

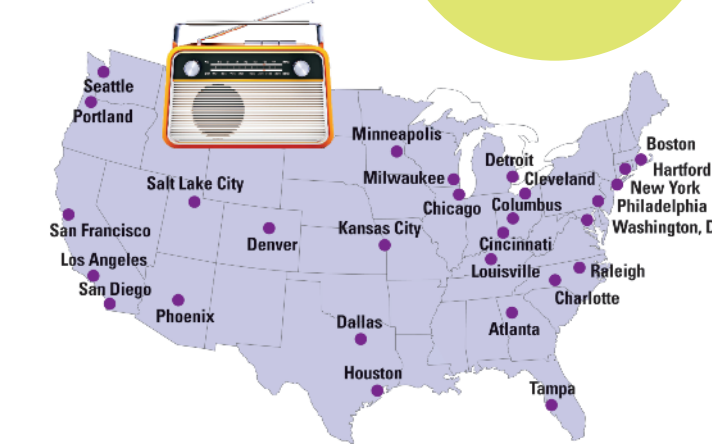
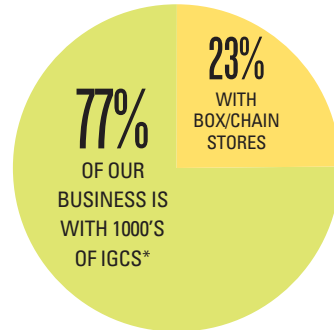
# RETAILER RESOURCES



# HELPING IGCs EVERY STEP OF THE WAY



- FREE** Wholesale and Retailer listing
- FREE** Training - Certified Program  
Join thousands of IGC employees each year for our annual training program Jan 15 - May 31st.
- FREE** Radio advertising  
We love to support IGCs wherever we have a radio campaign occurring.
- FREE** Promotion of your event on our website  
(jeanine@provenwinners.com)
- FREE** Social Media promotion of your event/open house  
(jeanine@provenwinners.com)
- FREE** Gardener's Idea Books  
(you just pay the postage)  
(see page 279-280)
- FREE** Photo Library
- FREE** Event Support  
We'd love to help you coordinate an event with P. Allen Smith, Jamie Durie, Kerry Ann Mendez or a Proven Winners expert.
- FREE** POP Support  
Thousands of options to customize your garden center and help consumers shop.



# WHAT I GARDEN CERTIFICATION MEANS FOR YOU

When your staff takes the time to become iGarden Certified, there are some real benefits for your garden center. Here's what you can expect.

## Plant Expertise that Sells

The first and most obvious benefit is that you'll have a staff that is well trained in the characteristics, growth habits, care requirements, and new varieties of Proven Winners annuals, perennials, and shrubs. Your employees will know how to take full advantage of Proven Winners' merchandising and marketing support in ways that will not only increase sales of Proven Winners plants but can establish your garden center as the resource for local gardening expertise in your area.

## Priority Listing on Our Website

Following certification, your garden center will automatically receive a priority listing on the Proven Winners website for those who visit our site from your local area. That results in great visibility for your garden center, since millions of customers visit our website every year.

You'll also be entitled to display the Proven Winners Certified Garden Center logo on your own website and at your garden center, so customers can easily identify your expertise with our plants. That expertise earns the trust of every customer, from the beginning gardener to the passionate enthusiast.

## Use Our Resources – FREE

As a Proven Winners certified garden center, you will also have access to tools such as the Proven Winners Photo Library, newsletters, and other marketing updates. You'll be among the first to hear about new initiatives and will have the opportunity to be an active voice in the Proven Winners network.

## Free Merchandise

Customers will want to find your certified staff members, so we'll send you a FREE reward of your choice for every certified employee. You can choose from a t-shirt, recognition pin, 50 customized business cards, or a \$6 credit per certified employee to be used at the Proven Winners store, redeemable for P.O.P. There's no better way to build and maintain the excitement of the coming season than kicking it off with Proven Winners iGarden training for you and your staff!

