles we all face on a day-to-day basis. What we've found in our travels, however, is that despite the challenges faced, the amazing resiliency, creativity and passion that you bring to work every day motivates us all to do better.

That passion is what drives the team at Proven Winners to select the best new plants, create engaging marketing content and most importantly, inspire consumers. Every single day, we're reaching out to communicate our brand promise and build the exposure that is so critical for our collective success.

By harnessing the power of technology, we'll be able to deliver 2 billion brand impressions in 2020. And with CONNECT+, our exclusive new marketing service for IGCs, we're making it easier than ever before to customize programs and specifically target your customer base. This provides huge opportunities for you to maximize the Proven Winners brand in your store.

While our national marketing programs are important, we recognize that partnering with you at the local level is equally critical to your success. Our Proven Winners Store-Within-A-Store program has been an integral component of such efforts. In 2019, our organization collectively worked with more than 100 IGCs to create a dedicated Proven Winners Destination within their store. The goal was not only to help with the design and implementation of the plan, but also to offer marketing and promotional assistance. The most exciting result has been that garden centers that have built a Store-Within-A-Store have seen double digit increases year-over-year! We welcome the opportunity to work with more IGCs in these efforts.

We sincerely appreciate your business and your continued support of the Proven Winners brand. Please let us know how we can better serve you moving forward.

Let's Get Growing,
Meghan and Jessica

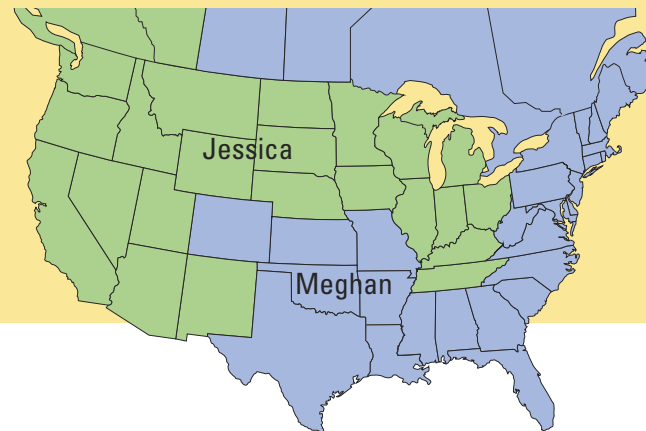


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We Love Our IGC Customers!



Windsor's Nursery – Kimberly, ID
Jamee Windsor Muchow and team



Rock City Gardens – Vero Beach, FL
Earl Poppell, Amber Koch, Shirley Barton and Meghan Owens



Johnson Nursery & Garden Center – Cookeville, TN
Chuck, Sarah, David and Charlie Johnson and team



K & W Greenery – Janesville, WI
Dee Speaker, Jessica DeGraaf and Char Babcock



Canoyer Garden Center – Grimes, IA
Kathy Canoyer and Jessica DeGraaf



Warren Family Garden Center and Nursery – Leeds, AL
Owner Wirt Warren and team with Meghan Owens



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

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EXCLUSIVE MARKETING SOLUTIONS FOR IGCS

New for 2020, we're offering a revolutionary new marketing service exclusively for our IGC customers that aims to make your life easier while putting the power of the Proven Winners brand to work for your business. Subscribe to our Proven Winners CONNECT+ program at your preferred level, from the free Getting Started option to our premium Elite level, and let our marketing experts get to work for you.

Once you have subscribed, you will start to see the benefits included in your selected package roll in. Our CONNECT+ marketing specialist will guide you through the process to ensure you maximize these valuable opportunities to connect with your customers.

In the chart below, you'll see that all your favorite benefits like a free pizza party for certified retailers, Proven Winners t-shirts and readymade social media graphics are still available to you free of charge. We've also added many more unique marketing solutions for our paid subscribers, including custom graphics and targeted ads for Facebook, free cases of our popular *Gardener's Idea Book*, custom videos by Laura of Garden Answer, and an innovative new approach to helping consumers find products in your store with our new online inventory listing.

BENEFIT	GETTING STARTED	BASIC	ENHANCED	ELITE
Become a Certified Proven Winners Retailer	X	X	X	X
Enhanced Find a Retailer Listing	X	X	X	X
Proven Winners University	X	X	X	X
Free Pizza Party	X	X	X	X
Free Proven Winners T-Shirt or Hat (for all Certified employees)	X	X	X	X
Proven Winners Photo Library Access	X	X	X	X
Subscription to Retailer Newsletter	X	X	X	X
Free <i>Gardener's Idea Books</i>		2 cases/200 books	5 cases/500 books	10 cases/1,000 books
Point of Purchase Materials		\$50 coupon	\$100 coupon	\$150 coupon
Access to our Custom POP Design Team			X	X
PowerPoint Presentations		1 Presentation – Container Gardening	3 Presentations – Container Gardening, New Varieties, Plants for Pollinators	6 Presentations – Container Gardening, New Varieties, Plants for Pollinators, Hydrangeas Demystified, Solution Gardening, Native Plants
Readymade Social Media Graphics	X	X	X	X
Custom Facebook Graphics		15 graphics with your logo added	25 graphics with your logo added	45 custom graphics
Targeted Facebook Ad Campaign			1 ad – 3 wk campaign	2 ads – 6 wk campaign
Customized Pandora Ad Campaign (US only)			3 wks – 15K impressions	6 wks – 30K impressions
Eligible for Inventory Listing on provenwinners.com			X	X
Opportunity to Represent Proven Winners at Consumer Shows (where applicable)			X	X
Laura of Garden Answer Custom Videos				Up to 5 videos
Garden Design Retailer Listing				X
Subscription cost BEFORE Jan 1, 2020	FREE	\$300.00	\$950.00	\$1,800.00
Subscription cost AFTER Jan 1, 2020	FREE	\$400.00	\$1,050.00	\$2,000.00

Learn more about Proven Winners CONNECT+ at www.provenwinners.com/connect or speak with our CONNECT+ marketing specialist at 815-895-1872.

Take Advantage of These Valuable Resources

Become a Certified Proven Winners Retailer

The foundation of strong sales of Proven Winners is having trained staff members who are excited to go out and confidently sell this product. That's why we require all businesses who wish to participate in our Proven Winners CONNECT+ marketing service to complete our Certification Program each spring. Find more details about this free online staff training program on p. 6.

BENEFIT ▶ Available to all Proven Winners IGC customers

Enhanced Find a Retailer Listing

All Certified Proven Winners Retailers will automatically be listed on our Find a Retailer locator service at provenwinners.com. Modern technology allows us to instantly display a consumer's closest certified retailers when they land on our home page. With six million website visitors each year, that's a whole lot of exposure just for getting certified!

BENEFIT ▶ Available to all Certified Proven Winners Retailers

Proven Winners University

We've listened to retailers who've asked us to keep our training video under one hour long, but there is so much more knowledge we want to share with you! That's why we developed the Proven Winners University. It contains over 50 additional short but valuable training videos you can use during your weekly staff meetings. This bonus material is available exclusively to IGCs who complete our Certification program. See p.7 for more details.

BENEFIT ▶ Available to all Certified Proven Winners Retailers

Free Pizza Party

When we added a free pizza party as one of the benefits of completing our Certification Program in 2016, we had no idea how popular it would become! To date, we've given away 1,729 pizza parties and our certified retailers have told us countless times how much they love this reward. The team at Garden Pleasures garden center reported back, "Our group of 11 certified employees really enjoyed our pizza lunch! It's becoming a fun tradition here."

BENEFIT ▶ Available to all Certified Proven Winners Retailers

Free Proven Winners T-Shirt or Hat

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

BENEFIT ▶ Available to all Certified Proven Winners Retailers

Proven Winners Photo Library Access

Proven Winners CONNECT+ subscribers have full access to our photo library which contains over 11,000 professional quality images. Choose from inspirational lifestyle imagery, beauty shots of individual varieties, container recipes and much more in both high and low resolution sizes suitable for print or online use. It's at your fingertips online 24/7 for easy download.

BENEFIT ▶ Available to all Certified Proven Winners Retailers

Subscription to Retailer Newsletter

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

BENEFIT ▶ Available to all Proven Winners IGC customers



6 MILLION
website visitors



Free Gardener's Idea Books

Gardeners love free giveaways, and our annual *Gardener's Idea Book* is always a huge hit. When you subscribe to Proven Winners CONNECT+ at the Basic, Enhanced or Elite level, you'll receive free copies to give away at your store's events, at the cash wrap, or any other creative way you'd like to use them. The books are free and so is the shipping. Available beginning February 15, 2020.

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



Point of Purchase Materials

Update your store's signage each year using your coupon for our ready-to-go POP in our online store at <https://www.provenwinners.com/Professional/catalog/point-purchase>. Ordering our pre-printed posters, banners, benchcards and more is the fastest way to sign your store before opening day. All orders are shipped within 48 hours of placement. Enhanced and Elite subscribers may utilize our design team to customize your POP at no additional cost.

BENEFIT ▶ Basic - \$50 coupon; Enhanced - \$100 coupon; Elite - \$150 coupon
 Access to POP design team: Enhanced and Elite subscribers
Upgrade this benefit with incremental \$10 coupons.



PowerPoint Presentations

Though we try to make Proven Winners staff available for live presentations whenever possible, we are offering you the tools you'll need to give professional quality presentations of Proven Winners plants on your own. We're developing six PowerPoint presentations on the popular topics you see listed in the chart and making them available to our Basic, Enhanced and Elite CONNECT+ subscribers. Use them for your store's workshops, at garden club meetings and community events.

