

# 2021 Proven Winners® Certified Garden Center Training Program



## Introduction

Hello, and welcome to the 2021 Proven Winners Certified Garden Center training program. My name is Dave Konsoer and I want to thank you for taking time out of your busy schedule to join us today.

The goal of this exclusive program for our independent garden center customers, is to help educate and train garden center managers and staff as you head into the busy Spring season. If this is your first time participating, I'm confident you're going to find the content extremely useful. And if you're an industry veteran who's joined us before, we have some changes to this year's program and plenty of new content that I think you'll enjoy.

Now, before we get started, if you didn't do this already, I'd like to suggest you hit the pause button on the video and print out a copy of the Certified Garden Center test as well as the informational handout so you can answer the questions and take notes as we move through the video – trust me, it will make things a little bit easier.

As we move through the video, one thing we're going to focus on this year are some frequently asked questions that we regularly hear from the consumers we interact with on a daily basis. By sharing this information directly with you, we hope you'll be able to confidently answer them in the event you hear one of these questions from your customers.

One question we hear regularly is, "So, what is Proven Winners?" We like to think we are a small company with big ideas, having the ultimate goal of gardener success. Proven Winners was created to bring better plants to market and support those plants with innovative marketing. Now we are the brand more gardeners trust. Since 1992 the brand has grown to include a full line of annuals, perennials, shrubs, caladiums, vegetables, and products to further bring success to your customers' gardens.



*Innovative Marketing*



*Bringing success to your customers' garden.*

We also get asked, “What makes Proven Winners plants special? Well, our motto has always been, A Better Garden Starts with a Better Plant, and it really boils down to, Proven Winners plants are bred and selected to outperform all other plants in the garden. Many breeders bring plants to the marketplace without any testing for garden performance. At Proven Winners that is what we are all about. You can be confident they will perform in your customers’ containers and gardens.



### **A Proven Winners plant is going to be:**

- Easy to grow and care for
- Will be healthy and vigorous growers
- Have been trialed and tested to thrive in the garden
- And will have long bloom times

We know that consumers will continue to buy a brand that they trust, and more gardeners trust Proven Winners every year. Gardeners like the 15-20 million added to the market last year are going to want to invest in plants and products that will ensure they are successful.

As you watch this video, be sure to take some notes as you hear these frequently asked questions and answers. And that goes for all of the other content you’re going to hear today...each segment of the video will have key call-outs and take-away information that will be reinforced on the handout you should have handy. Remember, we want to give you the tools to be able to quickly answer questions from your shoppers as that will help to instill their confidence in you and your store.

I’m going to turn things over now to two of our supremely talented co-workers, who will walk you through a trove of useful information about many of our plant and marketing programs. Jessica DeGraaf and Meghan Owens focus 100% of their efforts on building programs for and supporting independent garden centers throughout the United States and Canada and are intimately aware of the challenges and successes you face on a daily basis.

Thanks again for joining us today...let’s get started!



## Marketing Section for All

### National Plant of the Year program

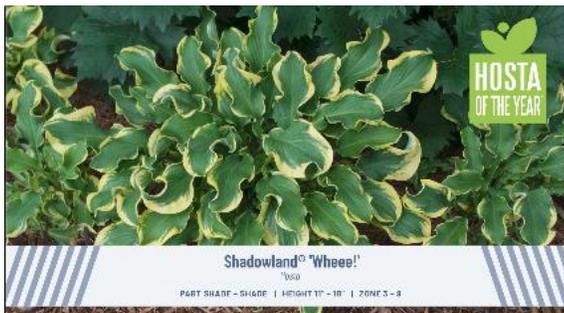
Spreading the word about great plants is a big part of what has made Proven Winners a success - and our Plant of the Year program really takes that promotion to the next level! For those of you new to the program, for the past few years, we've selected an amazing variety from each of our plant categories to back with a tremendous amount of consumer promotion. This creates a ton of excitement and buzz from gardeners, and if you're looking for a simple way to boost your Proven Winners sales, this is it!

The plants of the year are never chosen at random – we survey growers, retailers and thousands of consumers – each sharing their favorite candidates. To reach this highest designation, Proven Winners annuals, caladiums, perennials, and shrubs must meet a strict set of criteria for consideration.

These amazing plants will be a main focus of our consumer marketing campaign and in addition, will be promoted by Laura of Garden Answer. Be sure to check out and suggest our dedicated website to these varieties: [www.nationalplantoftheyear.com](http://www.nationalplantoftheyear.com). So without further ado, let's talk about the 2021 National Plant of the Year Program!



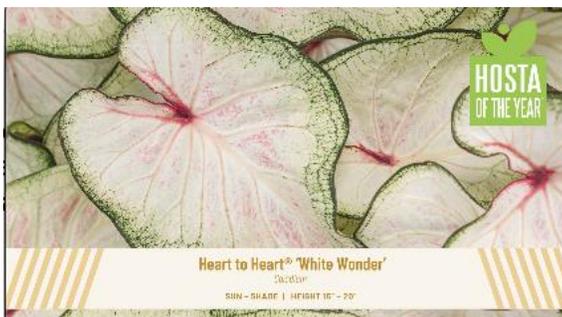
The Annual of the Year is **Supertunia Mini Vista® Pink Star** *Petunia*. This vigorous variety provides masses of ever-popular bicolor blooms from spring until frost. Suited for all planting applications, Mini Visa Pink Start is happy wherever she is planted.



**Shadowland® 'Wheee!'** is the *Hosta* of the Year and one of my favorite hostas, with striking bi-color green ruffled leaves. What I love best about Wheee! Is her great thick foliage - which is slug resistant - that this works great in shade gardens or mixed containers, and the amazing light lavender flowers that embellish it's mounded habit in mid-summer.



*Nepeta 'Cat's Pajamas'* is the Perennial of the Year and its name truly says it all. Cat's Pajamas blooms 2 weeks earlier than other *Nepeta* varieties on the market starting in early May and will continue to bloom through frost. There aren't many perennial varieties that can do that!! Ideal for plantings at the front of the border or as a groundcover, Cat's Pajamas is extremely tough and survives in hot, dry conditions. As a part of the mint family, it's also highly aromatic making deer and rabbits shy away from this dainty beauty, but pollinators can't stay off of it.



New this year to our Plant of the Year program is our *Caladium* of the year designation. White flowers and foliage are immensely popular and **Heart to Heart® 'White Wonder'** doesn't disappoint. This versatile performer really shows off in mixed containers and the landscape. Traditionally seen as a Southern plant, this variety is a fantastic Northern performer in the summer months especially in the shade.

Stay tuned later in this training video to learn about our Rose of the Year and Shrub of the Year. Until then, be thinking how to put the power of our marketing campaign to work for your garden center! Start small and build end-caps for these varieties in each respective department, or simply promote this program's website on your social media.

### National Recipes

Another successful program we offer is our National Recipe program. These recipes have been extensively trialed and tested to not only look fantastic in the garden center, but to have all season performance for home gardeners.



