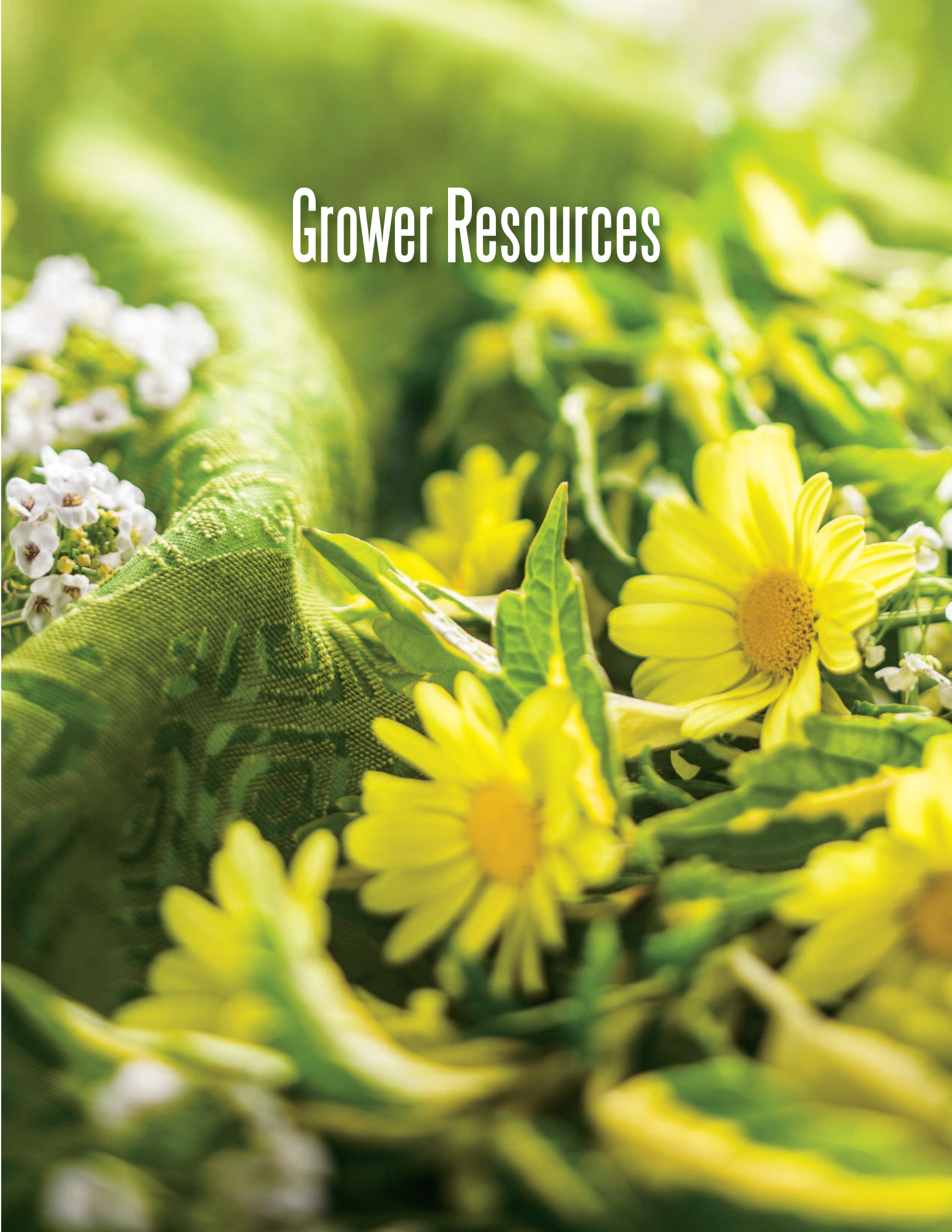


Grower Resources



A Powerful Package

The Proven Winners white container stands out. And you can see why. From its distinctive color and branding to its innovative tag design and technology, it's a powerful package for growers and retailers.

And for consumers it's hard to resist because they know it means quality. They see and hear the branded white container message in print advertising as well as online, on the radio, on television, and on billboards all year long. So they're looking for it in garden centers across North America. Be ready to take advantage of the clout of the Proven Winners container.

This package will be seen more than 55 million times in 39 different regional and national consumer magazines.

Innovative tag printing allows consumers to bend the tag down and easily read plant details right-side up without removing the tag.

All Proven Winners tags are bilingual. English/Spanish for the United States and English/French for Canada.