## An Easy Process

To start the iGarden certification process, simply go to [www.provenwinners.com/professionals/igarden](http://www.provenwinners.com/professionals/igarden)



Certified Garden Centers can choose from this assortment of rewards per trained employee



T-shirt



\$6 P.O.P. credit



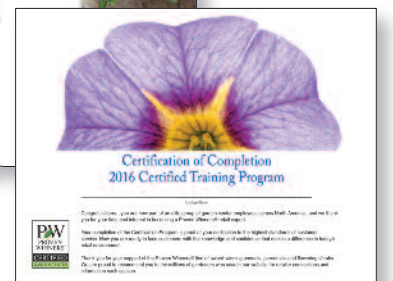
50 business cards



Recognition pin



Garden Center Certificate



Employee Certificate

\* Represents North American propagator annual sales, excluding Walters Gardens and Spring Meadow Nursery.

# HOW WE SUPPORT OUR INDEPENDENT RETAILERS

It takes more than great plants to move product. Here are five ways Proven Winners is supporting independent garden centers.

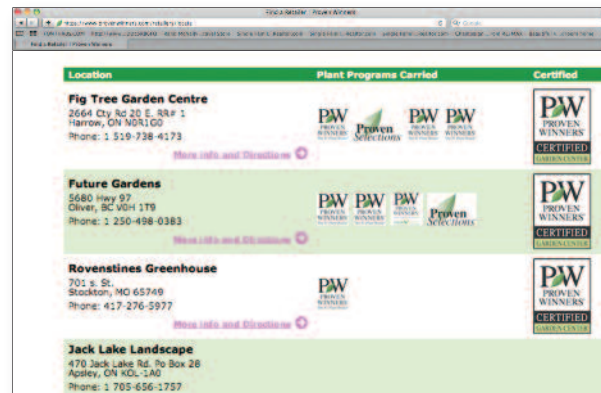
## 1 Free Staff Training

You know that having knowledgeable, trained staff boosts sales. Early each year, we provide an opportunity to help you train your staff on Proven Winners products through our Certified Retailer Program. This year, our training is focused on the most frequently asked questions our retailers say they are asked as well as on new products. Certification can be completed online in just an hour, time well spent to give your employees the confidence they'll need to sell, sell, sell!



## 2 Driving Customers to Your Store

Your garden center will receive a priority listing on our Retailer Locator once your staff becomes certified. Local retailers are consistently displayed in the left margin of our website for millions of visitors to see each year and are also searchable by distance. It is the retailers' responsibility to keep their information up to date. Please check your information online or by contacting Sandy at our main office: [sandy@provenwinners.com](mailto:sandy@provenwinners.com) or 1-815-895-1872.



## 3 Proven Package = Proven Sales

Research shows that our branded white container outsells generic containers 3:1. The Proven Winners container is pictured in all our advertising campaigns, creating 500 million impressions each year, and consumers expect to find this container when they come to your store. The retailer is in charge here – if your grower does not currently grow in the Proven Package, ask for it by name. You know what your customers want: genuine Proven Winners branded product.



## 4 Move Product Faster with Proven Winners Displays

Consumers come to your store looking for the Proven Winners branded products they have seen in advertisements, online, and through social media outlets. Create a destination space in your store for our products to save your customers time and hassle looking for what they came in to buy. Make sure it is signed well so customers know they are looking at genuine Proven Winners products.

A simple endcap featuring our 2016 National Spring Combination, Evening Breeze, would make a gorgeous display of bountiful color for Mother's Day and for Memorial Day try Summer Breeze. Then change the display out to showcase new varieties or merchandise by color, fragrance, or deer resistance. Staff this area with one of your Proven Winners Certified Employees who has been trained to know and move these products.

## 5 Dress Your Staff for Success

Make your staff easy for customers to identify by dressing them for success. Our customized apparel makes it easy and affordable for you. All items are made from quality materials and are embroidered with the Proven Winners logo with options for custom embroidery of your own company's name or logo. Check our website for the most up to date products available to order online, all with no minimum order and a turnaround time of just two weeks.



# THE REAL TRUTH ABOUT WHAT CONSUMERS WANT

Do you really know what consumers want? Here's what the research shows.

**MYTH:** Shoppers already know exactly what they want to buy when they go to the garden center.

**FACT:** Research shows only 15% of customers know exactly what they want to buy. An overwhelming 85% of shoppers browse the store first and then decide what to buy. 69% of shoppers prefer talking to staff to get the information they need. Make sure your staff is certified!