There are three recipes that vary in color and texture - 2 constructed to be outstanding in the sun: Meet **Beachside Drive** and **Rockin' Out**. And 1 that works best in the shade: **Eclipse of the Sun**.

These recipes will be heavily promoted in the Proven Winners consumer marketing campaign, making this another easy sales and merchandising opportunity! Suggest your customers pair them with our self-watering AquaPots and these will be a surefire success for both of you!



As a reminder, all of our national recipes and plants of the year are featured in Laura's Garden Answer YouTube Channel with its millions of followers, and the Gardener's Idea Book which is mailed directly to homes of more than 500,000 gardeners annually.

## Annuals

Annuals are the stars of spring in most garden centers, and our Proven Winners team is committed to bringing your customers many classes of annuals that are not only beautiful, but just as important, will perform in their gardens all season long. We have heard from lots of you that many of your customers in 2020 were completely new to gardening. Their success and enjoyment in the garden are critical to creating lifelong gardeners, which makes this a great time to be selling Proven Winners in your store. You can feel confident telling customers that performance for the home gardener is our number one priority when adding annuals, or any plant to the Proven Winners line-up.

We are often asked by consumers how to best care for our mega popular **Supertunia®** and **Superbells®** lines and also how to decide what to plant where to create the best landscape and containers possible. Here are a few tips we thought would be helpful when talking to customers this spring!

All of our Supertunias and Superbells love being in sunny spots, ideally getting at least 4 to 6 hours of sun each day. The sunnier, the better! To truly maximize performance, feeding is important. An easy tip to give to new gardeners is to feed their Superbells and Supertunias with water-soluble plant food, every third time they water. You can expect masses of non-stop blooms from both Superbells and Supertunia and there is no need to dead-head these plants to keep them flowering all season long.

Supertunias are great in both containers and landscapes. Supertunia Vistas and Mini Vistas are incredibly vigorous and rock stars in the landscape. New Gardeners who haven't tried varieties like Supertunia Vista® Bubblegum®, may question the value over seed petunias. Make sure they know that Supertunia Vistas should be planted on 12-18" centers, unquestionably giving the home gardener the most bang for their buck.

The Superbells series has a kaleidoscope of showstopping and novelty colors. Keep in mind that Superbells, like all calibrachoa, can be sensitive to PH levels in soil, which can vary from bed to bed in the same yard! For this reason, we suggest letting Superbells shine in containers and hanging baskets.

Let me hand it back to Dave to tell you about some exciting annual varieties that will be new to the garden center this spring!



*Begonias* have never been more popular with consumers, and we are introducing two new series of begonias in the Proven Winners annual program that are sure to be a hit with gardeners throughout North America. First up is the new series of **Double Delight™** Begonias. The series starts with two varieties, **Double Delight™ Blush Rose** and **Double Delight™ Primrose**, which have a wonderful, sweet, citrus-like fragrance, making these large, cascading flowers a dream for gardeners. With increased sun tolerance compared to standard tuberous begonias, the vigorous, well-branched growth finishes fast and produces an abundance of flowers all season long. These Double Delight varieties will make quite a show in hanging baskets.



Next up is **Double Up™**, a new three-color series of vegetative wax begonias. Growing well in sun or shady locations and thriving in even the hottest markets, **Double Up™ Pink, Double Up™ Red, and Double Up™ White** all boast an abundance of early-to-flower, self-cleaning double blooms. With excellent vigor, uniformity, and durability, all three Double Up begonias will thrive in containers and landscape beds. These Double Up varieties make a perfect Grande container and will hold up in a retail setting for a long time.



Our **Superbells** calibrachoa varieties, which are tough and durable, all screened for Thielaviopsis, and with perfect habit and a wide color range that makes them the natural addition to recipes and container gardens. The collection gains a new color addition for 2021 with **Superbells® Coral Sun**. Our goal with Superbells is to introduce varieties with an abundance of large flowers that are held on top of the foliage, and the tropical coral and sunny yellow bicolor flowers of Superbells Coral Sun more than hold up to that standard. Superbells Coral Sun is an early-to-flower variety with a perfect mounded-trailing habit that will catch your eye from across the greenhouse or garden center. This stunning new variety will be impossible for gardeners to ignore.



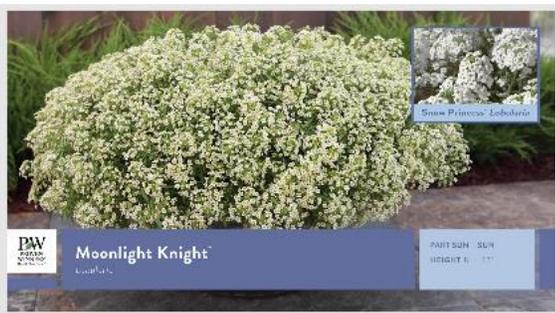
We've been searching for years for a **bright red *lantana*** that holds up to the Proven Winners garden performance mandate, and **Luscious® Royale Red Zone™** nails it! This is our second certified sterile, non-invasive lantana that will be an essential addition to gardens everywhere. Luscious Royale Red Zone has a compact, upright globe habit that makes a perfect Grande container. The plant will be covered with clusters of large, fragrant flowers that emerge in red and orange bicolor that transitions to pure red. With its large, sterile flowers, deep red color, perfect habit, and heat and drought tolerance, Luscious Royale Red Zone outperformed all other competitors throughout our intense plant trialing process. If there ever was an essential Proven Winner, Luscious Royale Red Zone is it!



Reminiscent of a yellow sun in the sky, **High Noon™ *Euryops*** produces an abundance of daisy-like, bright yellow flowers all season long. Euryops is a staple in warmer climates due to its love of heat and overall durability. High Noon is an improved Euryops that is day-length neutral, easier to flower, has a denser, better-branched habit, a better yellow color, shorter internodes, and takes drying down better than other varieties on the market. While typically used in warm climates, through our extensive trialing process, we had tremendous success producing High Noon at our northern trial sites, making High Noon a must throughout North America. Easily produced in Grande or larger containers, High Noon also adds durable color to hanging baskets and recipe containers.



Another tough plant for warm markets and summer months is the new **Whirlwind® Starlight scaevola**. Matching the other Whirlwind varieties with a perfect mounded trailing habit and heat tolerance for landscapes, containers, and recipes, Whirlwind Starlight has novel bicolor, blue-and-white striped flowers that cover the well-branched plant, even in the hottest conditions. This low-maintenance plant with its eye-catching flowers will quickly be an essential variety in gardens everywhere!



We welcome **Moonlight Knight™** to the mix for 2021 with its perfect habit and abundance of soft pastel yellow flowers. Moonlight Knight will have great spring and summer performance in all regions of NA in landscapes and containers and will attract pollinators all season long. With a habit that's a bit more refined than Snow Princess. Moonlight Knight will be stunning when mixed other yellow, blue or purple flowers.



