



# RETAIL RESOURCE GUIDE



**DIG** into resources.



**PLANT** local roots.



**GROW** your garden center.

**NEW WAYS TO GROW.** Zig Ziglar said, “You can have everything in life you want, if you will just help other people get what they want.” In the garden center industry, that means helping plant-lovers discover their green thumb, whether they’re lifelong gardeners or just bought their first Philodendron.

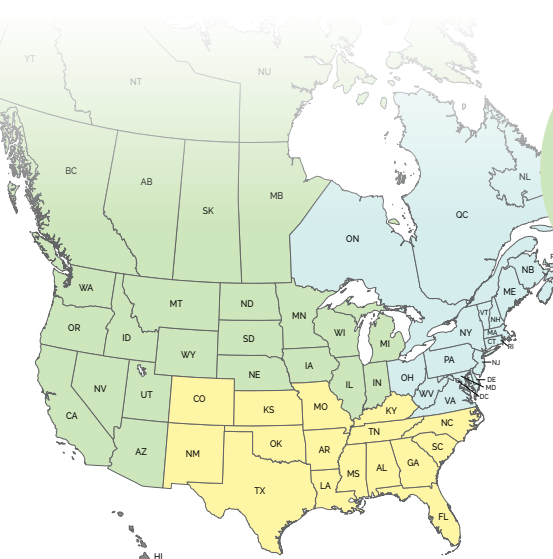
For us, it also means helping IGCs like yours to grow and thrive. We don’t want to be just another plant brand. We want to be a strategic partner helping you connect with your customers. Garden centers play a critical role in the success of our brand – engaging, inspiring and educating consumers in their local communities. Over the course of countless conversations, we learned that marketing content is one of the most important needs for garden centers. Professional-quality photos, videos and other content can be expensive to produce, hard to organize and time-consuming to distribute. To solve this, we adopted Brandfolder™ and Promoboxx®, new platforms available to all Proven Winners® retailers.

In Brandfolder, you can easily search and download thousands of high-quality Proven Winners images, videos, educational presentations, and more, making connecting and engaging your customers easier than ever. Promoboxx allows you to localize, personalize and automate Proven Winners social campaigns from your social channels, minimizing time spent on this demanding task during critical periods.

Brandfolder and Promoboxx are two more ways we’re helping you build our brands in your community.

As you dig into this guide, you’ll find other resources to plant seeds of awareness in customers’ minds and close the sale once customers are through the door. Ultimately, we’re all about helping you grow and succeed.

Every independent garden center is wonderfully unique, so you won’t find any one-size-fits-all solutions here. As your Retail Solutions Team, our mission is to connect you with the perfect level of custom support. From marketing to merchandising to staff training, we’ll create a one-of-a-kind program designed to suit you. As we dig into the 2024 season, we can’t wait to see how you grow. Happy planting!



**Jessica DeGraaf**  
Director of Retail Accounts  
E: [jessica@provenwinners.com](mailto:jessica@provenwinners.com)  
C: 616-706-7970



**Amy Howard**  
Retail Solutions Manager  
E: [ahoward@provenwinners.com](mailto:ahoward@provenwinners.com)  
C: 231-750-3643



**Heather Poire**  
Retail Solutions Manager  
E: [heather@provenwinners.com](mailto:heather@provenwinners.com)  
C: 603-286-0121



# DIG.

Dig into the rich resources available to Proven Winners retailers.

- » Staff Education
- » Design Inspiration
- » Advertising and Promotional Materials

**Turn to Page 2 to start Digging in.**



# PLANT.

Plant your roots deep in your local gardening community. Make gardeners think of you first when they’re ready to buy.

- » Targeted Digital Advertising
- » Priority Listing on ProvenWinners.com
- » Your Name and Logo in Influencer Videos

**Turn to Page 8 to see how you can start Planting.**



# GROW.

Grow your garden center’s sales, reputation and community. Be a place where gardeners want to spend time and money.

- » Continuing Education for Your Staff
- » Nationally Advertised Plant Programs
- » Ready-to-Use In-Store Signage

**Turn to Page 12 for more info on ways to Grow.**



**CONNECT** Visit [provenwinners.com/learn/events](https://provenwinners.com/learn/events) to see when we’ll be at a conference or event in your area



# DRIVING TRAFFIC TO YOUR DOOR

North American plant-lovers know and trust the Proven Winners name. We've built our brand with advertising and marketing content that inspires, educates and supports your customers throughout their plant-care journey.

Our goal? To build customer excitement for our products and send customers to your garden center to complete their plant purchases.

## PW NO OTHER BRAND INVESTS MORE IN YOUR SUCCESS



### MARKETING TOOLS

These resources are made to stretch your marketing dollar

Consult with your Retail Solutions Manager for unique ideas on using these tools in your local market.

1 **Brandfolder™:** Proven Winners is stretching your marketing dollar by providing access to professional-quality photos, videos and other content through Brandfolder. *Scan the QR code below to access the platform or contact your Regional Solutions Manager.*

2 **Promoboxx®:** Ready-to-publish social media content localized for CONNECT+™ members.

3 **#ProvenWinners:** Use the hashtag to drop your posts into the social media feeds of our brand fans.



