

## Proven Winners® Certified Garden Center Program 2023

### Brand Overview



Hi, I'm Dave Konsoer and welcome to the 2023 Proven Winners® Certified Garden Center training program. We know one of the main reasons consumers visit independent garden centers is due to the knowledgeable employees – this exclusive program is one way we help support your business, by making sure the team at your garden center is trained on all things Proven Winners as you head into your successful Spring season.

From our humble start 30 years ago with 4 groundbreaking plants, Proven Winners has grown to include the industry's top performing annuals, perennials, shrubs, caladiums, calla lilies and our newest endeavor, leafjoy™ houseplants. Our guiding principle has always been to give consumers the best performing plants, and the many awards our plants win yearly should give you confidence you're offering your customers the best of the best.



To support consumers with an even better gardening experience, the Proven Winners brand also includes premium potting soil and plant foods, Twist N Plant augers, the WaterWise® drip irrigation kit, and stylish self-watering AquaPots® available in ceramic styles, a brand new line of lightweight styles, and a new innovative off the shelf DIY insert to turn containers the gardener already has at home, into a self-watering AquaPots container.

All of this, combined with the many educational resources included on the Proven Winners website, has resulted in Proven Winners becoming The Brand Gardeners Trust.



For you, our retail partner, we are committed to helping you sell Proven Winners products faster and with higher profits. Our white Proven Winners branded container combined with displays and Point of Purchase items allow consumers to easily find plants and products in your garden center that enhance their gardening experience and inspire their lives.



And we are furthering our commitment to you with the innovative Connect+ garden center marketing program and the industry's most robust consumer marketing campaign that will generate over 14-Billion impressions across North America, a 40% increase over last year.

As you may have noticed by now, we try to innovate in everything we do, and the new Eco+ Grande™ container is a prime example of developing a product that will resonate with consumers. Eco+ Grande containers are made from plants, include nutrients built into the walls of the container, are plantable and compostable.

That's a little bit about what we're up to at Proven Winners. Thank you for taking time out of your busy day to learn more about how we can support your garden center. I'm sure you're anxious to learn all about our new plants and programs, so let's get started.

## Marketing



Hi, I'm Jessica DeGraaf, and I lead the team that's sole purpose is to make independent garden centers more successful. One way we do that is through effective marketing.

As consumer habits change and new gardeners abound, Proven Winners marketing efforts continue to evolve to better meet their needs. We strive to provide not only inspiration and education to gardeners across North America but to drive more consumers to your garden center to find our products.

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Retailers know that consumers recognize, trust and search for their favorite brands. We plan to reach more home gardeners this year by exploring new avenues like podcasts, streaming TV and radio services, texting and direct messaging. We will continue to seek out influential and inspirational brand ambassadors on social media and use targeted online ads to ensure that new gardeners will hear and see our brand message in more ways than ever before.

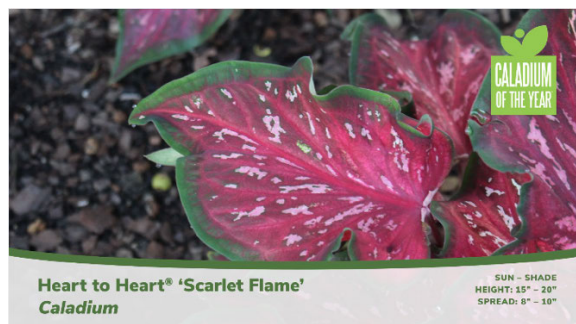
By offering Proven Winners at your garden center, you get the benefit of over 14 billion consumer marketing impressions in 2023 – no other brand comes close!



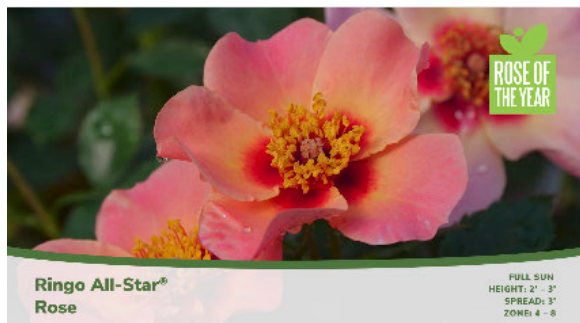
## National Plants of the Year



If you're looking for ways your garden center can capitalize on our marketing programs, look no further than our National Plants and Recipe of the Year programs. These varieties are the backbone of our consumer promotion and will be promoted by Laura of Garden Answer, syndicated writer Norman Winter and Jenny of Gardening with Creekside to name a few.



You can confidently recommend these varieties to customers looking for simple, easy solutions for their patio or garden. Why? Because each variety that receives the plant of the year designation is guaranteed to perform. Especially for new gardeners that have little experience with plants! These tried-and-true varieties are iconic, easy to grow, and most importantly thrive in a wide range of applications from the patio to the landscape.