We love the ColorBlaze® Coleus varieties because they can make any gardener successful. **ColorBlaze® Royale Pineapple Brandy™** is a new addition that has a dense habit with golden yellow leaves and a razor thin red edge. This is no pinch, no PGR variety that makes a perfect Grande container. In the garden, ColorBlaze Royale Pineapple Brandy holds its shape all season in sunny or shady locations and has no or very late flowering.



Check out the new **Sweet Caroline Medusa Green**, part of our new Proven Accents program. The unique and distinctive 7-lobed leaves look like palm fronds, creating an almost tropical look that will cause gardeners to snatch these off the bench. Sweet Caroline Medusa Green has a nice, compact, mounded, and slightly trailing habit that won't take over recipes like some sweet potato varieties do. The leaves also won't flag and roll up in the afternoon heat like most chartreuse colored varieties do. While an ideal component for flowering annuals in container recipes, I'm excited to use Sweet Caroline Medusa Green in a monoculture hanging basket as an alternative to the traditional Boston fern.



**Supertunia® Royal Velvet® Petunia** this variety is a dramatic improvement for what is arguably the most successful Proven Winners plant in the 28-year history of our company. Supertunia Royal Velvet Petunia is being improved for a much better growth habit, more branching, earlier to flower, and greater season-long performance – all while maintaining the unique, saturated royal purple flower color that remains stable even in the highest light conditions. The improved habit and branching will make for an easier-to-grow, and better-looking Grande container, with even higher retail appeal due to the increased flower coverage. With Supertunia Royal Velvet being essential to so many Proven Winners container recipes, we're confident these vital improvements will take Supertunia Royal Velvet to even greater heights!



A key area of focus for Proven Winners in 2021 is the full launch of the **Proven Accents®** program. Our popular line of **Sweet Caroline Ipomoea** and **Lemon Coral® Sedum** will join a collection of top-selling accent plants such as **Silver Falls® Dichondra** and **'Wojo's Jem' Vinca**. Enabling us to create more outstanding national recipe candidates. Since many of these accent plants are sold as

components for gardeners to make their own recipes, the use of branded containers for Proven Accents is highly recommended and are available in multiple sizes. Beginning with the 3-and-a-half-inch, our popular 4-and-a-quarter-inch Grande, our 4-and-a-half-inch classic and 1 quart sizes.

Before we move on, let me share with you two questions we've received that the answer also includes three of my favorite varieties.

Hanna in Massachusetts asks, "I am new to gardening this year, what annuals would you suggest that give me the best chance at success?"

Supertunias and Superbells are always on my list but I wanted to give them some ideas that might be a little different from the traditional plants they are used to.

**Truffula™ Gomphrena** showcases a ton of hot-pink flowers all season long. It loves the heat, the humidity and is also drought tolerant. Not only will it delight in your landscape or containers, it also makes a great, long lasting cut flower.

**Snow Princess® Lobularia** is definitely a customer favorite, and for good reason! Fragrant and incredibly tough, this low-growing spreader wows in landscape border applications and is both heat and cold tolerant. My neighbors are always asking about this plant when they walk by and in mid-October in Maine, it was still looking fantastic.

And if you are looking for pollinators, **Vermillionaire® Cuphea** will certainly not disappoint. Boasting lots of yellow-orange flowers all season, Vermillionaire is heat and drought tolerant and requires no deadheading. We are sure your customers will love it almost as much as the hummingbirds do!

My next question is from Mike from Florida asks, "I love watching Certified with our team every year and enjoying the pizza party, but can you share more heat tolerant plants?"

Recognizing the need to have Proven Winners varieties that work in hot climates like the Southeast, Florida and Texas, our plant development team has been incredibly focused on adding more heat tolerant plants to the Proven Winners line-up. The varieties in the Heat is On Program are virtually bulletproof in the southern heat. Varieties were selected with input from experts in the south, our trial team and based on the performance at multiple independent trials in these regions. Heat is On is also a great option for summer programs or an additional turn at garden centers in other areas of North America. The program includes 18 series like **Heart to Heart™ Caladium**, **Sunstar® Pentas**, **Whirlwind® Scaevola**, **Colorblaze® Coleus**, and 8 standout standalone varieties like Vermillionaire Cuphea, Blue My Mind® *Evolvulus* and Lemon Coral *Sedum* just to name a few!



*All varieties thrive in shade*

## Heart to Heart Caladiums

Last year we introduced a wonderful addition to the Proven Winners brand in our Heart to Heart Caladium program. Gardeners are always looking for plants that perform in the shade, and all of the Heart to Heart varieties thrive and show non-stop color in shady locations! Even better, 9 of the varieties grow well in both sunny or shady gardens. Just check the plant tag!

One thing we love about Heart to Heart caladiums is their versatility - indoors and out.

If you haven't yet sold Caladiums in your garden center, here are a few tips to better help you promote and merchandise these:

- 1. *Timing is Everything!***  
Too often we as an industry focus on selling as much as possible in our traditional spring season of April and May. The Heart to Heart Caladium collection offers you the unique opportunity to move away from this concept and extend your sales season. Unlike many plants, Caladiums will not grow through cold temperatures, so don't be tempted to sell them too early. They have a memory and will not grow once they get cold. These should ideally be brought into the garden center once nighttime, or better yet, air temperatures are above 70F.
- 2. *Educate Your Customers***  
Caladiums are always in bloom and easy to care for. While Caladiums have long been rooted in southern climates, they are spreading north with their sun and shade options. We even see these varieties chosen more and more as houseplants and cut arrangements.
- 3. *Capitalize on the Tropicals Trend***  
We've all seen the huge increase in the popularity of tropicals and houseplants at retail, especially in mixed containers. These lush caladiums are the perfect way to bring the tropical vacation vibe to container recipes. To really promote these varieties, give them real estate on a prime endcap or power aisle to capitalize on impulse sales.

## Proven Harvest™

When we entered the food market a few years ago, we had one goal, offering delicious, bountiful and disease resistant crops to a new generation of gardeners who were excited to grow their own healthy fruits, vegetables and herbs. We knew this was a growing market, but we had no idea it would explode like it did last spring. The gardening industry as a whole saw a boost from folks staying home and beautifying their yards, but there was also a resurgence of the “Victory Garden” concept with many people concerned about food supply and opting to grow their own food sources. We anticipate the “grow your own” movement to continue.

The Proven Harvest line is uniquely positioned because it truly offers benefits to every type of gardener. We are now offering seed packets of most of our varieties for the traditional gardener who wants great flavor, is interested in protecting their crops from disease and wants to experience the growing process from seed to table.

Here is Dave again with a few new additions to our Proven Harvest line.



With the additions of the two new Berried Treasure® varieties, the Proven Harvest line now offers, three strawberries and three tomato varieties: ‘Garden Gem’, a semi-determinate snack size tomato, ‘Garden Treasure’, An indeterminate slicer tomato and ‘Good Hearted’, a dwarf patio plant that produces small juicy heart shape tomatoes.