Scan the QR code to access Brandfolder.

Proven Winners® marketing is designed to drive customers to your door. Our multimedia brand campaigns reach millions of gardeners in the U.S. and Canada, inspiring consumers to visit their local IGC and ask for Proven Winners by name. Stretch your marketing dollars farther by digging into all we have to offer. *Let's Grow Together.*

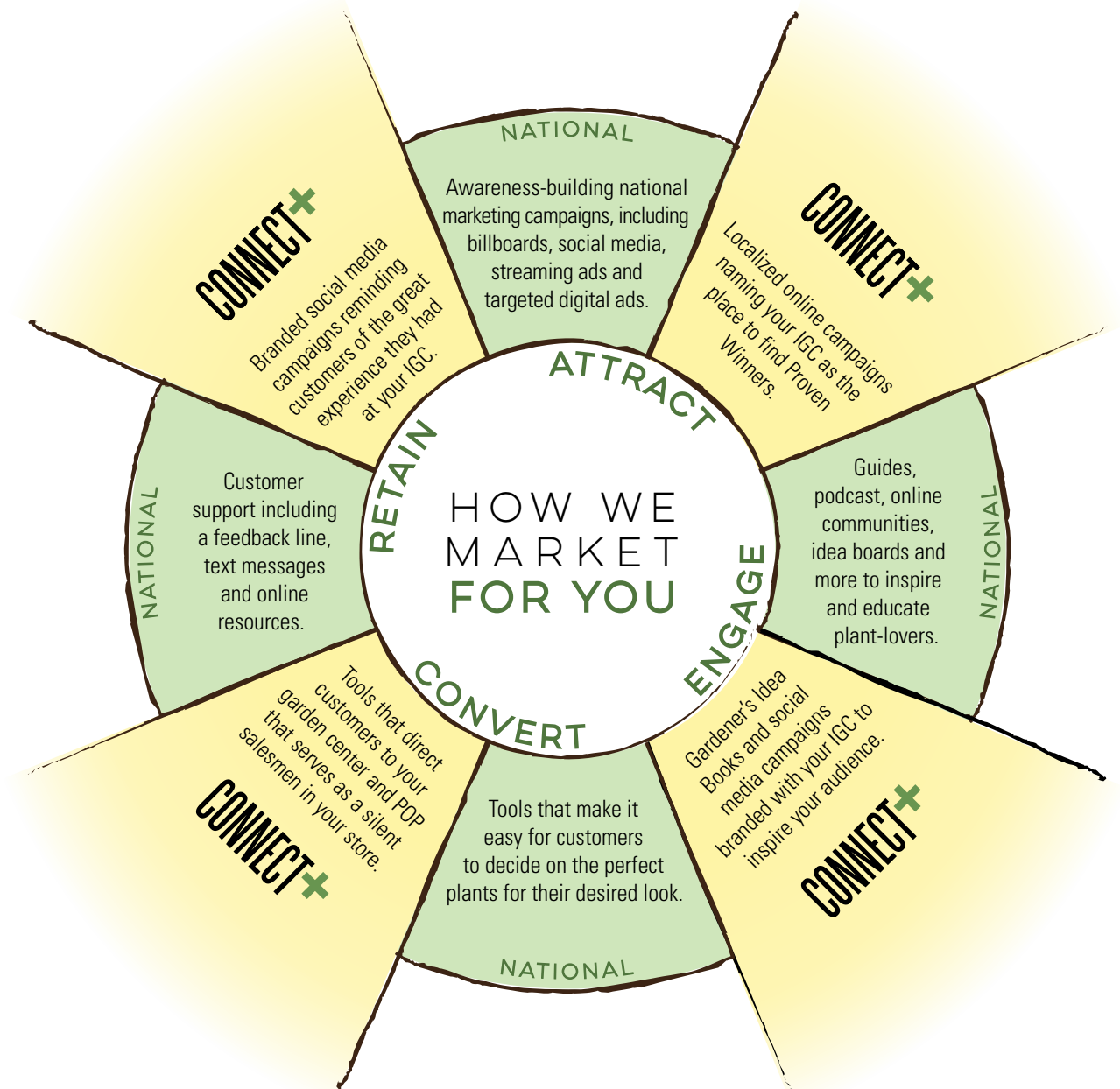
### BRAND MESSAGE: LET'S GROW

- » Let's Grow **SUCCESS:** Extensive trialing and rigorous standards mean exceptional plants that help gardeners at every skill level succeed.
- » Let's Grow **SMILES:** Plants bring joy. That's the root of why we do what we do: to enhance and inspire people's lives.
- » Let's Grow **TOGETHER:** Our plants are backed by unbeatable support for both customers and IGCs — because we don't grow unless you do.

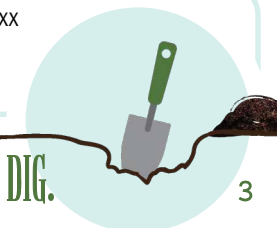
### OUR CALL TO ACTION: BUY LOCAL

At every consumer touchpoint we encourage people to buy from their local retailer. Our marketing goal is to drive traffic to you.