We know your customers will be successful, which translates into greater sales for your garden center in the future! But don't just talk about these varieties; take it a step further by creating end cap displays that highlight the program. This ensures your customers can easily find our top selling and performing varieties at your garden center.

For additional information on our plants of the year, be sure to check out and share our dedicated website across your social media channels.

### National Recipes

At Proven Winners we've trialed thousands of hanging baskets and upright containers. This year we've selected three that vary in color and texture; performing their absolute best in full sun conditions: Misty Seas, Rockin' Rush and Acapulco Sun.







The recipes we share with our growers and garden centers like yours are truly the best of the best. Packed with our top-selling, most distinctive varieties, our National Recipes have been extensively trialed and tested to not only look fantastic in the garden center, but also perform all season long.

These recipes will be heavily promoted in Proven Winners consumer marketing campaigns, 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!

## LeafJoy™



The demand for houseplants has never been hotter and we're excited to have partnered with The Plant Company in Virginia to offer garden centers a cutting-edge new houseplant program, with premium genetics to fit every living space, called leafjoy.

The program was built from the ground up with the consumer in mind. Consumers told us houseplants bring joy to their lives and allow them to bring a touch of nature inside, which led us to the name leafjoy and the tagline, "bring nature inside."

We also asked what their main concern was when buying houseplants, with the majority of the responses centered around not knowing how to care for their plants, and where a specific plant could be used in their home. This consumer feedback led us to create a large, informative, variety specific plant tag, with easy to understand care information, included with every plant.



Additionally, we created 4 “where to use” plant collections based on light levels and plant care environments most consumers have in their home or office:

Plants in the Atrium Collection thrive in high-light environments



Plants in the Cocoon Collection grow best in low-light environments and are ideal for interior rooms.



The SpaScene Collection varieties love humid spaces, like bathrooms.



Finally, our WorkLife Collection plants are smaller in stature and are ideal for desks and tabletops.



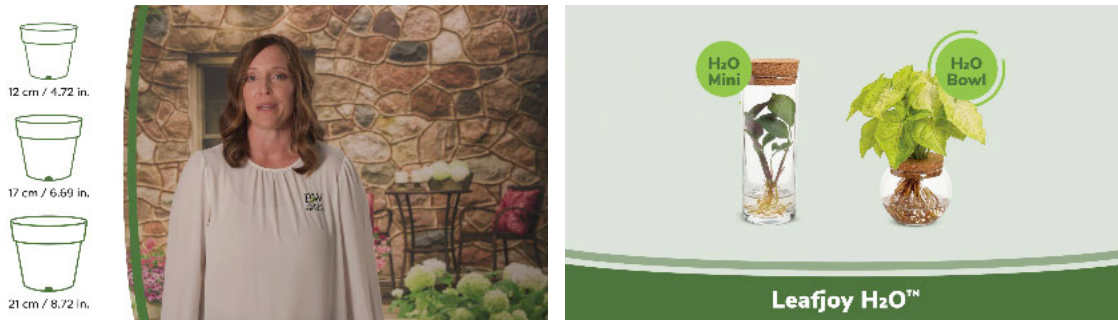
Collection icons are included on every tag and point of purchase items, making it easy for the customer to find the right plant for their needs. The collections also create merchandising solutions for our garden center partners.

A hallmark of the leafjoy program is plant quality and innovative plant genetics. Our partner, The Plant Company, works with many breeders around the world to bring unique plants into the program. Leafjoy includes premium varieties that are in high demand and account for roughly 75% of the overall program. Boutique varieties, which are exclusive to independent garden centers, include unique genetics in limited supply. Collector's Editions varieties, also exclusive to independent garden centers, are extremely rare and in very limited supply, commanding premium retail price points.





With regards to plant quality, The Plant Company grows leafjoy plants to exacting standards in European-style greenhouses. Their location in Virginia allows for shorter freight times, combined with an optimal indoor growing environment, resulting in the highest quality plant showing up in your garden center and a stronger plant for your customers. Plants are also leaf-shined prior to leaving The Plant Company, reducing work for our retail partners, while creating a polished plant presentation on your retail tables.



Leafjoy plants come in three sizes...12 centimeter, 17 centimeter and 21 centimeter sizes, with upgraded drop-in decorative containers available for an additional charge. The program also includes unique and low maintenance H2O Minis and H2O Bowls. These hydroponic houseplants are virtually care free, can be grown in any light condition, and thrive for six months to a year or longer. The leafjoy H2O line is fantastic for impulse sales for houseplant experts and beginners, while providing retailers with strong margin potential and promotional opportunities.