We also offer Fire Away® Hot and Heavy, a snack size pepper with a bit more heat than a jalapeno and the aforementioned Amazel Basil®.

I have one garden center question for you from Lisa in Ohio, “What makes Proven Harvest better than others in our garden center?”

For those newer to the growing movement, many of our finished varieties will arrive at retail starting to bear fruit. I can’t think of a better way to help a newbie dip their toe into the world of growing their own food than to offer them a healthy plant that is well on its way to producing the bounty they are hoping for.

Customers will be delighted by the incredible yield of varieties like Amazel Basil, which has superior downy mildew resistance. The season harvest of one grande will have gardeners up to their eyeballs in pesto and caprese!

When thinking about where Proven Harvest might fit in with your traditional fruit and veggie crops, we suggest an endcap or table display of the Proven Harvest items that you choose to carry, rather than trying to merchandize them side by side with other edible items. We have great signage and POP to help make your displays pop and those Proven Harvest varieties fly off the shelf.

## Perennials

With well over 150 perennial varieties, you can rest assured that we have exactly what your customers want and need - every size and color, and for every garden and landscape - to bring continued success. After we highlight some of our new introductions, we are going to answer some frequently asked consumer questions and share recommendations of perfectly paired perennial genres.

Dave shared a subset of the top new perennials, but I couldn't resist sharing a few more with you!



A new color addition to the Dolce collection, the ginger-caramel-colored foliage with a light silver overlay forms a compact mound of the eye-catching foliage that will brighten shady perennial gardens. Hearty in zones four through nine, **Dolce**® **'Toffee Tart'** is a great choice for containers and the borders of garden beds. Finishing wonderfully in a 1-quart or 1-gallon container, Dolce Toffee Tart will quickly fill its space but remains compact throughout the growing season.



Anytime someone sees one of our Summerific® *hibiscus* perennial varieties in flower, they ooh and ahh. I've seen it happen with consumers and industry guests every summer in our trial gardens. This reaction is so compelling that we're launching Summerific Week, a new consumer publicity promotion slated for August of 2020. This marketing campaign will be the perfect springboard for two new Summerific varieties for the 2021 season. I'll start with Summerific French Vanilla because it's an exciting color breakthrough! **Summerific**® **'French Vanilla'**, a zone four to nine perennial, has soft yellow buds that open to large seven-to-eight inch, creamy yellow flowers with a bright red eye that bloom prolifically from mid-summer into early fall. And next is the new **Summerific**® **'Spinderella'**, which forms a dense, tidy, shrub-like clump of dark green foliage that will be covered with large, eight-inch, pinwheel-patterned flowers. The white blossoms, accented with pink shading and dark red eye, are produced prolifically up the stems, giving gardeners an abundance of flowers from mid-summer into early fall. Hearty to zones 4-9, Summerific Spinderella makes a bold statement in any setting.



Gardeners love tall garden *phlox*, but they hate when the leaves get powdery mildew. Guess what! They won't have to worry about powdery mildew with the two new *Phlox paniculata* additions to the Proven Winners Perennial program. **Luminary® 'Opalescence'** is extremely resistant to powdery mildew and will set the standard by which all others are to be judged. With clean, very dark green leaves, Luminary Opalescence is topped from midsummer through late summer with large clusters of light pink flowers with a dark pink eye. This zone 4 through 8 perennial presents beautifully in the Proven Winners branded container, creating impulse appeal in the garden center. Joining Luminary Opalescence is the new **Luminary® 'Ultraviolet'**, a dramatic upgrade over older magenta-colored phlox. Luminary Ultraviolet has higher quality, glowing magenta violet flowers, darker stems and buds, and fantastic resistance to powdery mildew. Luminary Opalescence and Luminary Ultraviolet *Phlox paniculata*, with their stunning flowers and outstanding garden performance, will quickly be must-haves in perennial gardens throughout North America.



We always have requests for more items for the shade, so this makes our next Proven Winners Perennial Essential a slam dunk. **'Spot On' Pulmonaria** is a vigorous new variety that grows quickly to fill a Proven Winners branded container while blooming right on time for spring sales. The long bloom time in the greenhouse gives Spot On a long sales window from the grower to the retailer and from the retailer to the consumer. The unique salmon-pink-to-nearly-orange buds open to violet blue flowers in mid-spring, held just above the attractive silver speckled foliage. Hardy in zones three through nine, Spot On Pulmonaria will have gardeners buzzing next season!



The future of Proven Winners Perennials is bright, thanks to the new **Color Spires® 'Back to the Fuchsia'** *Salvia*, a vibrant fuchsia pink flowered variety with charcoal stems. And everyone will be puckering up when they get their eyes on **Color Spires® 'Snow Kiss'**, whose large white flowers with a soft pink lip are begging to be smooched. Both varieties are hearty in zones three through

eight and will bloom prolifically in late spring atop full and vigorous plants. Benefiting from vernalization, Color Spires Back to the Fuchsia and Color Spires Snow Kiss are vigorous growers, are deer resistant, attract pollinators, and deliver superb landscape performance.



Another excellent Perovskia joins the lineup in 2021 with the addition of **Sage Advice**. With this darker purple, more upright, taller selection that blooms from mid-summer into fall. Toothed rather than dissected, silvery green foliage remains attractive all season. Hearty in zones 4 through 9, pollinators love the heat and drought tolerance, low maintenance, durability of Sage Advice Perovskia.



Let's talk about Coneflowers. One of the most iconic perennials with cheerful brightly colored flowers, they are a mainstay in perennial gardens. But typically Coneflowers aren't consistent in their color. Proven Winners has a solution for that - four solutions in fact - that are consistent in their beautiful colors year after year. Last year we introduced 2 new varieties in the **Color Coded™** series: **'Yellow My Darling'** and **'Orange You Awesome'**. We've built upon the success of these varieties and will be offering two new colors in 2021: **'Frankly Scarlet'** and **'The Price is White'**.

The new Frankly Scarlet has large, 4" bright scarlet orange blooms and flowers in mid through late summer. Like all of our coneflowers, they bring beautiful color and pollinators to the landscape. Frankly Scarlet's seeds are sterile and non-viable, providing a great snack for finches in the fall! The Price is White is simply the best White Echinacea we've ever seen! Clear white flowers are set off by bright yellow-green cones. It's flowers are slightly larger than Frankly Scarlet at 5" and they also have some fragrance! Just a quick reminder, coneflowers have small hairs on the leaves and stems making them very unattractive to deer and rabbits!

### **Intro to Smallscapes and Perennial Pairings**

As consumers spend more time and money on their outdoor spaces, you have a unique opportunity to present them with plant pairings and designs that will simply and effectively build their outdoor oasis. So let's talk about plant pairings and more specifically, how to create the perfect perennial garden.

