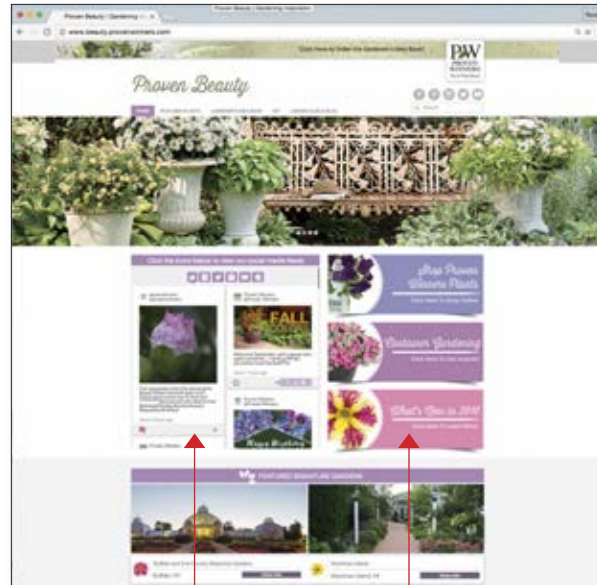


Proven Beauty: Ideas and Content at Your Fingertips

To complement our main website, we've developed a whole new visual-centric site – www.beauty.provenwinners.com – which is geared towards a younger audience that is more project-oriented, regionally-focused and desires easy-to-digest ideas at a glance. From novice to experienced, there's something for every gardener here.

Go to www.beauty.provenwinners.com



Follow Proven Winners on all of our social channels at once, packaged here for your convenience.

See all new Proven Winners annuals, perennials and shrubs on one interactive page.



Find family-friendly DIY projects like this butterfly feeder on Proven Beauty and turn them into youth workshops.



How to turn hydrangeas pink or blue would make great content for your store newsletter.



Consider hosting a hydrangea crafting workshop in late summer to draw customers in during this slower time of year.

Retail Resource Guide



PW
PROVEN
WINNERS®
Nothing Sells Faster®

111 East Elm Street, Suite D, Sycamore, Illinois 60178
815.895.1872 Fax: 815.895.1873
www.provenwinners.com



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PW
PROVEN
WINNERS®
Nothing Sells Faster®

Thank you, Retailers

As we look forward to the new season, it's always helpful to look back and see where we've been, reflecting on which ideas flourished and what we'll do differently next time. I've been blessed to have visited a number of dynamic garden centers in North America and to see firsthand the creative displays, beautiful plants and work that you do each and every day to set yourselves apart from your competitors. A big thank you to many of you that have opened your doors and been so welcoming!

Our industry has changed pretty dramatically since Proven Winners was founded 25 years ago, but our number one priority has remained steady: building strong, lasting relationships with our customers. As we develop and select new plants, programs and marketing tools, you are the driving force in everything we do. We greatly value your feedback and look forward to working more closely with you to provide the tools and programs to help you to be successful.

Retail Advisory Board Launched

To better understand the needs of today's independent garden centers and best match our products and services with them, we have recently formed a Retail Advisory Board. The board consists of trusted advisors from nine garden centers of all shapes and sizes located across North America, and we are in constant communication with them throughout the year.

Our number one goal is to listen to the board's recommendations and feedback, and then develop solutions and tools that best support the needs of our valued IGC customers. We encourage all of our customers to send us feedback either directly or through this board – we want to hear from you. Many suggestions from the board will be incorporated into our programs for 2017 and we look forward to utilizing their direction as we chart our course over the next 3-5 years.

We are here to support your retail efforts. Connect with me by phone at 616-706-7970 or by email at jessica@provenwinners.com. I look forward to hearing your ideas and finding solutions for how Proven Winners can help you grow your business.



Jessica

Jessica DeGraaf
Retail Account Manager



Look for this lightbulb throughout the guide for ways you can take action this season.

Proven Winners' Retail Advisory Board



6 Ways We're Connecting with You



1 TRADE SHOWS AND EVENTS

Stop by our completely revitalized booth to discover innovative retail merchandising concepts, see new varieties and chat with a Proven Winners team member in-person.

2 ROADSHOWS

Network and learn from other growers, retailers and salespeople at this free event each fall hosted in key markets across the U.S. and Canada.

3 IN-PERSON VISITS

Meet with your salesperson, propagator or our Independent Retail Account Manager, Jessica DeGraaf, to strategize solutions for your retail store.