BENEFIT ▶ Basic – 1 Presentation: Container Gardening
 Enhanced – 3 Presentations: Container Gardening, Plants for Pollinators, New Varieties
 Elite – 6 Presentations: Container Gardening, Plants for Pollinators, New Varieties, Solution Gardening, Hydrangeas Demystified, Native Plants for Sustainable Landscapes



Readymade Social Media Graphics

We make it easy for all levels of Proven Winners CONNECT+ subscribers to share our readymade graphics on their own social media channels by offering free, pre-sized graphics for Facebook, Instagram, Pinterest and Twitter. Dive into this rich resource all year long as we add content for every season and key programs like our National Plants and Recipes of the Year, new varieties and top sellers.

BENEFIT ▶ Available to all Certified Proven Winners Retailers



Custom Facebook Graphics

If you like the look of our social media graphics but prefer something more custom, you'll want to subscribe to our Basic, Enhanced or Elite CONNECT+ service. Put our graphic artists to work for you to create a unique look that matches your store's look and feel.

BENEFIT ▶ Basic and Enhanced subscribers – We'll add your company logo to our readymade social media graphics and deliver them back to you correctly sized and ready to upload to your social channels. Basic: 15 graphics included; Enhanced: 25 graphics included.
 Elite subscribers – Our graphic artists will work with you to create a totally custom look for up to 45 social media graphics, all sized and ready to use on your social channels.
Upgrade this benefit by adding sets of 10 additional graphics for \$70.



Targeted Facebook Ad Campaign

Reaching the right demographic on Facebook requires the use of targeted paid advertising, which has proven to be far more effective than boosting posts. For Enhanced and Elite CONNECT+ subscribers, Proven Winners will run a targeted Facebook ad campaign for your business with a goal of boosting foot traffic to your store. We'll take care of the graphics and running the campaign, and you'll reap the benefits. Ads will run in most markets from late April through early June but can be shifted earlier for warmer climates.

BENEFIT ▶ Enhanced – 1 Facebook ad, 3 week campaign; Elite – 2 Facebook ads, 6 week campaign
 Hosting a special event you'd like us to promote?
Upgrade this benefit to include an additional ad or extend your ad in one week increments for a fee.



Customized Pandora Ad Campaign

Enhanced and Elite CONNECT+ U.S. retailers have the opportunity to target local garden enthusiasts within a 20-mile radius of their garden center's zip code with Pandora internet radio ads. Laura from Garden Answer is the voice behind all of our Pandora ads, and she will mention your garden center's name and city (if desired) at the end of your customized ad.

A bonus banner ad which runs with the Pandora radio ad online will include your company logo and link to your website or Facebook page. Pandora ads run from late April through early June in most markets, though the timing can be shifted earlier for warmer markets.

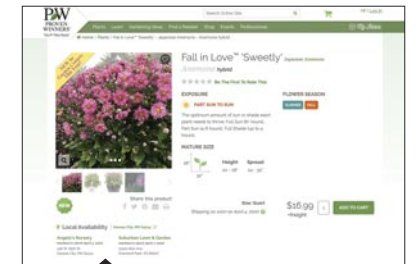
BENEFIT ▶ Enhanced – 3 week ad run/15K impressions; Elite – 6 week ad run/30K impressions
Upgrade this benefit by adding incremental 5K more impressions for \$75/each.

Eligible for Inventory Listing on provenwinners.com

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

By communicating your inventory to Proven Winners through one of six methods we've developed, we will be able to connect you directly with customers looking for the plants you have in stock. Scan the QR code to see a demo of our new Inventory Listing system.

BENEFIT ▶ Enhanced and Elite subscribers are eligible.



Your garden center's name listed here.

Opportunity to Represent Proven Winners at Consumer Shows

Flower and garden shows offer a unique way to sell the experience of gardening by immersing consumers in the beauty of plants. We'll be promoting our National Plants of the Year and new varieties at eight consumer shows across the U.S. and Canada in 2020 and would love for you to join us. Enhanced and Elite CONNECT+ subscribers located near a flower and garden show we're participating in will have the opportunity to represent Proven Winners at the show.

2020 show cities include: Chicago IL, Boston MA, Grand Rapids MI, Charlotte NC, Toronto ON, Philadelphia PA, Newport RI, Seattle WA

BENEFIT ▶ Enhanced and Elite subscribers are eligible.



Laura of Garden Answer Custom Videos

With over 500 million gardening video views, Laura of @Garden Answer is the #1 gardening influencer in the world. Every day, she inspires a whole new generation to garden with Proven Winners. We encourage all our IGC customers to share Laura's videos on your social media pages, website, newsletter and in-store kiosk. You'll find a list of her videos at www.provenwinners.com/lauravideos.

Elite CONNECT+ subscribers have the exclusive benefit of putting Laura to work for you by customizing our five National Plant of the Year videos with your garden center's name and logo. We'll create the videos; all we need is your company name and logo. Then, we'll deliver the finished product to you for use in your online marketing efforts.

BENEFIT ▶ Available to Elite subscribers only. Includes up to 5 custom videos featuring the National Plants of the Year including: Diamond Collection *Euphorbia*, 'Denim 'n Lace' *Perovskia*, Shadowland® 'Coast to Coast' *Hosta*, Oso Easy Double Red® Rose and Invincibelle® Ruby *Hydrangea*.



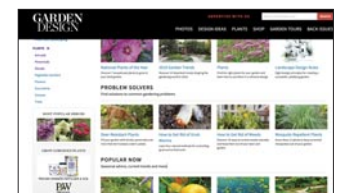
Your company logo included in the video.

Garden Design Website Listing

Our recent partnership with Garden Design has garnered amazing new exposure for the Proven Winners brand. Six to eight million gardening enthusiasts visit their website each year where Proven Winners annuals, perennials, shrubs and hard goods are featured prominently.

This innovative new opportunity available exclusively to Elite CONNECT+ subscribers will list your IGC as a source for Proven Winners on the Garden Design website. The exposure is a huge benefit, but the link from Garden Design to your website will also boost the search engine optimization for your own website.

BENEFIT ▶ Available to Elite subscribers only.



GARDEN DESIGN

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 1,384 other independent garden centers and 10,034 employees who became Certified Proven Winners Retailers in 2019. 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.

Getting Certified Creates New Opportunities

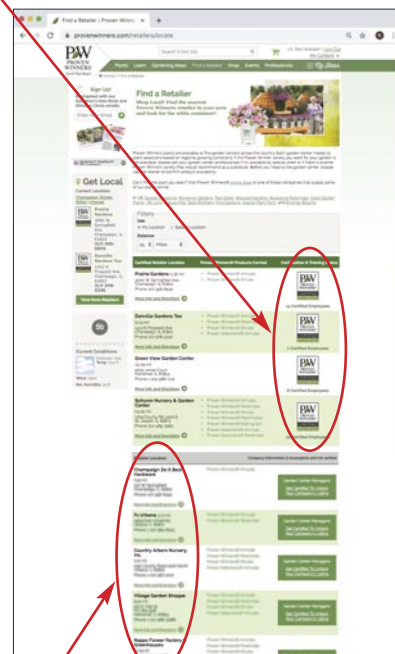
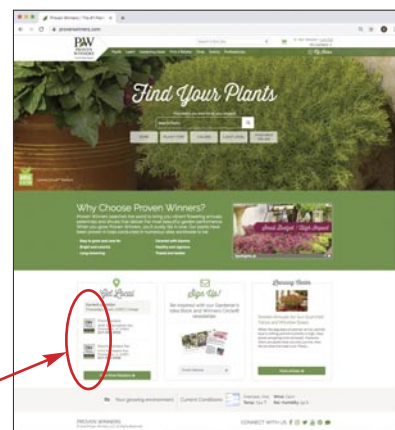
It's never been more important to become a Certified Proven Winners Retailer. We've changed a few protocols to offer exclusive opportunities only to IGCs that complete our Certification Program. Here's what you need to know.

Proven Winners CONNECT+, our exclusive new marketing solutions service for IGCs described on p. 2, is available only to Certified Proven Winners Retailers. If you'd like to take advantage of this opportunity, even at the free Getting Started level, you'll need to get certified. Once you have achieved that goal, valuable new opportunities will be unlocked for your business.

Additionally, we now list only Certified Proven Winners Retailers on our Find a Retailer locator at provenwinners.com. We need to send consumers to retailers who are trained on our products and have dedicated their efforts towards training their staff on Proven Winners plants. Once your business completes our Certification Program, you will automatically be listed on our Find a Retailer locator which is accessible from our home page and throughout the site. To maintain your status, be sure to get recertified annually.

“Thank you, Proven Winners! We love the certification process opportunity and look forward to the new video each year. Thank you for the t-shirt rewards, too. Our customers often notice the shirts and comment on the sayings which drums up conversation about the brand and the amazing plants you offer. ‘Dirty Jeans, Dirty Hands, Cleansed Soul’ and full bellies after our pizza party!”

Diane from Secluded Acres Farm and Garden Center, Rio Grande, NJ



IGCs that do not complete our Certification Program annually will be shown as Unverified Locations online.