**ACTION:** Educate your staff with the Certified Retailer program and use POP to create eye-catching displays.

**MYTH:** She wants to buy the same red geraniums every year.

**FACT:** Research shows women prefer a mix of new varieties and old favorites, not the same thing every year. But she has to gain confidence to try something new from your store by interacting with your knowledgeable staff and reading informative signage.

**ACTION:** Educate your staff with the Certified Retailer program, bring in some new varieties, and create displays with POP.

**MYTH:** She has a favorite color and always looks to buy that color.

**FACT:** While that may be true for a select group of women, most women prefer different colors in different seasons. For instance, she loves pink in spring, but prefers hotter colors in summer and richer earthy tones in fall. Retailers must change displays seasonally to attract repeat business.

**ACTION:** Use ColorWise® POP and change out end-caps for fresh displays.

**MYTH:** If her plants start to go bad, she will throw them out and buy new ones.

**FACT:** Some plants are seasonal and not meant to last. Those are typically pitched in favor of new ones. However, women are nurturers by nature. When most plants start to go downhill, they look for a way to bring them back to health, like feeding them with Proven Winners plant food.

**ACTION:** Order Proven Winners Plant Food and Potting Soil.



**85%** of customers decide what they will buy while in the store



**69%** of customers prefer to dialogue with a staff member



Source: Home Garden Panel, Metrolina Greenhouses. 2014 year-long survey of 500 male and female consumers nationwide who had purchased live goods in the past 12 months.

## How Do Displays Influence Your Purchases?

39% Very likely to make an unplanned purchase from a store display

52% Somewhat likely to make a purchase from a display if I like what I see

9% Not likely to purchase from store displays

Eye-catching, idea-oriented displays that interrupt the normal flow of traffic are critical to boosting impulse sales. Project-oriented displays make for quick and easy purchases.



## WHY DO YOU GARDEN?

36% To decorate my home.

32% To be outside and dig in the dirt.

11% To enjoy time with friends and neighbors.

21% Other

Garden decorators are very different kinds of shoppers than those who garden to connect with the earth. Ready-to-go combinations, garden accessories, and high quality garden gloves are a must-have to meet the expectations of these shoppers. This type of shopper may respond better to a female staffer who has some obvious design savvy.

Those who garden because they love taking in the great outdoors are more of the dirt under their fingernails kind of shoppers. They typically have a higher knowledge base and like to work with staffers who are knowledgeable about live goods. They will spend more time browsing through your plant area, reading labels, and stocking their carts full of soils, plants, and mulch.

## How Your Staff Can Improve My Shopping Experience

1. Have more knowledge about the plants you are offering.
2. Be available if I need you. Don't ignore me.
3. Be more proactive in offering me help and listen to what I need.

By going through the Certified Retailer Training process, your staff will become more knowledgeable and confident in offering their help to customers.



# MORE WAYS WE HELP GROW SALES

Consumers recognize Proven Winners because they see the brand on television and billboards, hear about it on the radio, and see it in magazines. You can reinforce the brand to the consumer – and increase your sales – by using our wide selection of colorful, professionally designed POP Our signs, benchcards, and banners fit any garden center and catch your customers' attention.

Proven Winners also provides a variety of merchandise that offers retailers strong cross-selling opportunities. Include our fertilizers, soil, WaterWise kits, and Gardener's Goods in your merchandising to attract additional sales.



## Proven Winners Plant Foods

Our premium plant food formulations provide the additional nitrogen Proven Winners varieties need to maximize their rates of growth and flower production. You can recommend them with confidence to your customers.

## Proven Winners Premium Potting Soil

Consumers trust the Proven Winners name, and offering premium potting soil that matches the brand gives them a choice they can feel confident about. Our product is grower-grade peat moss, composted bark, perlite, dolomite lime to buffer soil pH, and a professional wetting agent.



## 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. Plus, the system allows the user to combine up to 3 kits in a single direction to run up to 90 feet and water 30 containers.



WaterWise® Tan Tubing  
100' roll; case of 4 – \$83.00



WaterWise® White Tubing  
100' roll; case of 4 – \$83.00



## Proven Winners Gardener's Goods

Our line of all-natural skin care products is designed with the gardener in mind. Lotion, soaps, and healing balms in subtle scents will attract consumers and create a great complementary sales opportunity.