4 STORE-WITHIN-A-STORE PLANNING SESSIONS

Schedule a planning session with retail layout specialist Judy Sharpton to create a Proven Winners Store-Within-A-Store and maximize your retail potential.

5 RETAIL NEWSLETTER

Subscribe to our monthly retail newsletter, each of which includes a seasonal plant feature, retail program focus, tips and trends, and a new idea to share with your customers.

6 GROWER NEWSLETTER

Subscribe to our monthly grower newsletter to gain production tips for seasonal items, new plant information and trial results.

Mind the Gap: Millennials vs. Boomers



This tech-savvy generation wants information instantaneously and is extremely active on social media platforms. Curious and committed to causes, Millennials value simplicity and want to spend their time in meaningful ways.



Comprised of hard working, people-savvy problem solvers, the Baby Boomer generation loves to give back and donate time to causes they find valuable.



live urban
Millennials live, work and play in the big city.



Offer an attractive selection of plants for shaded front stoops and windowsills



value family
Life lessons and family values are the legacy they leave.



Host family workshops where grandparents, parents and children learn together.



live small
Millennials occupy a small footprint to minimize waste.



Promote small-scale shrubs and perennials for containers that thrive on balconies and porches.



value work
One half of boomers are still active in the workforce.



Find easy DIY projects on provenbeauty.com to use in your workshops or merchandise on your endcaps.



live connected
Millennials access everything through the cloud or social media through a mobile device.



Use our ready-made social media graphics to connect with millennials on your social platforms.



value service
People like to do business with people they like. Serve them well.



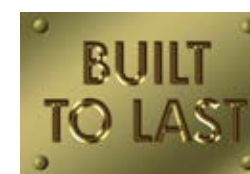
Use our FREE online training program to help your staff better assist your customers.



live green
Millennials want to make a direct impact on the state of the world.



Use signage to highlight the native and pollinator-friendly plants you offer.



value longevity
Products should be built to last like they used to.



Promote especially long-lived perennials and shrubs for landscapes.



live intentionally
Millennials find their passion so they can make a difference.



Host a Pink Day to get locals involved in a cause that impacts someone they know.



value connectivity
Boomers connect, learn and buy online just like everyone else.

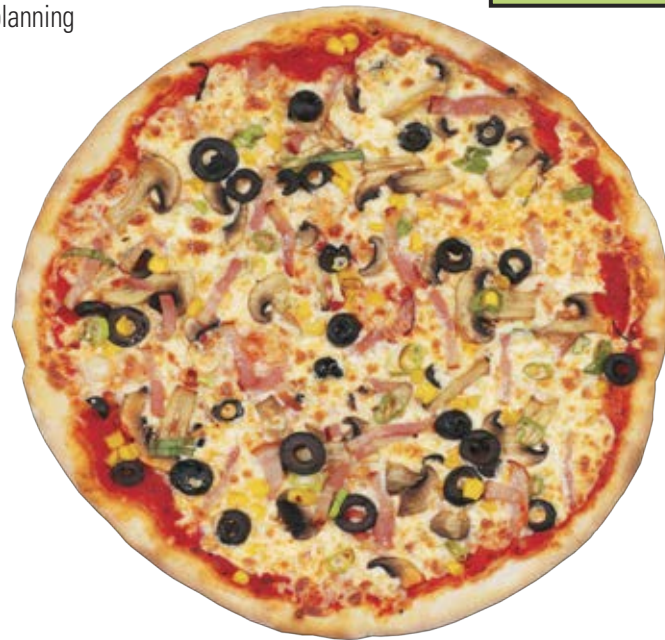


Is your website mobile-responsive? Use our expansive photo library to keep your content current.

Take Advantage of Free Staff Training

Did you know that Proven Winners offers free staff training every year through our online Certification Program? In exchange for an hour of your time, you and your staff will learn all about key new annuals, perennials and shrubs for the year. Armed with the selling points and growing information for your Proven Winners products, you'll be ready to hit the sales floor running when the doors open in spring.

Word is spreading among retailers about how our certification training can translate into increased sales. A record number of 836 IGCs – over 6,200 employees – completed certification in 2016. To celebrate our 15th year of certification, we offered a **FREE pizza party** to all of those retailers who completed certification by May 1. It was such a hit that we're planning to give away free pizza parties again in Spring 2017.



