
INDEPENDENT GLOBAL SOLUTIONS

The #1 Plant Brand





WELCOME TO PROVEN WINNERS

*Proven Winners is the #1 brand and a worldwide network
of leading plant producers.*

NETWORK

WORLDWIDE

Proven Winners works with plant breeders from around the globe, producing and marketing cutting edge, innovative plants for growers and consumers.

The Proven Winners network is organized by regions for the optimal coverage of markets.

The PW regions are:

- Proven Winners North America
- Proven Winners Europe
- Proven Winners South East Asia
- Proven Winners South Africa
- Aussie Winners Australia

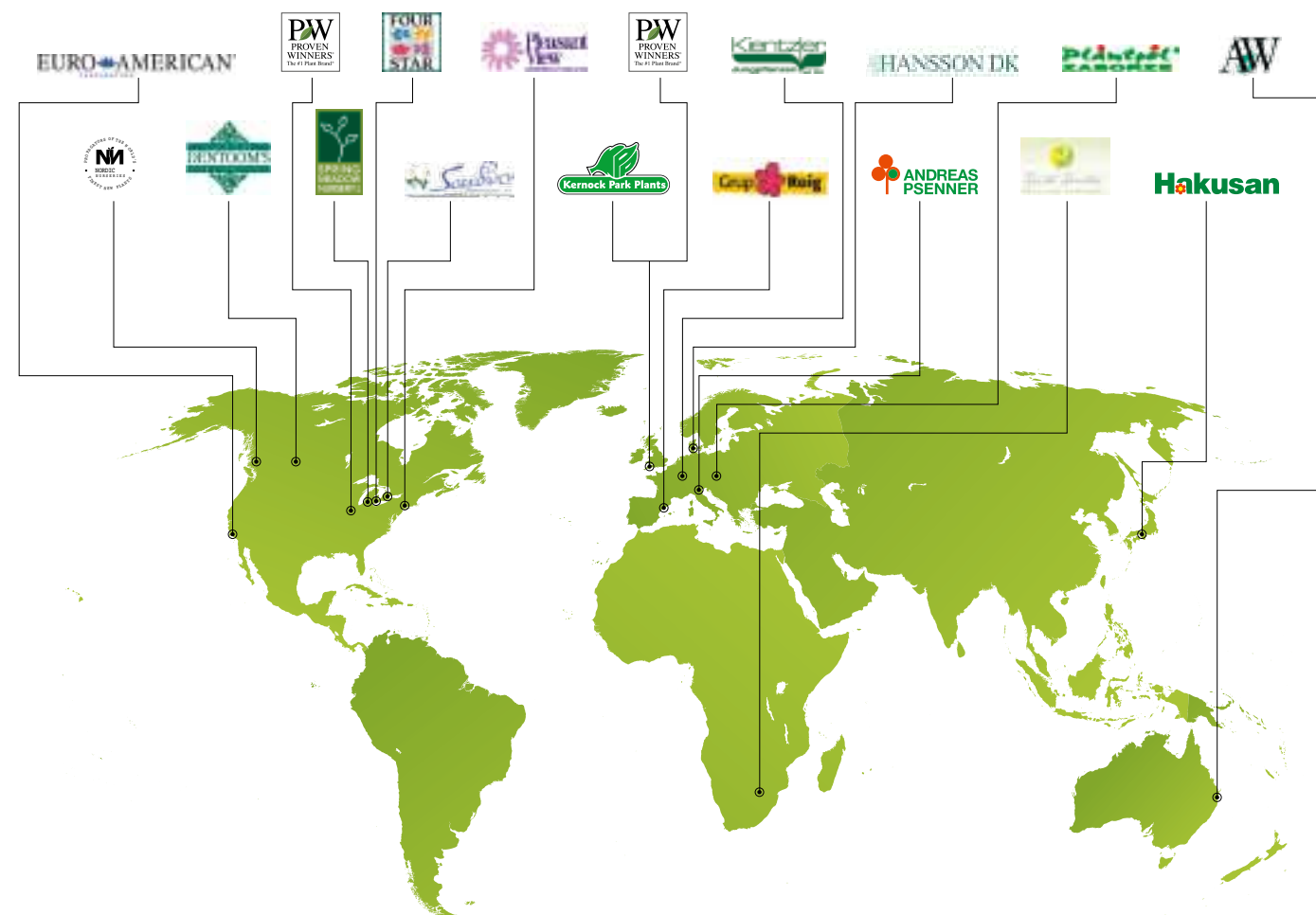
Each region is an independent entity, but works closely together with all the other partners. Production facilities are located in California, New Hampshire, Michigan, Germany, France, Spain, Great Britain, Poland, Italy, Denmark, Japan, South Africa and Australia.

