

Grower Programs

GROWER



Building Sales with Branded Containers

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

Proven Winners Annuals

Picasso series Supertunia® and all four Señorita and Pequeña Cleomes automatically come with the white branded container size of your choice. Hanging basket labels may be purchased instead of containers for all Picasso Supertunias. Hello!™ series Gerberas automatically come with your choice of 1.0 GL Royale™ containers or hanging basket labels.



Proven Winners Perennials

Proven Winners branded packaging is essential to the success of the brand, ensuring better brand recognition and sell-through for our customers. For your convenience, our branded containers and stake labels are automatically shipped with all Proven Winners Perennials. We will send the recommended containers to you unless you specify an alternate size when you place your plant order. Premium square hanging labels with stakes are offered for all Proven Winners Perennials and may be ordered in place of standard stake labels.



Proven Winners ColorChoice® Shrubs

All Proven Winners shrubs automatically ship with Proven Winners® ColorChoice® tags and branded containers.



What's in your container?

This container holds 1/2 billion impressions

Let them work for you! 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 growing in it?



Billboards – 52 million impressions



Garden AnswerYouTube – 268 million views



Website – 11.6+ million page views



Gardener's Idea Book – 350,000 requests



Print ad campaign – 7 million magazine subscribers



Social Media – 303,000+ followers



Proven Winners® Containers

ANNUALS



4.25 Grande™ Self-Symetricize® Container
440 units per case
40 cases per pallet



4.50 Classic™ Self-Symetricize® Container
1050 units per case
40 cases per pallet



1.0 Quart Container
475 units per case
33 cases per pallet



6.5 Container
240 units per case
48 cases per pallet



1.0 GL Royale™ Container
128 units per case
48 cases per pallet



8.5 Jumbo Container*
130 units per case
60 cases per pallet



Proven Winners Self-Symetricize® Grasses Grande™ Container
440 units per case
40 cases per pallet



Proven Winners Grasses 1.0 Quart Container
475 units per case
33 cases per pallet



Proven Winners Self-Symetricize® Fall Color Grande™ Container
440 units per case
40 cases per pallet



Proven Winners Fall Color Royale™ Container
128 units per case
48 cases per pallet



Proven Winners Fall Color 6.5 Container
240 units per case
48 cases per pallet



Proven Winners Hello! Garden Gerbera Royale™ Container
128 units per case
48 cases per pallet

PERENNIALS



Perennial Trade Gallon Container



Perennial Premium 1 Gallon Container
85 units per case
64 cases per pallet



Perennial Premium 2 Gallon Container
90 units per case
46 cases per pallet



Perennial Premium 3 Gallon Container
71 units per case
32 cases per pallet

SHRUBS



Flowering Shrubs Premium 1 Gallon Container
85 units per case
64 cases per pallet



Flowering Shrubs Premium 2 Gallon Container
90 units per case
46 cases per pallet



Flowering Shrubs Premium 3 Gallon Container
71 units per case
32 cases per pallet

Early Ordering Opportunities:

Your choice for orders placed by Oct 15, 2017 for immediate delivery, either a 2% Discount for 10 Day Terms or Delayed Payment – March Terms.

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

Cultivating Future Industry Leaders

The future of our industry depends largely on the next generation of leaders. That's why we are proud to support horticulture students in four-year university programs, technical colleges and two-year post-secondary institutions with our annual scholarship fund. In 2016, we presented ten exemplary students with a total of \$35,000 in horticultural scholarships for plant breeding, production and marketing. Read their full stories online at www.provenwinners.com/scholarship_2016_winners.

YOU CAN CREATE TOMORROW
WE WANT TO HELP.

PROVEN WINNERS® IS OFFERING **\$35k in SCHOLARSHIPS** FOR:

- INNOVATIONS IN HORTICULTURAL MARKETING
- INNOVATIONS IN PLANT BREEDING
- GROWER EXCELLENCE
- COMMUNITY/TECHNICAL COLLEGE

SUBMIT APPLICATIONS BY: **APRIL 1ST 2017**
FOR MORE INFO GO TO: PROVENWINNERS.COM/SCHOLARSHIP

Innovations in Horticultural Marketing Scholarship Winner – \$5,000



Patrick McDonough
Delaware Valley University
Areas of Study: Horticultural Sales and Marketing

The Ushio Sakazaki – Proven Winners Plant Breeding Scholarship – \$5,000

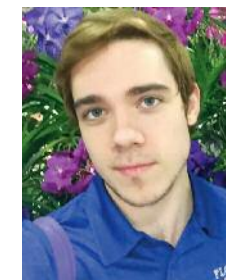


Qiuxia Chen
Michigan State
Areas of Study: Traditional and Technologically Advanced Commercial Plant Breeding



Jonathan Mahoney
University of Connecticut
Areas of Study: Plant Breeding for Sustainability

Grower Excellence Scholarship Winners – \$5,000

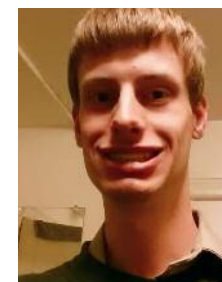


Marc Wissel
University of Florida
Areas of Study: Plant Molecular Biology



Alix Whitener
Washington State
Areas of Study: Entomology

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



Brett Zylstra
Niagara Parks Commission School of Horticulture
Areas of Study: Greenhouse Grower