Proven Winners University

Once your business becomes a Certified Proven Winners Retailer, you'll gain access to our exclusive Proven Winners University training videos. This series of 50+ informative, 2 to 5 minute videos can be used weekly to educate your garden center employees on key topics. Some of our most popular videos include container gardening, plants for pollinators, dealing with deer and other garden pests, regional plant recommendations, selling tips for key plant groups, social media tips and customer service. New videos are added annually.



See a sample Proven Winners University video and find the full topic list at www.provenwinners.com/Professionals/PWUniversity.



“The knowledge we gleaned from this course was invaluable as we found ourselves using it daily in our conversations with our customers while promoting the benefits of planting Proven Winners products. Thank you for the knowledge and the pizza!”
Mother Nature Garden Home & Pet
Powell River, BC



Bloomers – Maple Ridge, BC



Kolze's Corner Gardens – Woodstock, IL



Miller's Greenhouse – Hartville, OH



The Greenhouse and Garden Store – Little Rapids, NL



Dakota Greens – Custer, SD



Raymond's Garden Center – Stoughton, MA



Plant Depot – San Juan Capistrano, CA



Green Thumb Nursery – Tampa, FL



Watch for our 2020 Certified Training Video to be posted online by February 1st.

Reaching Out to Consumers Daily

Our experienced 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 supermarket. Here are a few ways we are working every day to spread the message about Proven Winners plants.

Gardener's Idea Book

475,000 copies of our popular *Gardener's Idea Book* are distributed in the U.S. and 25,000 in Canada by request only each year. Be prepared for the coming demand by stocking up on the plants we'll be featuring. Find the plant list this fall at www.provenwinners.com/retailer-gardeners-idea-book-co-op.

Take advantage of our Gardener's Idea Book co-op program by personalizing the back cover with your company logo or work with us to create a completely customized back cover. We'll even mail them for you! We cover the cost of the books, you just pay the postage. Take advantage of this simple yet highly effective marketing tool at www.provenwinners.com/share-booklet or contact Sandy at 815-895-1872 or sandy@provenwinners.com.



E-Newsletter

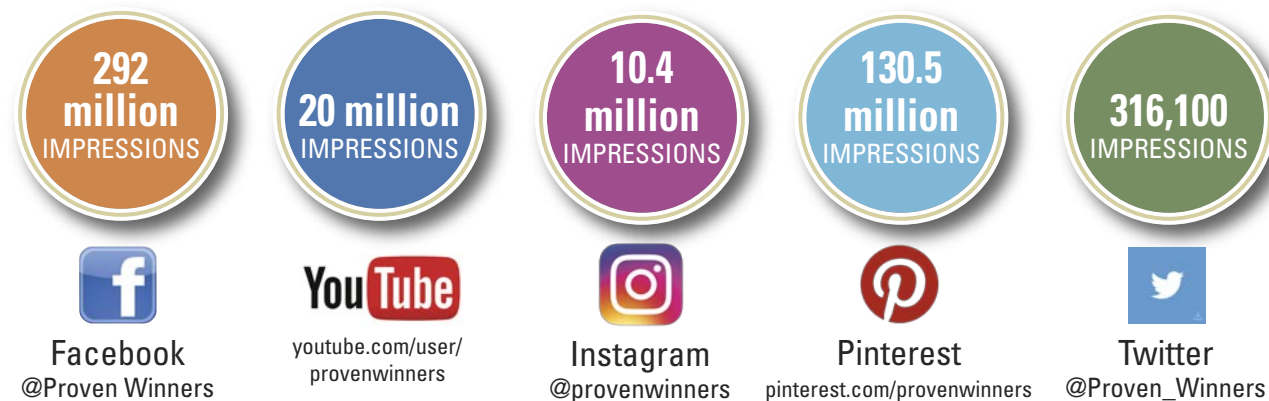
Over 237,000 consumers across the U.S. and Canada have opted in to receive our monthly Winner's Circle e-newsletter and that number is growing every year. This publication includes articles on seasonal topics, highlights key varieties of annuals, perennials and shrubs, and features a Pinterest board, container recipe and video.

Websites

Over six million visitors have explored our websites over the past year, including our main site and two additional websites which focus on key products: www.nationalplantoftheyear.com and www.beauty.provenwinners.com, which contains expanded content from the *Gardener's Idea Book*.

Social Media Marketing

Consumers have come to expect us to engage with them across social media channels, and we truly enjoy providing inspiration and knowledge every day of the year. Here are the online communities where we are reaching millions of connected consumers.



Figures calculated from 4/2/18 – 3/31/19.

Proven Winners® ColorChoice® Marketing

Driving Consumer Demand

When you offer Proven Winners ColorChoice Flowering Shrubs, you're tapping into an extensive consumer promotion campaign that works every day to build trust and recognition of the brand. Count on us to take care of marketing so you can focus on getting high quality finished plants into the marketplace.

Gardening Simplified

The Proven Winners ColorChoice Landscape Guide has been completely restyled for 2020, with the shrubs now organized in solution-oriented categories like Plants for Hedges, Shrubs for Containers, Wildlife Gardens, and much more. Contact a Spring Meadow Nursery account manager to request complimentary copies for your events.

2019-2020 Consumer Advertising

Thirteen eye-catching consumer ads can be seen in publications across North America, generating 171 million impressions.

Invincibelle® Spirit Campaign for a Cure

We're proud to support the Breast Cancer Research Foundation® with a \$1 per plant donation on every Invincibelle® Spirit II hydrangea that is sold. With the generosity of our community of growers and Pink Day fundraising events, over \$1 million has been donated so far, and the campaign is still going strong!

Sharable Social Media Content

Every week, fresh video content you can share is added to our YouTube channel, including a library of quick, 30-second spotlight videos that make it easy for customers and staff to get to know Proven Winners® ColorChoice® shrubs.

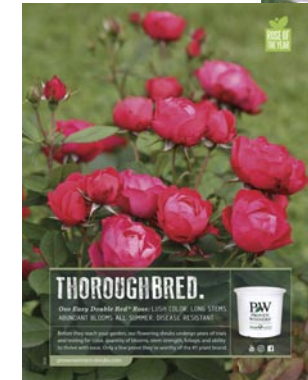
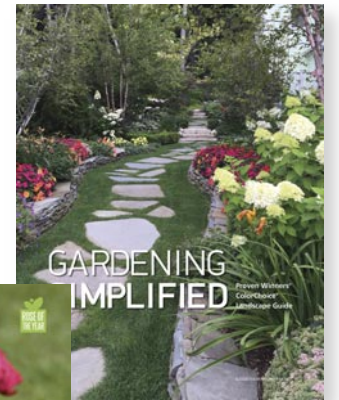
Shrub Madness® Competition

Every March, we ring in spring with our Shrub Madness competition at www.ShrubMadness.com. More than 287,000 votes were cast through six rounds of voting on 64 varieties this year, crowning Tuff Stuff Ah-Ha® mountain hydrangea as the national champion.

Radio

Proven Winners ColorChoice Pandora Internet Radio and broadcast radio ads create 80 million impressions among home and gardening enthusiasts each year. The ads run in 63 major markets across the U.S. and Canada from Mother's Day to mid-June.

Be prepared when your customers come in to your store asking for the plants they see advertised. These are key plants you'll definitely want to have in stock. See where Proven Winners plants will be advertised next season at www.provenwinners.com/professionals/advertising.





INTRODUCING Michael Carr Designs™ Pottery and AquaPots™ by Proven Winners



Expanding into Premium Quality Pottery

Proven Winners is entering the pottery market by adding the full line of Michael Carr Designs Pottery, including the new AquaPots line of luxury grade, self-watering containers, to our brand family.

Premium quality pottery is a natural extension of our brand.

In trendsetting colors, soft raining finishes and a variety of unique styles, Michael Carr Designs Pottery is a favorite among retailers, landscape designers and home gardeners. The collection is handmade by the company's craftsmen using time tested techniques and an old-world kiln that gives each piece its own special character.



Key Benefits of AquaPots

- The convenience of a self-watering pot with the beauty of high-quality glazed ceramics.
- No risk of overwatering. An overflow valve ensures plants cannot be overwatered.
- No unsightly plastic drip tubing. A cleaner look that can be enjoyed anywhere instead of needing to stay where plumbing is located.
- Elimination of fertilizer leaching and runoff.
- No more water ring stains on the deck or porch.
- Watering frequency is significantly decreased.
- Smaller AquaPots last at least a week between waterings; larger Professional Series pots last up to one month.
- Water savings with no waste. One quarter of the water is used with AquaPots vs. similar sized pots on drip irrigation.
- Labor savings. Plants have continuous access to fertilizer-infused water and require minimal watering.
- Frost and freeze resistant ceramic. Simply empty the pot and flip it upside down for winter (in northern gardens).



Customers are encouraged to pre-book both AquaPots and all Michael Carr Designs Pottery for Spring 2020 sales through BFG Supply Co., the exclusive distributor of Michael Carr Designs Pottery in North America. Call 866-358-9998 or visit www.michaelcarrdesigns.com.

Ordering Options

There are hundreds of unique designs in multiple sizes and over a hundred color and finish options in the full Michael Carr Designs Pottery line. Smaller AquaPots sized for consumer use are included in the Home Series while larger AquaPots suitable for commercial use are sold under the Professional Series. Both series feature a variety of styles, sizes and colors which are updated annually. Customers who order full container loads direct from Vietnam will have a wider range of color options and can combine AquaPots with their standard pottery order to take advantage of discounts.

