

# Everything You Need to Grow Success

# Retail Resource Guide



There's no doubt – Proven Winners is built upon a foundation of exceptional plants that deliver an outstanding garden performance. We continue to search the world for the very best genetics, supporting breeders here at home and abroad. Doing so has allowed us to expand our offerings of heat tolerant varieties for southern growers while retaining a full palette of plants that thrive across North America.

Still, gardeners need more than pretty flowers. They need premium soils and plant foods, well-made planting tools and dependable watering systems. They desire beautifully hand-crafted AquaPots® to dress up their porches and patios. They have a passion for building sustainable landscapes in which they can grow their own healthy Proven Harvest®.

Maximizing the home gardeners' experience is what we're all about. Offering the plants and tools they need through every step of the process breeds success for us all.



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815.895.1872 provenwinners.com



# Let's Connect

In reflecting over the past two seasons, it's hard not to be awestruck at the sheer magnitude of what you, as a garden center owner or employee, and our industry at large have achieved. Double digit increases are always impressive, but when you accomplish that year after year in the midst of a pandemic, it reflects grit, grace and the herculean efforts you made to ensure all the new and existing customers who came your way were served well.

Statistics from the 2021 National Gardening Survey confirm the recent boom in gardening. 18.3 million new gardeners entered the fold in 2020. Existing gardeners upped their game too, with two thirds reporting they tried a new gardening activity. 36% planned to garden more in 2021, and 30% will garden more post-pandemic. I don't know about you, but I get so excited about this once-in-a-lifetime opportunity!

Why are people gardening more? The top response from beginner gardeners surveyed reported they started to garden for their mental health. Houseplant specialists at The Sill have trademarked the phrase Plants Make People Happy® and they are absolutely right. Growing plants can be an affordable hobby with the bonus benefit of homegrown tomatoes...and flowers...and joy!

Who is driving this uptick in gardening? You might be surprised that it is not your traditional Baby Boomer customer. Rather, it's the younger gardeners, young families, apartment and condo dwellers, and gardeners of color who are gardening more. Per the survey, they are motivated by being able to grow their own clean, healthy food and involving their children in gardening. What is your business doing to attract and retain these new customers?

The task ahead is keeping today's gardeners engaged, interacting with them to build those relationships, and inspiring them to come back. Here are a few key ways we are working to connect with new customers next season.


**Stepping Up Our Engagement.** Our focus in 2022 will be reaching home gardeners in new ways. Over 10 billion consumer impressions will be delivered through podcasts, influencers, targeted online ads and more to ensure that new gardeners will hear and see our brand in more ways than ever before.

**Providing More Education.** Our Certified Garden Center training program and accompanying Proven Winners University training videos help your staff be informed and ready to answer all your customers' questions. We are also expanding the content on our website and social media channels to include fun, shareable information to engage, entertain and educate them about gardening with Proven Winners.

**Enhancing Visibility at Retail.** We all know that consumers recognize and trust brands. To make it easy for your customers to find Proven Winners plants in your store and to further leverage the power of the brand, all of our plants will be sold in our highly visible, signature white branded containers beginning in Spring 2022. We've created a number of resources and tools to support IGCs in this effort. Learn more on page 8.

At Proven Winners, our number one goal is to support independent garden centers. We look forward to partnering with and serving you in the coming year!

All the best,



**Jessica DeGraaf**  
Director of Retail Accounts  
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Front cover, from top left: Dakota Greens Custer Greenhouses & Nursery, Goebbert's Farm & Garden Center, White Oak Gardens, Sandy's Back Porch, Lurvey Garden Center & Landscape Supply, Koetsier's Greenhouse

# IGC

# Webinar Series

Join us this fall for our annual webinar series as our team of top industry consultants deliver valuable advice on critical topics affecting our industry.

**Take Action** Register for these webinars or catch the recordings at [www.provenwinners.com/IGCwebinarseries](http://www.provenwinners.com/IGCwebinarseries).



**Leslie Halleck, Halleck Horticultural**

October 12, 2021

### **Take Back Control: The Importance of Driving Trends Instead of Chasing Them**

When it comes to keeping up with trends, are you in the driver's seat or a passenger hanging on for dear life? Keeping up with trends in the marketplace can feel like riding a roller coaster. Would you rather let social media influencers determine what you need to sell, or would you rather control that conversation from the start? As new gardeners search for guidance and inspiration, now is the time to take charge and lead from the front. Leslie will inspire you to quit chasing trends and take the wheel as trend setters.



**Anne Obarski, Merchandise Concepts –**

November 4, 2021

### **If the Shoe Fits**

We are all part of a \$1.5 trillion economy that is one click away from being tempted by the competition. Consumers used to be much more forgiving, often giving three strikes before you were out. Now, your customers can leave you because of one mistake, one blunt conversation, or a slow website response. What is your company's touchpoint score? Are you aware of where you must put your focus to avoid your customer service delivery falling through that lethal crack?



**John Kennedy, John Kennedy Consulting –**

October 21, 2021

### **Create a Culture of ATTRACTION**

The current work environment has been more challenged than ever to attract top talent. Knowing how to build a culture of attraction is an inside job. Join John as he explores what employees are looking for as they seek new employment or look for a career change from their existing jobs.

October 28, 2021

### **Create a Culture of RETENTION**

Knowing the right approach to retain top talent is vital to your ability to reduce turnover, enhance longevity, and keep the great folks that swing for the fence each day for you and your business. It's also important to weed out the underperformers. Strong leadership and accountability are a few of many qualities John will address.

November 18, 2021

### **Create a Culture of ENGAGEMENT**

Alignment of employees towards a common objective is the key to creating a culture of engagement. Whether it's driving the average transaction, reducing your labor/sales ratio, or improving upon your commitments to your customers, "Creating a Line of One Culture" will raise your employee engagement results.

## If the Shoe Fits

### Delivering a Comfortable Customer Experience by Anne Obariski

We all have had a pair of uncomfortable shoes. Why did we ever buy them in the first place? Was it price or style, or was it that we didn't have time to find the right pair and just settled? Your customers' journey with your business has many touchpoints. Altogether, they make the difference in whether your customers are just settling for what you offer, or they couldn't imagine wanting to shop anywhere else.

What is your business' "touchpoint score"? It's made up of countless touchpoints that your customers experience when doing business with you. Those scores add up in your customers' mind. In my webinar on November 4th, we'll slip on their shoes and take their 3-step touchpoint journey through your business. I'll help you take a critical look at your marketing practices and staff performance to see if they are delivering your brand promise every day.

#### Step 1: Marketing

What is your company's story? Can your customers tell it? Are they actively engaged so that they feel like they are part of your company? Both in-store and digitally, your customers rate your business based on connection, trust, and how you build a following. If they don't like what they see, they may choose to go elsewhere.

#### Step 2: Staff

What score would your customers award your store based on your staff's ability to build relationships? Is your customer thinking, feeling, seeing, or doing at each touchpoint they have with one of your staff? Ask yourself if any one of those four items might cause them to wonder why they are doing business with you.

#### Step 3: Customer Experience

If you add up your touchpoint scores along your customers' journey, you will discover where there are issues. How you handle that service recovery can be beneficial to the relationship. Customers will be more appreciative if you acknowledge their feelings and work to fix the problem.

Each step in a customer's journey requires time, money and energy. Are you investing wisely in each of the areas that your customers are grading you on? Are you making it easy for them to make yours their store of choice so they become your contagious cheerleaders?

## Build It and They Will Come

### Tips for Attracting Top Talent by John Kennedy

They are the wonderful echoing words that Kevin Costner's character, Ray Kinsella, heard over and over in his mind that inspired him to build a baseball field in the middle of an Iowa cornfield. In the MLB recreation of that iconic movie, Tim Anderson of the Chicago White Sox hit a game-ending home run. A classic Hollywood ending!

"Build it and they will come" can also be your rallying cry to attract top talent to your organization. Is the company culture you have grounded in your core values lived and loved each day? Have your employees become raving fans of working on your team? Do prospective employees know what it would be like to work for you, or do they just have the posted job description to go by when considering whether or not to apply?