Certified Retailers Gain Greater Visibility



Once a Proven Winners retailer completes their certification, they automatically receive a priority listing on our online Retailer Locator. This listing is displayed prominently throughout our website which hosts millions of visitors each season. Get certified and be seen, simple as that.



Contact **Sandy** about how to get your IGC listed and keep your information up to date on our Retailer Locator.
 E-mail: sandy@provenwinners.com
 Call: 1-815-895-1872



Angel's Garden Center
Hopkinton, MA

Certified Garden Centers Are Saying...

"I stand behind Proven Winners. Your website, brochures, classes and salespeople are at the top of my list for keeping up to date on the latest trends, knowledge of the plant material and growing requirements. Friendly and knowledgeable salespeople and quality plant material are what East Coast Garden Center is known for. Proven Winners offers an excellent training video and it is a requirement for all our salespeople. I personally look forward to watching and learning from your video. I frequently visit your website and recommend it to our customers."

Valery Cordey
East Coast Garden Center, Millsboro, DE



Valery Cordey

"It was a great team building opportunity to have a free pizza party as well as a strategy session on how to sell more plants this season! Many thanks."

Jennifer Davies
Pratt's Lawn Care & Landscapes, Bala ON

"I just wanted to send you a quick message to thank you guys for not only the pizza party, but for the certification process. My team and I were (not joking) discussing the benefits of watching the videos and learning about plants new and old while enjoying our pizza."

Amy Jo Irions
Hoerr Nursery, Peoria, Illinois

"Thanks so much to Proven Winners for our wonderful treat. We love your products and thank you so much for providing us with such fantastic tools to educate us and our customers!"

Klaudia McMahon
Pine Ridge Outdoor Supply, Lyerly, Georgia

"The pizza party provided an evening for the new staff to become acquainted with the older staff in a comfortable situation. We often do this later in the season when we have more time and having to do it early was a bit of a stretch for us because we have long hours and are tired at the end of the day. I am glad we were forced into an earlier staff party though, because it gave everyone a chance to get to know one another."

Kim Thistle
The Greenhouse, Corner Brook, Newfoundland



Top Crop Garden, Farm & Pet
Cranbrook, BC



Knupper Nursery & Landscape
Palatine, Illinois



Green View Garden Centers
Dunlap, Illinois

Let's Get Social

Need Ideas? Here's what's popular.

If you're not sure what kinds of posts are appropriate for each social media platform, take a look at the posts where we've had the most success. Build your strategy around what your audience wants to learn from you.

Facebook Posts:



The Fantastic Foliage Series



Plant This, Get This



The Know and Grow Series



Use a broad range of content targeting all levels of gardeners.

Pinterest Boards:



Made for the Shade



Container Design Ideas

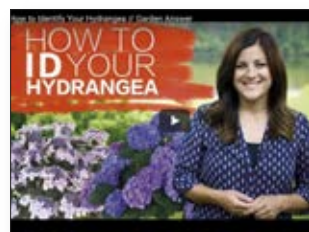


Know and Grow Tips



Post project ideas and content she will pin now and reference later.

YouTube Videos:



How-To Videos



30 Second Shrub Videos



Tips from P. Allen Smith



Post a variety of video content for all audiences, but keep videos as short as possible.

Instagram Posts:



Stunning Landscapes



Relaxing Patios



Eye-Catching Combos



Post eye-catching pictures that appeal to a younger audience.

Video Content is King

Video consumption increases every year – up 50% in the last year alone – and 300 hours of video are uploaded to YouTube every single minute around the world. It is how today's consumers get inspired and learn how to garden. By partnering with popular, relatable gardeners like Laura and Aaron of Garden Answer and P. Allen Smith to create fresh new video content, we aim to show people how fun, easy and rewarding it can be to grow Proven Winners. We encourage you to share our videos through your own social media channels, YouTube, and in all of your online promotions.



Contact Jeanine to learn how to share Proven Winners videos in your own promotions.
E-mail: jeanine@provenwinners.com Phone: 1-309-824-2561



Garden Answer – Make Your Own Willow Branch Trellis – it's DIY Time!



Garden Answer – Time for a Backyard Makeover!



Quicksilver™ Artemisia from Proven Winners



Supertunia® Really Red Petunia from Proven Winners



Garden Tips with P. Allen Smith – Eggshells and Coffee?