Proven Winners will work with BFG Supply Co. and Michael Carr Designs to manage consumer marketing efforts for the line. Promotions for the line will spread across Proven Winners' social media channels, eight consumer flower and garden shows in 2020, the *Gardener's Idea Book*, and more.

2020 Annual of the Year™



How do they compare?

Our classic **Diamond Frost** euphorbia is an airy plant that mingles well with other medium vigor companions in hanging baskets and upright containers. Its single flowers provide a subtle touch of white to break up masses of deeper colors in combinations.

The new **Diamond Snow** euphorbia also mixes well with medium vigor companions in hanging baskets and upright containers, but its double flowers and denser habit give it a stronger, brighter presence.

The super-sized **Diamond Mountain** euphorbia was selected to compete with our most vigorous annuals like Supertunia Vista® petunias. It is spectacular in extra-large hanging baskets and upright containers, and can even be used in place of a small shrub in the landscape where it will grow 2-3 feet tall.



DIAMOND MOUNTAIN® *Euphorbia* *** USPPAF CanPBRAF in the landscape with VERMILLIONAIRE® *Cuphea*, GOLDDUST® *Mecardonia* and ROCKIN'® PLAYIN' THE BLUES® *Salvia*



VERY FINE

- 1 SUREFIRE® *Rose Begonia*
- 2 DIAMOND FROST® *Euphorbia* ^{1Inneuphdia} USPP17567 Can2830
- 3 SUPERTUNIA VISTA® *Silverberry Petunia* ^{USTUN160-01M} USPP220903 Can3866



VERY LOADED

- 1 DIAMOND SNOW™ *Euphorbia* ^{INCHADIACL} USPPAF CanPBRAF
- 2 SUNPATIENS® *Compact Neon Pink Impatiens* ^{SAKIMP033} USPP26669
- 3 SUPERTUNIA VISTA® *Silverberry Petunia* ^{USTUN160-01M} USPP220903 Can3866

The Making of a Champion

The National Plants of the Year are never chosen at random. To reach this highest designation, Proven Winners annuals, perennials and shrubs must meet a strict set of criteria for consideration including:

Easy to Grow – They must be easy for both growers and gardeners alike to grow. It shouldn't take an expert to grow beautiful flowers.

Iconic – Easily recognizable at a glance, the National Plants of the Year have an iconic style unmatched by lookalikes.

Readily Available – These plants are easy to find locally or online. Announcing the National Plants of the Year a year in advance helps growers and retailers be prepared for the demand.

Perfect for Baskets and Containers – The Annual of the Year grows beautifully in hanging baskets as well as upright patio containers and window boxes.

Outstanding Landscape Performance – Not just for containers, these plants also deliver a knockout performance when planted in landscapes.

Consumer Promotions



www.nationalplantoftheyear.com –

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



Garden Answer –

When Laura talks, people listen! There's no better brand ambassador to promote key plants like our National Plants of the Year than Garden Answer. In videos commissioned by Proven Winners, she will help to build awareness and excitement for the 2020 Annual of the Year, the Diamond Collection of Euphorbia.

Garden Answer will be pivotal part of our comprehensive marketing campaign centered around the Annual of the Year. Look for additional promotions on social media, in our newsletter and *Gardener's Idea Book*, online and at consumer flower shows.



Demand for our Annual of the Year skyrockets due to extensive nationwide promotions. Be sure to stock up early and generously to meet the coming demand.



Stay Informed – Sign Up Today

Do you receive our monthly retailer newsletter? Jessica and Meghan collaborate each month to bring you ideas from the road for retailer events, trends they are seeing across the U.S. and Canada, endcap and merchandising ideas, best practices and more. Sign up today at www.provenwinners.com/professionals/newsletters.

2020 National Perennials and Shrubs of the Year



HOSTA OF THE YEAR
SHADOWLAND®
'Coast to Coast' Hosta



PERENNIAL OF THE YEAR
'Denim 'n Lace'
Perovskia



LANDSCAPE SHRUB OF THE YEAR
GEM BOX®
Ilex



ROSE OF THE YEAR
OSO EASY DOUBLE RED®
Rosa



HYDRANGEA OF THE YEAR
INVINCIBELLE® Ruby
Hydrangea



FLOWERING SHRUB OF THE YEAR
BLUE CHIFFON®
Hibiscus

Always looking for ways to build brand awareness for the very best varieties we offer, the National Plants of the Year program has been a huge success. Growers and retailers have experienced impactful increases in the sales of these items. If you're looking for an easy profit builder that packages award-winning plants with strong marketing and eye-catching POP, check out this program.

Retailer Resources

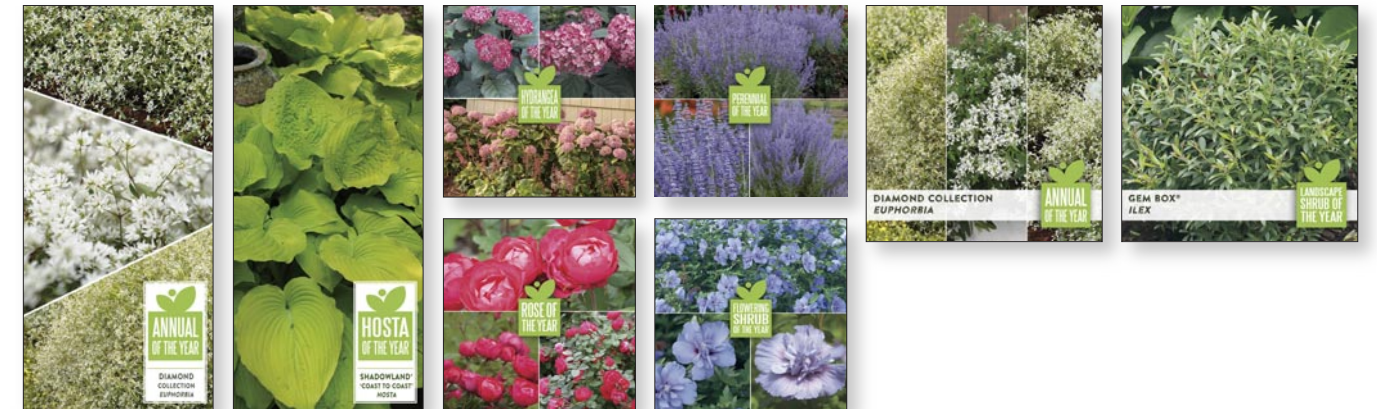
National Plant of the Year Program POP –

Use our ready-to-go signage to promote these award-winning plants or let us help you create a custom look. Order online at www.provenwinners.com/catalog/point-purchase-materials



National Plant of the Year Program Social Media and Web Graphics –

We're making it easy for you to promote the National Plants of the Year with free graphics for your own social media sites and website. Find them all at www.provenwinners.com/share.



Let consumers know you're carrying the National Plants of the Year by using our **readymade graphics** in your newsletter, on your website, in your social media posts, and on your in-store signage.

Final artwork is subject to change.

2020 National Recipes

Looking for an easy way to boost sales? Stock our National Recipes. Packed full of our top-selling, most distinctive varieties, these are recipes that have been proven in trials to work. Choose those that best suit your region and watch them move out of inventory quickly. As always, you can count on the Proven Winners expansive marketing campaign to be driving the demand.



GLORIA ROSE

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

THRILLER:
STRATOSPHERE™
White *Gaura*

FRUIT SALAD

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

THRILLER:
GRACEFUL GRASSES®
PRINCE TUT™
Cyperus

SUNGLASSES

SUPERBELLS® Yellow
Calibrachoa
SUPERTUNIA® MINI VISTA™
Hot Pink *Petunia*
SUPERTUNIA® LOVIE
DOVIE™ *Petunia*
THRILLER:
TOUCAN® Yellow *Canna*

SPARKLE AND GLOW

SUPERBELLS® YELLOW CHIFFON™ *Calibrachoa*
LAGUNA® Sky Blue *Lobelia*
SUPERBENA® Stormburst *Verbena*
THRILLER:
ROCKIN'® PLAYIN' THE
BLUES® *Salvia*

STORM SHADOW

FAIRY DUST® Pink *Cuphea*
SUPERTUNIA® BORDEAUX™ *Petunia*
SUPERBENA® Stormburst *Verbena*
THRILLER:
METEOR SHOWER®
Verbena



Don't miss our gorgeous Gloria Rose National Recipe for shade!

INTRODUCING HEART TO HEART™ Caladiums

As tropicals continue to trend upward, there's never been a better time to offer our vibrant and versatile new line of Heart to Heart caladiums. These lush tropical plants are the perfect way to bring that "vacation vibe" to the deck or patio. Though caladiums traditionally thrive in lower light conditions, newer, more sun tolerant varieties can be paired with your best-selling Proven Winners annuals like ColorBlaze® coleus, Sunpatiens® impatiens and Sweet Caroline sweet potato vines.

Heart to Heart Caladiums make unique and bold "thrillers" in container recipes planted with shorter, mounded to trailing plants. A container filled with lush caladiums is an amazing sight to behold. They're also stunning when planted en masse in garden beds.

Grower retailers will appreciate that all of caladium bulbs we offer are de-eyed and painted, making it easier to grow predictably strong crops every time. Offer them in Grande™ or Royale™ containers, or use them in recipes like you see here. Explore more caladium recipes at www.provenwinners.com/container-gardening/container-recipes.