Also, think about how much money you spend on posting job ads and if that is the very best return on your investment. Many business owners are finding the answer is no. So where should you invest in attracting top talent? Here are a few ideas that have proven to work given the recent challenges of hiring.

### Filming Professional Videos

I just watched a wonderfully produced video from my friend Bisser Georgiev, creative force and founder of Live Trends. It gives prospective employees a great feel for what it would be like to work with his highly capable team. The greatest spokespeople in the video are the existing employees. Invest in a professional video to tell your company's story and have that readily accessible on your company's social media channels and website.

### Investing in Top Talent

It's an inside job: investing in your team members to accrue and retain the talent you need. If they like where they work and are incentivized to attract others to join them, your very best sales force for talent will be your existing team. Offer a generous referral program.

### Creating a Positive Company Culture

It is vital to create a company culture where folks are attracted to work with you because of how you treat people, how you recognize employee successes, hear them, engage them, communicate with them, drive innovation, and consistently foster a world class team environment. If you are able to build that culture, they will absolutely come – and hit a game-ending home run for your customers.


Build the culture that is worthy of attracting talent, tell your story so others can feel what it's like to work there, and leverage your greatest sales team – your employees – to sell and tell your story.

## Retailer Checklist

- 1. Book your orders.**  
After the year we've experienced, we all know that plastics and products are in short supply. That means it is more important than ever to book your orders early this year. Meet with your preferred supplier now to make sure you have all of your most important items on order: top sellers and new varieties, National Plants and Recipes of the Year, AquaPots and other hard goods. Work with your preferred supplier to schedule consistent, season-long shipments to ensure you are bringing in fresh, seasonally appropriate plants throughout the year.
- 2. Subscribe to our Connect+ Marketing Service.**  
Marketing your business has never been easier by subscribing to our Connect+ marketing service at the level that meets your needs. You'll find all the available benefits and costs starting on p. 10. Whether you are simply looking for some readymade social media graphics so you can start your social media planning or you'd like to go further with more advanced services, there is a plan for your business.
- 3. Get Certified.**  
It's simple – a trained staff is more effective. Companies that invest in staff training routinely see an increase in productivity, revenue and employee loyalty. We offer a FREE online staff training program for all of our IGC customers. Once you complete your Proven Winners Certification, your garden center will automatically receive an enhanced listing on our retailer locator. And did we mention you'll get a free pizza party, too? Learn more at [www.provenwinners.com/professionals/retailers/why-certify](http://www.provenwinners.com/professionals/retailers/why-certify).
- 4. Create a Proven Winners Destination.**  
Garden centers like Sandy's Back Porch have experienced tremendous success by creating a Proven Winners Destination within their retail space. Read Sandy's story on p. 7 and see what an impact this effort has made on her sales over the past few years. Let us help you do the same! Get started by contacting Jessica DeGraaf prior to January 1, 2022 to begin the process of implementing your new Destination.
- 5. Order POP signage.**  
Don't delay! Effective signage is vitally important to your store's strong sell through. Whether you're looking for ready-to-go POP or prefer the semi-customized or fully customized look, we are ready to help. Order our standard POP online or contact Tabatha at [tabatha@provenwinners.com](mailto:tabatha@provenwinners.com) or 601.527.5213 to get started on your customized POP order. POP orders should be placed by February 1, 2022.
- 6. Take advantage of our Gardener's Idea Book.**  
Ensure your customers receive the *Gardener's Idea Book* from your store by taking advantage of our co-op program. We will personalize the back cover with your company logo, or you can work with us to create a completely customized back cover. We'll even mail them for you! We cover the cost of the books, you just pay the postage. Also, remember to stock up on extra copies to use as giveaways at the register, events and your spring open house. Learn more on p. 18.

# Reduce Single Use Plastic!

## INTRODUCING THE NEW ECO+ GRANDE™ CONTAINER



**100% MADE FROM PLANTS**

- COMPOSTABLE
- NO MORE PLASTIC WASTE!

**ECO+ GRANDE CONTAINER**

**A GAME-CHANGING COMPOSTABLE\* POT MADE FROM PLANTS.**

**PLANT NUTRIENTS BUILT INTO THE WALLS OF THE CONTAINER**

- NUTRIENTS ARE SUPPLIED TO THE PLANT DIRECTLY FROM THE CONTAINER
- HELPS CONSUMERS TO BE SUCCESSFUL ALL SEASON

**PULL TABS**

- REMOVABLE TABS FACILITATE STRONG ROOT DEVELOPMENT

**CAN BE PLANTED OR COMPOSTED**



- CAN BE PLANTED DIRECTLY INTO THE SOIL
- EASE OF PLANTING IMPROVES CONSUMER EXPERIENCE

- CONTAINERS BREAK DOWN AND BECOME INERT, ORGANIC COMPOUNDS
- NO MICRO-PLASTICS OR ADDITIONAL WASTE BY-PRODUCTS

\*D6400 CERTIFIED INDUSTRIAL COMPOSTABLE

### Take Action

Learn more at [www.provenwinners.com/Eco\\_Grande](http://www.provenwinners.com/Eco_Grande).  
Contact Four Star Greenhouse and Pleasant View Gardens (U.S.) or Nordic Nurseries and Ed Sobkowich Greenhouses (Canada) for stock of finished product in the Eco+ Grande container or purchase the pots through your broker to grow your own.

## Plant Powered Packaging

### The Making of Our Exclusive Compostable Branded Containers

As leaders in the industry, we are called to be better stewards of the environment. To that aim, Proven Winners has been working diligently on developing a revolutionary new Eco+ Grande container – a fully compostable container made in the U.S.A. from starchy renewable plants like corn, switch grass and sugar beets with organic nutrients built right into its walls. After peeling away the tabs to allow for root expansion, the entire container can be planted directly into the ground where it will disintegrate over time. If the Eco+ Grande containers are discarded as waste, they will break back down into inert ingredients far more quickly than a traditional plastic pot.

### Years of Trials Pay Off

Working closely with a Minnesota-based manufacturer, we have run through dozens of iterations to find a compostable container that has the perfect balance of durability for the grower/retailer plus the ability to break down in the landscape for the consumer. Our trials focus around four main principles:

**Container Integrity** – Can the compostable container be transported without damage? Is any damage inflicted by storing the containers for months before they are used?

**Retail Appearance** – Is the compostable container more susceptible to mold? Is there any staining or discoloration of the containers by the time they reach retail benches?

**Plant Performance** – We measured how the plants grew at each stage including in production, at retail and planted in the landscape. Six formulations of Eco+ Grande containers were tested side by side with Jiffy Pots and standard plastic Proven Winners Grande containers.

**Container Degradation** – We measured the amount of degradation of the Eco+ Grande containers in the fall and the following spring. Since the containers need heat and moisture to break down, the speed in which they degrade varies by climate. These certified industrial compostable containers can also be added to a homeowner's lawn/leaf bin to be composted.

### We Want to Hear from You!

Four Star Greenhouse and Pleasant View Gardens proudly offered finished product in the Eco+ Grande container in 2021, and a full release is scheduled for all growers in Spring 2022. We are looking for retail partners who are willing to merchandise and sell a block of Proven Winners Eco+ Grande containers alongside our traditional white plastic branded containers next spring. We need your feedback on your customers' interest in purchasing plant-based, fully compostable containers with plant food built right in. Are they willing to pay \$1.00 more for such a container? Do they find value in reducing plastic waste?

## Recycled Plastic Containers

All of our signature white plastic branded containers and labels are recyclable, and all Co-Ex containers include recycled material. Here is how they measure up.

### Proven Winners Annuals containers



1.0 GL Royale™ Co-Ex and  
1.0 Grande™ Co-Ex –  
Black lining – 100% recycled  
Overall – 70% recycled

### Proven Winners ColorChoice and Perennials containers



1-Gal Co-Ex pot – #2, 30-40% recycled  
2-Gal Co-Ex pot – #2, 40-50% recycled  
3-Gal Co-Ex pot – #2, 40-50% recycled

# Hear It Straight from Your Peers

Don't take our word for it. Hear what some of our customers have to say about how their partnership with the Proven Winners brand has worked through the years. We are incredibly proud to serve local garden centers across North America.

