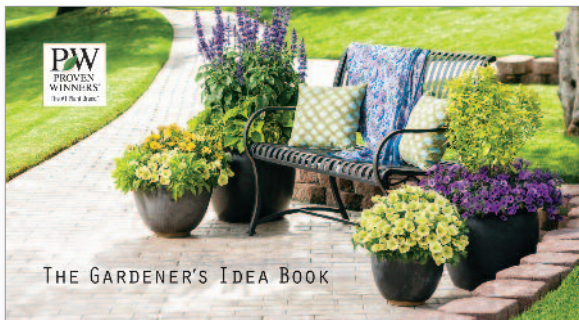


# Get the 2015 Gardener's Idea Book for Your Customers – NOW

WE'LL PROVIDE THE BOOKS, YOU JUST PAY THE POSTAGE



Last year more than 600,000 gardeners found ideas, inspiration, and exceptional plants in the Proven Winners *Gardener's Idea Book*. Be sure the 2015 edition gets in your customers' hands by taking advantage of our customized mailing offer. We'll pay for the books, address them to your customers, and even include a customized promotional message for your garden center. All you have to do is provide an Excel file with a mailing list and pay the postage costs. To take advantage of this customized offer, a minimum of 500 customer addresses is required. To ensure delivery by your desired date, please provide address information six weeks in advance.



### Option 1: Standard Back Cover

Add personalized line of type to the back cover.

Delivery within the continental US: \$60.00 per 100 addresses

Delivery in Canada: \$175.00 per 100 addresses

A marketing message can be added (limited to 45 characters including spaces). Sorry – no logos.

Your customers' mailing address will appear here in up to 4 lines.

**A minimum of 500 customer addresses is required.**

**All orders for Option 1 must be placed by March 1, 2015.**



### Option 2: Design Your Own Back Cover

Custom Design Fee: \$150

\$150 waived if you use the design shown at left with your logo

Printing and postage costs for 2000 to 5000 copies:

45¢ each, plus postage of \$60/100 addresses (\$175/100 Canadian addresses)

Printing and postage costs for custom back cover printing of 5001-10,000 copies:

30¢ each, plus postage of \$60/100 addresses (\$175/100 Canadian addresses)

For quantities of more than 10,000 copies, please call for a quote.

Your logo will go here – please supply your logo as a high resolution pdf file.

**A minimum of 2,000 customer addresses is required.**

**All orders for Option 2 must be placed by December 31, 2014.**

**Sign Up Now** – To join our program, please fill out the order form below and fax it to Proven Winners at 815.895.1873.

Company Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_

State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Phone Number \_\_\_\_\_

Email: \_\_\_\_\_

Marketing message (45 characters or less including spaces) \_\_\_\_\_

Quantity of *Gardener's Idea Books* Needed (500 minimum) \_\_\_\_\_ Desired Delivery Date \_\_\_\_\_

Postage payment:  Visa  MasterCard

Card # \_\_\_\_\_ CVV (3 digit number from back side of card): \_\_\_\_\_ Exp. Date \_\_\_\_\_

Please email an Excel file with your customers' addresses (with a separate column for each field) to [sandy@provenwinners.com](mailto:sandy@provenwinners.com). To ensure delivery by your desired delivery date, please provide address information six weeks in advance.