## Gardening Success Package

When you order our Gardening Success Package – you will receive a FREE Kiosk. The program includes the following:

- 2 cases of Proven Winners Continuous Release Plant Food (24 units)
- 3 cases of Proven Winners Water Soluble Plant Food (36 units)
- 1 case of Proven Winners WaterWise irrigation kits suited especially for container gardening (12 units)
- 1 case of 100' WaterWise tan tubing for customers needing some additional tubing ( 4 units)

### Plant Food Kiosk only:

68" tall x 18" deep x 28" wide SKU: PW0180  
Cost: \$85.00 delivered

### Plant Food Kiosk plus goods listed above:

SKU: PW0181  
Cost: \$850.00 FOB via the Proven Winners website, or contact your local distributor or propagator for additional information, pricing and availability.



## Weather-resistant pop-up display

21" x 60"  
SKU: PW0334  
\$80.00



## Tray Talker

8" x 3.5"  
SKU: PWTT0001  
\$35.00 for 50 tray talkers  
Order online at:  
[www.provenwinners.com/product/tray-talker](http://www.provenwinners.com/product/tray-talker)

# POP SIGNAGE

## A Necessary Step to Increased Sales and Higher Profits

We offer three POP kits made up of our most popular items to make ordering easy.

### General POP Kit – \$200 (\$290 value)

KIT1001–G

Shipping cost: additional \$40

*Kit contains:*

We Proudly Sell Proven Winners Tag Poster (18" x 45")

Pretty in Pink ColorWise Tag Poster (12" x 30")

Purple Passion ColorWise Tag Poster (12" x 30")

We Proudly Sell Proven Winners Benchtape (2 rolls – 4" x 100')

Proven Winners Pricing Benchcards (11" x 7" – set of 10)

Proudly Grow Locally Benchcard (11" x 7")

Special Feature Tags and Stakes (set of 7)

100 Combination Idea Guides

50 Gardener's Idea Books



### Annual POP Kit – \$150 (\$200 value)

KIT1001–A

Shipping cost: additional \$15

*Kit contains:*

10 Easiest Annuals Poster (16.5" x 23.5")

National Combination Tag Poster (12" x 30")

Annuals for Sun Poster (18" x 18")

Annuals for Shade Poster (18" x 18")

We Proudly Sell Proven Winners Benchtape (4" x 100')

Special Feature Tags and Stakes (set of 7)

10 Annual Benchcards (to match Easiest Annuals poster)

Proudly Grow Locally Benchcard (11" x 7")



### Perennial POP Kit – \$130 (\$160 value)

KIT1001–P

Shipping cost: additional \$15

*Kit contains:*

8 Great Perennials Poster (16" x 23.5")

Perennials for Sun Poster (18" x 18")

Perennials for Shade Poster (18" x 18")

We Proudly Sell Proven Winners Benchtape (4" x 100')

8 Perennial Variety Benchcards (to match 8 Great Perennials poster)

Special Feature Tags and Stakes (set of 7)



# BEST-SELLING POP FOR 2016



### Spring 2016 new variety benchcard sets –

Set of 44 Annuals –  
SKU: BC\_NV2016A – \$140

Set of 16 Perennials –  
SKU: BC\_NV2016P – \$50

Set of 31 Flowering Shrubs –  
SKU: BCNV2016S – \$105



### Top 30 best-selling annuals

Set of 30 benchcards – 11x7"  
SKU: BC\_TV2015A  
\$100.00 for set

### Tag-shaped signs

New tag-shaped signs available in 2 sizes: 18x45" size – \$37.50 each or 12x30" size – \$30.50 each

(When ordering 18x45" signs, use the DCT number; when ordering 12x30" signs, use the DCS number.)

To view the entire line of tag-shaped signs, visit our online store.



### Tag-shaped ColorWise® signs

18x45" size (set of 8) CWL001 \$285.00 for set

12x30" size (set of 8) CWS001 \$233.00 for set

These signs can also be purchased individually.



### ColorWise® 11" x 7" benchcards – content matches the tag-shaped signs



Set of 8 benchcards CWB001 \$24.00 for set

**NEW**  
For your convenience, you now have the choice of printing our annual, perennial and shrub benchcards yourself directly from our website or ordering professionally printed benchcards online. FREE downloadable PDFs can be found at [www.provenwinners.com/catalog/point-purchase](http://www.provenwinners.com/catalog/point-purchase) under the annual, perennial and shrub sections of our online catalog.