"At Moss Greenhouses, it's important to us that we align our marketing and product line with our core values: top quality, integrity, honesty and hard work. We want to offer an exceptional line specifically to our IGC customers and knew that the premium quality product from Proven Winners would stand out on their retail benches."

**Jennifer Moss Cornelison**  
Sales & Marketing, Moss Greenhouses



"Proven Winners in the branded container sell themselves. Their impeccable quality makes them fly off the bench."

**Valery Cordley, Chris Cordley, Rick Cordley**  
Owners, East Coast Garden Center



"The quality of Proven Winners plants is exceptional, and our customers know that because of what they see in our garden center as well as in the garden performance they experience at home. By offering plants in the branded containers, it makes it easy for our customers, especially novice gardeners, to identify Proven Winners in our store. They know they can be confident in their purchase and the performance of these plants."

**AJ Pettiti**  
President, Petitti Garden Centers

"We have been working together for six solid years on the Proven Winners "store within a store" concept. Your team has been amazing at helping us obtain our goals. The incredible support system, Connect+ marketing solutions and invaluable resources helped us grow our business and sell more plants. After all, that's what it's all about – sell more plants because plants make people happy. Thanks for being a great partner!"

**Tracy Bordis**  
Seasonal Color Manager, Lurvey Home & Garden Landscape Supply



"Consistency of message and quality is critically important when you are working with consumers. They know when they see the Proven Winners branded containers here that they've found what they are looking for and can count on those plants to perform in their gardens. They aren't just buying plants – they are investing in a brand they trust."

**Sandra Richter and Angie Charlebois**  
Owner and Garden Center Manager, Sandy's Back Porch

## Sandy's Success Story

The team at Sandy's Back Porch in Belleville, IL includes many plant enthusiasts, but they needed help with visual merchandising. Owner Sandra Richter looked to Jessica DeGraaf for help in creating a Proven Winners Destination in her store in 2019.

In its inaugural season, the Destination resulted in a 193% increase in Proven Winners perennial and shrub units sold. The following year, despite the challenges of Covid, they managed a year-over-year increase of 68%. This year, Sandy's Back Porch sales of perennials and shrubs are on track to see an additional 90% increase – 10x the number of units sold before the Destination was built.

"We've never felt more supported or part of a team than we do now as a Proven Winners Destination," Sandy says. "Proven Winners is the only national brand that provides the marketing tools and support that we as an IGC need. I feel that they've done more for us than any other national brand out there."



### Take Action

Join these and other fellow retailers in our private Proven Winners IGC Connect Facebook Group. There, you'll engage with others to find answers for your specific retail needs, see announcements about upcoming events, webinars and deadlines, and more.

# New for 2022 – All Annuals Sold in Branded Packaging in U.S.

For over two decades, Proven Winners has demonstrated that branding works. You have seen it in your bottom line with increased profitability from our plants, and consumers have come to equate the Proven Winners name with exemplary garden performance. Now, we're making the move to marry retailer and consumer interests by implementing the Complete Package Program for all annuals. Beginning with the Spring 2022 selling season, all Proven Winners annuals will be sold in our signature white branded container across the U.S.



4.25 Grande™ Self-Symetrize® Injection Branded Containers and Tray



1.0 GL Royale™ Injection Branded Containers and Tray



4.25 Grande™ Self-Symetrize® Co-Ex Branded Containers and Tray



1.0 GL Royale™ Co-Ex Branded Containers and Tray

## What This Change Means for You

Just as we began including Proven Winners labels with every plant order long ago, our signature white branded container is now included too. All annual liners scheduled for shipment on or after November 1, 2021 for the 2022 spring selling season will require branded containers or utilize our label exchange program for hanging baskets and upright containers.

Any size Proven Winners branded container may be used for Proven Winners annuals. See all of our containers at [www.provenwinners.com/Professionals/Complete\\_Package](http://www.provenwinners.com/Professionals/Complete_Package)

## We'll Advertise for Your Store

We are confident that selling all of the Proven Winners plants you offer in the branded container will help to increase your sell-through, but exposure is always important. That's why we are offering every IGC selling Proven Winners annuals in our branded container a FREE 4-week Facebook ad campaign to run in peak season next spring. We will create the ad, target it to consumers in your zip/postal code and direct them to your website to learn more. Let us shout it from your greenhouse's rooftop – fresh Proven Winners have arrived!

### Take Action

Try us on for size! Order a free sample box of 21 different styles of branded containers and trays to see which work best for you. Contact Sandy at Proven Winners at 815.895.1872, email [sandy@provenwinners.com](mailto:sandy@provenwinners.com), or order online at [www.provenwinners.com/product/proven-winners-complete-package-sample-packs](http://www.provenwinners.com/product/proven-winners-complete-package-sample-packs). Samples available for U.S. and Canadian customers.

## COMPLETE PACKAGE OPTIONS FOR ANNUALS

### LET'S WORK WITH YOUR GROWING PLANS

#### DEFAULT

#### 100% BRANDED CONTAINERS

- SELECT FROM CLASSIC™ OR LARGER CONTAINERS WHEN PLACING YOUR PLANT ORDER.
- IF A CONTAINER IS NOT SELECTED, CO-EX GRANDE™ CONTAINERS WILL AUTOMATICALLY SHIP.

SELECT YOUR CONTAINER

DEFAULT CONTAINER



CLASSIC™ OR LARGER



4.25 GRANDE™ CO-EX

#### OPTION 1

#### BUNDLED COMBINATION KITS

- CHOOSE FROM OVER 350 BEAUTIFUL COMBINATIONS.
- KITS SHIP WITH A LARGE COMBINATION-SPECIFIC TAG.
- VARIETY SPECIFIC STAKE TAGS AND CONTAINERS ARE NOT NEEDED.

COMBINATION-SPECIFIC CONTAINER STYLE TAG

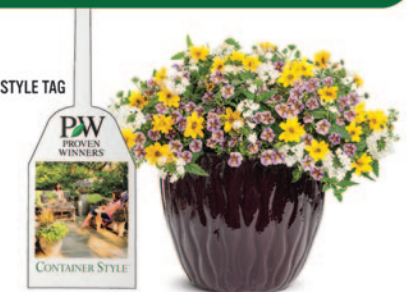


#### OPTION 2

#### TAG EXCHANGE PROGRAM

- SUBSTITUTE A GENERIC CONTAINER GARDEN TAG (PROVIDED IN ADDITION TO VARIETY SPECIFIC STAKE TAGS AT A 6:1 RATIO).
- CONTAINERS ARE NOT NEEDED; ADDITIONAL CHARGES APPLY FOR CONTAINER GARDEN TAGS (NO CHARGE FOR KEY ACCOUNTS).

CONTAINER STYLE TAG



FOR SMALLER ORDERS AVERAGING TWO TRAYS OR LESS PER VARIETY

- RECEIVE 50% OF THE BRANDED CONTAINERS AND 100% OF THE VARIETY STAKE TAGS.
- CONTAINER STYLE TAGS ARE NOT PROVIDED, BUT ARE AVAILABLE FOR PURCHASE.



## EXCLUSIVE MARKETING SOLUTIONS FOR IGCS

Marketing your garden center has never been easier! Subscribe to our Proven Winners Connect+ marketing service at your preferred level to put the power of the Proven Winners brand to work for you.

Both free and paid plans are available – select the one that best fits your business’ needs. No matter which plan you choose, our customer care team will guide you through the program to ensure you maximize your subscription benefits.

### Take Action

Subscribe today at [www.provenwinners.com/subscribe-connect](http://www.provenwinners.com/subscribe-connect) or call 815.895.1872 or email us at [connectplus@provenwinners.com](mailto:connectplus@provenwinners.com).