Strong locking mechanism – always positioned above a logo – keeps tags with the plants, not on the floor; even allows gardeners to pick up the plant by the tag.

Each size container has a specific UPC and custom UPCs are available.

Guaranteed success or your money back.*

Self-Symetricized technology eliminates the need to spin containers and line up tags – just let the trays do all the work automatically – keeping the grower's bench and the retailer's display looking good.

QR Code provides variety-specific consumer information.

Strong branding message with the Proven Winners logo appearing below the tag.

Thousands of commercials in 28 radio markets will carry this message: "Easily find Proven Winners plants in their branded white containers at local garden centers."

Our Grande™ container perfectly fits a gardener's hand and because it's 1" taller than a 4.50 Classic™ container, garden centers can charge at least 50¢ more.

* If the extra cost of the Proven Winners Proven Package does not help you sell our plants faster – and more profitably – we will refund you the difference (5 cents for every 1.0 GL container and 2 cents for all our other branded containers purchased).

Grower resources section header page:
 Butterfly *Argyranthemum frutescens*, FROSTY KNIGHT™ *Lobularia hybrid*,
 and COLORBLAZE® ALLIGATOR TEARS™ *Solenostemon scutellarioides*

ANNUALS



4.50 Grande™
Container



4.50 Classic™
Container



1.0 Quart
Container



6.5
Container



1.0 GL Royale™
Container



8.5 Jumbo
Container*



Proven Winners
Grasses Grande™
Container**



Proven Winners
Grasses 1.0 Quart
Container

PERENNIALS



Perennial
Trade Gallon
Container



Perennial
Premium 1 Gallon
Container



Perennial
Premium 2 Gallon
Container



Perennial
Premium 3 Gallon
Container

SHRUBS



Flowering Shrubs
Premium 1 Gallon
Container



Flowering Shrubs
Premium 2 Gallon
Container



Flowering Shrubs
Premium 3 Gallon
Container



Flowering Shrubs
Trade 5 Gallon
Container



Flowering Shrubs
Injection Premium
1 Gallon Container



Flowering Shrubs
Injection Premium
2 Gallon Container



Flowering Shrubs
Injection Premium
3 Gallon Container



Flowering Shrubs
Injection Trade
5 Gallon Container

* Customers can order a minimum of 5000 with order deadlines of May 1 and November 1. For orders at any other time, they'd need to meet the 25,000 minimum.

** Available as special order only with a 25,000 minimum.

All These Plants Come With Containers

Consumers are looking for the white Proven Winners container. To make it easier for them to find it and easier for retailers to take advantage of the power of branding, many of our plants automatically come with our branded containers, as you can see below. Contact your propagator regarding delivery.

Annuals

Supertunia® Pretty Much Picasso® and Supertunia® Picasso in Pink™, as well as Señorita Rosalita® and Señorita Blanca™, are all annuals that automatically come with a branded container. You can choose any of the white Proven Winners containers. For Supertunia Pretty Much Picasso and Supertunia Picasso in Pink, you can also opt to buy a hanging basket tag rather than a container.



Perennials

All Proven Winners perennials automatically come with our specific white branded perennial containers including all perennial varieties previously sold as Proven Winners, such as Dolce® Heuchera.



Proven Winners Shrubs

All Proven Winners shrubs automatically ship with our specific white branded Proven Winners containers.



Container Options and Quantities

Product Name	Units/ Case	Cases/Pallet	Cases/ Truck
4.25 Grande™ Self-Symetricize® Proven Winners®	440	40	1040
4.25 Grande™ Self-Symetricize® Proven Selections®	440	40	1040
4.25 Grande™ Self-Symetricize® 8-count Flat-Filler Display Tray	50	40	1040
4.25 Grande™ Self-Symetricize® 10-count Flat-Filler Display Tray	50	44	1144
4.25 Grande™ Self-Symetricize® 16-count Flat-Filler Display Tray	50	20	520
4.50 Classic™ Self-Symetricize® Proven Winners®	1050	40	1040
4.50 Classic™ Self-Symetricize® Proven Selections®	1050	40	1040
4.50 Classic™ Self-Symetricize® 8-count Flat-Filler Display Tray	50	36	936
1.0 QT Proven Winners®	475	33	858
1.0 QT Proven Selections®	475	33	858
1.0 QT Proven Winners® Graceful Grasses® Specialty Container	475	33	858
1.0 QT Flat-Filler Display Tray	50	36	936
6.50 Proven Winners®	240	48	1248
6.50 Proven Selections®	240	48	1248
6.50 Flat-Filler Display Tray	50	28	728
Royale™ Proven Winners®	128	48	1248
Royale™ Proven Selections®	128	48	1248
Royale™ Display/Carry Tray	50	52	1352
Display/Carry Tray for Specialty Containers	50	52	1352
8.5 Proven Winners® Jumbo	130	60	1560
8.5 Proven Selections® Jumbo	130	60	1560
Premium 1-Gallon CoEx *	85	64	1920
Premium 2-Gallon CoEx *	90	46	1380
Premium 3-Gallon CoEx *	71	32	960