[ IGCs MAKE UP MORE THAN 70% OF PROVEN WINNERS SALES. ]



Boost your visibility with ready-to-publish localized social media content through Promoboxx and by using #provenwinners in your social media posts. Contact your Retail Solutions Manager to learn more.



# MEET YOUR 2024 BEST SELLERS



Thanks to our national marketing campaigns, gardeners are seeing these gorgeous varieties everywhere they look. When they visit your garden center, be sure they find the year's hottest plants ready to take home.



SUPERTUNIA VISTA®  
JAZZBERRY® *Petunia*

ANNUAL  
OF THE YEAR



HEART TO HEART®  
'Lemon Blush' *Caladium*

CALADIUM  
OF THE YEAR



'Pink Profusion'  
*Salvia*

PERENNIAL  
OF THE YEAR



SHADOWLAND®  
'Hudson Bay' *Hosta*

HOSTA  
OF THE YEAR



'Storm Cloud'  
*Amsonia*

LANDSCAPE  
PERENNIAL  
OF THE YEAR



WINE & SPIRITS™  
*Weigela*

FLOWERING  
SHRUB  
OF THE YEAR



OSO EASY PEASY®  
*Rosa*

ROSE OF  
THE YEAR



LET'S DANCE SKY VIEW®  
*Hydrangea mac. x serrata*

HYDRANGEA  
OF THE YEAR



FIZZY MIZZY®  
*Itea*

LANDSCAPE  
SHRUB  
OF THE YEAR

## GET INSPIRED:

How Angel's Garden Center turned the Plants of the Year into a can't-miss display

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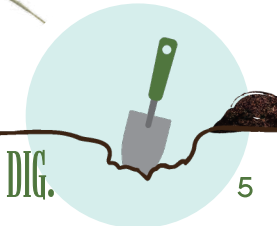
*The Proven Winners brand helps to turn my benches. I just received an order of these 'Wildberry' Heuchera and already sold over half of them! I've already called my sales rep and have them on order for delivery tomorrow.”*

*Jeff Doherty, Angel's Garden Center  
Hopkinton, MA*



## DIG IN

Take advantage of the publicity around the National Plants of the Year by carrying these varieties in your garden center. Learn more at [provenwinners.com/2024\\_National\\_Plants](https://provenwinners.com/2024_National_Plants)



# RECIPES FOR SUCCESS

Give your customers a shortcut to the prettiest porch on the block with stunning container plantings ready to take home and display.

The plants in our recipes are tested and designed to look amazing *and* grow well together all season long.



**POLAR PEACH**  
 SUPERBELLS® Double Amber *Calibrachoa*  
 SUPERTUNIA MINI VISTA® Indigo *Petunia*  
 SUPERBENA SPARKLING® Amethyst *Verbena*



**SUNSHINE STATE**  
 SUPERBELLS® Coral Sun *Calibrachoa*  
 LUSCIOUS® GOLDENGATE™ *Lantana*  
 WHIRLWIND® Blue *Scaevola*



**INSTINCT**  
 HEART TO HEART® 'Chinook' *Caladium*  
 HEART TO HEART® 'White Wonder' *Caladium*



## DIG IN

Find more popular recipes online at:  
[provenwinners.com/container-gardening-guide](https://provenwinners.com/container-gardening-guide)

## DIG IN

### RESOURCES FOR CERTIFIED RETAILERS

- 1 **Ongoing training opportunities:** videos, webinars and more.
- 2 **Priority listing** in the retailer directory at [provenwinners.com](https://provenwinners.com).
- 3 **Digital certification badge** for your website and social media.
- 4 **Access to marketing tools**, including Brandfolder, our digital image and asset library.
- 5 **Pizza party & rewards** to celebrate each employee who completes certification.



See how other retailers are digging in. Search #provenwinners on Facebook and Instagram for ideas and inspiration.

Left: Rhodes Greenhouse in Hendersonville, NY  
 Center: Hagan Ace in Jacksonville, FL  
 Right: Arbor Farms Nursery in Fort Wayne, IN

# BE THE GO-TO GARDEN EXPERTS

There are two reasons gardeners choose IGCs. One is the health and quality of the plants. The other is the expertise of the staff.

But finding the time and programming to train your staff? That can be hard.

Our free certification program gets your staff up to speed fast. In less than an hour, they'll be ready to answer customer questions, recommend solutions and sell more product.