BENEFIT	GETTING STARTED	AFFILIATE <span style="color: purple;">NEW</span>	BASIC	ENHANCED	ELITE
<b>NEW</b> Free Facebook Ad Campaign	4 week campaign	4 week campaign	4 week campaign	4 week campaign	4 week campaign
<b>NEW</b> Free Find a Retailer Listing	X	X	X	X	X
Proven Winners Photo Library Access	X	X	X	X	X
Subscription to Retailer Newsletter	X	X	X	X	X
Proven Winners Certified Garden Center		X	X	X	X
Prioritized Find a Retailer Listing		X	X	X	X
Proven Winners University		X	X	X	X
Free Pizza Party		X	X	X	X
Free Proven Winners T-Shirts or Hats		X	X	X	X
<i>Gardener's Idea Book</i> with Your Logo Added		1 case (without logo)	2 cases/200 books	5 cases/500 books	10 cases/1,000 books
Professional Store Merchandise		\$50 coupon	\$75 coupon	\$150 coupon	\$200 coupon
PowerPoint Presentations			X	X	X
Facebook Graphics with Your Logo Added			15 graphics	25 graphics	45 graphics
Canva Pro Subscription				X	X
Connect+ Video System				X	X
Custom Targeted Facebook Ad Campaign				5 weeks	8 weeks
Customized Streaming Ad Campaign				3 weeks	6 weeks
Eligible for Inventory Listing on <a href="http://provenwinners.com">provenwinners.com</a>				X	X
Garden Design Retailer Listing				X	X
Custom Garden Answer Videos					Up to 5 videos

Subscription cost <b>BEFORE</b> Jan 1, 2022	FREE	\$200	Before: \$500	Before: \$1,250	Before: \$2,250
Subscription cost <b>AFTER</b> Jan 1, 2022	FREE	\$250	After: \$600	After: \$1,500	After: \$2,750

Prices shown in U.S. dollars. Benefits are subject to change and will be updated online.

### Upgrade your Benefits

For those Enhanced and Elite subscribers with multi-store locations, we'd highly recommend you supplement your efforts. For \$250 per added location, we will craft an additional set of custom Facebook ad graphics and include each respective store in the Garden Design retailer listing.

## Take Advantage of These Valuable Resources

### Free Facebook Ad Campaign

Proven Winners will spend in excess of \$1,000,000 in Spring 2022 to create a FREE four-week Facebook ad campaign for every IGC in North America who sells Proven Winners annuals in our signature white branded container. This is an exclusive benefit for independently owned garden centers. We will create the ad, target it to your customers in your zip/postal code, and direct them to your store's website to learn more.

**BENEFIT** ▶ Available to all IGC customers who sell Proven Winners annuals in our branded container



### Free Find a Retailer Listing

We want to support garden centers who give greater exposure to the brand when they offer Proven Winners plants in our signature white branded container. All IGCs who carry our varieties in our container will automatically receive a free listing on our Find a Retailer locator at [provenwinners.com](http://provenwinners.com). With 8,000,000 website visitors each year, that's a whole lot of potential new customers who could find your business.

**BENEFIT** ▶ Available to all IGC customers who sell Proven Winners annuals in our branded container

**8 MILLION**  
website visitors

### Proven Winners Photo Library Access

Proven Winners Connect+ subscribers have full access to our photo library which contains over 13,000 professional quality images. Choose from inspirational lifestyle imagery, beauty shots of individual varieties, container recipes and much more in both high and low resolution sizes suitable for print or online use. It's at your fingertips online 24/7 for easy download.

**BENEFIT** ▶ Available to all Proven Winners Retailers



### Subscription to Retailer Newsletter

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

**BENEFIT** ▶ Available to all Proven Winners Retailers



### Proven Winners Certified Garden Center

The foundation of strong sales of Proven Winners is having trained staff members who are excited to go out and confidently sell this product. That's why all IGCs who subscribe to our Connect+ program at the Affiliate level or higher are required to complete our Certification Program each spring. This FREE staff training video is available from February 1 through May 1 every year at [www.provenwinners.com/training](http://www.provenwinners.com/training) in English, Spanish and French.

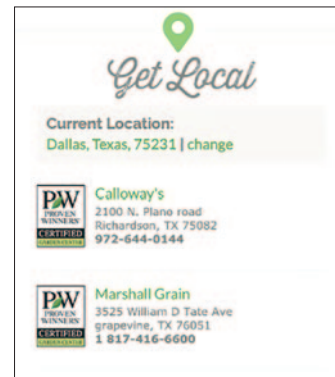
**BENEFIT** ▶ Available to all Proven Winners Retailers. Required for all Affiliate or higher Connect+ subscribers.



## Prioritized Find a Retailer Listing

One incredibly valuable benefit of becoming a Proven Winners Certified Garden Center and a Connect+ subscriber is receiving an enhanced listing on our Find a Retailer locator. Your garden center will automatically rise to the top of the list of retailers when someone searches for your zip/postal code. The two closest Certified Connect+ subscribers will also appear on the home page of our website under Get Local. Over 8,000,000 visitors engage with our website annually – get ready to service some new customers!

**BENEFIT** Available to Proven Winners Certified Garden Centers who are Affiliate or higher Connect+ subscribers



## Proven Winners University

We've listened to retailers who've asked us to keep our training video under one hour long, but there is so much more knowledge we want to share with you and your staff. Proven Winners University offers over 50 additional 2 to 5 minute videos which can be used weekly to educate your employees on key topics. As a commitment to continued training, some IGCs have chosen to recognize or incentivize team members who watch this bonus content.

**BENEFIT** Available to all Certified Proven Winners Retailers



## Free Pizza Party – Celebrate or Donate!

Complete our Certification Program and lunch is on us! Gather your team around for free pizza to reward them for following through on their commitment to learn more about the plants and products they sell. If gathering isn't feasible, Proven Winners will be happy to donate the funds allocated for your pizza party to help stamp out hunger in the U.S. and Canada instead. In 2021, we donated over \$10,000 to Feeding America (U.S.) and Food Banks Canada for retailers who chose this option.

**BENEFIT** Available to all Certified Proven Winners Retailers



## Free Proven Winners T-Shirts or Hats

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

**BENEFIT** Available to all Certified Proven Winners Retailers



## Gardener's Idea Book with Your Logo Added

Gardeners love free giveaways, and our annual *Gardener's Idea Book* is always a huge hit. When you subscribe to Proven Winners Connect+ at the Affiliate or higher level, you'll receive free copies to give away at your store's events, at the cash wrap, or any other creative way you'd like to use them.

For Basic and higher level Connect+ subscribers, we will be happy to add your logo to the back cover if we receive your logo file by January 1. Affiliate subscribers' books will not include their logo. Cases of standard *Gardener's Idea Books* will be available beginning February 15, 2022.

**BENEFIT** Affiliate – 1 case/100 books; Basic – 2 cases/200 books; Enhanced – 5 cases/500 books; Elite – 10 cases/1,000 books



## Professional Store Merchandise

Want a new Proven Winners jacket or some updated POP this year? All Affiliate, Basic, Enhanced and Elite Connect+ subscribers will receive a coupon that may be applied towards any available apparel or POP materials in our online store at [www.provenwinners.com/shops](http://www.provenwinners.com/shops). Your coupon must be used all at once and will not apply towards tax or shipping charges.

**BENEFIT** Affiliate - \$50 coupon; Basic - \$75 coupon; Enhanced - \$150 coupon; Elite - \$200 coupon



## 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. They can also be played on your in-store kiosk or monitors. Complete speaker's notes are included with each presentation.

### Available Topics:

Best New Annuals, Perennials and Shrubs for 2022	Solution Gardening
Container Gardening Inspiration	Made for the Shade
Gardening for Pollinators	Heat-Loving Plants
Hydrangeas Demystified	Gardening with Children
Gardening with Native Plants	Creating a Garden Sanctuary

**BENEFIT** Basic – New varieties presentation; Enhanced – New varieties presentation + 3 additional presentations of your choice; Elite – New varieties presentation + 6 additional presentations of your choice.



## Custom Facebook Graphics with Your Logo

During the busiest time of the year, it's incredibly helpful to have pre-approved, ready-to-use social media graphics on hand. All Basic and higher level Connect+ subscribers will receive 15 Facebook graphics customized with their logo. Additionally, Enhanced and Elite subscribers will have the ability to use the Canva Pro account we provide to choose and customize even more graphics for their store.