Ordering for garden centers is fast and easy, with low minimums, making leafjoy the perfect addition to your houseplant department. Backed by the Proven Winners consumer marketing campaign and retailer merchandising and support programs, you can capitalize on the Houseplant of the Year program for the eye-catching Feeling Flirty and drive leafjoy sales in your houseplant department. For more information on the leafjoy program, visit the retailer section of [provenwinners.com](https://provenwinners.com).

### Annuals Section

Proven Winners works diligently to find the best genetics and introduce true garden performers for your home gardeners. When you suggest Proven Winners annuals to your customers, you can be assured that every variety is trialed, tested, and proven. They are easy to grow, healthy, vigorous, and most importantly will perform all season long!

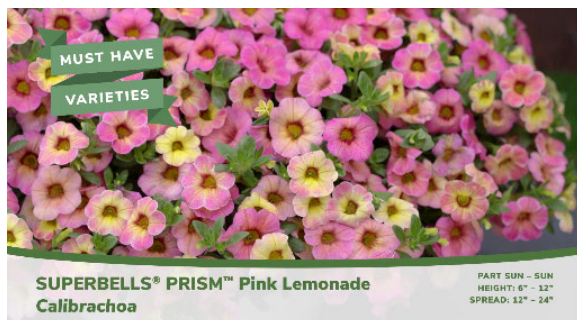
Let's turn it over to Dave to walk through some of our exciting new annuals, Heart-to-Heart caladiums, and Proven Harvest varieties for 2023.

## Surefire® White and Surefire® Cherry Cordial Begonia



We welcome two new color additions to the Surefire® collection, Surefire White and Surefire Cherry Cordial™. Both varieties have a vigorous, broadly mounded habit and are easy to grow and care for and provide low maintenance color all season without any deadheading for the consumer.

## Superbells® Prism™ Pink Lemonade Calibrachoa



Superbells® Prism™ Pink Lemonade, a Must Have variety for the 2023 season, is a color-changing calibrachoa that includes all the performance and disease resistance everyone has come to expect

from Superbells varieties. This stunning plant shifts its coloration through the season as it reacts to varying light levels and daylength. Its blooms open lemon yellow and transition to a vibrant pink, with both colors continuously present at the same time.

## Superbells® Yellow Improved Calibrachoa



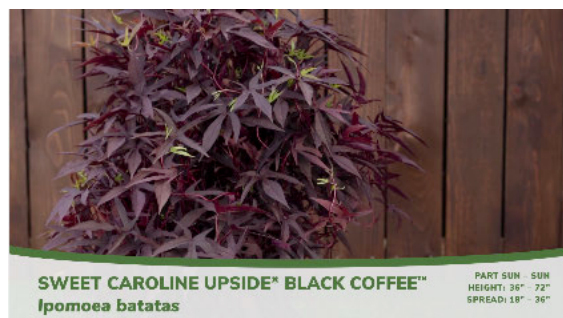
A hallmark of the Proven Winners program is the effort to continually improve varieties to ensure they are the best of the best. Superbells Yellow Improved has excellent disease resistance, an early bloom time, large flowers and easier to root than the previous variety.

## Superbells® Double Yellow Calibrachoa



Superbells Double Yellow is an easy variety to grow in our Grande or Classic containers, looks fantastic on the retail bench, and is a wonderful performer in recipes and containers of all sizes.

## Sweet Caroline Upside™ Key Lime and Sweet Caroline Upside™ Black Coffee Ipomoea



We've been blessed to have some of the most innovative Sweet Potato breeding in the industry, and it just got better with two unique climbing Ipomoea varieties. Sweet



Caroline Upside™ Key Lime™ and Sweet Caroline Upside™ Black Coffee™ will quickly scramble up trellises, and hanging basket wires.

Both varieties are more robust plants with dramatically superior branching and overall habit than others on the market. They are both available as unrooted cuttings, and we recommend growers use a trellis with our 1-gallon Royale container for the best retail display.

### **Luscious® Basket Tangelo™ Lantana**



Created to shine in hanging baskets, Luscious® Basket Tangelo™ is a dynamic new mounded-trailing lantana that sets little to no seed resulting in no deadheading needed. This blooms continuously all season and thrives all summer in even the warmest of climates. Even better, the fragrant blooms of Luscious Basket Tangelo attract hummingbirds and butterflies!

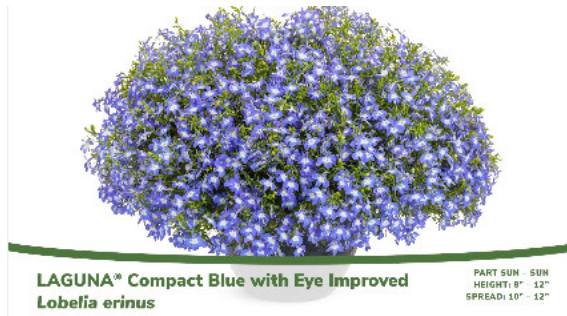
### **Luscious® Royale Lemon Tart™ Lantana**



If you struggle with Lantana varieties getting too large in production, you'll love the new Luscious® Royale Lemon Tart™ lantana as it has excellent vigor for the consumer but with a tidy, upright globe-shaped habit for the grower. Luscious Royale Lemon Tart will replace Luscious Bananarama and adds a new color to the Royale collection.