**98% OF GARDEN CENTER STAFF MEMBERS WHO TAKE THE FREE CERTIFICATION TRAINING WOULD RECOMMEND IT TO A COWORKER.**



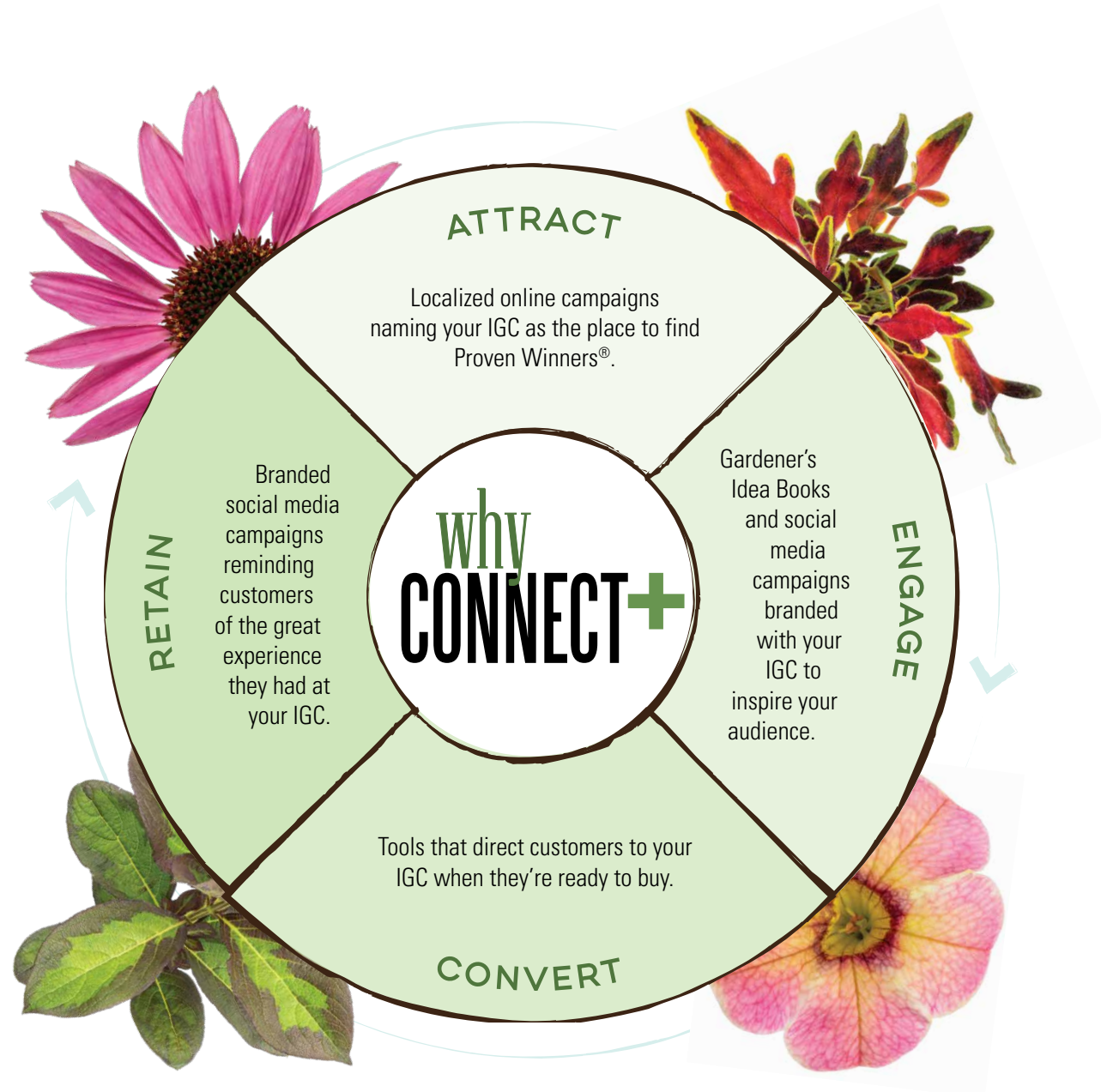
## DIG IN

Learn more about certification and additional training tools online at:  
[provenwinners.com/training](https://provenwinners.com/training)



# LOCAL MARKETING MADE EASY FOR YOUR GARDEN CENTER

Marketing is vital to putting down strong roots in your community. CONNECT+™ offers easy, affordable ways to capture the attention of new customers and remind previous customers they're due for a visit.



## YOUR PERFECT LEVEL OF SUPPORT

### HOW MUCH SUPPORT DO YOU NEED?

Take our online quiz to see which level of CONNECT+ offers the perfect level of marketing help for your garden center's size, goals, and budget. Find the quiz at: [provenwinners.com/connect-plus](https://provenwinners.com/connect-plus)

GETTING STARTED FREE REGISTRATION	BASIC	ENHANCED	ELITE
Proven Winners Certified Staff Training with certification rewards upon completion and access to Proven Winners University ongoing training			
Access to digital flipbook version of the Gardener's Idea Book	200 Gardener's Idea Books branded with your logo*	500 Gardener's Idea Books branded with your logo*	1,000 Gardener's Idea Books branded with your logo*
	\$200 coupon for POP and professional apparel	\$300 coupon for POP and professional apparel	\$400 coupon for POP and professional apparel
Access to Brandfolder™ photo and video library	Access to presentations in Brandfolder, so you can host learning events for your customers		
NEW social media best practices guide to empower your team to implement	2-week digital ad / 2-week social media campaign	4-week digital ad / 2-week social media audience targeting	
		Your inventory listed on <a href="https://provenwinners.com">provenwinners.com</a>	
			5 @GardenAnswer videos branded with your name and logo

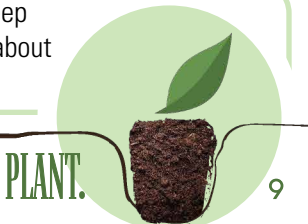


\*We're happy to add your logo to the back cover. Logos must be received by January 15, 2024.