Why are Proven Winners Plants Better?

Proven Winners works with plant breeders around the globe, bringing to the market the most cutting edge and innovative plants for growers and consumers. Once a Proven Winners plant finds its way to the consumer, they fall in love!

Proven Winners plants are:

- Exclusive innovations
- Tried and tested
- Easy to grow and care for
- Less susceptible to disease
- Available Worldwide



PROVEN WINNERS NORTH AMERICA

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www.pweuro.com

Four Star Greenhouse
1015 Indian Trail
Carleton, MI 48117
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Spring Meadow Nursery
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www.colorchoiceplants.com

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HIGHEST QUALITY STANDARDS

BUILDING A BETTER PLANT

The goals of Proven Winners are to introduce the best, most distinguished, high performing plants and to market the plants innovatively

Proven Winners plants are unsurpassed in terms of flowering, growth habit, disease resistance, and garden performance.

No other plant line goes through the same rigorous plant selection process, which takes 2-3 years and occurs at trial stations in Europe, the U.S. and Canada, as well as in facilities in South Africa, Australia and Japan. Most Proven Winners varieties are protected by patents or trademark. Proven Winners varieties are also set apart from other varieties due to the strict viral control process, which is second to none.

Besides producing better plants, Proven Winners is also credited with making new plant genera known. Most consumers had never heard of Euphorbia "Diamond Frost", Cleome "Señorita Rosalita" and Lobularia "Snow Princess" until Proven Winners introduced these varieties. In terms of innovative marketing, Proven Winners has created a consumer plant brand that means value to home gardeners. Some groundbreaking marketing programs from Proven Winners include radio and TV advertising on major networks; an extensive on-line photo library and special marketing concepts have been created for the many and varied markets where Proven Winners are active.



INTERNATIONAL MARKETING NETWORK

YOUR PERFECT PARTNER

Once you've found a new or improved variety, then what? For many top breeders, the answer is to contact Proven Winners.

Years of work, or lucky accident, the discovery of an exciting new or improved variety is every plant breeder and gardener's dream; but once you've found it, then what? For many top breeders, the answer is to contact Proven Winners.

Finding or developing new plants is difficult enough, but negotiating legal issues, dealing with marketing and meeting production requirements is more than most individuals want to deal with. For this reason Proven Winners is the perfect partner to help you bring your plant to a global audience. Proven Winners works with their plant breeders to explain the risks, and can help to manage the costs of protecting your discovery. Proven Winners also provides the infrastructure to help you succeed. Virus screening, tissue-culture facilities, comparative trialing, the highest quality production facilities and an international marketing network including the US, continental Europe, Japan, South Africa and Australia are all part of the Proven Winners package.

Proven Winners is an international plant marketing cooperative with offices in the US, Europe, Japan, South Africa and Australia. The company works with many different plant breeders and plant breeding firms around the world. Proven Winners is a retail brand and its members are selling millions of young plants around the globe while paying royalties for patented plant material to the network of breeders. Proven Winners have the most recognized retail brand in the business and are known for having only the highest quality genetics. Let us help you succeed by using our network of experts in genetics, production and marketing of ornamental plants.

So when you find what you've been searching for, contact the people who will help you turn your great achievement into major royalties. For information about Proven Winners plant criteria or to discuss your work, contact our experts.

US: Rick Schoellhorn : rick@provenwinners.com
Europe: Winfried Hohmann: whohmann@innovaplant.de

PENNISETUM PURPUREUM

VERTIGO

Large grass that is a great architectural element in the garden – a fantastic reddish/purple ornamental Pennisetum.

Dr. Wayne Hanna had been a grass breeder for 39 years and has received numerous national and international awards for his grass breeding research. (including Agricultural Research Service Science Hall of Fame and Fellow in the Crop Science Society of America and the American Society of Agronomy). Dr. Hanna latest release is Vertigo®: a fantastic reddish/purple ornamental Pennisetum

with outstanding disease and pest resistance and very drought toleant. The Leafs are upright and very decorative. By manipulating chromosome numbers of various Pennisetum species and hybrids he has been able to combine desirable characteristics from different species to develop attractive pollen and seed sterile ornamental grass hybrids.

DR. WAYNE HANNA

Dr. Wayne Hanna has developed and released some of the most popular turf grasses on the market. His grasses are used on greens, fairways, roughs and lawns around the world because of their adaptation to broad environmental conditions.