HEART TO HEART™ 'White Wonder'
Caladium hortulanum

HEART TO HEART™ 'Bottle Rocket'
Caladium hortulanum

HEART TO HEART™ 'Mesmerized'
Caladium hortulanum



The Red Sea –
HEART TO HEART™ 'Radiance' *Caladium*
ROCKAPULCO® Orange *Impatiens*
SILVER FALLS™ *Dichondra*
SUNPATIENS® Compact Fire Red *Impatiens*

Auburn –
HEART TO HEART™ 'Chinook' *Caladium*
COLORBLAZE® ROYALE APPLE BRANDY® *Solenostemon*

Lemon Raspberry Meringue –
HEART TO HEART™ 'Lemon Blush' *Caladium*
HIPPO® Red *Hypoestes*
Sweet Caroline KIWI™ *Ipomoea*

Fancy Leaf Types



HEART TO HEART™
'Bottle Rocket'
Caladium hortulanum USPPAF



HEART TO HEART™
'Dawn to Dusk'
Caladium hortulanum USPP23991



HEART TO HEART™ FAST
FLASH™ *Caladium*
hortulanum 'RFL 2317-114' USPP27964



HEART TO HEART™
'Flatter Me'
Caladium hortulanum USPP27946



HEART TO HEART™
'Lemon Blush'
Caladium hortulanum USPP25450



HEART TO HEART™
'Mesmerized'
Caladium hortulanum USPP29545



HEART TO HEART™ 'Radiance'
Caladium hortulanum USPP27095



HEART TO HEART™
'Raspberry Moon'
Caladium hortulanum USPP20069



HEART TO HEART™
'Rose Glow'
Caladium hortulanum USPP20070



HEART TO HEART™
'Snow Drift'
Caladium hortulanum USPP27072

Strap Leaf Types



HEART TO HEART™
'Splash of Wine'
Caladium hortulanum USPPAF



HEART TO HEART™
'Blushing Bride'
Caladium hortulanum USPP22213



HEART TO HEART™
'Caribbean Coral'
Caladium hortulanum USPP29546



HEART TO HEART™
'Chinook'
Caladium hortulanum USPP27094



HEART TO HEART™
'Heart's Delight'
Caladium hortulanum USPP23992



HEART TO HEART™
'Heart and Soul'
Caladium hortulanum USPPAF



HEART TO HEART™
'Scarlet Flame'
Caladium hortulanum USPP25419



HEART TO HEART™
'Tickle Me Pink'
Caladium hortulanum USPPAF



HEART TO HEART™
VA VA VIOLET™ *Caladium*
hortulanum 'PSY LAV 2322-5668' USPP28000



HEART TO HEART™
'White Wonder'
Caladium hortulanum USPP21044

○ = full sun ● = part shade ● = full shade

Top 12 Best-Selling Proven Winners Perennials



1 AMAZING DAISIES® 'Banana Cream'
Leucanthemum



2 AMAZING DAISIES® 'DAISY MAY'
Leucanthemum



3 PRIMO® 'Black Pearl'
Heuchera



4 'Cat's Meow' *Nepeta*



5 SWEET ROMANCE® *Lavandula*



6 DOLCE® 'Wildberry' *Heuchera*



7 'Denim 'n Lace' *Perovskia*



8 'Cat's Pajamas' *Nepeta*



9 DOLCE® 'Silver Gumdrops'
Heuchera



10 SHADOWLAND® 'Empress Wu'
Hosta



11 SHADOWLAND® 'Autumn Frost'
Hosta



12 SUMMERIFIC® 'Holy Grail'
Hibiscus

12 Must-Have Proven Winners ColorChoice® Shrubs



1 LOW SCAPE MOUND® *Aronia melanocarpa*



2 SPRINTER® *Buxus microphylla*



3 PUGSTER® Amethyst *Buddleia*



4 WINECRAFT BLACK® *Cotinus coggygria*



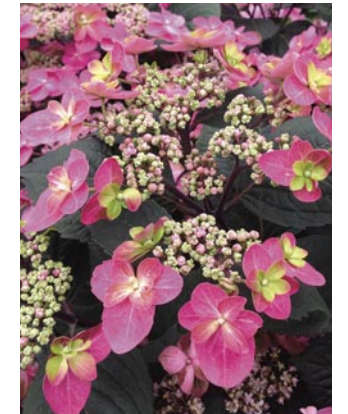
5 MAGENTA CHIFFON® *Hibiscus syriacus*



6 INVINCIBELLE LIMETTA®
Hydrangea arborescens



7 LITTLE LIME® *Hydrangea paniculata*



8 TUFF STUFF™ *Hydrangea serrata*



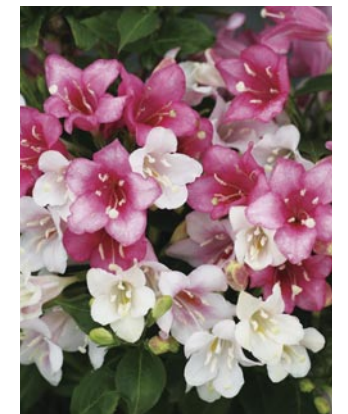
9 AT LAST® *Rosa*



10 DOUBLE PLAY DOOZIE® *Spiraea*



11 SCENTARA® Double Blue
Syringa hyacinthiflora



12 CZECHMARK TRILOGY®
Weigela florida



We're drumming up interest in our perennials and shrubs all year long across our social media channels and pointing consumers to their local garden centers to find them. Are you fully stocked? Don't overlook these important and profitable categories!

Essential New Annuals for 2020



SUPERBELLS®
BLACKCURRANT PUNCH™
Calibrachoa

SUPERBELLS®
DREAMSICLE®
Improved *Calibrachoa*

SUPERBELLS®
Double Amber
Calibrachoa

SUPERBELLS®
Double Blue
Calibrachoa

SUPERBELLS®
Double Orange
Calibrachoa

SUPERBELLS® BLACKCURRANT PUNCH™

Calibrachoa ^{BBICAL81801} 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!

SUPERBELLS® DREAMSICLE® Improved

Calibrachoa ^{INCALDRSIM} 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.

SUPERBELLS® Doubles

Calibrachoa
Fully double blossoms are produced on robust, well-branched plants early in the season. Essential color expansion to the Superbells Double line – elegant gold, cool lilac blue and sunset orange.



HEAT IT UP™
Scarlet
Gaillardia

HEAT IT UP™
Yellow
Gaillardia

HEAT IT UP™ series *Gaillardia*
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.

SUNCREDIBLE™ Yellow

Helianthus ^{USPPAF CanPBRAF US Utility Patent Applied For}
This large, bushy, vegetative sunflower becomes covered in flowers, blooming continuously from summer through fall. Its fall flower production far outperforms its leading competitors.

SUNCREDIBLE® Yellow
Helianthus



ROCKIN'® BLUE
SUEDE SHOES™
Salvia

SNOWSTORM®
Blue Improved
Sutura cordata

SNOWSTORM® Rose
Sutura cordata

SNOWSTORM®
Pink Improved
Sutura cordata

SNOWSTORM® SNOW GLOBE®
Improved *Sutura cordata*

SUNSTAR™ series *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.

SUNSTAR™ Lavender
Pentas lanceolata

SUNSTAR™ Pink
Pentas lanceolata

SUNSTAR™ Red
Pentas lanceolata

SUNSTAR™ Rose
Pentas lanceolata

SUPERTUNIA® RASPBERRY RUSH™

Petunia ^{BBTUN91601M2} 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.

SUPERTUNIA VISTA® SNOWDRIFT™ *Petunia*

^{BBTUN04401} 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.

SUPERTUNIA
VISTA®
SNOWDRIFT™
Petunia

SUPERTUNIA®
RASPBERRY RUSH™
Petunia

The 50 Best-Selling Proven Winners Recipes

Looking for foolproof combinations that have been proven to thrive and sell? Try any of our top 50 most popular combination recipes which include the colors consumers want, varieties retailers can really move, and easy plants for growers.



1. Above & Beyond
 SUPERTUNIA VISTA® BUBBLEGUM® Petunia
 SUPERTUNIA VISTA® Fuchsia Petunia
 SUPERTUNIA VISTA® Silverberry Petunia



2. Bahama Beach
 SUPERTUNIA® BORDEAUX® Petunia
 SUPERBELLS® LEMON SLICE® Calibrachoa
 LAGUNA® Sky Blue Lobelia



3. Grand Traverse
 SUPERTUNIA® BLACK CHERRY® Petunia
 SUPERTUNIA® BORDEAUX® Petunia
 SUPERTUNIA VISTA® Fuchsia Petunia



4. Bermuda Skies
 SUPERBELLS® YELLOW CHIFFON™ Calibrachoa
 LAGUNA® Sky Blue Lobelia
 SUPERTUNIA® BERMUDA BEACH® Petunia



5. Lilac Festival
 SUPERTUNIA® Trailing Blue Veined Petunia
 SUPERTUNIA® ROYAL VELVET® Petunia
 SUPERBENA® Violet Ice Verbena



26. Great Barrier Reef
 DIAMOND FROST® Euphorbia
 ROCKAPULCO® Coral Reef Impatiens



27. Wine Country
 SUPERBELLS® YELLOW CHIFFON™ Calibrachoa
 SUPERTUNIA® BORDEAUX® Petunia
 SUPERBENA ROYALE® Plum Wine Verbena