What's New? – New Annuals for 2017



How-to Turn a Hanging Basket into a Container Garden



Supertunias Explained: The Different Types and How To Best Use Each

Top Tips for Managing Social Media

- 1. Target your audience.** Tweak your content to satisfy the audience for each social media platform.
- 2. Wow them with pictures.** Use eye-catching, professional quality photos, sized appropriately. Feel free to use our photo library!
- 3. Keep posts concise.** The fewer words the better. Link to further information. Save time by linking to our ready-made content online.
- 4. Include plant names.** Shoppers need to know exactly what to look for.
- 5. Time your posts.** Give gardeners ideas just ahead of when they'll need them.
- 6. Analyze your efforts.** Study the analytics of each social media platform and refine your strategy from there.

FREE Readymade Graphics Available

Our team of social media specialists has found great success in customizing our social media graphics and content to suit the style of our social channels. As a retail customer of Proven Winners, you have the exclusive benefit of obtaining our social media graphics to use on your own social channels.

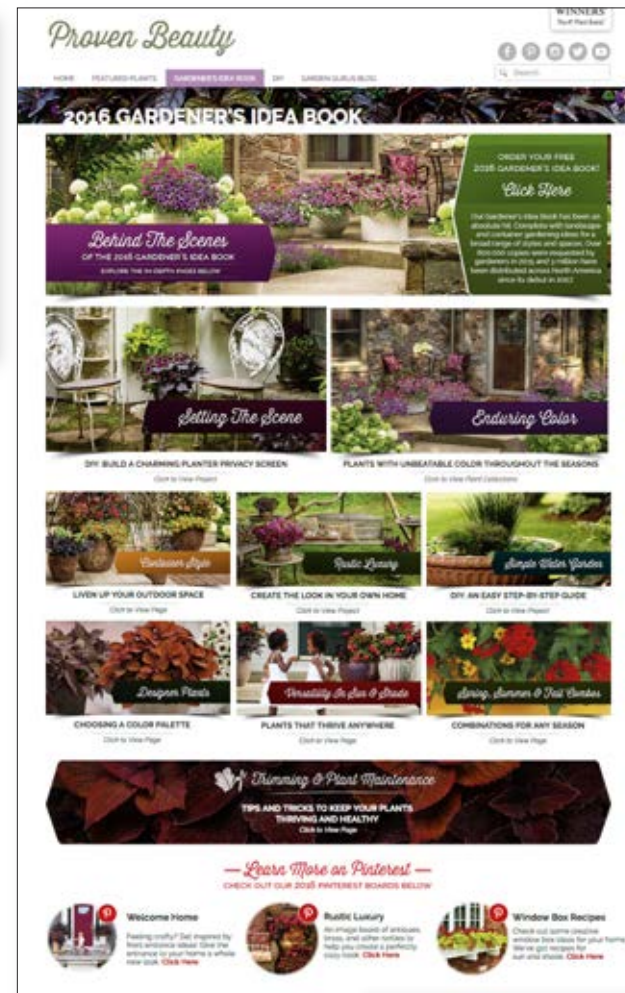


Contact Jessica today about FREE ready-to-use social media graphics.
E-mail: jessica@provenwinners.com
Phone: 1-616-706-7970

Bringing the Gardener's Idea Book to Life

Our annual print edition of the *Gardener's Idea Book* is always an enormous hit with retailers and consumers, but it is so much more than words and pictures on paper. It is just the beginning, the catalyst to spur consumers to delve deeper into the topics and ideas featured there.

Did you know that nearly every subject presented in our idea book is backed by expanded content on www.beauty.provenwinners.com, on specially created Pinterest boards, or in feature articles online? A small snapshot of such content is shown here; visit Proven Beauty for yourself to discover this amazing visual-centric site developed for today's new gardeners.



Sneak Peek into the 2017 Gardener's Idea Book

- Gardening in small urban spaces utilizing small patios, walls and stairways
- Plants that grow indoors and outside
- Patio groupings of complex container recipes with single variety pots
- Mailbox gardens and salt tolerant plants
- Versatile Supertunia® Vista petunias featuring Supertunia® Vista Bubblegum® as Plant of the Year
- Best annuals for landscape plantings
- Gardening by color using black/chartreuse/vivid colors
- Gardening for kids using playhouses, raised beds/ planters, bean pole teepees
- Multiple ways to utilize one outdoor space for entertaining
- Mixing annuals, perennials and shrubs in modern steel containers
- Decorating one front entrance three ways for spring, summer and fall using our National Recipes
- What's New? Featuring Quicksilver™ *Artemisia*, Angelface® Perfectly Pink *Angelonia*, Superbells® Hollywood Star *Calibrachoa*, Toucan™ *Canna*, Sweet Caroline Sweetheart Jet Black™ *Ipomoea*, and Supertunia® Picasso in Purple™ *Petunia*. See www.provenwinners.com for the full plant list.