» Meet Karin Jenkin, our IGC Support Manager and CONNECT+ expert. Contact Karin at [connectplus@provenwinners.com](mailto:connectplus@provenwinners.com)

### PLANT

Take advantage of easy, affordable marketing tools that help you plant roots deep in your local community of plant-lovers. Talk to your Retail Solutions Manager about which CONNECT+ tier is right for you.



# HOW PROVEN WINNERS® HELPS THESE IGCs DIG, PLANT & GROW



## NAME RECOGNITION FROM DAY 1

**GARRISON FARM & GARDEN**  
Cornelia, GA

Garrison Farm & Garden has been a Proven Winners retailer since the day it opened. "We wanted strong genetics," Carrie Garrison said. "We started with Proven Winners to have our best chance for success."

As a new business, Garrison Farm relies on the national name recognition Proven Winners brings. Carrie has been blown away by how easy the retail solutions team makes marketing and merchandising.

"We viewed Proven Winners as a marketing powerhouse," she said. "The company does such a great job with national advertising, and we've been able to take advantage of that."

**PLANT:** Check out Page 3 to see the ways Proven Winners markets for your garden center.



## PROVEN RESULTS SINCE 1992

**ARAUJO FARMS**  
Dighton, MA

Araujo Farms has been a Proven Winners® partner for more than 30 years. "Sales have increased yearly," LeeAnne Araujo said. "The EZ Scapes™ displays turn four to five times in a day. My staff is challenged to keep them stocked."

Plant quality first impressed Araujo Farms, but what really made them fans of the brand was Proven Winners' unrivaled support. The retail solutions team is always available to answer questions, POP options are remarkable, and easy-to-take training improves staff confidence.

Every year, Proven Winners supports Araujo with new plants, tools and resources.

"We have grown with Proven Winners since Day 1," LeeAnne said. "We have learned alongside the company to be the best we can be."



**PLANT:** Turn to Page 16 to learn more about EZ Scapes.

**CALLOWAY'S NURSERY**  
North Richland Hills, TX

## TAKING PART IN A GREENER TOMORROW

Early adopters of revolutionary products often see the greatest rewards.

Calloway's Nursery in Texas offered select Proven Winners annuals in Eco+ Grande® containers for \$8.99. The sell-through rate was 86% – 12% higher than traditional plastic Grandes. They reported the plants looked and performed the same in both the compostable and plastic containers.

**PLANT:** Lead the way in your market with the Eco+ Grande container. Learn more at [pwwin.rs/ecogrande](http://pwwin.rs/ecogrande)



**PW**  
PROVEN  
WINNERS®

**leafjoy™**  
bring nature inside™

HOW DO YOU SELL MORE HOUSEPLANTS? By selling plants so healthy and easy to care for, customers won't stop until they've bought the whole collection.

Houseplants have never been hotter. Help your customers build the indoor oasis of their dreams with gorgeous, easy-to-grow varieties. These high-margin items are an easy repeat sell for your garden center.

Once customers buy one, they'll be hooked!



East Coast Garden Center in Millsboro, DE



Green Thumb Nursery in Tampa, FL

WHAT'S SPECIAL ABOUT leafjoy™?

- » Limited supply, high-demand items.
- » The best genetics for strong, healthy plants.
- » Arrive retail ready, clean, tagged and leaf-shined.
- » Detailed labels tell your customers exactly what the plant needs to thrive.
- » The Collector's Edition includes collectible metal medallions.
- » Backed by the power of Proven Winners® national marketing.
- » Come with FREE POP when you place your first order.
- » Boutique and Collector's edition varieties sold exclusively through IGCs.
- » Tags with easy-to-follow care instructions.

SUCCESSFUL PLANT PARENTS BUY MORE PLANTS

Many people long for a plant-filled home but don't know where to start. Their confidence may be shaken by a history of houseplant failures.

leafjoy™ gives customers the information they need to change all that. As they watch their first leafjoy plant grow and thrive, customers will be inspired to come back and add more to their collection.

Use Icons on Tag to Select Plants By Room Type

<b>Atrium™ Collection</b> For Bright Rooms	<b>Cocoon™ Collection</b> For Interior Rooms	<b>WorkLife™ Collection</b> For Desks & Tabletops	<b>SpaScene™ Collection</b> For Humid Bathrooms
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- Larger, More Robust Plants
- Premium and Unique Varieties
- Long Lasting and Easy Care

**PW leafjoy™**  
PROVEN WINNERS bring nature inside™



Mythic™ Dragonite™ *Alocasia melo*



The National Houseplant of the Year will receive extra attention in Proven Winners 2024 marketing campaigns. Take advantage of the publicity by carrying Mythic Dragonite *Alocasia melo*.

**GROW**

Order leafjoy plants at [theplantcompany.com](http://theplantcompany.com). Low minimum orders and the ability to customize the variety mix make it easy to stock the houseplants your customers want.





# EXTEND YOUR SALES SEASON ALL SUMMER LONG

TAKE ADVANTAGE OF NATIONAL ADVERTISING AND INFLUENCER CAMPAIGNS TO BRING IN SUMMER FOOT TRAFFIC. Don't miss the return of our popular Summerific® Week event and the first Supertunia® Summer in 2024. These customer favorites will star in hashtagged posts, influencer videos, contests, and webinars to drive traffic to your door all season.