## **Perfect Perennial Pairings**

What makes a perfect pairing of perennials? Start by matching plants that enjoy similar amounts of sunshine and moisture. Then, choose partners with contrasting textures, colors and shapes. A perfect pairing could be two perennials that bloom simultaneously or have complimentary foliage. Your eye will naturally be drawn to them even from a distance. One fun tip, by repeating them within the garden space, it helps your customer to achieve a professionally designed look.

### **Here are some great recommendations for the sun:**

#### **Color Spires® ‘Violet Profusion’ *Salvia* and Fruit Punch® ‘Classic Coral’ *Dianthus***

Bees and butterflies thoroughly enjoy the perfect pairing of *Salvia* and *Dianthus* in early summer. Cut the *salvia* back after flowering and it will reward you with many more blooms throughout the season.

#### **‘Denim ‘n Lace’ *Perovskia* and ‘Tuscan Sun’ *Heliopsis***

The low maintenance perfect pairing of *Perovskia* and *Heliopsis* varieties is reliably strong and beautiful every year. Recommend that these be planted in one of the sunniest parts of the garden and they will shine through the heat of summer.

#### **Pyromania™ ‘Hot and Cold’ *Kniphofia* and ‘Firefly Peach Sky’ *Achillea***

For those of you in warmer climates (zones 6-8) here is a pairing for you: *Kniphofia* and *Achillea*. This specific tall, peachy pair of perennials blooms in unison all summer long, sharing a love of sunny, hot, dry conditions. Both are long lasting in fresh bouquets and are pollinator magnets.

### **Here are a couple great recommendations for the shade:**

#### **Shadowland® ‘Waterslide’ and Dolce® ‘Apple Twist’ *Heuchera***

Help your customers to banish the blahs in shade with this colorful pairing of icy blue, rippled leaf hostas and crisp chartreuse coral bells. Hostas and *Heucheras* are one fantastic foliage combination that can truly go the distance.

#### **‘Jack of Diamonds’ *Brunnera* and ‘Crested Surf’ *Athyrium*.**

*Brunnera* and *Athyrium*. This is the ultimate texture combination for areas with average to moist soil. The frilly fern and broad leaved *brunnera* contrast perfectly in this perennial pairing. This is a great recommendation for containers, window boxes or garden beds where the touches of silver will glow in the shade.

## SmallScapes Gardens

We've talked in some detail about perfect plant pairings, so let's take this to the next level and discuss perennial garden designs. We wanted to share one of our uncomplicated yet impactful designs that you can share with your customers. While these were created for small spaces, they can certainly be expanded if your customers have a larger space. Remember, using a small palette of plants (3-4 varieties) and repeating them throughout the space creates a huge visual impact!!

### Design 1: Zones 4-9 Full Sun Locations

Vibrant purple and orange blooms contrast creating a riot of color from Spring through fall! This small space features the perfect mix of upright thrillers, unique blooms and groundcover appeal.

So let's start with the backbone of the planting: Perovskia Sage Advice. Reaching heights of 3', this Russian Sage has masses of silvery green foliage. Lavender purple flowers begin in mid-late summer and bloom from the top to the bottom of the plant.

Next we have Clematis Stand By Me. This isn't a traditional climbing clematis, but rather a bush type. You'll want to explain to your customers that they'll want to provide some form of structure or cage that this plant can grow on. Deep purple, bell shaped blooms adorn this variety season long.

The absolute wow factor plant in this display is Hemerocallis Primal Scream. This daylily is nondescript, that is until it flowers! Huge, 6" screaming orange flowers emerge in mid-summer. The contrast of orange blooms against the purple of the Sage Advice will be stunning!

Last, but certainly not least is Cat's Pajamas Nepeta. This low growing Catmint creates a carpet of aromatic silver foliage. Purple flower spikes begin in May and continue until the first hard frost.

For more simple SmallScapes design ideas, check out our additional Proven Winners University videos on our OnDemand platform.

## FAQ's

*Amy from Oklahoma asked: "When is the best time to plant perennials, spring or fall?"*

Answer: Actually, the answer is both! The best time to plant new perennials in your landscape is spring or early fall. Planting before the summer's heat (and often dry weather) arrives should give them enough time to root in before having to endure more stressful conditions. It can be tough to keep them watered well enough if planted in summer, so if you miss the spring window, aim to plant in early fall at least 6-8 weeks before the first frost.

*Tim from Minnesota asked: "What are the best perennial recommendations for planting underneath an established tree canopy?"*

Answer: The top 6-10" of the soil is a brutal competition for nutrients & water. All plants need these two things and most tree roots are located in this horizon of the soil. Some of the best truly tough perennial recommendations for this type situation are: 'Spot On' Pulmonaria, Proven Accents Pink Chablis® Lamium, Dolce® and Primo Heuchera, as well as our Shadowland Hosta collection.

Be sure to communicate not only the plant suggestions to your customers, but also the critical role of moisture and nutrients to ensure these plants establish well and thrive! We recommend that homeowners water deeply every few days. While you certainly don't want to flood your plants, ensuring that adequate moisture reaches roots 6-8" or more below the soil line is critical. We also recommend adding a time release fertilizer at the time of planting to provide the new plants with critical nutrients. A second application top dressed around the perennial planting in mid-summer provides additional nutrients for the remainder of the season.

## Color Choice Shrubs

I'd like to share with you some exciting new flowering shrubs, but let me first start with our National Plants of the Year.



The 2021 Rose of the Year, **Oso Easy® Italian Ice®** is a variety that rebels against the idea that roses are hard to grow! No spraying, no deadheading, just lots of flowers all season long! Similar to 'Peace' in its coloration, the orange buds of Oso Easy Italian Ice rose open to soft yellow flowers melting into pink blushed margins.



Meet **Pugster Blue®** *Buddleia*, the 2021 Flowering Shrub of the year. It's a whole new look for butterfly bush. This compact plant reaches just 2' tall and wide but has the large, full flowers normally seen on a much larger plant. Thanks to thick, sturdy stems, the Pugster® series offers vastly improved hardiness and winter survival over other types of dwarf butterfly bush.



Finally, the **Tuff-Stuff®** series of *Hydrangea serrata* are must-haves for any garden, such as the 2021 Proven Winners hydrangea of the year, **Tuff Stuff Ah-ha®**. It's one of the most prolific reblooming hydrangeas we've ever seen! Tuff Stuff Ah-Ha® hydrangea will bloom pink or blue, depending on soil chemistry.

Dave will now share many of the new shrubs for this spring.



Hydrangeas are a hallmark of the Proven Winners ColorChoice program, and I know you're going to be a **Wee Bit Giddy™** about this stunning new *Hydrangea macrophylla*. Wee Bit Giddy is noted for having big, intense red or purple flowers on a new dwarf plant with dark, glossy foliage. Wee Bit Giddy hydrangea gives you a florist quality plant, but with proven garden performance. It looks great in the Proven Winners branded container, giving it impulse appeal in the garden center.