Go to www.beauty.provenwinners.com



Watch for these themes to be featured in the upcoming 2017 *Gardener's Idea Book*.

Expanded Content Online



Readers are prompted to go to www.beauty.provenwinners.com for detailed information on specific topics featured in the *Gardener's Idea Book*. This Container Style page features an interactive tool that lets you try out different plant/pot combinations before you shop.

National Plant of the Year - Supertunia® Vista Bubblegum®

After six years of roaring success with our National Recipes program, we are ready to take the next step to help you increase your sales of Proven Winners plants. In 2017, we are launching our first-ever Plant of the Year: SUPERTUNIA® Vista BUBBLEGUM®. Growers, retailers and gardeners across North America have experienced its phenomenal performance, and we're ready to make headlines with an unprecedented marketing campaign. Be prepared for the coming demand.



Enhance Your Sales in Spring, Summer and Fall

Since our National Recipes program debuted six years ago, growers and retailers have found huge successes in growing and moving these dependable, in-demand recipes. The formula is simple: Select easy-to-grow recipes, promote them through national marketing efforts, and achieve incredible sales.

Above & Beyond, our National Spring Recipe, highlights our National Plant of the Year, Supertunia® Vista Bubblegum®. The inclusion of the new Supertunia® Vista Fuchsia Improved makes each of the three components well-matched in vigor and habit.

Backyard BBQ, our National Summer Recipe, showcases the latest edition to our Supertunia® line with Really Red, a remarkably improved selection with far greater vigor and all-season performance. It also includes the drought tolerant Flambé® Yellow *Chrysocephalum*, an often overlooked but perfect plant for summer sales.

Honeybelle, our National Fall Recipe, captures the mood of the season with its warm orange and gold tones, while including varieties that can handle both the end of summer heat as well as frosty fall days. This dynamic combination includes the new Superbells® Yellow Improved which delivers loads of color on tightly branched plants.



2017 National Spring Recipe

Above & Beyond

SUPERTUNIA® Vista BUBBLEGUM® *Petunia*
 SUPERTUNIA® Vista Fuchsia Improved *Petunia*
 SUPERTUNIA® Vista Silverberry *Petunia*



2017 National Summer Recipe

Backyard BBQ

SUPERBELLS® Dreamsicle *Calibrachoa*
 FLAMBÉ® Yellow *Chrysocephalum apiculatum*
 SUPERTUNIA® Really Red *Petunia*



2017 National Fall Recipe

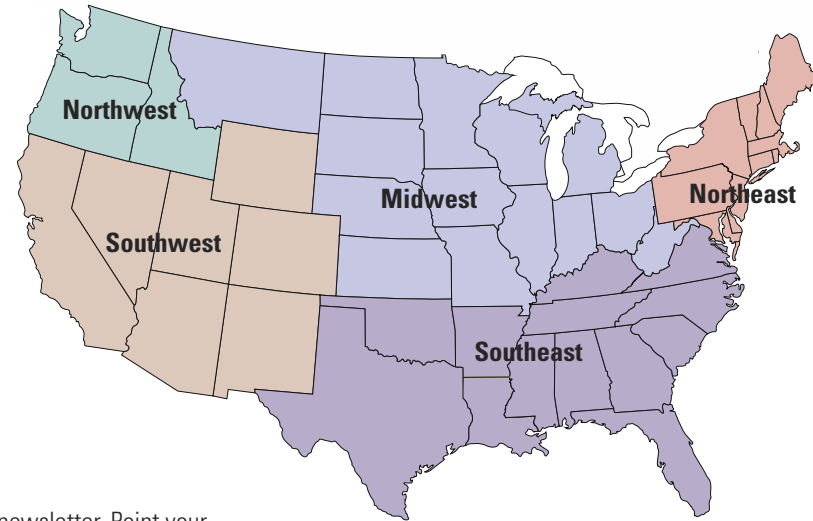
Honeybelle

SUPERBELLS® Yellow Improved *Calibrachoa*
 CAMPFIRE™ Fireburst *Bidens*
 SUPERTUNIA® Honey *Petunia*



Find the Best Proven Winners for Your Region

Different plants naturally thrive in different climates. You surely know the core products that perform best in your region. Perhaps you'll pick up an idea or two by scanning our regional plant recommendations. While these lists aren't exhaustive, we'd love to hear your ideas on the best plants you recommend to gardeners in your region. Tell your propagator or give us a call at 1-815-895-1872.