## 2015 Gardener's Idea Book Plant List

### Annuals:

ANGELFACE® Blue *Angelonia hybrid*  
Butterfly *Argyranthemum*  
PEGASUS™ *Begonia hybrid* \*  
SUREFIRE™ Rose *Begonia benariensis*  
ARTFUL™ FIRE AND ICE™ *Caladium hortulanum* \*  
ARTFUL™ HEARTFIRE™ *Caladium hortulanum* \*  
SUPERBELLS® Apricot Punch *Calibrachoa hybrid*  
SUPERBELLS® Cherry Star *Calibrachoa hybrid*  
SUPERBELLS® Coralberry Punch *Calibrachoa hybrid*  
SUPERBELLS® Frostfire *Calibrachoa hybrid* \*  
SUPERBELLS® Grape Punch *Calibrachoa hybrid*  
SUPERBELLS® Lemon Slice *Calibrachoa hybrid*  
SUPERBELLS® Plum *Calibrachoa hybrid*  
SUPERBELLS® Pomegranate Punch *Calibrachoa hybrid*  
SUPERBELLS® Spicy *Calibrachoa hybrid*  
SUPERBELLS® Strawberry Punch *Calibrachoa hybrid* \*  
SUPERBELLS® Sweet Tart *Calibrachoa hybrid*  
SUPERBELLS® Yellow Chiffon *Calibrachoa hybrid*  
VERMILLIONAIRE™ *Cuphea hybrid* \*  
GRACEFUL GRASSES® BABY TUT™ *Cyperus involucratus*  
GRACEFUL GRASSES® KING TUT® *Cyperus papyrus*  
DIAMOND DELIGHT™ *Euphorbia hybrid* \*  
DIAMOND FROST® *Euphorbia hybrid*  
ROCKAPULCO® Appleblossom *Impatiens walleriana*  
ROCKAPULCO® Coral Reef *Impatiens walleriana*  
ROCKAPULCO® Purple *Impatiens walleriana*  
Sweet Caroline Bewitched *Ipomoea batatas*  
'Sweet Caroline Bronze' *Ipomoea batatas*  
'Sweet Caroline Light Green' *Ipomoea batatas*  
Sweet Caroline Raven *Ipomoea batatas*  
'Sweet Caroline Red' *Ipomoea batatas*  
'Sweet Caroline Sweetheart Purple' *Ipomoea batatas*  
GRACEFUL GRASSES® BLUE MOHAWK® *Juncus inflexus*  
PINK CHABLIS® *Lamium maculatum*  
LUSCIOUS® Bananarama *Lantana camara* \*  
LUSCIOUS® CITRUS BLEND™ *Lantana camara*  
LUSCIOUS® Grape *Lantana camara*  
LUSCIOUS® Marmalade *Lantana camara* \*  
LAGUNA™ Sky Blue *Lobelia hybrid*  
DARK KNIGHT™ *Lobularia hybrid* \*  
SNOW PRINCESS® *Lobularia hybrid*  
Bluebird *Nemesia fruticans hybrid*  
Opal INNOCENCE® *Nemesia fruticans hybrid*  
SUNSATIA® Coconut *Nemesia hybrid*  
SUNSATIA® Lemon *Nemesia hybrid*  
RUFFLES™ Peach *New Guinea Impatiens* \*  
RUFFLES™ Lavender *New Guinea Impatiens* \*  
INFINITY® Electric Coral *New Guinea Impatiens*  
Lemon SYMPHONY *Osteospermum hybrid*  
ANYTIME™ Dove Pansiola *Viola x wittrockiana* \*  
ANYTIME™ Quartz Pansiola *Viola x wittrockiana* \*  
ANYTIME™ Sugarplum Pansiola *Viola x wittrockiana* \*  
TIMELESS® Fire *Pelargonium* \*  
TIMELESS™ Pink *Pelargonium*  
GRACEFUL GRASSES® 'Fireworks' *Pennisetum*  
GRACEFUL GRASSES® Purple Fountain Grass *Pennisetum*  
GRACEFUL GRASSES® 'Skyrocket' *Pennisetum* \*  
GRACEFUL GRASSES® VERTIGO® *Pennisetum purpureum*  
SUPERTUNIA® Bermuda Beach *Petunia hybrid*  
SUPERTUNIA® Black Cherry *Petunia hybrid* \*

SUPERTUNIA® Bordeaux *Petunia hybrid*  
SUPERTUNIA® Flamingo *Petunia hybrid*  
SUPERTUNIA® Giant Pink *Petunia hybrid*  
SUPERTUNIA® Limoncello *Petunia hybrid* \*  
SUPERTUNIA® PRETTY MUCH PICASSO® *Petunia hybrid*  
SUPERTUNIA® PICASSO IN PINK™ *Petunia hybrid*  
SUPERTUNIA® Royal Magenta *Petunia hybrid*  
SUPERTUNIA® Royal Velvet *Petunia hybrid*  
SUPERTUNIA® White *Petunia hybrid*  
SUPERTUNIA® White Russian *Petunia hybrid*  
SUPERTUNIA® Indigo Charm *Petunia hybrid*  
SUPERTUNIA® Vista BUBBLEGUM™ *Petunia hybrid*  
SUPERTUNIA® Vista Fuchsia *Petunia hybrid*  
SUPERTUNIA® Vista Silverberry *Petunia hybrid*  
ABLAZIN™ Purple *Salvia hybrid* \*  
PLAYIN' THE BLUES™ *Salvia longisicata x farinacea* \*  
PINK WONDER™ *Scaevola hybrid* \*  
GRACEFUL GRASSES® Fiber Optic Grass *Scirpus*  
COLORBLAZE® ALLIGATOR TEARS™ *Solenostemon scutellarioides*  
COLORBLAZE® Dipt in Wine *Solenostemon scutellarioides*  
COLORBLAZE® KEYSTONE KOPPER™ *Solenostemon scutellarioides*  
COLORBLAZE® Kingswood Torch *Solenostemon scutellarioides*  
COLORBLAZE® LIME TIME™ *Solenostemon scutellarioides* \*  
COLORBLAZE® MAROONED™ *Solenostemon scutellarioides*  
COLORBLAZE® ROYAL GLISSADE® *Solenostemon scutellarioides*  
COLORBLAZE® 'Sedona' *Solenostemon scutellarioides*  
CATALINA® Midnight Blue *Torenia hybrid*  
CATALINA® Gilded Grape *Torenia hybrid*  
CATALINA® Pink *Torenia hybrid*  
SUPERBENA® Royale Chambray *Verbena hybrid*  
SUPERBENA® Royale Cherryburst *Verbena hybrid* \*  
SUPERBENA® Royale Peachy Keen *Verbena hybrid*  
SUPERBENA® Royale Red *Verbena hybrid* \*