Joining Wee Bit Giddy is **Wee Bit Grumpy™** with royal blue mophead blooms on a sturdy, compact plant. Making a first-rate retail display. Its best to sell Wee Bit Grumpy with blue flowers, so treat plants with slow release aluminum sulfate in the fall and spring.



And from the Proven Winners ColorChoice line of shrubs comes **Let's Dance Cancan™**, a new, hardy, reblooming hybrid hydrangea. Let's Dance Cancan has the unique ability to create flower buds along the entire length of the stem, ensuring flowers even if knocked back by bud-killing frost. With the ability to make new flowers quickly, gardeners will see an abundance of showy, lacy, double flowers from early summer through fall.



We continue to bring new shrubs to market that thrive in hot southern gardens, and the new **Center Stage Red™** *Crapemyrtle* is yet another winner! Check out the deep black foliage and glowing red flowers on this stunning Crapemyrtle. This plant will definitely take center stage in every garden. Growers and gardeners will love that Center Stage Red has a high degree of mildew resistance. Its well-branched habit makes for a great-looking plant with an impressive display of flowers.



The Proven Winners ColorChoice Essential Shrub of the day is the new **Baby Kim™** Lilac. Our smallest lilac to date, Baby Kim hits the mark for today's small space gardens. While she's small in stature, Baby Kim more than makes up for her size in flower power. The abundance of fragrant purple blooms hold their color, cover the glossy, dark green foliage, and make the perfect addition to any garden no matter how much, or little, space the gardener has. Rarely bothered by deer or mildew, Baby Kim Lilac will have gardeners crying with joy in 2021!



Check out the new **Ringo®** rose from our Proven Winners ColorChoice program! The sunny yellow blooms, graced with a bold red ring in the center, speak for themselves. As the blooms age, they fade to white with a pink ring, creating a multi-toned effect that stops you in your tracks. A pretty flower is one thing, but performance is what matters at Proven Winners. Ringo aces that test! Prior to this disease resistant rose being introduced in the North American market, Ringo has won numerous awards around the world. Beautiful, disease resistant, low maintenance, and with continuous blooms, Ringo is a must for every shrub program!



The improved **Fine Line**<sup>®</sup> *Rhamnus* has the qualities gardeners have fallen in love with but with more consist foliage and denser branching particularly close to the ground. A stellar landscape plant that combines form, texture and function.



**Perfecto Mundo**<sup>®</sup> **Purple** *Azalea* joins **Perfecto Mundo**<sup>®</sup> **Pink** to expand the color range of the series. This azalea has beautiful large double orchid purple flowers, a top performer in trials with superb blooming in spring and fall. **Perfecto Mundo**<sup>®</sup> **Purple** has a medium size habit with good lacebug resistance.

## FAQs

Susan from New York asked : Why are my hydrangeas not blooming?

This is a great question we hear all the time, so we've developed a fantastic resource called *Hydrangeas Demystified*. Not only do we have a page on our website, we've also created a sign you can display within your hydrangea section.

Jill from Ontario wrote: While we survived 2020, and we love our neighbors, we'd like to have some additional privacy since we're spending so much more time outside. Do you have any shrub recommendations for creating a living screen?

Hedges are some of the hardest working plants in the garden, fulfilling the important role of providing privacy and enclosure.

**STONEHENGE**<sup>®</sup> *Skinny Taxus* has a super-columnar habit that reaches heights of 6-8', but it matures at just 1' wide. It's narrow enough to be useful and interesting, but dense enough to look good in a container. This evergreen is shade-tolerant and hardy in USDA zones 5-7.

If you're looking for an evergreen to fill larger spaces, **SPRING GROVE**<sup>®</sup> *Thuja* is the perfect choice. It's a fast growing, cold hardy selection of Western arborvitae that shows excellent resistance to

deer browsing. The tight pyramidal habit makes it an especially nice choice for creating fast-growing privacy screens that will reach heights of 23-30'.

But all hedges and screens need not be evergreen! Smooth and panicle hydrangeas make a fabulous flowering hedge, as does forsythia and weigela. Look for old favorites like INCREDIBALL smooth hydrangea and WINE & ROSES weigela, or try out something new like QUICK FIRE FAB panicle hydrangea, which would create a wall of gorgeous color with its giant blooms that start out lime and transition to watermelon-pink.

For more information about shrubs that can help create a private backyard oasis of any size, check out our 2021 Gardener's Idea Book. It has shrub suggestions grouped according to how they can be used in a landscape - it is a great tool for you and your customers.

## Closing

That just about wraps things up! I hope you enjoyed learning about our new plants and programs and found this year's training program helpful.

Before we finish though, I want to share with you some of the additional benefits you can receive by becoming a Proven Winners Certified Garden Center.



First and most importantly, in order to become an official certified garden center employee, you need to complete and submit the test by May First. As we've done the last few years, we're giving away a pizza party to every garden center across North America that completes this certification program. Submit your receipt within 6 weeks of completing certification and enjoy!



Secondly, every Certified Garden Center is able to choose from these additional benefits: A free Proven Winners T-shirt, a Proven Winners hat, or a \$6 credit towards Point of Purchase materials for every certified employee.

Thirdly, as a certified employee, you have exclusive access to bonus Proven Winners University content. We launched Proven Winners University a few years ago, and people that have watched the series of short educational videos have loved what they've seen and learned. Because we only have a short amount of time in this video, a large focus of Proven Winners University is sharing information about many of the other new annual, perennial and shrub varieties. We also have many customer service and store destination set-up videos which I know you'll find useful.



Lastly, we want to reward those of you that are supporting Proven Winners via your commitment to learning even more than ever. Certified Garden Centers will receive a premium listing in our popular retailer locator at provenwinners.com. As a reminder, only Certified retailers will be shown in our expanded retail listing. Those independent garden centers that have not become Certified will be “grayed” out and not have operable links to learn more about their business.

If you ever have any questions about anything you've seen today or have any ideas or suggestions for us, don't hesitate to visit provenwinners.com or call or email our marketing office.

That about does it! Be sure to enjoy a few outtakes from the filming process and then take the test right after that. If you're a manager or owner, keep watching and hang out just a bit longer as we have some exciting programs that we want to share with you – it will take less than 15-minutes and gain you long-term sales.

A sincere thank you for taking the time to watch this program, and for your commitment to learning more about Proven Winners. Our partnership with you, and hundreds of other Independent Garden Centers throughout North America is the basis for nearly everything we do at Proven Winners. On behalf of the entire Proven Winners network, thank you for your business and have a great season!

## **Marketing Section for IGC Managers**

Thanks for taking a few extra minutes to watch this video section created especially for IGC managers and marketing specialists. We will walk through our industry leading marketing and co-op opportunities so you can decide what best fits your needs.

Many of you wear so many hats in your business. Keeping up with effective ways to reach your customers and coming up with fresh content has never been more important. With Connect+, marketing your garden center has never been easier. Connect+ is a 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, which you automatically enrolled in when you registered for certification, to our premium Elite level.