Here's a tip to include in your monthly newsletter. Point your customers to this webpage to find the best plants for their climate: <http://www.beauty.provenwinners.com/plants-by-climate>



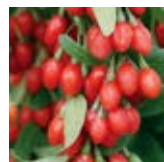
Best in the Northwest

- Supertunia® Vista Silverberry *Petunia*
- Superbena® Royale Peachy Keen *Verbena*
- Superbells® Lemon Slice *Calibrachoa*
- Blushing Princess® *Lobularia*
- Sunsatia® Lemon *Nemesia*
- Anytime® Pansiola series
- Diamond Frost® *Euphorbia*
- Bluebird *Nemesia*
- Mystic Illusion *Dahlia*
- Sweet Caroline Sweetheart Lime *Ipomoea*
- Amazing Daisies™ Daisy May® *Leucanthemum*
- 'Opening Act Blush' *Phlox*
- 'Jade Peacock' *Tiarella*
- Magic Show® White Wands *Veronica*
- Lemony Lace™ *Sambucus*
- Little Quick Fire® *Hydrangea*
- Blue Satin® *Hibiscus*
- Double Play® Red *Spiraea*
- Lil' Ditty® *Viburnum*



Best in the Southwest

- Supertunia® Vista Bubblegum® *Petunia*
- Snow Princess® *Lobularia*
- Vermillionaire® *Cuphea*
- Luscious® *Lantana* series
- Diamond Frost® *Euphorbia*
- Blue My Mind® *Evolvulus*
- Mojave® *Portulaca* series
- Campfire™ Fireburst *Bidens*
- Flambe® Yellow *Chrysocephalum*
- Toucan™ *Canna* series
- Rock 'n Grow® 'Lemonjade'
- 'Denim'n Lace' *Perovskia*
- Lemon Drop® *Oenothera*
- 'Cat's Meow' *Nepeta*
- Sweet Romance® *Lavandula*
- Beyond Midnight™ *Caryopteris*
- Blues Festival™ *Hypericum*
- Jazz Hands® Variegated *Loropetalum*
- Oso Easy® Lemon Zest *Rosa*
- Sweet Lifeberry® *Lycium*



Best in the Midwest

- Supertunia® Royal Velvet *Petunia*
- Superbena® Royale Red *Verbena*
- Superbells® Lemon Slice *Calibrachoa*
- Snow Princess® *Lobularia*
- Boldly™ Dark Red *Pelargonium*
- Sunsatia® Blood Orange *Nemesia*
- Snowstorm® Snow Globe® *Sutera*
- Supertunia® Vista Bubblegum® *Petunia*
- Señorita Rosalita® *Cleome*
- Artist® Blue *Ageratum*
- Primo™ 'Black Pearl' *Heuchera*
- 'Leading Lady Lilac' *Monarda*
- 'Cat's Meow' *Nepeta*
- Color Spires® 'Violet Riot' *Salvia*
- Magic Show® 'Enchanted Indigo' *Veronica*
- Sonic Bloom Red *Weigela*
- Sunjoy® Citrus *Berberis*
- 'Sweet Summer Love' *Clematis*
- Invincibelle® Spirit II *Hydrangea*
- Bloomerang® Dark Purple *Syringa*



Best in the Northeast

- Supertunia® Raspberry Blast *Petunia*
- Superbena® Royale Red *Verbena*
- Superbells® Tropical Sunrise *Calibrachoa*
- Snow Princess® *Lobularia*
- Sunsatia® Cranberry *Nemesia*
- Sweet Caroline Sweetheart
- Jet Black™ *Ipomoea*
- Diamond Frost® *Euphorbia*
- Lucia® Dark Blue *Lobelia*
- Señorita Rosalita® *Cleome*
- ColorBlaze® Velvetreen® *Solenostemon*
- 'Tuscan Sun' *Heliopsis*
- Dolce® 'Blackberry Ice' *Heuchera*
- Shadowland® 'Autumn Frost' *Hosta*
- Prairie Winds® 'Apache Rose' *Panicum*
- Amazing Daisies™ 'Banana Cream' *Leucanthemum*
- Yuki Cherry Blossom™ *Deutzia*
- Little Lime® *Hydrangea*
- Oso Easy® Paprika *Rosa*
- North Pole® *Thuja* Spilled Wine® *Weigela*