Luscious Royale Lemon Tart has bright lemon-yellow flowers, and like all Luscious varieties performs fantastically in warm climates and has little to no seed set resulting in non-stop flowering. Luscious Royale Lemon Tart lantana has excellent vigor for the gardener but with a tidy, upright globe-shaped habit.

## Laguna® Compact Blue with Eye Improved Lobelia



Upgrading a popular variety is always fun as it shows we're never taking a plant for granted. That's the case with the new Laguna® Compact Blue with Eye Improved, a popular lobelia that is used in many recipes. We have dramatically increased heat tolerance allowing it to perform in recipes at least a month longer into heat of summer. And it's bolder color will make it shine in recipes.

## Aromance® Mulberry™ Nemesia



We know consumers love plants that have fragrant flowers, which makes the new Aromance® Mulberry™ Nemesia a Must Have variety for the 2023 season. Joining Aromance Pink, Aromance Mulberry adds another color to our collection of sweetly scented Nemesia varieties. Aromance Mulberry blooms early enough to be used during the cool spring months, but also performs well into the season due to the nice heat tolerance and holding up to strong summer rains. A winner from early Spring through Summer and into the Fall, Aromance Mulberry needs to be on your list!

## Bright Lights™ Horizon™ Sunset Osteospermum



Ideal for spring and fall hanging basket recipes, Bright Lights Horizon Sunset Osteospermum dazzles with orange sherbet-colored flowers. Bright Lights Horizon Sunset is a season extender that has fantastic performance from early spring through summer and into the fall. The eye-catching flowers and great habit, will make this a favorite as a monoculture in containers, as well as mixing with other plants in recipes.

## Supertunia® Persimmon Petunia



A thrilling new color for the Supertunia Petunia collection is Supertunia Persimmon. Supertunia Persimmon is as vigorous as the famous Supertunia Vista varieties but without the taller, scaffolding habit, making it a perfect spiller in container recipes or as an annual groundcover. Holding up well to rain and the heat of summer, Supertunia Persimmon will quickly become a favorite of gardeners everywhere.

## Supertunia Mini Vista® Yellow, Midnight, and Scarlet Petunias







Growers love the Supertunia Mini Vista® petunias because they fill a container quickly, with a perfect well branched habit and an abundance of flowers, making these Must Have varieties for the 2023 season. Gardeners will love them because they stand up to the heat and thunderstorms of summer.

As many of you know, yellow-colored petunias quickly fade when the heat approaches. But Supertunia Mini Vista Yellow thrived during our multi-year trialing process even in the hottest of climates. This easy to grow variety will be a stunner in landscapes, containers and recipes, with amazing performance for the gardener.

Proven Winners has trialed many black and dark-colored petunias, but none have met the performance we've desired until Supertunia Mini Vista Midnight came along. We are thrilled with its garden performance and depending on the angle of the sun its flowers will appear dark velvety purple to black. Supertunia Mini Vista Midnight will be a hit with gardeners everywhere.

Our next introduction is the beautiful Supertunia Mini Vista Scarlet with scarlet red flowers, perfect for celebration-themed recipes when combined with Supertunia Mini Vista White for our Canadian friends and adding Supertunia Mini Vista Indigo for Memorial Day and 4th of July recipes.

### **ColorBlaze® Mini Me Watermelon Plectranthus**



Just so there's no confusion, what everyone referred to as Coleus in the past, is now technically called Plectranthus. With that out of the way, a new small but mighty form for the ColorBlaze® collection, is ColorBlaze Mini Me Watermelon, a compact, highly branched variety requiring no pinching or PGRs for growers. Ideal for smaller scale sun or shade recipes, tight spaces in containers or landscapes, ColorBlaze Mini Me Watermelon will add a splash of vivid color to any garden setting.

## Mojave® Yellow Improved Portulaca



We're improving our Portulaca collection with Mojave Yellow Improved, with its larger, golden yellow flowers that open earlier in the morning and remain open until late in the day. This will improve the presence in the garden center as well as providing more food for pollinators throughout the day in the garden at home. A durable and captivating flowering succulent, Mojave Yellow Improved is ideal for hot and humid climates or areas with watering restrictions.