**BENEFIT** Basic subscribers – Receive a basic set of 15 Facebook graphics customized with your company logo.  
 Enhanced subscribers – Receive the basic set of 15 graphics + 10 more of your choosing to customize using your Canva Pro subscription.  
 Elite subscribers – Receive the basic set of 15 graphics + 30 more of your choosing to customize using your Canva Pro subscription.



## Canva Pro Subscription

If you don't have a graphic designer on staff or need some graphics made quickly, Canva Pro can get the job done. Enhanced and Elite Connect+ subscribers will automatically receive a subscription to Canva Pro which offers far more functionality than the free version. It can handle many of your business' graphic design needs from creating POP, to business and postcards, gift certificates, customized social media graphics and much more.

**BENEFIT** Available to Enhanced and Elite subscribers





## Connect+ Video System

We've received requests from a number of garden centers who are 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 plug the provided flash drive into your laptop or TV monitor and play. We'll pre-load the drive for you with 20 hours of Garden Answer videos as well as those 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.

**BENEFIT** Available to Enhanced and Elite subscribers.



## Custom Targeted Facebook Ad Campaign

Reaching the right demographic on Facebook requires the use of targeted paid advertising, which has proven to be far more effective than boosting posts. Enhanced and Elite subscribers will select from three date ranges to run their Facebook ad campaigns. These will occur during the peak seasons which typically run from late April through early June on the East Coast and Midwest, and much earlier in warmer climates like Florida and Texas.

Our team will work with each IGC individually to craft social media graphics to use for the campaign. We ask that you provide us with the zip codes you would like to target with these campaigns so that we may key in on your desired communities appropriately.



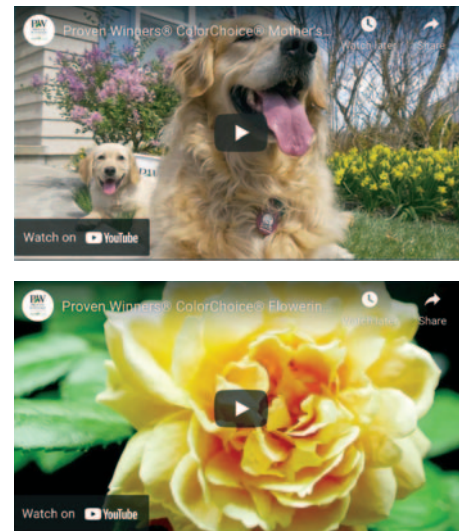
**BENEFIT** Enhanced – 5 week campaign  
Elite – 8 week campaign  
**Upgrade** this benefit to include an additional ad or extend its run for \$85/week.



## Customized Streaming Campaign

In an effort to reach and engage with new kinds of customers who've maybe never heard an ad for a garden center before, we are working on developing streaming ad campaigns on multiple digital channels. These could include places like popular podcasts, Weather.com, Hulu, Roku, Apple TV and other OTT streaming services. Streaming ads will be run in both the U.S. and Canada. Further details about this opportunity will be coming soon at <https://www.provenwinners.com/subscribe-connect>.

**BENEFIT** Enhanced – 3 week ad run  
Elite – 6 week ad run



## Eligible for Inventory Listing on provenwinners.com

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

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 you to make the process as seamless as possible.

**BENEFIT** Enhanced and Elite subscribers are eligible.



Your garden center's name listed here.



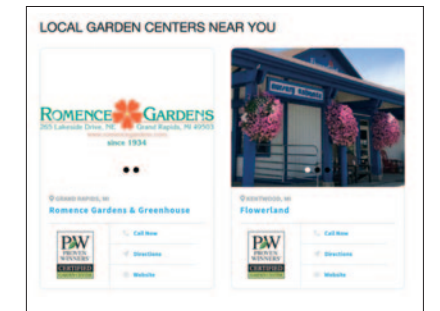
Customers will see images of all of the Proven Winners varieties you carry.

## Garden Design Retailer Listing

Looking to boost your business' visibility online? Take advantage of the enormous reach and SEO/SEM tools Garden Design has to offer. 10+ million gardening enthusiasts visit [www.gardendesign.com](http://www.gardendesign.com) 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.

**BENEFIT** Available to Enhanced and Elite subscribers only.



## Custom Garden Answer Videos

Laura of @Garden Answer is the #1 gardening influencer in the world. Every day, she inspires a whole new generation to garden with Proven Winners. We encourage all our IGC customers to share Laura's videos on your social media pages, website, newsletter and in-store kiosk.

Elite Connect+ subscribers have the exclusive benefit of putting Laura 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. Then, we'll deliver the finished product to you for use in your online marketing efforts.

**BENEFIT** Available to Elite subscribers only.

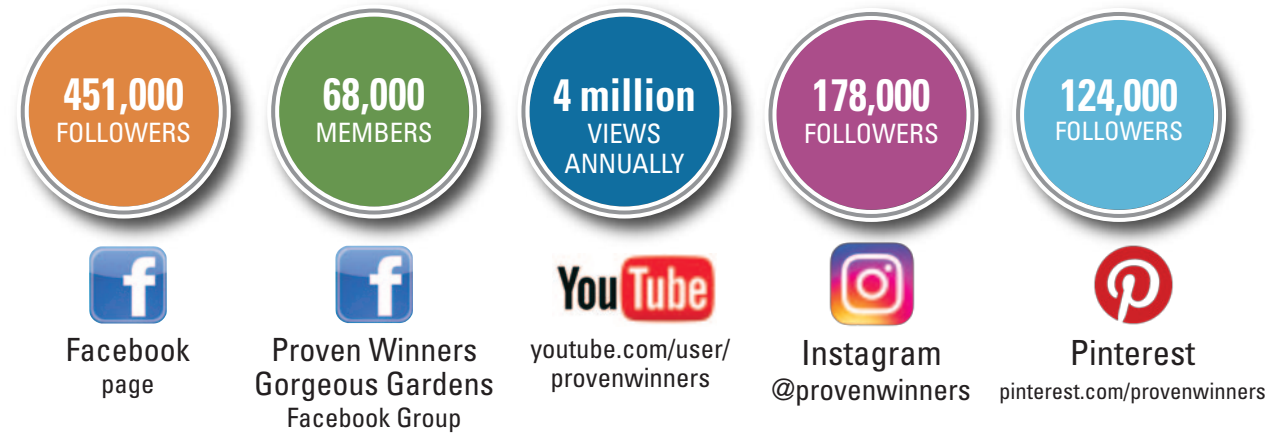


# Reaching Consumers from Every Angle

Every single day of the year, Proven Winners is reaching out to consumers through our extensive multimedia marketing campaign to build the brand recognition and trust that is so critical to our customers' success. Here are just a few avenues we are using to spread the brand message.

## Social Media Communities

The Proven Winners social media team, coupled with powerful influencers like Garden Answer, Garden Obsessions, Norman Winter and others, work tirelessly to connect with people over social media. Daily engagement on the channels you see listed below furthers our mission with the home gardeners, landscape designers, IGCs and growers who are part of the social communities we have built. We encourage you to follow along and share our posts.



In addition to Proven Winners' own social media efforts, we partner with Garden Answer and Garden Design to further promote our brand to their own loyal followers. Their efforts combined have an astounding reach.

4.2M Facebook Followers    1.5M YouTube Subscribers  
802K Instagram Followers    258M YouTube Views

## Websites

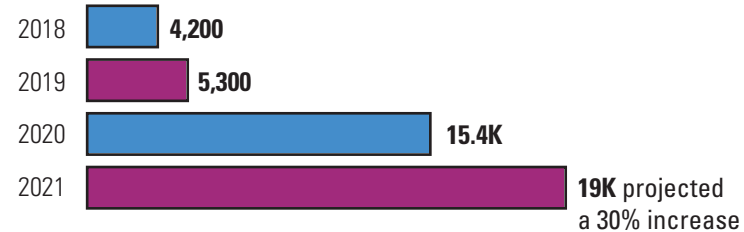
More than 8 million visitors have explored our websites over the past year, including our main site and two additional websites which focus on key products: [www.nationalplantoftheyear.com](http://www.nationalplantoftheyear.com) and [www.beauty.provenwinners.com](http://www.beauty.provenwinners.com), which contains expanded content from the *Gardener's Idea Book*.