Best in the Southeast

- ColorBlaze® *Solenostemon* series
- Pegasus® *Begonia*
- Snow Princess® *Lobularia*
- Vermillionaire® *Cuphea*
- Luscious® Marmalade *Lantana*
- Diamond Frost® *Euphorbia*
- Blue My Mind® *Evolvulus*
- Señorita® *Cleome* series
- Sweet Caroline Bewitched
- Green with Envy™ *Ipomoea*
- Artful® Fire and Ice® *Caladium*
- Rainbow Rhythm® 'Going Bananas' *Hemerocallis*
- Summerific® 'Perfect Storm' *Hibiscus*
- Sweet Romance® *Lavandula*
- 'Denim'n Lace' *Perovskia*
- Rock'n Grow® 'Pure Joy' *Sedum*
- Bloom-A-Thon® Red *Rhododendron*
- Lo & Behold® Blue Chip Jr. *Buddleia*
- Infinitini® Magenta *Lagerstroemia*
- Jazz Hands® Bold *Loropetalum*
- Bobo® *Hydrangea*



Trialing is a vital part of our plant introduction process. Use our trial site search tool at www.provenwinners.com/learn/plant-trials to find a place nearby where you can see which Proven Winners plants perform best in your region.

Trending Topics in Consumer Circles

Based on the feedback we receive online from consumers every day, we know that the next generation of more eco-conscious gardeners is asking different kinds of questions when they buy plants. They want to learn which specific plants fit their value systems and provide solutions to their landscaping issues. They do not speak botanical Latin or understand alphabetized benches.



Trending topics like these open up a whole new opportunity for retailers to merchandise plants in ways that relate to their customers' lifestyles and fill new types of needs.

Watch for our new line of solution-based POP coming to our online store:

www.provenwinners.com/catalog/point-purchase.



Which plants attract pollinators?

Annuals:

- ARTIST® *Ageratum*
- SUPERBELLS® *Calibrachoa*
- VERMILLIONAIRE® *Cuphea*
- LUSCIOUS® *Lantana*
- ABLAZIN® and PLAYIN'™ *Salvia*
- THE BLUES® *Salvia*

Perennials:

- SUMMERIFIC® *Hibiscus*
- Leading Lady and Pardon My *Monarda* (Bee Balm)
- 'Cat's Meow' *Nepeta* (Catmint)
- COLOR SPIRES® *Salvia*
- MAGIC SHOW® *Veronica*

Shrubs:

- INSPIRED™ and LO & BEHOLD® *Buddleia* (Butterfly Bush)
- Caryopteris* (Bluebeard)
- SUGAR SHACK® *Cephalanthus* (Buttonbush)
- DOUBLE PLAY® *Spiraea*
- SONIC BLOOM® *Weigela*

Which plants are salt tolerant for mailbox and roadside plantings?



Annuals:

- SUREFIRE® *Begonia*
- LUSCIOUS® *Lantana*
- SUPERTUNIA® *Petunia*
- MOJAVE® *Portulaca* (Moss Rose)
- COLORBLAZE® *Solenostemon* (Coleus)

Perennials:

- FRUIT PUNCH® *Dianthus* (Pinks)
- FESTIVAL STAR™ *Gypsophila* (Baby's Breath)
- DOLCE® and PRIMO™ *Heuchera* (Coral Bells)
- PRAIRIE WINDS® *Panicum* (Switch Grass)
- ROCK 'N GROW® *Sedum* (Autumn Stonecrop)

Shrubs:

- LOW SCAPE® *Aronia* (Chokeberry)
- LIL' KIM™, CHIFFON™ and SATIN® *Hibiscus* (Rose of Sharon)
- LITTLE GOBLIN® *Ilex* (Winterberry)
- HAPPY FACE® *Potentilla*
- OSO EASY® and OSO HAPPY® *Rosa* (Landscape Roses)

Which plants use less water?