## Rockin'® Deep Purple Improved Salvia



Joining Rockin'® Fuchsia and Rockin' Blue Suede Shoes™ as the most refined Salvia guaranitica (gor-a-knit-eh-ca) hybrids on the market, is Rockin' Deep Purple Improved. This popular variety has been improved by giving it a more compact and floriferous habit while maintaining the large deep purple flowers with black calyxes. Consumers love the Rockin' Salvia varieties for their easy care and for their ability to attract hummingbirds and pollinators.

Rockin' Deep Purple Improved is a well-branched, upright plant that can easily be produced in both Grande and Royale containers. If you're still growing the old fashioned Salvia varieties, give Rockin' Deep Purple Improved a try – you won't be disappointed.

## Heart to Heart® 'Snow Flurry' Caladium



The sharply contrasting deep green and showy white tones of Heart to Heart Snow Flurry, sets this eye-catching new variety apart from all other caladiums. Clear, bright white splotches that merge together into large patches, make Heart to Heart Snow Flurry glimmer in shady gardens and containers. Its taller, upright form makes a statement in premium recipes while easily standing out on retail benches.

## Graceful Grasses® 'Ogon' Acorus



A longtime favorite Proven Selections variety, Ogon Acorus is being elevated into the Proven Winners Graceful Grasses® program. The bright gold and green variegated, evergreen Graceful Grasses Ogon will brighten landscapes, containers and even water gardens. The leaves of Graceful Grasses Ogon will have the best coloration in part shade conditions.



## Graceful Grasses® Queen Tut™ Cyperus



An exciting addition to the Graceful Grasses® program is Queen Tut™, a petite yet vigorous Cyperus umbrella grass. The Bright green, starburst-shaped umbels are produced continuously all season due to the amazing vigor and flower power. It blooms beautifully in sun or part shade and is long lasting when cut for fresh bouquets.

## Graceful Grasses Curly Wurly Juncus



The fun and distinctive corkscrew twisted foliage of Graceful Grasses Curly Wurly, comes in shades of dark green and spirals out in all directions from a dense central crown. Graceful Grasses Curly Wurly makes a whimsical addition to container recipes, landscape beds and water gardens and is typically deer resistant.

## Perennials Section



When it comes to space at your garden center, every square inch counts. That's why we're so demanding when it comes to selecting our plants, especially our highly

regarded perennial lineup. With almost 200 varieties, we offer a versatile mix that allows your garden center to highlight unique perennials that are in color from spring through first frost.

We hear from consumers each and every day, and the most frequently asked question is what perennials can be planted together that solve common problems. Much like annuals, consumers are looking for simple, fool-proof recipes for their perennial beds.

Our EZ Scapes landscape recipe program is a simple solution you can offer at your garden center. These curated perennial recipes provide frost to frost garden interest by pairing plants with similar growing needs.

EZ Scapes like our Made for the Shade combination provide season-long color and texture that your customers are sure to be successful with. With over 12 recipes, there are plenty of solutions to merchandise and sell at your garden center this spring. We provide POP, handouts and more to help you take your displays to the next level!

In addition to our EZ Scapes program, we have a number of new and exciting perennial introductions. I'd like to turn it over to Dave to share some of the can't-miss varieties you'll want to be sure to stock at your garden center this spring!

### **Meant to Bee™ Royal Raspberry and Meant to Bee™ Queen Nectarine Agastache**



The buzz has already begun over this new collection of Meant to Bee™ Agastache. These Must Have varieties for 2023 were selected for their large, full habits, hardiness, and significant landscape presence. Meant to Bee Royal Raspberry has rosy purple flowers with burgundy calyxes. The new foliage emerges with a burgundy cast in spring. Meant to Bee Queen Nectarine has soft peach flowers held on mauve calyxes and is noticeably taller than Meant to Bee Royal Raspberry. Both varieties have flowers that cover the top two thirds of the plant from mid to late summer with the colorful calyxes extending interest well into the fall. Pollinators and hummingbirds both are attracted to the two Must Have Meant to Bee varieties.

## **‘Darkside of the Moon’ Astilbe**



An instant classic for the landscape and a Must Have Variety for 2023 is Darkside of the Moon, the only dark leafed Astilbe with purple flowers on the market. Emerging leaves are yellow that age to a rich, chocolate brown forming an incredibly attractive mound of foliage that performs best in full sun but can also grow in the shade.

## **Fruit Punch® ‘Funky Fuchsia’ Dianthus**



The fully double fuchsia-purple flowers of Fruit Punch® ‘Funky Fuchsia’ are a unique color for hardy Dianthus. The florist quality blooms of the zone four through nine hardy Fruit Punch Funky Fuchsia, are among the largest in the Fruit Punch collection, reaching one and a half to two inches wide, and sit atop glaucous blue-green semi-evergreen foliage.