* No tray offered at this time for these containers. † Quantities subject to change. Packaging subject to change.

Special Benefits for Key Account Customers

We are offering our Key Account customers (Gold, Silver or Bronze) the flexibility to purchase and propagate cuttings of Boldly™ and Timeless™ geraniums and seed of Surefire™ begonias on your own. Boldly and Timeless geraniums are the same varieties as Calliope™ and Caliente™ from Syngenta; Surefire begonia are the same varieties as Big™ begonias from Benary.

If you wish to propagate these varieties yourself, let your Proven Winners propagator know the quantity of Proven Winners tags that you need. Your propagator will ask for proof of cuttings or seed purchased in at least the quantity of tags ordered and charge a marketing, tag, and service fee. Cuttings for Boldly and Timeless varieties or seed for Surefire can be purchased through a broker as you may already do now. To assist you in ordering, the variety color descriptions (i.e., Boldly 'Dark Red' = Calliope 'Dark Red'; Surefire 'Rose' = Big 'Rose', etc.) are the same.

Of course, high-quality rooted liners for these varieties are available from your Proven Winners propagator.

Please contact your propagator with any questions.

Be a Key Account Grower

Key Account Grower Reward Levels	BRONZE KEY	SILVER KEY	GOLD KEY
Liners Needed	20,000-49,999	50,000-99,999	100,000+
Number of 28 x 108 ft Greenhouses	1.25	3.1	6.25
Total Square Feet	3,800 sq. ft.	9,400 sq. ft.	18,900 sq. ft.
Points Earned	1/4 per liner (5,000-12,499) Approximately \$50-124.99	1/2 per liner (25,000-49,999) Approximately \$250-499.99	1 per liner (100,000+) Approximately \$1000+

Save Money and Use Your Rewards for Special Programs, Like These:

1,400 to 5,000 POINTS

2,500 to 4,000 POINTS

2,400 to 3,700 POINTS

350 to 30,000 POINTS

2,000 to 4,000 POINTS

9,000 to 45,000 POINTS

For a complete directory of points-based merchandise, visit www.provenwinners.com.

Learn the Latest About Proven Winners



Boston Area



Banff Area



Grand Rapids Area



Kansas City Area



By working together, we can increase your profits and achieve success. The first step is for you to learn about our products and programs – and for us to learn about your business. Our Roadshow events provide those opportunities.

Every year, our team of plant and retail professionals, including John Gaydos, Dave Konsoer, and Judy Sharpton, travel across North America making stops at our Roadshow events. They share their insights on growing the newest Proven Winners varieties and provide information on the latest industry trends. These popular FREE events provide helpful tips and ideas so that you can be ready to make the most of the upcoming season.

Who should attend:

- Growers
- Retailers
- Broker Reps
- Trade Press
- Garden Center Managers and Staff
- Landscapers
- Designers
- Consumer Press

For more information or to register, see page 230 or call 877-895-8138.

2013 Roadshows

Boston Area

October 3, 2013

Four Points by Sheraton Norwood
1125 Boston Providence Turnpike
Route 1 (18 miles south of Boston)
Norwood, MA

Banff Area

October 9, 2013

The Fairmont Banff Springs Hotel
405 Spray Avenue, Banff, AB

Grand Rapids Area

October 15, 2013

The Pinnacle Center
3330 Highland Drive, Hudsonville, MI

Kansas City Area

October 17, 2013

Adams Pointe Conference Center
and the Marriott Courtyard
1400 NE Coronado Drive
Blue Springs, MO



P. Allen Smith PLATINUM COLLECTION™

F O R 2 0 1 4

He Believes in Proven Winners and Gets the Word Out

Passionate and casual gardeners alike look to P. Allen Smith for inspiration and ideas. They trust his recommendations and his endorsements of Proven Winners varieties. It's a promotional partnership that leads consumers into garden centers looking to duplicate his success with our plants. And that translates into more sales for growers and retailers.