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.

Let's take a few minutes to talk about the fantastic benefits that come along with each level.

The Getting Started level is free to all IGC customers and includes this certification training program and all the perks that come along with being a certified Proven Winners Garden Center: a free Pizza Party, rewards for every team member who participates and access to the extensive Proven Winners Photo Library. Another important reason to get Certified is to receive an enhanced Find a Retailer listing at provenwinners.com. We only offer enhanced listings to Certified Proven Winners independent retailers as we strive to send customers to stores who have taken the time to train their staff on our plants.

Keep in mind that the learning opportunities don't end after your team becomes Certified. Upon completion of the Certified program, you will gain access to our exclusive Proven Winners University training videos.

The dozens of informative, 2 to 5 minute videos can be used to educate your employees on key topics they are asked about frequently, like container gardening, plants for pollinators, dealing with deer, regional plant recommendations, selling points for key plant categories, social media tips and much more. New videos are added annually. Staff members who include their email address when they get Certified will receive their own login for the Proven Winners University so they can train on their own time and receive badges for every video they watch. As a commitment to continued training, some IGCs have chosen to recognize or incentivize team members who watch additional training videos. The Proven Winners University training program can also help new employees get up to speed quickly. Our new Proven Winners OnDemand platform is incredibly easy to use and can suggest relevant videos to meet individual training needs.



### **IGC Connect Google Drive**

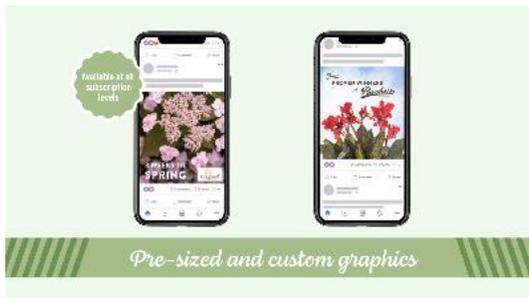
The unique challenges of Spring 2020 led to more garden centers than ever before needing to build an online store and move the bulk of their messaging to social media.

In response we created our IGC Connect Google Drive, where you will find over 150 ready-made social media graphics, images, plant descriptions and bench cards. This resource makes it simple for you to craft your newsletters, write your blog and create social media posts using the easy to access content on the IGC Connect Drive. We add new content and tools regularly.



### **GIB Books**

Gardeners are always looking for inspiration and who doesn't love a free giveaway. Our annual Gardener's Idea Book is always a huge hit. We send out of 500K copies to consumers across North America. By subscribing to the Basic, Enhanced and Elite levels of Connect you can have copies of this sought-after resource on hand to delight customers this spring. Basic subscribers will receive 200 books, Enhanced will receive 500 books and Elite subscribers will receive 1000 copies.



### **Exclusive Facebook Graphics**

During the busiest time of year, it's incredibly handy to have pre-approved graphics like these available. Basic and Enhanced subscribers gain the benefit of having pre-sized Facebook graphics that feature their store's logo ready to post online. Elite subscribers have the added benefit of putting our graphic designers to work for them to create totally custom Facebook graphics that match their store's look and feel. Our team will help you come up with the right mix for your garden center.



### **Professional Store Credit**

Basic, Enhance and Elite subscribers will receive coupons that can be use on POP or new for this year, can also be used at Professional Store on provenwinners.com where you can purchase apparel, Waterwise kits, Twist 'N Shout augers and more.



### **PowerPoint Presentations**

When spring rolls around and it's time to start hosting in-person or virtual workshops, the professional quality presentations you need will already be done for you! Complete speaker's notes are also included with each presentation.

Basic subscribers can choose from 1 of 10 available presentations, Enhanced subscribers may choose 3 presentations and Elites can choose up to 6 presentations. Some of the key topics covered Hydrangea Demystified and Gardening with Native Plants and Container Gardening.



### **Connect+ Video System**

We receive a lot of requests from garden centers looking for an easy way to house a playlist of Garden Answer videos, and we've found a solution. No wi-fi is needed for our new video system – simply connect the video system to your TV or monitor. We'll pre-load the drive for you with 20 hours of Garden Answer videos as well as videos on new varieties, AquaPots, the National Plants of the Year and more. The drive will house up to 100 hours of video, so we encourage you to add your own content, too. It's an easy way to make all the video content you need available at your fingertips.



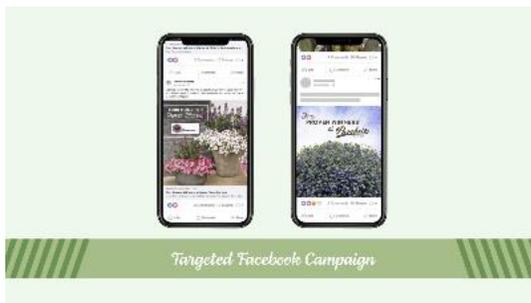
### **Canva**

If you don't have a graphic designer on staff or retainer, Canva can help you get the job done. Use this online graphic design platform to craft anything you could need to market your business including social media posts, direct marketing messages, in-store signage, postcards, event invitations, business cards, gift certificates and much more. We will provide Proven Winners branded templates for social media graphics and more.



### **Customized Pandora Campaign**

Enhanced and Elite subscribers have the opportunity to target local garden enthusiasts within a 20-mile radius of their garden center's zip code or another preferred market with Pandora internet radio ads. Laura of Garden Answer is the voice behind all of our Pandora ads, and she will mention your garden center's name and city at the end of your customized ad. There will be multiple Pandora ad campaigns in 2021 to accommodate markets from North to South. As a bonus, each garden center will also receive 3,200 banner impressions from a digital ad which will include your company logo and link to your website or Facebook page. Pandora internet radio is available in the U.S. only. Canadian Enhanced and Elite subscribers may exchange this benefit for additional targeted Facebook ads.



### Targeted Facebook 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. Enhanced and Elite subscribers will select from three date ranges to run their Facebook ad campaigns. Our team will work with each IGC individually to ensure we have the right ad and are reaching the desired demographics for your campaign.



### Inventory Listing

Let us help you attract shoppers by listing your inventory on the Proven Winners website. Your store's inventory information will be indicated on our Find a Retailer page as well as on the individual plant records. By participating in this service, you are setting your garden center apart by showing potential customers that you have the Proven Winners varieties they are looking to buy. We have a variety of ways to assist you in getting your Proven Winners inventory more exposure including linking directly to your POS system, using QR code technology, or by simply uploading an Excel file. Our Connect+ team will work with Enhanced and Elite subscribers to make the process as seamless as possible.



### Garden Design Listing

If you're looking to boost your business' visibility online, you can take advantage of the enormous reach and SEO/SEM tools Garden Design has to offer. 10.2 million gardening enthusiasts visit Garden Design's website each year where Proven Winners annuals, perennials, shrubs and hard goods are featured prominently.