## **Color Coded® ‘One in a Melon’ and Color Coded® ‘The Fuchsia is Bright’ Echinacea**

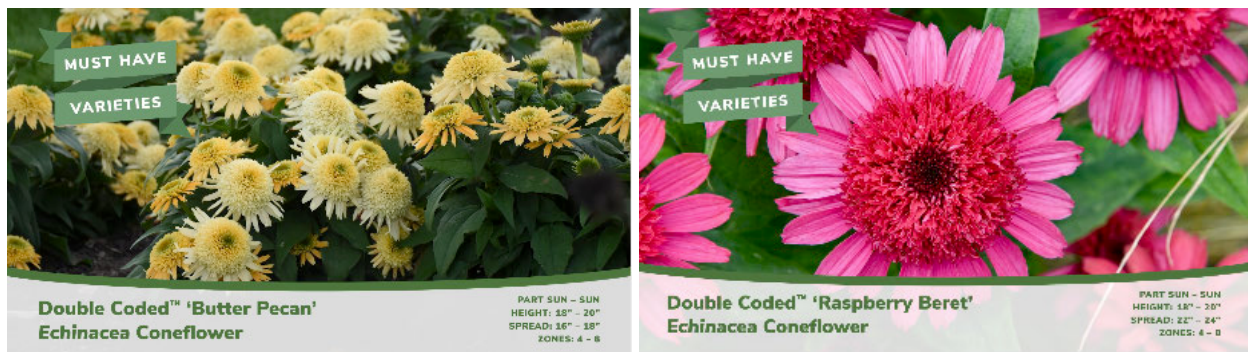




Our hardy Color Coded® Echinacea, are produced from tissue culture versus seed, so all plants will be identical in color and habit. The two new Color Coded varieties were selected for their excellent basal branching, flower performance, large flower size, and horizontally held petals that overlap for maximum display.

First up is aptly named Color Coded One in a Melon with melon colored flowers and matching melon colored cones. The five to five and a half inch flowers are among the largest in the collection. Also new is Color Coded The Fuchsia is Bright with 4 and a half inch fuchsia pink flowers. The dark cone and stems of the plant contrast with the brightness of the petals, accentuating the vibrancy of the flowers. Both varieties are the perfect pollinator magnets with the seed heads serving as food for birds in the late fall and winter.

### **Double Coded™ 'Butter Pecan' and Double Coded™ 'Raspberry Beret' Echinacea**



The stunning and unique double flowers of the new Double Coded Butter Pecan and Double Coded Raspberry Beret Echinacea make them a Must Have variety for the 2023 season. Both varieties feature a prolific floral presentation with horizontal ray petals to maximize the size of the flower. Double Coded Butter Pecan has fully double, four inch wide soft melon colored flowers. Double Coded Raspberry Beret has fully double intense raspberry pink flowers that are 4 inches wide with ray petals to match.



## **'Bit of Honey' Heliopsis**



'Bit of Honey' will catch the gardener's eye as the first variegated Heliopsis in the Proven Winners Perennials collection. Blooming in midsummer and lasting into early Fall, the flowers of Bit of Honey are fully semi-double with multiple rows of golden yellow petals surrounding gold cones and are above average size for heliopsis. Bit of Honey is hardy in zones four through 9.

## **Dolce® 'Frosted Berry' Heuchera**



Dolce® 'Frosted Berry' Heuchera, with huge 5 to 6 inch silver leaves, is a sport from the 2023 National Perennial of the Year, Dolce Wildberry, matching it for habit, leaf size and exceptional landscape performance. The new leaves of Dolce Frosted Berry have a slight blush or frosting, with charcoal stems that hold white flowers on rosy pink calyxes. Dolce Frosted Berry is also an excellent choice for container gardens.

## **Dressed Up™ Ball Gown Heuchera**



Dressed Up™ Ball Gown Heuchera is the chartreuse companion to last year's breakout sensation Dressed Up Evening Gown. Dressed Up Ball Gown has large, heavily ruffled leaves with a slightly serrated margin and creamy white flowers. With excellent landscape performance as a zone 4 through 9 hardy perennial, Dressed Up Ball Gown is also excellent in both mixed and monoculture containers.

### Summerific® 'Lilac Crush' Hibiscus



Summerific® 'Lilac Crush' adds a new rare color to the popular Summerific hardy hibiscus collection. The 7 to 8 inch wide lilac colored flowers feature overlapping petals with a thick substance. The zone 4 through 9 hardy Summerific Lilac Crush, has an upright, columnar habit that is very sturdy and resists lodging – which means the stems will not bend over at ground level.

### Summerific® 'Valentine's Crush' Hibiscus



Love is in the air with the new Summerific Valentine's Crush hardy hibiscus. Replacing Summerific Cranberry Crush, the new Summerific Valentine's Crush has brighter red flowers that open fully flat at 7 to 8 inches wide. The zone 4 through 9 stunner has an upright, columnar habit that is very sturdy and resists lodging with large ovate shaped leaves that show a dark bronze cast when planted in full sun.