28. Beach Sunset
 SUPERBELLS® Coralina Calibrachoa
 SUPERTUNIA® HONEY™ Petunia
 SUPERBENA ROYALE® Peachy Keen Verbena



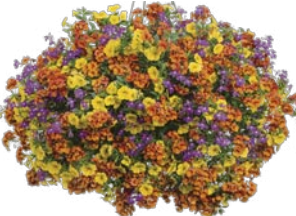
29. Livin' on the Edge
 SUPERBELLS® DREAMSICLE® Improved Calibrachoa
 SUPERTUNIA® Really Red Petunia
 SUPERTUNIA® ROYAL VELVET® Petunia



30. Sweet Stars
 SUPERTUNIA® MINI VISTA™ Pink Star Petunia
 SUPERTUNIA® MINI VISTA™ Sangria Petunia
 SUPERTUNIA® MINI VISTA™ Violet Star Petunia



6. Strawberry Sauce
 SUPERBELLS® STRAWBERRY PUNCH™ Calibrachoa
 LAGUNA® White Lobelia
 SUPERBENA ROYALE® Romance Verbena



7. Irresistible
 SUPERBELLS® Yellow Calibrachoa
 LAGUNA® ULTRAVIOLET™ Lobelia
 SUNSATIA® BLOOD ORANGE™ Nemesia



8. Candyland
 SUPERBELLS® DREAMSICLE® Calibrachoa
 SUPERBELLS® Pink Calibrachoa
 SUPERBELLS® Yellow Calibrachoa



9. Sparkle and Glow
 SUPERBELLS® GRAPE PUNCH™ Calibrachoa
 LAGUNA® ULTRAVIOLET™ Lobelia
 SUPERBENA SPARKLING® Amethyst Verbena



10. Velvet Skies
 SUPERTUNIA® ROYAL VELVET® Petunia
 SUPERTUNIA® Trailing Silver Petunia
 BLUSHING PRINCESS® Lobularia



31. Avalon
 SUPERBELLS® GRAPE PUNCH™ Calibrachoa
 SUPERBELLS® White Calibrachoa
 SUPERBENA SPARKLING® Amethyst Improved Verbena



32. Breathtaking
 ANGELFACE® Perfectly Pink Angelonia
 'Sweet Caroline Light Green' Ipomoea
 SUPERTUNIA® PICASSO IN PURPLE® Petunia



33. Do You Lilac It?
 SUPERTUNIA® ROYAL VELVET® Petunia
 SUPERTUNIA® Trailing Blue Veined Petunia
 SUPERBENA® Stormburst Verbena



34. Sunglasses
 SUPERBELLS® Yellow Calibrachoa
 SUPERTUNIA® LOVIE DOVIE™ Petunia
 SUPERTUNIA® MINI VISTA™ Hot Pink Petunia



35. Main Street USA
 SUPERTUNIA® MINI VISTA™ White Petunia
 SUPERTUNIA® ROYAL VELVET® Petunia
 SURFINIA® Red Petunia



11. Fired Up!
 GOLDILOCKS ROCKS® Improved Bidens
 SUPERBELLS® DREAMSICLE® Improved Calibrachoa
 SUPERBENA® Red Verbena



12. Joy
 SUPERBELLS® Red Calibrachoa
 SUPERBELLS® Tropical Sunrise Calibrachoa
 SUPERTUNIA® HONEY™ Petunia



13. Pumpkin Spice Latte
 SUNSATIA® BLOOD ORANGE™ Nemesia
 SUPERTUNIA® LATTE™ Petunia
 SUPERBENA ROYALE® Plum Wine Verbena



14. Summer Punch
 SUPERBELLS® TANGERINE PUNCH™ Calibrachoa
 SUPERBELLS® GRAPE PUNCH™ Calibrachoa
 SUPERBELLS® POMEGRANATE PUNCH™ Calibrachoa



15. Starry Night
 SUPERBELLS® LEMON SLICE® Calibrachoa
 SUPERTUNIA® ROYAL VELVET® Petunia
 SURFINIA® Red Petunia



36. Hot Springs
 SUPERTUNIA® LIMONCELLO® Petunia
 SUPERTUNIA® MINI VISTA™ Indigo Improved Petunia
 SNOWSTORM® SNOW GLOBE® Improved Sutura



37. Enchanted Garden
 Sweet Caroline RAVEN™ Ipomoea
 SUPERTUNIA® BLACK CHERRY® Petunia
 SUPERTUNIA® LATTE™ Petunia



38. Aladdin's Lamp
 SUPERBELLS® Yellow Calibrachoa
 LAGUNA® Sky Blue Lobelia
 SUPERBENA® Red Verbena



39. Iguana Envy
 SUPERBELLS® Yellow Calibrachoa
 Sweet Caroline Bewitched
 GREEN WITH ENVY™ Ipomoea
 SUPERTUNIA® ROYAL MAGENTA® Petunia



40. Celebration
 SUPERBELLS® YELLOW CHIFFON™ Calibrachoa
 SUPERBELLS® Cherry Red Calibrachoa
 SUPERBENA ROYALE® Cherryburst Verbena



16. Evening Breeze
 SUPERBELLS® EVENING STAR™ Calibrachoa
 SNOWSTORM® SNOW GLOBE® Improved Sutura
 SUPERBENA ROYALE® Plum Wine Verbena



17. The North Shore
 SUPERBELLS® Pink Calibrachoa
 SUPERBELLS® Yellow Calibrachoa
 SUPERTUNIA® ROYAL VELVET® Petunia



18. Summerfest
 GOLDILOCKS ROCKS® Improved Bidens
 SUPERBELLS® Coralina Calibrachoa
 SUPERTUNIA® ROYAL VELVET® Petunia



19. Fireworks
 LAGUNA® White Lobelia
 SUPERTUNIA® ROYAL VELVET® Petunia
 SUPERBENA® Red Verbena



20. Santa Belle
 SUPERBELLS® Yellow Calibrachoa
 LAGUNA® Dark Blue Lobelia
 SUPERBENA® Scarlet Star Verbena



41. Twilight Fog
 SUPERBELLS® GRAPE PUNCH™ Calibrachoa
 SUPERBELLS® HOLY SMOKES!® Calibrachoa
 SUPERBELLS® YELLOW CHIFFON™ Calibrachoa



42. Backyard BBQ
 FLAMBE® Yellow Chrysocephalum
 SUPERBELLS® DREAMSICLE® Improved Calibrachoa
 SUPERTUNIA® Really Red Petunia



43. Aloha
 SUPERBELLS® Cherry Star Calibrachoa
 SUPERBELLS® HONEYBERRY™ Calibrachoa
 SUPERTUNIA® LIMONCELLO® Petunia



44. Cherry Bomb
 SUPERBELLS® Cherry Star Calibrachoa
 SNOW PRINCESS® Lobularia
 SUPERTUNIA® BLACK CHERRY® Petunia



45. Banana Colada
 SUPERBELLS® LEMON SLICE® Calibrachoa
 SUNSATIA® Coconut Nemesia
 SUPERTUNIA® White Petunia



21. Afternoon Tea
 SUPERBELLS® EVENING STAR™ Calibrachoa
 SUPERTUNIA® LIMONCELLO® Petunia
 SUPERTUNIA® ROYAL VELVET® Petunia



22. Easy on the Eyes
 SUPERTUNIA® Trailing Rose Veined Petunia
 SUPERTUNIA® White Petunia
 SUPERBENA ROYALE® Plum Wine Verbena



23. Girl's Night Out
 SUPERTUNIA® BORDEAUX® Petunia
 SUPERTUNIA® LIMONCELLO® Petunia
 SUPERBENA ROYALE® Plum Wine Verbena



24. Good Deed
 SUPERBELLS® EVENING STAR™ Calibrachoa
 SUPERBELLS® GRAPE PUNCH™ Calibrachoa
 SUPERTUNIA® LIMONCELLO® Petunia



25. Belle Ambition
 BRIGHT LIGHTS™ Double Moonglow Osteospermum
 SUPERTUNIA® LOVIE DOVIE™ Petunia
 SUPERTUNIA® MINI VISTA™ Hot Pink Petunia
 SUPERBENA® Stormburst Verbena



46. Boost of Energy
 BLUSHING PRINCESS® Lobularia
 SUPERTUNIA® ROYAL MAGENTA® Petunia
 SUPERTUNIA® Trailing Rose Veined Petunia



47. Sweet Secrets
 SUPERTUNIA® MINI VISTA™ Pink Star Petunia
 SUPERTUNIA® White Petunia
 SUPERBENA® Red Verbena



48. Gloria Rose
 DIAMOND FROST® Euphorbia
 HIPPO® Rose Hypoestes
 ROCKAPULCO® Rose Impatiens



49. Ada
 SUPERBELLS® EVENING STAR™ Calibrachoa
 SUPERTUNIA® ROYAL VELVET® Petunia
 SUPERBENA ROYALE® Plum Wine Verbena



50. Fruit Fusion
 SUPERBELLS® Plum Calibrachoa
 SUPERBELLS® YELLOW CHIFFON™ Calibrachoa
 SNOWSTORM® GIANT SNOWFLAKE® Sutura

Top 50 Best-Selling Proven Winners Annuals



1 SUPERTUNIA® ROYAL VELVET® Petunia
 2 SUPERTUNIA VISTA® BUBBLEGUM® Petunia
 3 SUPERTUNIA® BORDEAUX™ Petunia
 4 SUPERBELLS® LEMON SLICE® Calibrachoa
 5 DIAMOND FROST® Euphorbia