Enhanced and Elite subscribers will be listed as Certified Proven Winners Retailers on the Garden Design website. When a consumer visits that site from an area where your garden center is located, your contact information and a link to your store's website

will be displayed. This link also serves to boost the search engine ranking for your store.



### **Custom Garden Answer**

With over 1 billion gardening video views, Laura of @Garden Answer is the #1 gardening influencer in the world. Every day, she inspires a whole new generation to gardeners 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. Elite Connect+ subscribers have the exclusive benefit of putting Laura’s popularity to work for you by customizing your choice of five pre-determined key variety videos with your garden center’s name and logo. We’ll create the videos; all we need is your company name and logo and we’ll deliver the finished product to you for use in your online marketing efforts. You can get more information sign up for the CONNECT+ program at [provenwinners.com/connect](http://provenwinners.com/connect).



### **Facebook Group**

Last spring we launched a new closed Facebook group, Proven Winners IGC Connect, as a way for garden center owners and staff members from across North America to collaborate with one another to ask questions, seek solutions and share resources. Over 1300 members have joined the group, discussing anything from, “Where can I buy carts with wheels that can navigate the pea gravel in my new outdoor sales area?” to wholesale growers announcing available inventory of hard to find items. In addition to fostering peer-to-peer interaction, we are posting links to free resources and tools offered to IGCs by Proven Winners like social media graphics for National Pollinator Week, hands on Club Sprout gardening projects for kids, links to relevant webinars and business tools, and much more. We encourage you and your team to join the Proven Winners IGC Connect Facebook group today!



## Proven Winners Gorgeous Gardens

Created in July 2019 the Proven Winners Gorgeous Gardens encourages consumers and gardeners at every level to share pictures of their container gardens, landscapes, hanging baskets and window boxes, ask questions, offer advice and enjoy the camaraderie of a group that shares the passion of spending time in a garden. With almost 46,000 members, this active community is a great opportunity for retailers to follow what customers are planting, inspired by and most importantly find out what gardeners in your area might be looking for or having a hard time finding. Perhaps you are even able to help out a poster by answering their questions or maybe you are stocking something they are looking for or at the very least see some incredible pictures from the incredibly inspirational and talented group.



## Club Sprout

We want to help you foster a love of gardening in the next generation of future IGC shoppers, and our new Club Sprout program is one more tool to aid in your success. The program consists of fun-yet-educational, garden-focused activities designed around planning, planting and nurturing a garden. The projects also help to grow children's awareness of the benefits of gardening and environmental stewardship. The target age group for these activities is elementary school students. Each Club Sprout project includes a social media graphic, a PDF handout that can be customized with your garden center's logo for use on social media, your website, or at in-store events. Select projects are also accompanied by a shareable video. Be sure you're a member of our Proven Winners IGC Connect Facebook Group and a subscriber to our Retailer Newsletter where you'll be the first to see the new Club Sprout projects that are released weekly throughout the spring and summer months.



## Summerific Week

The first Summerific® Week saw over one million impressions created on social media. In addition to efforts on Facebook and Pinterest, the #summerificweek hashtag on Instagram was used more than 500 times. Many participants shared plants from their own garden, with every variety from the Summerific® collection receiving attention. There was significant presence from garden centers, media, influencers, and home gardeners. Each group gave their own unique twist on the week, which led to a range of creative posts. Summerific week returns August 2-8, 2021. Here are a few tips to take Advantage of this promotion at your garden center:

### 1. Follow #SummerificWeek

Looking for inspiration on what to post? Head to Instagram and follow #SummerificWeek to see what others are sharing.

### 2. Get Creative

Have some fun with Summerific Week! Find fun ways to show the size of the flowers and highlight why gardeners should be excited about Hardy Hibiscus.

### 3. Post Often!

Posts get missed, overlooked, and ignored. If you want your message to get through, you may need to post about Hibiscus multiple times during the week. Your followers are looking for you to tell them what is important! Don't be afraid to post more than once to make sure they are as excited as you are! You don't have to post only during Summerific Week either! Give your followers a heads up so they can participate too.

And of course, make sure you have plenty of Summerific on hand when your followers show up at the garden center!



## Twist 'N Plant®

The Twist 'n Plant augers make planting flowers and bulbs easy and fun! Let this durable steel tool do the work for you. It drills the perfect sized hole to plant up your containers or landscape. You'll have all your plants planted in no time.

Here are 5 Reasons to Choose the Twist 'n Plant Augers

1. **100% solid steel construction** – This auger won't warp or bend like cheap aluminum augers you'll find at box stores. That's especially important if you're digging into hard clay soils.
2. **Drills through tough soils without warping** – While lesser quality augers struggle or warp and bend in clay or rocky soil, the durable Twist 'n Plant auger can handle the pressure and get the job done. It churns up rocks and eats through fibrous root systems more easily than a shovel.
3. **Completely safe to use** – This auger has a built-in non-slip hex drive which helps to prevent slippage and twisting when drilling. Be sure to set your drill's clutch when drilling in hard soils (a safety precaution we've included in the auger's manual and is likely included in your drill's manual, too.)
4. **Lifetime guarantee** – The Twist 'n Plant augers comes with a lifetime guarantee on defects from materials or craftsmanship.
5. **Made in the USA** by a family owned & operated company, sourcing all products from the USA.

Your customers may just buy more when they see how easy Twist N Plant makes planting. These durable steel tool drills are available in three lengths. We are offering wholesale pricing on cases of 24.



### **AquaPots**

AquaPots is an exceptional new concept in self-watering containers invented by Jack Barnwell, an award-winning landscape architect. Jack saw the need for gorgeous, commercial-grade, self-watering containers for the variety of properties he services across the country. He worked to develop this stylish yet practical solution for his clients and is proud to now have them available at garden centers around the country. This 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.

Retailers are encouraged to pre-book all AquaPots for spring sales through BFG Supply Co., a distributor of AquaPots in North America. Proven Winners will offer at least 1 pallet of each design and color for the 2021 season as a back-up to BFG should they run out. Visit our website to place your order!

When you sell AquaPots, you receive the full backing and marketing support of the Proven Winners brand. AquaPots will be featured prominently in The Gardener's Idea Book, in projects with Laura from Garden Answer, on social media platforms, websites, and more. To learn more about how Proven Winners plans to promote this line, and more importantly, your garden center as a retailer of AquaPots visit the professionals section of our website.



## Hard Goods

We understand how busy you are running your garden center, so we have teamed up with Sun Gro Horticulture and their stocking distributors to make it easier than ever to stock Proven Winners Premium Potting Soil and Plant Foods. 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

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. We offer a 1.5 cubic feet bag with 75 bags per pallet, and a 16-quart bag with 120 bags per pallet.

### 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. Each container has 2.5 pounds of plant food and is sold in cases of 12. A full pallet contains 64 cases.

### 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. We recommend gardeners use this plant food every 3rd watering. Each container has 2.5 pounds of plant food and is sold in cases of 12. A full pallet contains 35 cases.