## Answering Consumers Daily

Every single day, our staff works to serve consumers by answering the gardening questions they submit through our help line. Over 90% of all questions are answered within 24 hours. As the number of new gardeners has increased dramatically in the last year, so have the number of questions we answer. This is one more unique service that sets our brand apart.

### CONSUMER QUESTIONS ANSWERED



## Influencers Help Spread the Word

While we continue to maintain a robust social media presence on our own channels, the vital work of our influencers and brand ambassadors extends our brand's reach much further. Here are just a few of the people who are amplifying the message by sharing their own personal experiences with Proven Winners plants and products.

**Spread the Word** We encourage you to follow these influencers and share their posts on your own social channels.



Tracy VanVolkinburg – Plaids and Poppies  
@plaids.and.poppies



Jack Barwell – Barnwell Landscape & Garden  
@jackbarwelldesign and @c3gardens



Laura LeBoutillier – Garden Answer @gardenanswer



Staff Sergeant Ambrose and Angie Salazar – Garden Obsessions  
@gardenobsessions and @obsesionesejardin (Spanish)



Cearra – The Thrifted Planter @thethriftedplanter



Norman Winter – The Garden Guy  
@normanwinterthegardenguy



Brandon Lark Roberts – @brandonlarkroberts



Casey Lynn Lawrence – The Lawrence Garden Farm  
@caseyllynlawrence

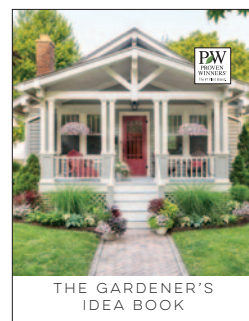
# Endless Ideas with the Gardener's Idea Book



Each year, we publish our all-new *Gardener's Idea Book*, a free 40-page guide designed to inspire and inform home gardeners about Proven Winners. This year, 800,000 copies were distributed across North America by request only. We invite growers and retailers to preview the plant list in advance each fall to make sure they will have plenty of product on hand when customers come seeking them in spring. You'll find the list at [www.provenwinners.com/GIB\\_Plant\\_List](http://www.provenwinners.com/GIB_Plant_List)

## Share the Gardener's Idea Book

One easy way you can share the *Gardener's Idea Book* is by sharing the vertically formatted flipbook version on your website, newsletter and social channels.



## Have a mailing list?

Take advantage of our *Gardener's Idea Book* co-op program by personalizing the back cover with your company logo or work with us to create a completely customized back cover. We'll even mail them for you! We cover the cost of the books, you just pay the postage. If interested in this valuable marketing opportunity, you must sign up for it at [www.provenwinners.com/subscribe-connect](http://www.provenwinners.com/subscribe-connect) or contact Sandy at 815-895-1872 or [sandy@provenwinners.com](mailto:sandy@provenwinners.com). We will need your logo by January 1.



## Spread the Word

Download our digital *Gardener's Idea Book* to share at [www.provenwinners.com/professionals/online-catalogs](http://www.provenwinners.com/professionals/online-catalogs).



## Expanded Content on beauty.provenwinners.com

Moving well beyond words and pictures on paper, we bring the concepts from the *Gardener's Idea Book* to life online at [www.beauty.provenwinners.com](http://www.beauty.provenwinners.com), on specially created Pinterest boards, in videos and feature articles. We welcome you to share our #1 resource by linking to and sharing the *Gardener's Idea Book* content on your own website and social media channels.

## Take Action

Your customers will love receiving the *Gardener's Idea Book*! Copies are included with your Basic, Enhanced and Elite subscription. **To add your logo to your copies, we will need your logo by January 1.**

# Additional Opportunities for Retailers

In addition to the many resources available through our Connect+ marketing service, here are a few more ideas you can use to set your garden center apart.

## EZ SCAPE™ Perennial Plans

We know home gardeners are actively seeking simple designs for their landscapes, and we'd like to help you provide those solutions to them. Our perennial partners at Walters Gardens have developed a new EZ Scape program that provides easy planting plans which use a limited number of perennial varieties. The plans are available online at [EZScapes.com](http://EZScapes.com) (Coming Spring 2022!) and in print for IGCs to offer, helping shoppers make faster, smarter decisions at your store. They make great endcaps and can be sold together as a package. POP is available for EZ Scares through Walters Gardens.



## Frost to Frost™ Program Guide

### Keeps Perennial Color on Your Retail Bench All Season

A little planning goes a long way. Build stunning endcaps by choosing ahead of time which perennials you will be featuring throughout the year. Sequencing a different set of perennials to show color in each of the four core seasons will ensure the high value areas of your garden center are always looking nice and keep things fresh for returning visitors.

Start with one of eight select themes we've planned out for you, like Proven Pollinators or Deer Resistant, then use our handy chart to know which Proven Winners perennials are appropriate for each theme in each season. Get started at [www.pwwin.rs/frost2frost](http://www.pwwin.rs/frost2frost).



## Cart Program

In peak season when product is rushing out the door faster than you can bring it in, selling on racks can be the most efficient use of your space and time. Paired with attractive custom signage, it can be done tastefully and sell-through will be strong.

Using our cart program, a pre-determined mix of plants focused around a particular theme like Proven Pollinators, Heart to Heart Caladiums or Plants for the Shade can be delivered to your store. From there, you can sell right from the rack or quickly move the plants onto an endcap.

Home Nursery near St. Louis, MO and Elder's Ace Hardware in Chattanooga, TN have implemented the cart program with great success.



The Proven Pollinators cart from Home Nursery is easy to merchandise quickly from cart to table.

# Consumer Promotions for Perennials

Scroll through our Instagram or Facebook pages and you'll see gorgeous features on our Proven Winners perennials line, especially focused around the key selling seasons of late spring through fall. Home gardeners love our diverse line of hardy plants and engage with us often about how to design and care for them. Here are a few places you'll see our perennials featured every year.

## Gardener's Idea Book

Every year, we plan, plant and photograph special scenes that focus on perennials to be used in our *Gardener's Idea Book*. About 800,000 printed copies were distributed by request only in 2021, an increase of over 30% from the previous year. Additionally, many people view this publication on our website.

So that you can be prepared for the demand, we invite you to preview the plant list in advance each fall at [www.provenwinners.com/GIB\\_Plant\\_List](http://www.provenwinners.com/GIB_Plant_List)



## Spread the Word

Share the beautifully crafted photography from our *Gardener's Idea Book* on your social channels, in your newsletter or on your website. You'll find what you need in our online Photo Library, photo type: Lifestyle Scenes.



## Summerific® Week –

Highlighting one of our key perennial categories each year in early August, Summerific Week is a celebration of Summerific Hibiscus. It's a coordinated effort managed by our social media team that involves influencers and brand ambassadors, garden designers, garden centers and consumers. This year, we were proud to reach nearly 4 million impressions across our social channels with our Summerific Week content – a 3X increase over the previous year.

## Spread the Word

We invite you to participate in #summerificweek by sharing your best pictures of Summerific hibiscus on your social channels and letting everyone know you have prime product in stock for the celebration.



## Social Media Efforts –

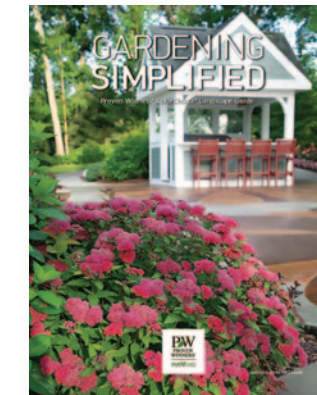
In addition to Summerific Week, we work with brand ambassadors and passionate home gardeners all year long to help showcase our best perennials. Our perennial partners at Walters Gardens grow hundreds of sample plants to distribute each spring and work with these influencers to see the process through from planting to promotion.

## Spread the Word

Follow @waltersgardens on Facebook and Instagram and share or repost any perennial content you feel will resonate with your consumer audience.