18 SUPERBELLS® YELLOW CHIFFON™ Calibrachoa
 19 SUPERTUNIA® Really Red Petunia
 20 SUPERBELLS® DREAMSICLE® Improved Calibrachoa
 21 SUPERTUNIA® BERMUDA BEACH® Petunia
 22 SUPERTUNIA® LIMONCELLO® Petunia
 23 LEMON CORAL® Sedum



6 BLUE MY MIND® Evolvulus
 7 SUPERTUNIA VISTA® Fuchsia Petunia
 8 SNOWSTORM® GIANT SNOWFLAKE® Sutea cordata
 9 SUPERBELLS® Yellow Calibrachoa
 10 LAGUNA® Sky Blue Lobelia erinus
 11 SUPERBELLS® GRAPE PUNCH™ Calibrachoa



24 SUPERTUNIA® HONEY™ Petunia
 25 SUPERTUNIA VISTA® Paradise Petunia
 26 SUPERBELLS® EVENING STAR™ Improved Petunia
 27 SUPERBELLS® POMEGRANATE PUNCH™ Calibrachoa
 28 SNOW PRINCESS® Lobularia
 29 SUPERBELLS® HOLY MOLY!® Calibrachoa



12 SUPERTUNIA VISTA® Silverberry Petunia
 13 SUPERTUNIA® White Petunia
 14 SUPERBELLS® Tropical Sunrise Calibrachoa
 15 SUPERTUNIA® ROYAL MAGENTA® Petunia
 16 SUPERTUNIA® BLACK CHERRY® Petunia
 17 SUPERBELLS® Pink Calibrachoa



30 SUPERBENA ROYALE® Plum Wine Verbena
 31 SUPERBELLS® Red Calibrachoa
 32 SUPERTUNIA® MINI VISTA™ Violet Star Petunia
 33 SUPERBENA ROYALE® Peachy Keen Verbena
 34 SUPERTUNIA® LOVIE DOVIE™ Petunia



35 WHIRLWIND® Blue Improved *Scaevola* 36 GRACEFUL GRASSES® PRINCE TUT™ *Cyperus* 37 SUPERTUNIA® Trailing Blue Veined *Petunia* 38 SUPERBENA® Red *Verbena* 39 SUPERBELLS® Cherry Star *Calibrachoa*



40 SUPERBELLS® BLUE MOON PUNCH™ *Calibrachoa* 41 ANGELFACE® Blue *Angelonia* 42 GOLDILOCKS ROCKS® Improved *Bidens* 43 SUPERBELLS® White *Calibrachoa* 44 SUPERBENA® WHITEOUT™ *Verbena* 45 'Sweet Caroline Light Green' *Ipomoea batatas*



46 LAGUNA® White *Lobelia* 47 LAGUNA® Dark Blue *Lobelia* 48 Sweet Caroline Sweetheart Lime *Ipomoea batatas* 49 SUPERBELLS® TANGERINE PUNCH™ *Calibrachoa* 50 SUNSATIA® BLOOD ORANGE™ *Nemesis*

Premium Potting Soil, Plant Food and WaterWise® Kit

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

We know how busy you are running your garden center, so we're making it easier than ever to stock Proven Winners Premium Potting Soil and Plant Foods. We have joined forces with Sun Gro Horticulture and some of their stocking distributors to give our retail partners greater access to these high quality products. Take advantage of this opportunity to cross-sell Proven Winners Premium Potting Soil and Plant Foods with your top-selling Proven Winners plants.



Proven Winners Premium Potting Soil with Continuous Release Plant Food

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

Proven Winners Premium Water Soluble Plant Food

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

Proven Winners 15-7-15 Continuous Release Plant Food

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

WaterWise Kit

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

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

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

Order Online:

www.provenwinners.com/shops

Proven Winners Premium Potting Soil

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

Proven Winners Continuous Release Plant Food

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

Proven Winners Water Soluble Plant Food

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

Proven Winners WaterWise® Kit

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

Program Terms and Conditions:

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

Order now –

Distributors of Premium Potting Soil and Plant Foods:

Ace Hardware: 1-888-827-4223 carecenter@acehardware.com NATIONAL DISTRIBUTION

Arett Sales: 800-257-8220 www.aretts.com
CT, DC, DE, IN, KY, MA, MD, ME, MI, NC, NH, NJ, NY, OH, PA, RI, TN, VA, VT, WV

BFG: 800-883-0234 www.bfgsupply.com
CT, DC, DE, IA, IL, IN, KS, KY, MD, MI, MN, MO, NC, ND, NE, NJ, NY, OH, PA, SD, TN, VA, WI, WV

Foster's: 800-747-2756 www.fostersinc.com
CO, IA, IL, KS, MI, MN, MO, MT, ND, NE, SD, WI, WY

Florida Hardware: 800-793-0926 www.floridahardware.com FL DISTRIBUTION

Four Star Greenhouse: 734-654-6420 www.pwfourstar.com
Available to customers purchasing Retail Ready plant material.

GroSouth: 800-633-8700 www.grosouth.com SOUTHEAST DISTRIBUTION

Griffin: 800-888-0054 www.griffins.com
CT, DC, DE, KY, MA, MD, ME, NJ, NY, PA, RI, TN, VT, WV

Orgill: 800-347-2860 www.orgill.com NATIONAL DISTRIBUTION

Pleasant View Gardens: 603-435-8361 www.pwpg.com
Available to customers purchasing Retail Ready plant material.

Southern States Coop/Agway: 804-281-1000 www.southernstates.com EASTERN US

VAS Agriculture: 305-246-4225 www.vasagricultural.com FL DISTRIBUTION

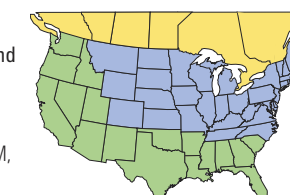
Wyatt Quarles Seed Co.: 919-772-4243 www.wqseeds.com MID-ATLANTIC DISTRIBUTION

Proven Winners Premium Potting Soil will be available in Canada for Spring 2020.

For the states highlighted in green on the map at right, order online and your hard goods will ship direct from Sun Gro Horticulture.

These states include:
AL, AR, AZ, CA, FL, ID, GA, OK, OR, LA, NM, NV, MS, SC, TX, UT, and WA.

For more information, contact your Sun Gro Horticulture sales representative at 1-800-732-8667 or Proven Winners at 1-815-895-1872.



Meet Kerby's Nursery

Working with one of our great wholesale grower partners, Flora Express, Kerby's Nursery decided to create a Proven Winners Destination at their retail garden center in Seffner, Florida. They chose to position it in a spot that was near the center of their store but was not visible from the entrance. Custom signage and special white tables with benchtape drew customers back into the space for a closer look. Merchandising Proven Winners annuals, shrubs and a few perennials together there created an attractive, welcoming area that shoppers were drawn to.



Offering regionally appropriate plants from the Proven Winners line is key to Kerby Nursery's success.



Merchandising the space with custom signage and benching set it apart in the garden center and drew customers in for a closer look.



Restocking regularly with fresh product from wholesale grower partner Flora Express kept shoppers coming back for more.

In the words of Joey Boker, President of Kerby's Nursery...

"We've definitely seen improved sales in our Proven Winners plants. Supertunias have always been good sellers but having them in Proven Winners pots in a special section has given people the chance to pay more attention to those particular plants and see some of the other options that are available. For garden centers looking to do this in the future, I say 'Just go for it!'"

Meet Down to Earth Garden Center and Shops

Founded in 1997 by a father and son team, this unique destination IGC in Eau Claire, WI offers a full spectrum of plant material, a cozy café and a new clothing boutique added in 2018. Merchandising with antiques creates the quaint atmosphere their customers love. Seeing the business' potential, Jessica discussed the idea of creating a Proven Winners Destination in the store with co-owners Ben Polzin and Erin Nyhus. They agreed to build three pergola structures to showcase their perennial and shrub offerings and incorporated similar structures into their annual displays.

In the words of Ben Polzin, Co-owner of Down to Earth Garden Center...

"The Proven Winners Destination at Down to Earth has given customers a consolidated area to find Proven Winners plants and has made the brand really pop. The visual of the signs, pots and tags work well together and help with brand recognition, making it easy for customers to identify the brand they know and trust.

Our partnership with Proven Winners has helped our business tremendously. Our annual sales were up 30% this year and we attribute a lot of that to the installation of the new Destination. We would recommend other IGCs create similar Store-Within-a-Store spaces. A fresh look will help sales, and when you add cohesive signs and additional branding, it all works together as a great sales tool."



Free copies of the *Gardener's Idea Book* are available to customers seeking inspiration for their own gardens.



Custom benchtape on every Proven Winners table reminds customers they are supporting a local family owned business when they shop at Down to Earth Garden Center.



New custom built pergolas are the highlight of the new outdoor Proven Winners Destination, showcasing premium perennials and shrubs.



Similar pergola structures were added indoors in the Proven Winners annual section to visually correlate it with the new perennial and shrub Destination area outside.



Talk with Jessica or Meghan about how a Destination could increase the sales of Proven Winners products at your store.

Retail Idea Book

Let Us Help You Design Custom Signage

We are ready to work with you to create a cohesive look throughout your garden center with custom signage from Proven Winners. Here are a few examples from IGCs we've worked with to express their store's unique brand image. Get started today by contacting Tabatha at Tabatha@provenwinners.com or 601-527-5213.