ANGELFACE® Blue *Angelonia*



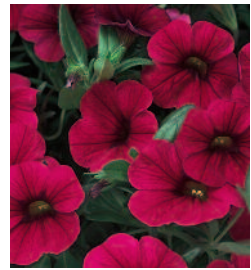
Goldilocks Rocks™ *Bidens*



SUPERBELLS® Blackberry Punch *Calibrachoa*



SUPERBELLS® Lemon Slice *Calibrachoa*



SUPERBELLS® Red *Calibrachoa*



SUPERBELLS® Yellow Chiffon *Calibrachoa*



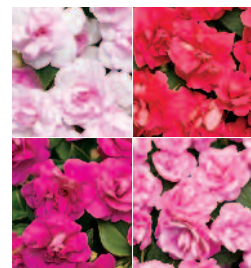
Señorita Rosalita® *Cleome*



GRACEFUL GRASSES®
KING TUT® *Cyperus*



DIAMOND FROST® *Euphorbia*



ROCKAPULCO® series *Impatiens*



'SWEET CAROLINE Light Green' *Ipomoea*



'SWEET CAROLINE Raven' *Ipomoea*



LUSCIOUS® BERRY BLEND™ *Lantana*



LUSCIOUS® CITRUS BLEND™ *Lantana*



LAGUNA™ Sky Blue *Lobelia*



SNOW PRINCESS® *Lobularia*



GoldDust™ *Mecardonia*



Opal INNOCENCE® *Nemesia*



Lemon SYMPHONY *Osteospermum*



CHARMED® *Wine Oxalis*



SUPERTUNIA® *Bordeaux Petunia*



SUPERTUNIA® *Pretty Much Picasso Petunia*



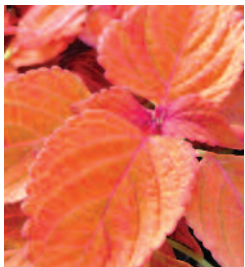
SUPERTUNIA® *Royal Velvet Petunia*



SUPERTUNIA® *Vista Bubblegum Petunia*



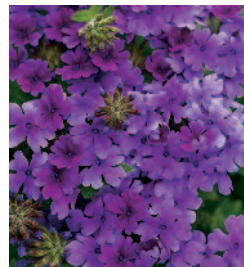
COLORBLAZE® *Dipt in Wine Solenostemon*



COLORBLAZE® *'Sedona' Solenostemon*



SNOWSTORM® *GIANT SNOWFLAKE Sutura*



SUPERBENA® *Royale Chambray Verbena*



SUPERBENA® *Royale Peachy Keen Verbena*



'Primal Scream' *Hemerocallis*

Perennials



'Cranberry Crush' *Hibiscus*



'Empress Wu' *Hosta*



'Banana Cream' *Leucanthemum*



'Cat's Meow' *Nepeta*



'Cheyenne Sky' *Panicum*

Flowering Shrubs



LO & BEHOLD® *Blue Chip Buddleia*



INVINCIBELLE® *Spirit Hydrangea aborescens*



SUGAR TIP® *Hibiscus syriacus*



LET'S DANCE® *Big Easy Hydrangea macrophylla*



LITTLE LIME® *Hydrangea paniculata*

Trial Gardens

We want to be sure that our plants will perform in various climates so that you have success growing and selling them. That's why every year we send our new varieties to trials across the United States. For a full list of locations and previous results, visit our website. Results are updated in September and October.



Ball Seed Trial, West Chicago, IL
 Boerner Botanic Garden,
 Hales Corner, WI
 BYU-Idaho, Rexburg, ID
 Cincinnati Zoo, Cincinnati, OH
 Colorado State University,
 Fort Collins, CO
 Cornell, Ithaca, NY
 Costa Farms Trial, Miami, FL
 Dallas Arboretum, Dallas, TX
 Disney World, Lake Buena Vista, FL
 (not open to the public)
 Kansas State University, Olathe, KS
 Linnaeus Garden, Tulsa, OK
 Longwood Gardens,
 Kennett Square, PA
 Massachusetts Horticultural
 Society – Elm Bank, Dover, MA
 Mast Arboretum,
 Nacogdoches, TX
 Metrolina Trial, Huntersville, NC