### Perennials:

'Ruby Spider' *Hemerocallis*  
DOLCE® BRAZEN RAISIN™ *Heuchera* \*  
'Leapfrog' *Heuchera* \*  
'Autumn Frost' *Hosta*  
'Coast to Coast' *Hosta* \*  
SUMMERIFIC® 'Cranberry Crush' *Hibiscus*  
SWEET ROMANCE™ *Lavandula angustifolia*  
'Banana Cream' *Leucanthemum*  
DAISY MAY® *Leucanthemum superbum*  
'Pardon My Pink' *Monarda didyma*  
'Pardon My Purple' *Monarda didyma*  
'Cat's Meow' *Nepeta faassenii*  
'Cheyenne Sky' *Panicum virgatum*  
'Shockwave' *Phlox paniculata*  
COLOR SPIRES® 'Crystal Blue' *Salvia nemorosa* \*  
'Lemonjacob' *Sedum* \*  
'Jade Peacock' *Tiarella hybrid* \*  
MAGIC SHOW® 'Enchanted Indigo' *Veronica hybrid* \*

### Shrubs:

SUNNY ANNIVERSARY™ *Abelia*  
SUNJOY® Tangelo *Berberis thunbergii*  
LO & BEHOLD® series *Buddleia*  
INSPIRED™ Violet *Buddleia*  
INSPIRED® White *Buddleia*  
'Aphrodite' *Calycanthus*  
MARIE GOLD™ *Ceanothus* \*  
PINK MINK® *Clematis* \*  
'Sweet Summer Love' *Clematis*  
SUGARTINA™ 'Crystalina' *Clethra alnifolia*  
CRÉME FRAICHE® *Deutzia gracilis*  
KODIAK™ Orange *Diervilla* \*  
WHITE ALBUM™ *Euonymus fortunei*  
'Wild Romance' *Hebe*  
BLUE CHIFFON® *Hibiscus syriacus*  
WHITE CHIFFON™ *Hibiscus syriacus*  
INVINCIBELLE™ Spirit *Hydrangea arborescens*  
CITYLINE® Mars *Hydrangea macrophylla*  
CITYLINE® Rio *Hydrangea macrophylla*  
CITYLINE® Venice *Hydrangea macrophylla*  
FIRE LIGHT® *Hydrangea macrophylla*  
INCREDIBALL® *Hydrangea macrophylla*  
LET'S DANCE® Big Easy *Hydrangea macrophylla*  
LET'S DANCE® Diva! *Hydrangea macrophylla*  
LET'S DANCE® RHYTHMIC BLUE™ *Hydrangea macrophylla*  
BOBO® *Hydrangea paniculata*  
FIRE LIGHT® *Hydrangea paniculata*  
'Limelight' *Hydrangea paniculata*  
LITTLE QUICK FIRE™ *Hydrangea paniculata* \*  
PINKY WINKY® *Hydrangea paniculata*  
TINY TUFF STUFF™ *Hydrangea serrata*  
JAZZ HANDS™ Variegated *Loropetalum chinense* \*  
SUMMER WINE® *Physocarpus opulifolius*  
TINY WINE® *Physocarpus opulifolius*  
BLOOM-A-THON™ series *Rhododendron*  
OSO EASY® series *Rosa*  
LEMONY LACE™ *Sambucus racemosa* \*  
DOUBLE PLAY® series *Spiraea*  
GLOW GIRL® *Spiraea betulifolia*  
BLOOMERANG® series *Syringa*  
NORTH POLE® *Thuja occidentalis*  
HANDSOME DEVIL™ *Viburnum*  
MY MONET® 'Sunset' *Weigela florida*

### Proven Selections plants:

'Ogon' *Acorus*  
Burgundy Glow *Ajuga reptans*  
Heart of the Jungle *Colocasia*  
Goldilocks *Lysimachia nummularia*  
Irish Moss *Sagina subulata*  
'Golden Delicious' *Salvia elegans*

\* New introduction for Spring 2015