## Shadowland® 'Above the Clouds', Shadowland® 'Echo the Sun' and Shadowland® 'Voices in the Wind' Hosta



The Shadowland® hosta collection welcomes three new additions, all hardy in zones 3 through 9, that will have consumers with shady gardens drooling.

Shadowland Above the Clouds is a new large blue addition to the Shadowland hosta collection. Cloudy blue leaves are cupped and have a puckered texture, with pale lavender flowers appearing in midsummer.

Shadowland Echo the Sun is a bright yellow hosta with nicely rippled margins, comparable to a gold version of the blue colored Shadowland Diamond Lake. The low, mounded habit is more prostrate than Shadowland Diamond Lake, but share a similar wedge-shaped leaf of thick substance. Lavender flowers appear on Shadowland Echo the Sun in midsummer.

The beautifully variegated Shadowland Voices in the Wind will catch the gardener's eye with its sophisticated beauty. Shadowland Voices in the Wind has blue-green wedge-shaped leaves that have very ruffled, creamy yellow margins with pale lavender flowers appearing in mid-to-late summer.



## Upscale™ 'Lavender Taffeta', Upscale™ 'Pink Chenille' and Upscale™ 'Red Velvet' Monarda



We welcome a new collection of three Monarda varieties that we're calling Upscale™. These Bee Balm varieties are hardy in zones 4 through 8, average 2 to 2 and a half feet tall with flowering performance that covers the top half of the plant combined with good mildew resistance. Excellent for landscape plantings and filling space in the middle of the border, the three Upscale varieties support a second flush of flowers that extends the length of bloom time.

First is Upscale Lavender Taffeta with dark lavender purple flowers that cover shiny dark green foliage. Next is Upscale Pink Chenille with large, 3 and a half inch fluorescent pink flowers that have lighter pink interiors for an eye-catching two-tone effect. And rounding out this exciting new series is the tallest variety, Upscale Red Velvet with large cherry red flowers.

## Prairie Winds® 'Niagara Falls' Panicum





Prairie Winds® 'Niagara Falls' Panicum is a notably wide Panicum, making it excellent for filling space in the landscape and a Must Have Variety for 2023. This native ornamental grass appears like a Miscanthus in the landscape with arching foliage, but adds a powder blue color characteristic of Switch Grass to the garden. In the fall, sprays of cream colored seed heads pack the top of the plant. Prairie Winds Niagara Falls is hardy to zones 4 through 9.

### **Luminary™ 'Sunset Coral' Phlox**



Just like the pink and orange hues that light up the sky during a sunset, Luminary™ 'Sunset Coral' Phlox paniculata lights up the landscape. Coral pink flowers have an orange tinge that is especially noticeable when compared with true pink Phlox paniculata. Like all Luminary varieties, Luminary Sunset Coral has been selected for their resistance to powdery mildew that plagues most Phlox paniculate varieties in hot and humid summers. This low maintenance plant is hardy in zones 3 through 8.

### **Rock 'N Round™ 'Bright Idea' Sedum**



With a polished rounded and mounded habit, Rock 'N Round Bright Idea is a Must Have variety for 2023. Red Stems hold deep green, serrated leaves and clusters of bright yellow, star-shaped flowers that appear in early summer. Hardy in zones 3 through 9, Rock 'N Round Bright Idea is perfect for hot, dry areas in the garden or as a filler in mixed containers.

## Magic Show® 'Ever After' Veronica



With lavender blue flowers, Magic Show® 'Ever After' is among the longest blooming Veronica varieties now available. The self-cleaning flower spikes of Magic Show Ever After cover the top two thirds of the plant during peak flowering and reach nearly one foot in length with each flower spike showing color for many weeks, making it an excellent season extender. Magic Show Ever After is a zone 4-8 variety that requires vernalization for best performance.

## Proven Winners® ColorChoice® Shrubs Section



At Proven Winners® ColorChoice® shrubs, we're always wondering what kinds of shrubs will improve the lives of gardeners – shrubs that will be easy for nurseries and garden centers to sell because they stand out from the rest and address a specific need.

Sometimes gardeners might not know they have that need. You know what I'm talking about.

The first time you lay your eyes on something cutting edge.... You may not have realized you needed it, but you can't stop thinking about it once you've seen it.

That's what it's like every time we see the new collection of Proven Winners® ColorChoice® shrubs.

So let's take a look at what's available and why your customers will simply have to have them.

## New Roses

Roses are a garden and landscaping staple, and landscape roses are by far the easiest roses to grow. They bloom all summer and are super low maintenance.

But the problem with them has always been the blooms have little to no scent.

Reminiscent® roses change all that, combining the classic beauty and fragrance of old-fashioned roses with modern-day performance.