## MAKE AUGUST HOT WITH SUMMERIFIC® WEEK

The first week of August is Summerific Week. Encourage your customers to celebrate the iconic Summerific Hibiscus on Instagram. These fast-growing, easy-care perennials with jaw-dropping 8-inch blossoms are natural social media stars. The national campaign will build Summerific demand – be sure to let shoppers know your garden center is the place to stock up.



**GROW** 

EXTEND YOUR SALES SEASON ALL SUMMER LONG

- » Stock Supertunia Petunias & Summerific Hibiscus
- » Use eye-catching displays with POP
- » Hashtag your best photos, videos, and reels: #supertuniasummer #summerificweek
- » Encourage your customers to get in on the fun with shareable and engaging content from Promoboxx®

## KEEP SALES BLOOMING WITH SUPERTUNIA® SUMMER

We're spreading the word that Supertunia is The Best Petunia. Period.®

Supertunias are Proven Winners' most popular plant series, and for good reason! These lush, vigorous bloomers are the easiest way for even new gardeners to get jaw-dropping results.

Supertunia Summer 2024 will introduce this popular annual to even more people. As our national campaign builds gardener excitement, make sure people know your IGC is the place to find beautiful Supertunias.

Get Your Customers Excited. Engage your local market with ready-made promotional tools:

- » Social media contests
- » Shareable content through Promoboxx
- » Club Sprout resources to host events for kids and families
- » Display ideas to encourage #supertuniasummer selfies

Make Supertunias Easy To Find.

Boost Supertunias' in-store visibility:

- » Posters, benchcards and benchtape
- » Stickers for your floor, walls and windows

Make Your Staff Supertunia Experts.

Training resources make sure your staff knows:

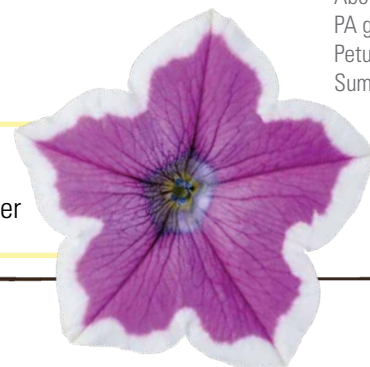
- » How to pair Supertunia, Supertunia Vista® and Supertunia® Mini Vista™ Petunias
- » How to trim, water, feed and protect Supertunias
- » Supertunia combinations



Above: Pheasant Run Greenhouse in Glen Rock, PA gave away 300 Supertunia Vista Jazzberry Petunias to customers to celebrate Supertunia Summer.

**GROW**

Place your orders for Summerific Hibiscus and Supertunia Petunias early – these customer favorites go fast. Learn more about these special events for summer 2024 at [pwwin.rs/summer](http://pwwin.rs/summer)





## LANDSCAPE CHALLENGES: SOLVED

### Elegant Designs for Every Environment

EZ Scapes™ are perennial recipes designed to flourish under challenging conditions. Each recipe features plants with similar requirements that bloom in succession for year-round interest.

Your EZ Scape display shows gardeners how to combine varieties for a show-stopping multi-season effect. With more than 30 recipes addressing challenges like clay soil, shady locations and hot climates, customers can be confident their landscape will thrive.

**GROW:** Boost sales by displaying ready-made combinations for challenges in your area. Take advantage of this program at your garden center – POP and handouts are available for all EZ Scape recipes. Talk to your Retail Solutions Manager or visit [Ezscapes.com](http://Ezscapes.com) to learn more.



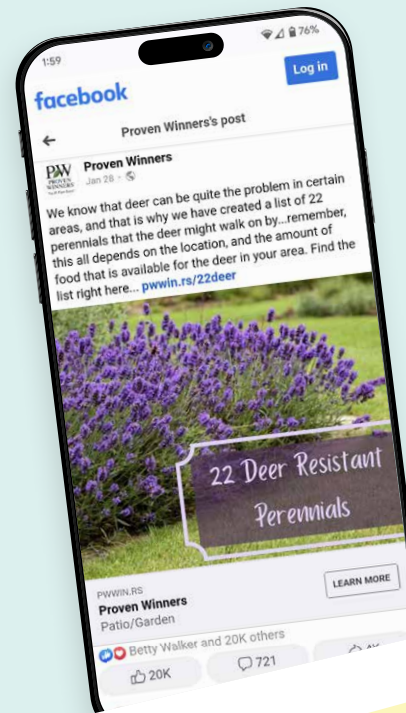
### Protect Landscapes from Hungry Deer

Backyard deer seem charming until you wake up to find your shrubs eaten down to sticks. Rising deer populations mean even urban landscapes are vulnerable to the damage these woodland creatures can do.

We collected more than a dozen Proven Winners® ColorChoice® shrubs least likely to be damaged by browsing deer and labeled them with the Deer Proof™ logo. Your customers can rest easy knowing deer will walk past their Deer Proof shrubs in search of tastier treats.