Annuals:

- FLAMBE® Yellow *Chrysocephalum*
- BLUE MY MIND® *Evolvulus*
- MOJAVE® *Portulaca* (Moss Rose)
- LEMON CORAL™ *Sedum*
- METEOR SHOWER® *Verbena*

Perennials:

- DECADENCE® *Baptisia* (False Indigo)
- SWEET ROMANCE® *Lavandula* (English Lavender)
- 'Denim 'n Lace' *Perovskia* (Russian Sage)
- PRAIRIE WINDS® *Panicum* (Switch Grass)
- ROCK 'N GROW® *Sedum* (Stonecrop)

Shrubs:

- BEYOND MIDNIGHT™ *Caryopteris* (Bluebeard)
- DOUBLE TAKE® *Chaenomeles* (Quince)
- DREAM CATCHER™ *Kolkwitzia* (Beauty Bush)
- SUMMER WINE® *Physocarpus* (Ninebark)
- HAPPY FACE® Yellow *Potentilla*

Which plants grow in both sun and shade?



Annuals:

- COLORBLAZE® *Solenostemon* (Coleus)
- DIAMOND FROST® *Euphorbia*
- ARTFUL® *Caladium*
- SUREFIRE® *Begonia*
- Sweet Caroline *Ipomoea* (Sweet Potato Vine)

Perennials:

- DOLCE® and PRIMO™ *Heuchera* (Coral Bells)
- Leading Lady and Pardon My *Monarda* (Bee Balm)
- 'Charlotte's Web' *Tradescantia* (Spiderwort)

Shrubs:

- SPRINTER® and NORTH STAR™ *Buxus* (Boxwood)
- KODIAK® *Diervilla* (Bush Honeysuckle)
- Hydrangea macrophylla*, *H. paniculata*, *H. quercifolia*, *H. serrata*
- Ilex verticillata* cultivars (Winterberry)
- Viburnum* cultivars

Store-Within-A-Store Case Study: Wedel's

The Why

Wedel's Nursery, Florist and Garden Center is a 70 year old fixture in the Kalamazoo, MI community. They pride themselves on having an enormous selection of products, though they have recently concluded that their massive stock is overwhelming their newer customers. They offer five acres of trees and shrubs located in the back portion of the property where customer traffic is too slow to support that size of inventory.

The Goal

Wedel's decided to participate in the Proven Winners Store-Within-A-Store (SWAS) program with Judy Sharpton from Growing Places Marketing to create a Landscape Solutions Hub. The goal was to draw foot traffic through the store back to the five acres of trees and shrubs. This new hub would focus on seasonal color in all four seasons. Rotating displays would be created to highlight plants that are flowering or have attractive foliage throughout the year.

The Challenges

One of the biggest challenges Wedel's faced was the physical location of their tree and shrub area within their store – it was very deep into the property. It was imperative for them to clearly sign the Proven Winners destination SWAS and encourage customers to take the time to walk back and take a look. Wedel's was careful to co-brand the SWAS display to make it clear that it was supported by the store. They worried that carrying more of the Proven Winners branded product in favor of generics might hurt their overall shrub sales.

Judy Sharpton's Advice

After completing a full analysis of the retail layout with Wedel's management, Judy Sharpton knew they could benefit greatly from the installation of a Proven Winners SWAS and encouraged them to try it for one year. She advised adding highly visible signage throughout the store to direct customers to the Landscape Solutions Hub in the back of the store. Management was challenged to move the plant material off of the ground and up onto unique benching built to better service their customers. Judy also advised selling only Proven Winners ColorChoice Flowering Shrubs (PWCC) in the Landscape Solutions hub, leaving generic items in their general landscape area.

THE RESULTS: 28% increase in PWCC shrubs

Wedel's experienced a phenomenal 28% sales increase of PWCC Shrubs the first year as a result of the creation of their Proven Winners Landscape Solutions Hub. One of the most surprising top sellers was GOLDEN TICKET® *Ligustrum* (Privet), which landscapers bought in bulk all season long. 'Limelight' *Hydrangea*, LET'S DANCE® Blue Jangles® *Hydrangea*, BLOOMERANG® Dark Purple *Syringa* (Lilac), and CITYLINE® Paris *Hydrangea* rounded out their top five sellers. Next year, Wedel's plans to create a Proven Winners Lifestyle Solutions Hub in the front of their store which will feature colorful annuals, perennials and shrubs for every season.



Is there a corner of your store that needs a boost in foot traffic? Consider creating a Proven Winners Store-Within-A-Store to maximize sales in every square foot of your retail space. Wedel's Nursery, Florist and Garden Center did and experienced a huge boost in sales the first year as a result.

"The Proven Winners SWAS program helped us to create a fun, focused destination in our store that recreated excitement in the shrub category."

Andy Wedel
Wedel's Nursery, Florist and Garden Center,
Kalamazoo, MI

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