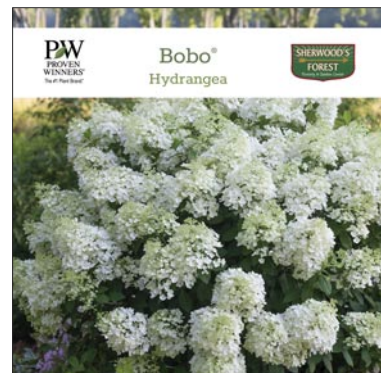
5' x 2.5' Banner – Raymond's Garden Center



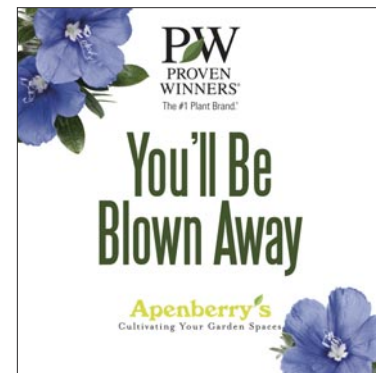
8' x 4' Garden Solutions Banner – Wood's Nursery



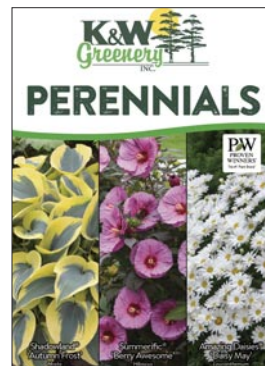
23" x 23" Lifestyle Poster – Ritter's Garden & Gift



24' x 24' Shrub Banner – Sherwood's Forest



18" x 18" Poster – Apenberry's



24' x 34' Banners – K&W Greenery



24" x 36" Banner – Windsor's Nursery



Custom benchtape – Glover Nursery



Custom benchtape – Redmond's Garden, Landscape & Gift Center

Draw In Customers With a Pollinator Display

After debuting a new Proven Pollinators concept at CAST in Spring 2019, Proven Winners conducted a pilot program with a small number of IGCs to test its effectiveness. Below, you'll see a few of the merchandised displays which included specialty containers, benchtape, benchcards, labels and posters. At the end of the trial, all pilot locations reported stronger than average sales of the items merchandised as Proven Pollinators plants, with one garden center reporting a 2:1 increase.



Nick's Garden Center, Aurora, CO – Using a large-scale banner featuring an image from the 2019 *Gardener's Idea Book*, the staff at Nick's Garden Center transformed a plain wall inside the garden center into an inspirational Proven Pollinator oasis.



Molbak's Garden + Home, Woodinville, WA – Knowing that supporting pollinators is a key concern of their customers, the team at Molbak's Garden + Home created a large Proven Pollinators display area featuring specific varieties of Proven Winners annuals, perennials and shrubs. Those chosen were plants that provide a pollen or nectar food source for pollinators from spring through fall.

Additionally, Molbak's wanted to test whether the Proven Pollinators signage and specialty container would increase sales. The result: plants displayed in the Proven Pollinators area in the specialty container outsold the same varieties merchandised in a separate area 2:1.



Tagawa Gardens, Centennial, CO – This destination garden center chose two prominent tables to make a Proven Pollinators display. Hanging informative signage over the display paired with benchcards, benchtape and round stake tags created an eye-catching display that customers were drawn to.



Windsor's Nursery, Kimberly, ID – The team at Windsor's Nursery completely remerchandised their annual area to promote Proven Pollinators for the month of June. The goal was to sell larger, Royale-sized annuals for a second turn within the space. The display was set up just inside the front entrance. Customers were hooked with this display immediately upon entering the garden center.



Talk to Jessica or Meghan today about how you can create a Proven Pollinators display in your store next year.

Structures and Endcaps

Efforts your team makes in constructing structures and endcaps will not go unnoticed by your customers. They elevate the professionalism of your business and project a confidence to your customer base that says you're serious about serving them. Use these merchandising techniques to draw people over to key areas, promote weekly sales, display fresh product, showcase items needed for a simple project, or any other creative ideas your staff dreams up.



Cedar Rim Nursery –
This large barnlike structure really draws in the customers at Cedar Rim and provides cover during brief rain showers. Annuals, perennials and shrubs are incorporated into unique and engaging displays.



Redmond's Garden, Landscape & Gift Center –
You don't always have to build new structures to create a display. The team at Redmond's used an existing structure and simply added pole wraps to create pops of color and direct customers to that area.



Kerby's Nursery –
Kerby's Nursery is a great example of how a fresh coat of paint can have a great impact on existing tables or benches. Many of the tables in this garden center are fun shades of yellow and green, but the white structures in the Proven Winners Destination area really made the display stand out.



Glover's Nursery –
Glover's Nursery added two pergola structures flanking a main walkway to create visual impact. These structures are deep in the store and help to draw customers back to see the displays.



Wood's Nursery & Garden Center –
The staff at Wood's Nursery used a simple sign and structure to create an instant endcap in the shrub and perennial department. The best part is that the base of this structure is just cinder blocks and a pallet!



Apenberry's –
The staff at Apenberry's does a great job creating attractive, inviting displays in their smaller store footprint. Using a gorgeous stone table to showcase their Proven Winners plants adds a touch of class.



Molbak's Garden + Home –
The simple sign "Fragrant Flowers" tells customers all they need to know about the beautiful Dianthus on display at Molbak's. The bench material can easily be switched out with other fragrant plants in stock.



Redmond's Garden, Landscape & Gift Center –
This simple display featuring custom signage allows Redmond's to feature three key shrubs and clearly lists the attributes of each variety.



Elder's Ace Hardware –
Merchandised like a garden bed, this Elder's Ace Hardware endcap features foundational shrubs like hydrangeas paired with annual plants that enjoy similar cultural conditions. Benchtape dresses up the table's edge.



Canoyer Garden Center –
The merchandising team at Canoyer's uses bright, contrasting colors to create endcaps that pop. Sun and shade-themed endcaps provide inspiration for all kinds of gardeners. Grab and go containers for customers looking for instant impact are prominently displayed on endcaps.

Retail Idea Book



Top Tips for Social Media Management

Choose your social media manager wisely.

The person who is handling your social media, creating the content and interacting with your followers is the “voice” of your company. In many cases, they are the first or only person your followers will engage with. Hire for the same traits you look for in an all-star customer service person, and make sure they are very knowledgeable about your products.

Post beautiful, relevant content.

Stand out in your followers’ social media feeds by posting beautiful images that will catch their eye as they quickly scroll by. Poor quality or boring images won’t have the stopping power needed to make them stop and take a closer look. Post seasonally relevant content. No one wants to see pictures of snow in June. CONNECT+ subscribers have access to a wide variety of social media graphics pre-sized and ready to post.

Write engaging copy.

Craft the copy in your posts carefully with the intent of creating engagement at least some of the time. Motivating your followers to engage with your posts by reacting to them, commenting or sharing is critical to extending your posts’ reach. The more people engage with a post, the more likely it is to appear in more people’s newsfeeds. Engagement = amplification of your message.

Post consistently and/or pay to be seen.

Social media participation isn’t something that can be done part time if you want it to be profitable. Commit to posting consistently – a minimum of 4-5 times per week, if not daily. Posting occasionally without paying to boost your post or run an ad will not yield the results you need.

Over time, you will build a loyal following of people who interact regularly with your posts. Those who do will see your content more often than people who never engage with your posts. However, even with consistent engagement, it is estimated that only 4-7% of your followers are seeing every post. Putting money behind your posts, especially on Facebook, is the only way to ensure a larger, targeted demographic will see your content. Enhanced and Elite CONNECT+ subscriptions include Facebook ads.

Interact with people who interact with you.

Over time, you will build relationships with your social media followers as you listen to their concerns, respond to their questions, provide encouragement, offer solutions and show you care. Interacting with people who interact with you is vital to sustaining those relationships. Be sure to respond to their questions and engage with people who take the time to share their story with you.

Respond in a timely manner.

Social media is very fast paced. It is not enough to post first thing in the morning and then wait until the end of the day to respond to your follower’s questions. Strive to engage on social media several times throughout the day and provide responses within a few hours. Tag the person you are responding to so they’ll be sure to see your comment.

Include who you are and where you are located in your bio.

Just as people used to go to your website to find your address, they now look your business up on Facebook or Instagram to find this information. Be sure to include your company name, your location, phone number, hours of operation and web address in your Bio or About information at the top of your social pages.

Use a scheduling tool or app for posting.

Many people are under the incorrect assumption that all social media posts must be done from a mobile phone. While you can certainly post from your phone, it is far more efficient to schedule your posts through a scheduling tool or app. This allows you to create content on and use images from your laptop. Both free and paid versions are available; paying a minimal amount monthly will give you more features. Several scheduling apps are available including Hootsuite, SkedSocial, Planoly and others. Do some research before you commit to one.

Schedule posts out during busy times.

Using your scheduling tool, it’s helpful to create a number of posts ahead of time and schedule them to post automatically during your busiest times or over the weekend. You will still need to monitor the comments daily, but you’ll save time and it will be less stressful than having to create content on the fly.

What should you post about?

- Current topics and events
- Solutions for commonly asked questions/concerns
- Fresh plants and products in store
- How-to videos and articles
- Links to content on your blog, website or newsletter



Readymade social media graphics like these are available to all CONNECT+ subscribers.



Keep up with social media trends by following experts like Sprout Social, Social Media Examiner, Convince & Convert, Socially Sorted and the Hootsuite Blog.