LOBULARIA

SNOW PRINCESS

A revolution in white – the first vegetative propagated Lobularia with an overwhelming amount of flowers and a very intense scent of honey.

Bred by Peter Wicki in Switzerland and on the Canary Islands, this plant was the absolute belle of the last spring season. A breakthrough in the Lobularia genus, "Snow Princess" offers heat tolerance and extended season performance that you won't find in Alyssum. Plants are vigorous and sterile. Because "Snow Princess" puts no energy into setting seed, it has an incredibly long bloom time. Plants are versatile, creating great hanging baskets,

window boxes for solo planting, or as a combination filler. What are the best plants to pair with "Snow Princess"? Due to its vigorous nature and short crop time, "Snow Princess" matches fast-growing plants that prefer cool temperatures. Recommended Proven Winners companions are Superbena Verbena, Sun-satia Nemesia and Supertunia or Conchita Petunia. "Snow Princess" has the advantage for the grower that it is a cool crop, helping to save production costs.

PETER WICKI

Vision and out of the box thinking let Mr. Wicki to "invent" this plant. His dedication to breeding allowed this inventor of many other varieties, like Bidens "Peters Goldrush" or "Goldcarpet", to bring one of the best novelties to market.



PETUNIA

RASPBERRY BLAST

*This plant will make you say "Wow".
A winner for baskets and beds.*

Bred in Japan by Mr. Koji Goto of the famous breeding company Sakata. This new, breakthrough colour in Petunias with pink blooms edged in deep

cerise violet will make you say "Wow". Its trailing habit and low maintenance makes Raspberry Blast a winner for both baskets and beds.

KOJI GOTO

This famous breeder from the Sakata company in Japan created and selected Raspberry Blast, this new Topseller of the petunia world.



EUPHORBIA

DIAMOND FROST

*The Most Award Winning Plant in Proven
Winners History with incredible, continuously
blooming clouds of airy white flowers.*

An extraordinary introduction of Proven Winners in 2005 with worldwide success. This plant has incredible, continuously blooming clouds of airy white flowers. Its heat and drought tolerance and the ability to be combined with many other plants makes this plant a real Proven Winner. The original wild species was found in South America by Mr. Uli Englert and further developed by breeding and selecting by Dr. Hendrik Theobald of Inno-

vaPlant, Germany. Diamond Frost has won more awards than any other plant in recent history with many awards from North America, Flormart - Italy, Salon du Vegetal - France, UK Product of the Year - United Kingdom and plant of the year in many regions of Germany and Austria and many more besides.

HENDRIK THEOBALD
Diamond Frost is a good example of innovative breeding. This example of combination of a wild species with laborator technologies had as result this unique plant.



IPOMOEA BATATAS

ILLUSION MIDNIGHT LACE

*Illusion Midnight Lace is an
excellent combination and landscape plant.*

Midnight Lace is the perfect end result of the breeding focus. Midnight Lace has finely cut, lacy, palmate foliage. She is densely branched, with a compact habit and she plays well with others. Midnight Lace is also an excellent landscape plant. In the landscape, she will create a dense ground

cover. The dark foliage is a great contrast to lighter foliated plants. She is low maintenance, with little needed other than a bit of supplemental water if it gets very dry. If she does start getting out of hand, she can be trimmed back at any time.

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PROVEN WINNERS CAN HELP GROW YOUR BUSINESS

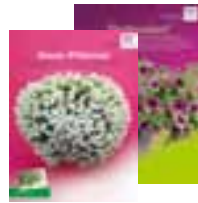
THE #1 PLANT BRAND

*Selling millions of young plants around the globe
with a big choice of marketing tools.*



TV & RADIO

TV and radio spots are the highest level of advertising. PW reaches millions of customers and enlarges the popularity of PW.



ADVERTISING

Focused advertising for special target groups marks single products and the PW brand known to the specialist.



PW-BOOKLETS

Combination books or PW booklets for consumers show the potential of PW plants and give aftersales advice.



WATERWISE

Consumers are looking for ways to make gardening easier, and WaterWise delivers by helping gardeners eliminate the work and guesswork of watering.



MARKETING MATERIALS

A customizable container workshop kit from Proven Winners®. This one beautiful package contains everything you need to host a container design workshop at your garden center.



MERCHANDISING MATERIALS

Labels, posters, benchcards... many different aids for points of sale are available from PW or various suppliers.



LABELLED POTS

Available in different countries according to different standards. Labelled pots help differentiate the products and give added value to the plants.





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