They were developed in Serbia by a breeding team devoted to bringing out the best in color, fragrance, petal count, and flower power, and this spring they are available in North America for the first time.

Here are the first three colors in the Reminiscent reblooming rose series.

### Reminiscent® Coral



The bowl-shaped blooms of Reminiscent® Coral rose are deep pink-to-coral with an appealing copper center. Dark green foliage accents the flowers and stays clean and healthy throughout the season.

### Reminiscent Crema



Reminiscent Crema rose has large, creamy-white blooms with a delightful fragrance. Gardeners will get clean, vigorous growth and foliage, with no deadheading required for continuous rebloom.

## Reminiscent® Pink



Reminiscent Pink's blooms are bursting with petals, pure color, and powerful fragrance. Yet it comes with none of the issues that plague old roses, and it blooms all summer without deadheading.

Reminiscent reblooming roses are perfect for adding classic beauty to landscapes and flower gardens. We think they'll be the roses everyone's looking for at garden centers in the spring.

This season you'll also see the first of our RISE UP climbing reblooming rose series. We call them mini-climbers, as they keep a neat, dense habit and can grow as a climber or a shrub rose, depending on how they are pruned or trained.

## RISE UP® RINGO®



Rise Up™ Ringo® rose is a climbing version of our very popular Ringo rose with double golden-yellow flowers featuring a bright red eye and light fragrance amidst healthy foliage.



## **RISE UP® AMBERNESS™**



The flowers of Rise Up® Amberness™ rose feature wavy amber-colored petals surrounding a classic orange rosebud shape. They open to a full bloom with golden stamens in the center. Fragrant flowers appear all summer without deadheading.

## **RISE UP LILAC DAYS®**



Rise Up Lilac Days® rose is one of the most unique climbing roses to hit the market. Between its lilac-blue blooms and powerful, heady fragrance, it will practically fly off the bench!

You can't go wrong when you recommend any of these vigorous, healthy, reblooming roses. They redefine the way Proven Winners roses can be used in gardens and landscapes.

### **New Hydrangeas**

At Proven Winners, we are known for our exceptional hydrangea breeding, and this season you'll see four new cultivars added to the line.

## INVINCIBELLE SUBLIME™



Invincibelle Sublime™ ushers in a new day for full-sized smooth hydrangeas, with saturated green blooms that look refreshing and intriguing in the garden all summer. As with all our smooth hydrangeas, its big mophead flowers float above the plant on sturdy stems. And because it's a native species, it's super hardy and easy to grow.

## LET'S DANCE SKY VIEW®



Let's Dance Sky View® bigleaf hydrangea is a standout for consistent, yearly blooming in a wide range of climates. It was selected for its ability to conserve old wood buds in the face of weather challenges and for its ability to continue to create flowers all season long.

Flowers emerge a beautiful soft blue with a honeydew-green eye before maturing to an irresistible sky blue. This hydrangea is featured in our just-released “New Vision for Reblooming Hydrangeas” booklet. Go to Proven Winners University to learn more about this fun and informative piece.

## TINY QUICK FIRE™



Last year we introduced Fire Light Tidbit®, the smallest panicle hydrangea on the market. Well, we've beat that record this year with the even smaller, Tiny Quick Fire™ panicle hydrangea.

Tiny Quick Fire's blooms take on an old fashioned appearance with unique, cup-shaped florets, and like other Quick Fire® varieties, it blooms early and ages to an attractive red-pink. Easily tucked into just about any spot, you can recommend it for mass planting, containers, and even as a tiny little edging hedge.

## PUFFER FISH™



If your customers have been blown away by Bobo® hydrangea, hold onto your hat. Puffer Fish™ panicle hydrangea produces flowers that are larger and even more prolific, almost obscuring the foliage when it blooms in mid-summer. Gardeners and landscapers have been asking for a panicle hydrangea that doesn't age to pink, and Puffer Fish answers that request.

Blooms open and mature to a pure white, and as they age, they turn lime green. And, for a bit of surprise, a fresh sprig of white flowers emerges from the tip of the panicle. Of Course, we have many more astounding new shrubs coming this year.

I encourage you to look for our new releases on the new varieties tab at ProvenWinners.com. Don't forget to check proven winners university for topics on deer proof shrubs, reblooming hydrangeas, heat tolerant shrubs, and shrubs that have fabulous foliage.

I am confident You'll find a shrub that is the perfect answer to all your customer's needs, even the ones they didn't know they had.

## **Closing**

Well, that wraps things up for our 2023 Proven Winners Certified Garden Center training program. I hope you enjoyed learning about our new plants, products and support programs. Don't forget to turn in your test by May First to earn a free pizza party, a free Connect+ Getting Started subscription and other free benefits.

On behalf of the entire Proven Winners network, I want to sincerely thank you for your business and for partnering with us. Please let us know if we can help you in any way – have an amazing season!