**GROW:** Sell more shrubs by building displays of deer-resistant varieties.

Talk to your Retail Solutions Manager or visit [pwwin.rs/deerproof](http://pwwin.rs/deerproof) to learn more about Deer Proof shrubs.



## DEER-RESISTANT PERENNIALS

Gardeners are tired of backyard critters treating their beautiful landscapes like a Vegas buffet. A post promoting “22 Deer-Resistant Perennials” on the Proven Winners Facebook Page was clicked on more than 23,000 times.

**GROW:** Create in-store displays and social media posts promoting deer-resistant plants. You'll find ready-made assets and inspiration in Brandfolder.

## TRENDING TOPICS

### COMBINING PLANTS FOR A STUNNING EFFECT

Everyone wants magazine-worthy containers but most people don't know where to start. Some of our most popular social media posts deconstruct beautiful potted plant combinations so gardeners of every skill level can get the same look at home.

**GROW:** Just as mannequins inspire sales by showing how outfits come together, your displays can show customers which plants grow well and look great together. Find inspiration at: [pwwin.rs/container](http://pwwin.rs/container)

### CREATE A POLLINATOR HAVEN

Pollinating bees, skippers and moths all enjoy a diverse mix of Proven Winners pollinator plants with new flowers that pop open all season. There's plenty of fodder for their day time snack.

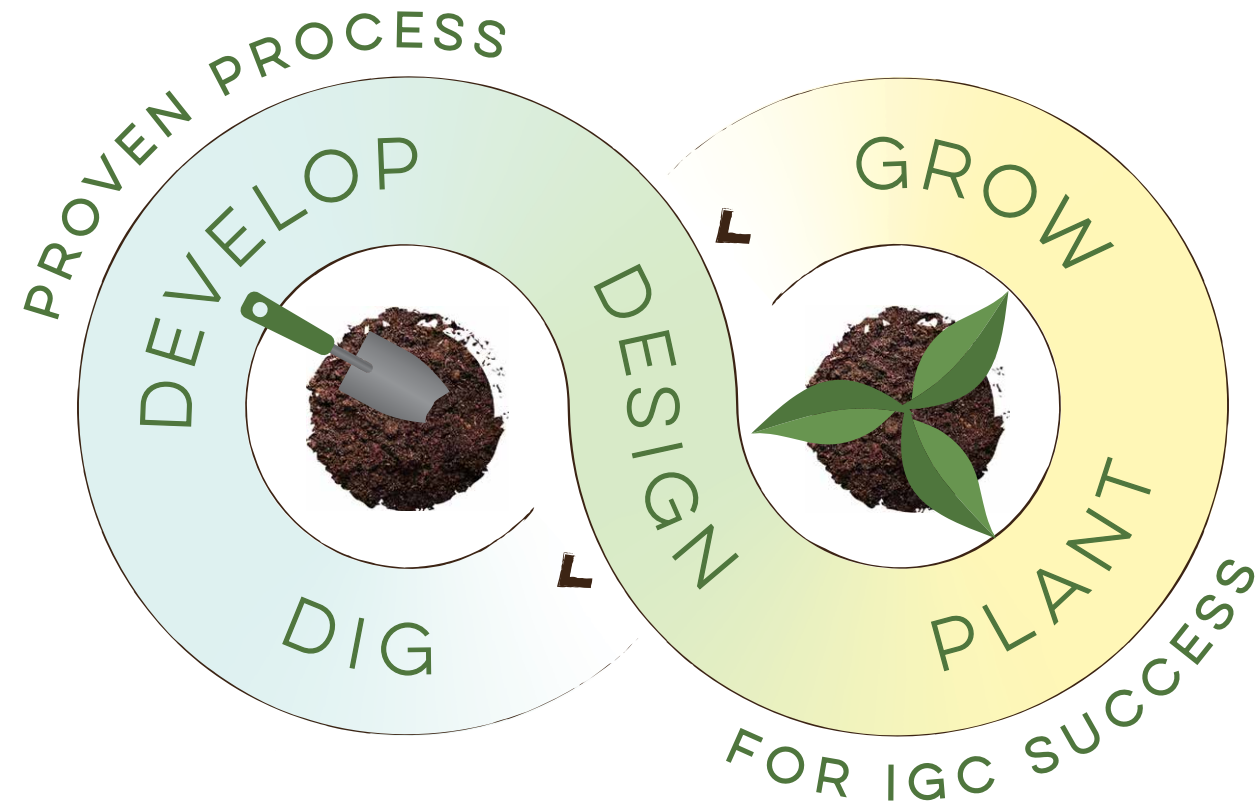
**GROW:** Use displays and social media posts to teach your customers how to design a garden for pollinators. Visit [pwwin.rs/pollen](http://pwwin.rs/pollen) for ideas.



# EXPERT SUPPORT TO GROW YOUR IGC

## TOOLS TO SUCCEED AND A TEAM TO APPLY THEM

Inspire, educate and engage your customers. Our Proven Process shows you how and supports you every step of the way.



### DIG IN

- » Meet your Proven Winners® Retail Solutions Team (RST).
- » Share what makes your garden center unique.
- » Define your goals, specific needs and opportunities.