Shipping and handling charges are extra for all P.O.P. Prices, designs and availability are subject to change.

24x34" Proven Winners flowering shrub posters – \$55.00 each



**New Planting Solution Posters –**

24x34" posters \$55.00 each Additional annual, perennial, and shrub Planting Solution Posters available online in the 'Planting Solutions' catalog.

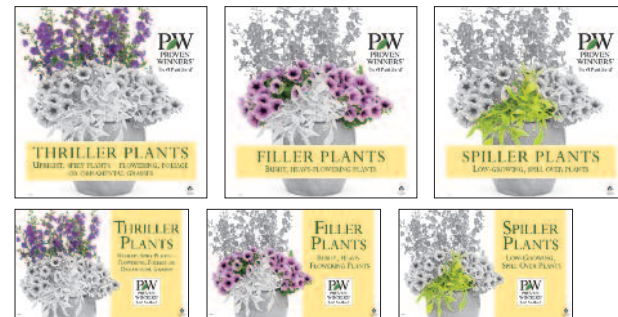


**Vertical banners**

2' X 5' Ultraflex blockout banner is printed with UV-resistant ink on two sides; 2" top and bottom rod pockets mean more options for hanging: \$75.00 each



**Thriller, Filler, Spiller signs and benchcards**

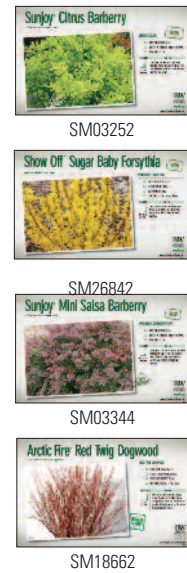


Thriller/Filler/Spiller 23x23" Posters (set of 3) – AS1001-23S \$75.50 for set  
 Thriller/Filler/Spiller 18x18" Posters (set of 3) – AS1001-18S \$70.00 for set  
 Thriller/Filler/Spiller Benchcard Set (set of 3) – AS1001-BC \$10.50 for set  
 These signs and benchcards for also available for purchase individually

**Bentchape** – 4" x 100' roll, \$25.00 each



**11x7" Proven Winners flowering shrub benchcards –**



11x7" benchcards – \$3.50 each, all varieties available online

**Special Feature Tags with Stakes:** Set of 7 – \$10  
 3.5" square SKU: SFT1001-7



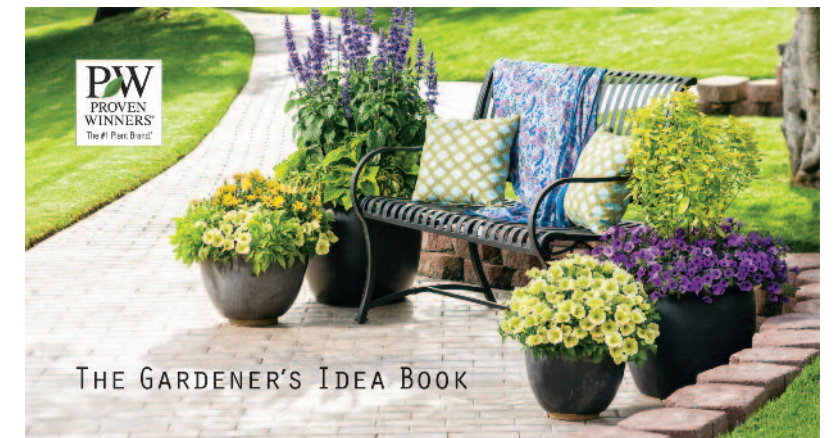
# DON'T HAVE TIME TO CREATE YOUR OWN BROCHURE?

**Take advantage of our *Gardener's Idea Book* giveaway.**

Each spring, hundreds of thousands of gardeners across North America anticipate the arrival of our *Gardener's Idea Book* and the inspiration, photos, and combination recipes that it brings. Make sure it reaches customers in your area in 2016 by taking advantage of our customized mailing offer.