# Proven Winners ColorChoice® Marketing

Our partners at Proven Winners ColorChoice Shrubs devote an extensive budget to consumer marketing, always looking for new opportunities to spread the word about their exceptional shrub varieties. Their goal is to drive more consumers to their local garden centers – that's YOU! Here are a few ways they are spreading the word.



## Gardening Simplified –

This newly revised, 100-page landscape guide was created to highlight all 325+ varieties of Proven Winners ColorChoice Shrubs and learn how to incorporate them into the garden. Free copies of this popular guide are available from Spring Meadow Nursery for your events or find the online version at [www.provenwinners.com/professionals/online-catalogs](http://www.provenwinners.com/professionals/online-catalogs).



## Video Content –

The Proven Winners ColorChoice Shrubs YouTube channel offers dozens of videos that are useful for garden centers and home gardeners, from 30-second plant profiles to expert how-to tutorials.

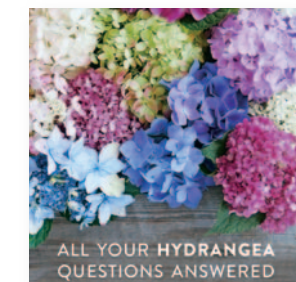


## Podcast and Radio ads –

Listen for Proven Winners ColorChoice Shrubs ads on your favorite broadcast and streaming music services as well as on your favorite podcasts. Ads run from March through September to keep our shrubs top of mind with consumers during the growing season. You'll find recordings of our latest podcast and radio ads in the same place as our streaming video ads.

## Streaming Video Ads –

Look for Proven Winners ColorChoice Shrubs ads on Hulu, Smart TVs and other streaming services throughout the gardening season. Stay up to date on what's being promoted by viewing the most recent ads at [www.mypwcolorchoices.com/marketing-resources](http://www.mypwcolorchoices.com/marketing-resources).



## Social Media Presence –

Every day, our social media team provides the information and inspiration that gardeners seek, all with the goal of driving visits to their local garden centers. We invite you to share or repost any of our content that you think your followers will love. In addition to posting, Proven Winners ColorChoice Shrubs social media ads reach hundreds of thousands of gardeners every month of the growing season.



## Consumer Print Ads –

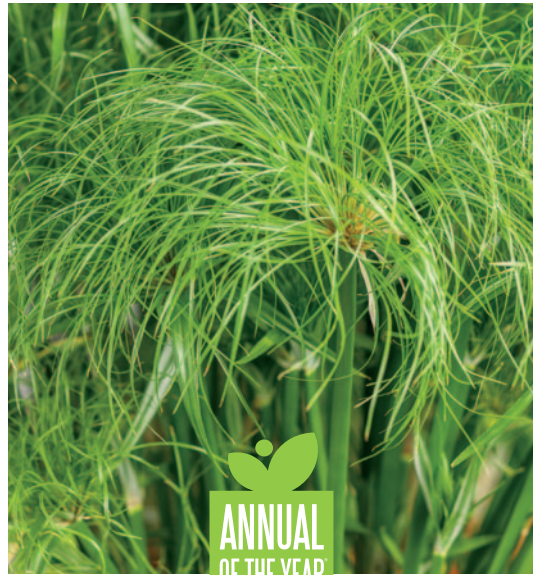
New print advertisements for our four National Plant of the Year shrubs run year-round in consumer publications like *Better Homes & Gardens*, *Canadian Living* and *HGTV Magazine*. Here are two to watch for in 2022.

# Stock Up on the 2022 National Plants of the Year

Wondering where to start building your orders for next season? Begin with our eight National Plants of the Year. All will be marketed extensively by Proven Winners beginning late winter 2022, and your customers are sure to come looking for them. Now is the time to plant or plan to have these strong sellers on hand for the new season.

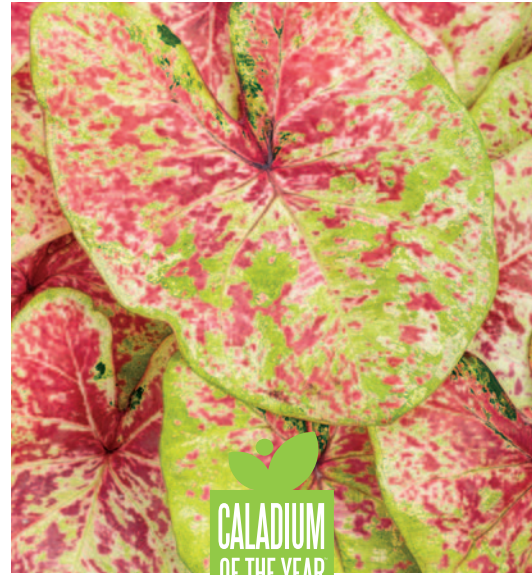
## Spread the Word

We've built a dedicated website to increase exposure for these award-winning plants – [www.nationalplantoftheyear.com](http://www.nationalplantoftheyear.com). Share the excitement by linking to this site from your own website, in your newsletter and on your social media pages.



ANNUAL OF THE YEAR

GRACEFUL GRASSES®  
PRINCE TUT™ *Cyperus*



CALADIUM OF THE YEAR

HEART TO HEART®  
'Raspberry Moon' *Caladium*



PERENNIAL OF THE YEAR

'Paint the Town Magenta'  
*Dianthus*



HOSTA OF THE YEAR

SHADOWLAND®  
'Diamond Lake' *Hosta*



FLOWERING SHRUB OF THE YEAR

DOUBLE PLAY DOOZIE®  
*Spiraea*



ROSE OF THE YEAR

SUÑORITA®  
*Rosa*



HYDRANGEA OF THE YEAR

Little QUICK FIRE®  
*Hydrangea paniculata*



LANDSCAPE SHRUB OF THE YEAR

INCREDIBALL®  
*Hydrangea arborescens*



Rosy Blush

Mass Appeal

Fruit Salad

Blushing Bride

The Little Prince

## Take Action

Use our free social media graphics for all of the National Plants of the Year to let your customers know you have the varieties they have been seeing advertised nationwide. Enhanced and Elite Connect+ subscribers have the option to customize these graphics with their company logo.

# Meet the 2022 National Recipes of the Year

Our three National Recipes of the Year include vigorous, popular plants that consumers nationwide can enjoy growing all season long. They will be available as hanging baskets, upright recipes and complex recipes with a thriller.  
Like our National Plants of the Year, all will be marketed extensively in the new season.



## Lady Luck

White Licorice *Helichrysum*

Sweet Caroline RAVEN™ *Ipomoea* INCORINSF-Q24SCR1 USPP31837 Can6286  
COLORBLAZE® Chocolate Drop *Plectranthus* \*Kakegawa CE2 USPP15371 Can2085

SUGGESTED THRILLER:  
GRACEFUL GRASSES® PRINCE TUT™ *Cyperus*



## Amethyst Dreams

SUPERBELLS® GRAPE PUNCH™  
*Calibrachoa* \*JGCAL09404 USPP29760 Can5784

SUPERBELLS® White  
*Calibrachoa* \*Balcal14141 USPP30200

SUPERBENA SPARKLING®  
Amethyst  
*Verbena* \*DVERBINPR1 USPPAF CanPBRAF

SUGGESTED THRILLER:  
GRACEFUL GRASSES®  
PRINCE TUT™ *Cyperus*



## Blind Love

SUPERTUNIA® LOVIE DOVIE™  
*Petunia* \*BBTUN91601 USPP29663 Can6056

SUPERTUNIA®  
ROYAL MAGENTA®  
*Petunia* \*INPETROYMA USPP29811 Can6045

SUPERBENA® WHITEOUT™  
*Verbena* \*RIKA1832M3 USPP30897 Can6301

SUGGESTED THRILLER:  
GRACEFUL GRASSES®  
PRINCE TUT™ *Cyperus*

### Take Action

Find the planting diagrams for more popular container recipes in our Grower Recipe Guide at [www.provenwinners.com/professionals/online-catalogs](http://www.provenwinners.com/professionals/online-catalogs).