### DEVELOP

- » Create a custom garden center framework with your RST.
- » Marketing, merchandising and training solutions.
- » Create a communication plan with your Retail Solutions Manager (RSM).

### DESIGN

- » Create a draft of support tools and signage solutions.
- » Refine final program with your RSM.

### PLANT YOUR BUSINESS

- » Utilize custom training tools crafted for your garden center.
- » Leverage marketing programs and tools.

### GROW

- » Provide key program feedback to your RSM.
- » Define your goals, specific needs and opportunities for the next season.
- » Refine and plan for the following season.

## GROW

Talk to your Retail Solutions Manager about how the Proven Winners Retail Solutions Team can help you reach your goals.

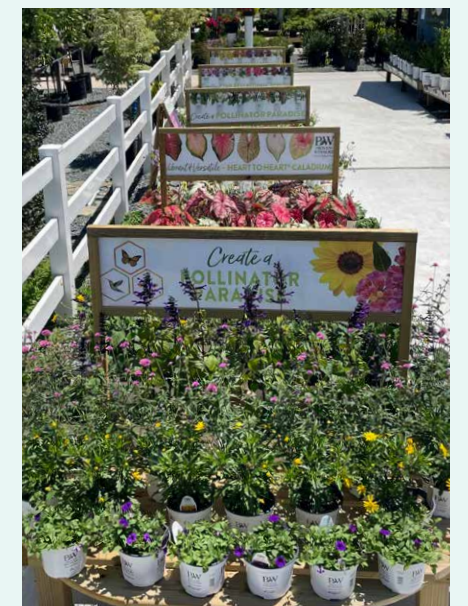
# SIGNAGE THAT SELLS

POP is your garden center's hardworking silent salesperson. It delivers information, inspiration and direction to every customer who walks in your door.

- » When customers know what they want, *POP points them in the right direction.*
- » When staff are unavailable, *POP answers common questions.*
- » When customers don't know where to start, *POP provides inspiration.*



Scan the QR code to see all of our existing POP options.



» Contact Tabatha Gainey to discuss POP options that meet your garden center's unique goals. [tabatha@provenwinners.com](mailto:tabatha@provenwinners.com)





## EVERYONE WINS WITH HIGH-VALUE HARD GOODS

Premium nutrients and labor-saving tools make customer gardens thrive. Potting soil and plant food purchases make your average ticket rise. *They win. You win. Everyone's a winner.*

### GROW YOUR BOTTOM LINE PRODUCTS THAT MAKE IT EASY TO BE GREEN

#### 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.

#### Proven Winners Continuous Release Plant Food

Our unique 15-7-15 NPK ratio with micro-nutrients 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 micro-nutrients 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.



**GROW**

Don't miss cross-sales opportunities that boost your average ticket and help your customers get the most from their purchase. Shop hard goods at: [pwwin.rs/goods](http://pwwin.rs/goods)

## CONTAINER GARDENING MADE EASY

Innovative self-watering AquaPots® make it easy for customers to achieve the lush, Instagram-worthy plants of their dreams – with less water and in less time.

Scan here to learn more!



WHAT'S SPECIAL ABOUT AquaPots®?

- » Use 75% less water than drip irrigation.
- » Fill just once a week.
- » Overflow valve prevents overwatering.
- » Enclosed system prevents fertilizer runoff.
- » No water rings on the porch or patio.



## AQUAPOTS NOW AVAILABLE FOR EVERY PRICE POINT

AQUAPOTS CERAMIC PLANTERS	AQUAPOTS LITE URBAN PLANTERS	AQUAPOTS LITE LEGACY STONE PLANTERS	AQUAPOTS INSERTS
The original AquaPots, in frost-resistant luxury ceramic	Lightweight resin planters that mimic the look and feel of ceramic at a fraction of the cost	A fiberglass interior and volcanic ash composite exterior give these lightweight containers the classic look of stone	Now your customers can turn any round or square planter into self-watering AquaPots

**GROW**

AquaPots Lite and Inserts are available from Classic Home & Garden, BFG Supply, Griffin, Proven Winners, Four Star Greenhouses and Pleasant View Gardens. Scan the QR code above for more details.



# RETAILER CHECKLIST



DIG.

- Join Brandfolder for access to a complete library of Proven Winners® marketing assets like professionally produced photos and graphics.
- Dig into fast, up-to-date staff training as a Proven Winners Certified Retailer.
- Build social media campaigns to drive the first day of spring sales using the free tools in CONNECT+™ and Promoboxx®.



PLANT.

- Take advantage of national marketing campaigns. Grow and sell the National Plants of the Year and National Recipes, and be the local place gardeners can find the varieties they keep hearing about.
- Upgrade your CONNECT+ tier for exclusive local IGC marketing solutions.
- Reach your audience where they are. Get our guide to social media best practices and campaigns, and access ready-made content with your CONNECT+ subscription.



GROW.

- Grow your staff expertise with continuing education opportunities like Proven Winners University, webinars and roadshow events.
- Use our design inspiration guide to create irresistible displays that move product and grow your bottom line.
- Consult with your Retail Solutions Manager to explore ways you can grow your business through solutions like POP and additional product lines.

**PW**  
PROVEN  
WINNERS®  
The Brand Gardeners Trust™

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