We'll pay for the books, address them to your customers, and even include a customized promotional message for your garden center. All you have to do is provide an Excel file with a mailing list and pay the postage costs. To take advantage of this customized offer, a minimum of 500 customer addresses is required. To ensure delivery by your desired date, please provide address information six weeks in advance.

For more details on postage fees, custom printing costs, and quantity requirements, see the order form opposite. And for a list of annuals, perennials, and shrubs that will be featured in the 2016 *Gardener's Idea Book*, visit our website, so you can place your 2016 order with these popular varieties in mind.



2015 *Gardener's Idea Book* cover shown here. 2016 cover design – to be determined.

**We've Greatly Expanded Our Coverage Online**



The *Gardener's Idea Book* is no longer just a 36-page printed book. We've moved way beyond and debuted the new Proven Beauty – [www.beauty.provenwinners.com](http://www.beauty.provenwinners.com) – a microsite that greatly expands on the content featured in every spread of the *Gardener's Idea Book*. Designed with the design savvy nature lover in mind, this beautifully modern online resource offers project ideas, regionalized plant suggestions, and loads of new content for gardeners new and experienced.

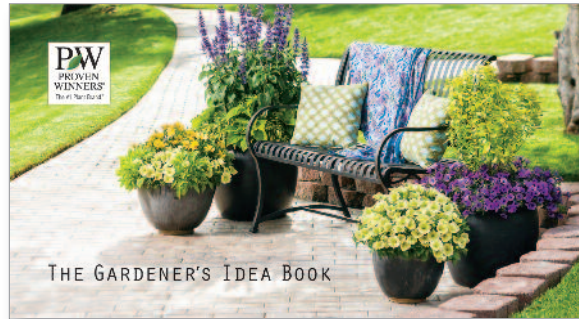
If you follow Proven Winners on Facebook, Pinterest, Twitter and Instagram, you'll often see us posting content from Proven Beauty there. We want to be known as the place to turn to for gardening ideas and inspiration, and we're reaching all kinds of consumers across these social media platforms.

Looking to boost your garden center's image as a valuable resource for gardening information? Link to Proven Beauty, [www.beauty.provenwinners.com](http://www.beauty.provenwinners.com), from your website. Let your employees know about the fun projects being shown there, then stock the products your customers will need to complete their new patio projects, plant combinations, and more.



# GARDENER'S IDEA BOOK ORDER FORM

Get the 2016 *Gardener's Idea Book* for Your Customers – NOW.  
We'll provide the books; you just pay the postage.



2015 *Gardener's Idea Book* cover is shown here. 2016 cover design – to be determined.



Last year more than 600,000 gardeners found ideas, inspiration, and exceptional plants in the Proven Winners *Gardener's Idea Book*. Be sure the 2016 edition gets in your customers' hands by taking advantage of our customized mailing offer. We'll pay for the books, address them to your customers, and even include a customized promotional message for your garden center. All you have to do is provide an Excel file with a mailing list and pay the postage costs. To take advantage of this customized offer, a minimum of 500 customer addresses is required. To ensure delivery by your desired date, please provide address information six weeks in advance.

**Option 1: Standard Back Cover**

Add personalized line of type to the back cover.

Delivery within the continental US: \$65.00 per 100 addresses

Delivery in Canada: \$175.00 per 100 addresses

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

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

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

**All orders for Option 1 must be placed by March 1, 2016.**

**Option 2: Design Your Own Back Cover**

Design Fee: \$150 (waived if you use the design shown here with your logo)

Printing and postage costs for 2000 to 5000 copies:  
45¢ each, plus postage of \$65/100 addresses (\$175/100 Canadian addresses)

Printing and postage costs for custom back cover printing of 5001-10,000 copies:  
30¢ each, plus postage of \$65/100 addresses (\$175/100 Canadian addresses)

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

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

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

**All orders for Option 2 must be placed by December 31, 2015.**

## Sign Up Now –

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

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

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

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

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

Quantity of *Gardener's Idea Books* needed (500 minimum) \_\_\_\_\_ Desired delivery date \_\_\_\_\_

Postage payment:  Visa  MasterCard

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

Please email an Excel file with your customers' addresses (with a separate column for each field) to [sandy@provenwinners.com](mailto:sandy@provenwinners.com).

To ensure delivery by your desired delivery date, please provide address information six weeks in advance.

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