# Proven Winners Hard Goods

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

We know how busy you are running your garden center, so we're making it easier than ever to stock Proven Winners Premium Potting Soil and Plant Foods. We have joined forces with Sun Gro Horticulture and some of their stocking distributors to give our retail partners greater access to these high quality products. Take advantage of this opportunity to cross-sell Proven Winners Premium Potting Soil and Plant Foods with your top-selling Proven Winners plants. Get started at [www.provenwinners.com/professionals/retailers/Soil\\_plant-food\\_waterwise](http://www.provenwinners.com/professionals/retailers/Soil_plant-food_waterwise).



### Proven Winners Premium Potting Soil with Continuous Release Plant Food

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



### Proven Winners Premium Water Soluble Plant Food

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



### Proven Winners 15-7-15 Continuous Release Plant Food

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



## 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.

### Terms and Conditions:

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



### WaterWise Kit

Tan or White Tubing  
Waters up to 10 containers  
12 kits per case



### WaterWise Tan Tubing

100' Roll (4/case)

### WaterWise White Tubing

100' Roll (4/case)

## Proven Winners Continuous Release Plant Food

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

## Proven Winners Water Soluble Plant Food

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

## Proven Winners WaterWise® Kit

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

### Take Action

Ready to order your stock of Proven Winners Hard Goods?  
Shop our online store at [www.provenwinners.com/shops](http://www.provenwinners.com/shops).



## Twist 'n Plant® Gardening Auger

Makes planting flowers and bulbs quick, easy and fun! The 100% solid U.S. steel auger does the work for you. While lesser quality augers may warp in tough soils, the durable Twist 'n Plant auger can handle the pressure without bending or slipping. It is backed by a lifetime guarantee by the family owned and operated, Illinois-based manufacturer. Three sizes of augers are available for IGCs to stock in-store or online.

### Original –

3" x 12"; best for planting 4" potted plants in the ground and in containers; bores holes up to 11" deep.

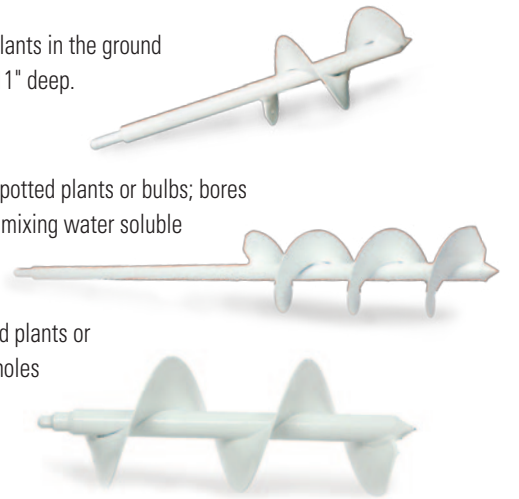
Case includes 24 augers.

### Extended –

3" x 24"; best for planting 4" or 1-gal potted plants or bulbs; bores holes up to 24" deep. Also useful for mixing water soluble fertilizer. Case includes 15 augers.

### Jumbo –

5" x 15"; best for planting large potted plants or groups of bulbs; bores 5" to 8" wide holes up to 11" deep. Priced individually.



## Proven Harvest® Seed Kiosks –

Offer some of the most delicious fruits, vegetables and herbs on the market by selling Proven Harvest seed packs. Three types of kiosks are available including one for our innovative compostable Eco-Pots.



## Proven Harvest® Seed Kiosk

Choose from 96 or 200 seed packs. 96ct version includes 12 packets of the 8 Proven Harvest varieties listed below. 200ct version includes 25 packets of each. Varieties are subject to change.  
Tempting Tomatoes® Bellini  
Tempting Tomatoes® 'Garden Gem'  
Tempting Tomatoes® 'Garden Treasure'  
Tempting Tomatoes® Goodhearted®  
Tempting Tomatoes® Patio Sunshine  
Fire Away® Hot and Heavy pepper  
Pesto Besto™ Italian sweet basil  
Dragon's Tongue bush bean



## Proven Harvest® Seed-Starting Eco-Pots Kiosk

Holds 10 6-packs. Total of 20 6-packs included.  
Also available in cases of 108 6-packs at [www.provenwinners.com/shops](http://www.provenwinners.com/shops).  
Made from starchy renewable plants like corn, switch grass and sugar beets, our compostable Eco-Pots have been a big hit with earth-conscious home gardeners. In addition to being an earth friendly product, the walls of these containers are infused with Phosphorus, Calcium and Nitrogen. These organic nutrients are released as the pots break down, delivering food directly to the plants' roots. Eco-Pots eliminate the need for gardeners to remember to feed their plants weekly and dispel the worry of fertilizer runoff.

**Note:** Canadian retailers should contact Jessica DeGraaf regarding the availability of Proven Harvest seeds and Proven Winners plant food in Canada for 2022.

# AQUAPOTS®

THE FINEST IN SELF-WATERING PLANTERS



## Why Invest in AquaPots?

- Enjoy the beauty of luxury quality ceramic with the convenience of a self-watering pot.
- Travel without worry of your plants drying out; refill just once per week.
- An overflow valve ensures your plants cannot be overwatered.
- Save water! AquaPots use only 25% the amount of water vs. similar pots on drip irrigation.
- Eliminate fertilizer runoff since the self-watering system is completely enclosed.
- Grow beautiful, healthy plants due to consistent moisture and feeding when you add continuous release plant food into the water tank.
- Frost and freeze resistant ceramic pots can be kept outside year round in climates that don't freeze and are easy to store for winter in the North.

## Ordering AquaPots

Retailers are encouraged to pre-book AquaPots for Spring 2022 sales through BFG Supply Co. Contact Proven Winners or Four Star Greenhouse for your restocking needs mid-season. BFG, Proven Winners and Four Star Greenhouse are the exclusive providers of AquaPots in North America.



## Let Us Help You Market Your AquaPots

Premium products like AquaPots deserve extra promotion in the form of informational signage, focused advertising and social media coverage. We've put together what you need to develop a successful campaign around AquaPots. Here are a few valuable opportunities you can take advantage of next season.

### AquaPots POP Coupons and More

ALL IGCs who purchase two or more pallets of AquaPots from Proven Winners or BFG Supply will receive a POP coupon for use on AquaPots merchandising materials, a free targeted Facebook ad campaign for AquaPots, and will be listed as an AquaPots retailer on provenwinners.com.

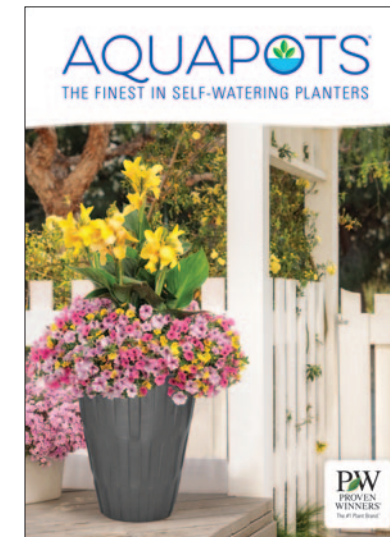
**2 Pallets = \$42 Coupon** for AquaPots POP and a 2-week Facebook ad campaign

**4 Pallets = \$57 Coupon** for AquaPots POP and a 4-week Facebook ad campaign

**6 Pallets = \$152 Coupon** for AquaPots POP and a 6-week Facebook ad campaign

**8 Pallets = FREE customized program** to meet your needs

### Point of Purchase Materials



AquaPots poster 1 – 24" x 34"



AquaPots poster 2 – 24" x 34"



AquaPots bench cards – 11" x 7"



AquaPots bench tape – 24" x 4", 50' roll

### Free Facebook Ad Campaign



When you purchase two or more pallets of AquaPots, for each pallet we will create a customized Facebook ad with your company logo and we will handle all of the logistics of running a targeted campaign in your area. Learn more at [www.provenwinners.com/Aquapots\\_Marketing](http://www.provenwinners.com/Aquapots_Marketing) or contact Sandy at Proven Winners at 815.895.1872 or [sandy@provenwinners.com](mailto:sandy@provenwinners.com).