Krystal Bartholomew
Gateway Technical College (Massachusetts)
Areas of Study: Sustainable Landscaping/ Gardening



Bernard Kondener
University of New Hampshire College (Colorado)
Areas of Study: Integrated Pest Management



Brianna Hanson
University of New Hampshire Agriculture Technical Institute
Areas of Study: Horticulture Education



Anna Detoro
Kent State University
Areas of Study: Urban Forestry – Tree Health and Soil Diagnostics

How to Apply

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

Be a Key Account Grower – Save on Freight. Save on Liners.

Key Account Grower benefits:

- Lower shipping rates
- Reduced pricing on plants
- Co-op marketing support for billboards, advertising, truck graphics and more
- Points are doubled when used toward travel expenses (hotel, car rental, airfare) to events at Four Star Greenhouse and Pleasant View Gardens.
- Points for products, POP and more!
- Priority listing on www.provenwinners.com

Key accounts have exclusive access to the Unrooted Cutting Program

Order these Proven Winners® varieties as unrooted cuttings directly from Four Star Greenhouse and Pleasant View Gardens with no program fee. Branded containers will automatically ship with your order.

- Illusion® Ipomoea
- Sweet Caroline Ipomoea
- Infinity® New Guinea Impatiens
- Ruffles™ New Guinea Impatiens
- Mojave® Portulaca (except Mix)

Standard royalty, marketing and tag fees will apply.



How? It's easier than you think.

Earn points for every liner purchased

With as little as 1,900 – 3,800 sq. ft. of growing space and multiple turns, you can qualify. Each level of Key Accounts offers more toward large discounts on products and services.

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

2018 points accumulate from July 1, 2017 to June 30, 2018 and must be redeemed by June 30, 2018.

Self Propagation Program

Purchase seed, rooted liners or unrooted cuttings of the following varieties from an outside supplier and we will add it to your purchase volume in order to achieve key account status:

- Surefire® Begonia
- Boldly® Pelargonium
- Timeless™ Pelargonium
- All Proven Selections® varieties purchased from Four Star Greenhouse and Pleasant View Gardens

How does it work?

Use your Self Propagation purchases to achieve key account status and become eligible for this program.

Four Star Greenhouse and Pleasant View Gardens will automatically ship 4.25 Grande™ branded containers for all Self Propagation orders unless you request another size branded container.

Program fees with this option include marketing fee, tag fee and Self Propagation program fee. Branded container and tray costs are not included in the program fee.

Contact your propagator for complete program details.

Fertilizers for Professionals

Healthy plants fly off the shelves, and our **professional fertilizer products** will help ensure their good health. We've developed four primary and four specialty formulations to minimize and correct pH-related problems. Provide your Proven Winners propagator with the results of your water test, and they'll recommend which fertilizer will work best for you.



We'll Use Your Water Test Results to Help Select the Right Product for You

Which Proven Winners® Professional Greenhouse fertilizer is best for you to use is based on water test results. If you have a completed water test that is three months old or less, send the results to your Proven Winners® propagator. If you don't have a test kit, call Proven Winners or order one online: www.provenwinners.com/water-test-kit.

Once completed, your test results will be automatically emailed to you, indicating the correct Proven Winners formula to match your water needs.

Proven Winners Professional Greenhouse Water Soluble Fertilizer Products

The eight fertilizer products available from Proven Winners® can be used with every irrigation. The specific product that you will use is based on your specific water conditions or needs:

PRIMARY FERTILIZERS

- **14-3-14 + Minors**
Moderately Low Alkalinity Formula with FeEDDHA
- **16-4-16 + Minors**
Moderate Alkalinity Formula with FeEDDHA
- **18-5-18 + Minors**
Moderately High Alkalinity Formula with FeEDDHA

- **17-4-17 + Minors**
High Alkalinity Formula with FeEDDHA

SPECIALTY FERTILIZERS

- **12-3-12 + Minors – Cold Weather**
Low Alkalinity Formula with FeEDDHA. Contains high levels of Nitrate Nitrogen for cold weather conditions.
- **16-4-8 + Minors**
Greening/pH Reducing Formula with FeEDDHA. A valuable tool to correct increases in pH and quickly green up a crop.
- **0-9-6 + Minors**
Plant Holding Formula with FeEDDHA
- **Micronutrient Formula**

Each Product Contains 100% EDDHA as its Source of Iron

All products listed above are made with 100% FeEDDHA. These products have a reddish-brownish color appearance due to the inclusion of the Iron EDDHA ingredient.

Packaging

Proven Winners® Professional Greenhouse Water Soluble Fertilizers are packaged in 25 lb. bags. Bags are 5 mil. plastic bags, with a 2 mil. poly inner liner. Package labels are distinctly color coded for easy identification.

For additional information contact your local propagator or learn more at: www.provenwinners.com/professionals/growers/professional-fertilizers