Michigan State University,
 East Lansing, MI
 Mississippi State University,
 Crystal Springs, MI
 Missouri Botanic Garden,
 St. Louis, MO
 National Mall, Washington, DC
 North Carolina State University,
 Raleigh, NC
 Ohio State University, Columbus, OH
 Ohio State University Extension,
 Springfield, OH
 Oklahoma State University,
 Stillwater, OK
 Oregon State University, Corvallis, OR
 Park Seed Trial, Greenwood, SC
 Penn State, Manheim, PA
 Powell Gardens, Kingsville, MO
 South Dakota State University,
 Brookings, SD
 Texas A&M, Overton, TX
 The Oregon Garden, Silverton, OR

University of Delaware Botanic
 Gardens, Dover, DE
 University of Florida –
 Fort Lauderdale, Davie, FL
 University of Georgia, Athens, GA
 University of Illinois, County
 Master Gardens, Champaign, IL
 University of Minnesota West Central
 Research and Outreach Center,
 Morris, MN
 University of Minnesota North Central
 Research and Outreach Center,
 Grand Rapids, MN
 University of Missouri, Columbia, MO
 University of Tennessee, Knoxville, TN
 University of Wisconsin, Verona, WI
 Van Wingerden Trial, Mills River, NC
 Virginia Tech, Blacksburg, VA
 WeHoP, Fife, WA
 Welby Gardens, Denver, CO

Proven Winners Sends Sales Your Way

And growing tips, too

Proven Winners growers benefit from our online wholesaler listing, where customers can easily find you by just visiting the wholesaler page on our website and entering a name, a city, or a zip code. And if you're a retailer, too, you'll benefit from our online retailer listing as well. We send more customers your way by making it simple for them to find you.

And we try to make growing our plants simple, too. Not only do we provide cultural information here in our catalog and online, we also provide an online grower newsletter that includes tips, videos, and expert advice on how to grow Proven Winners. And there is a newsletter version for retailers, too. To receive this valuable grower/retailer information, visit www.provenwinners.com/professionals/newsletters.

Never miss an email from info@provenwinners.com by adding us to your Address Book. [Trouble viewing this message? View a video.](#)



Grower Website Euro/American Pleasant View Four Star

Spring Meadow Nursery Walters Gardens

Blue My Mind Evolvulus™



Blown Away combines two of our newest varieties to create a fresh pastel combination that will continue to impress even on summer's hottest days. **Luscious & Pina Colada** offers the cool yellow and white blooms that contrasts wonderfully with **Blue My Mind™**. Placed in full sun, this combination in a hanging basket or patio container will keep blooming spring 'til frost.

Metrolina Announces First Winner of Its Plant of the Year Contest

Click here to read how Proven Winners® Supertunia® Vista Bubblegum™ placed first when consumers across the country were asked about their top garden performers.

Q&A

QUESTION: I heard that Evolvulus **Blue My Mind™** is a warm season performer. How and when should I grow this plant?


ANSWER: While it is true that the new Evolvulus, **Blue My Mind™** is a warm season performer, it can be grown and ready to sell for early spring sales. Once you obtain the liner and plant it in your finished container, keep the root zone warm (65 – 72 degrees) to encourage rooting. During the rooting time, keep it in a bright location and water well, but keep the soil on the dry side. As soon as the plant has rooted, grow in a warm, bright environment, but be careful not to over fertilize or run the plant too wet. Normal finish time for a 4.5" container is 6-8 weeks at 72 degrees. A word of caution, if you cannot provide the warmth that this plant needs to root out and grow, it will take more time to finish. While **Blue My Mind™** will be a strong summer grower and gives gardeners a wonderful, unique blue flowering plant that doesn't require any special care throughout the summer, it does need that warm start in your greenhouses to bring it into flower in early spring.

Blue My Mind™ Evolvulus hybrid CUE101201 PPAF Cn. PBR&F Luscious® Pina Colada Luscious® Pina Colada L212004 PPAF Cn. PBR&F Supertunia® Vista Bubblegum® Pina hybrid C121204001 PP. 11730 Cn. PP. 2871

Hotline **Need Help? Click Here.**
We're totally committed to helping you grow quality crops.

Grower newsletter

Never miss an email from info@provenwinners.com by adding us to your Address Book. [Trouble viewing this message? View a video.](#)



Plants **Container Gardening** **Gardening** **Locator**

POP--Your Silent Seller

Create a wonderful shopping experience for all levels of gardeners when you use point of purchase signage in your garden center. Think of these silent sellers as part of your customer service team! Guide consumers through your store with signage instead of making them wait in line to ask where a certain item is.

What do your customers ask about in spring? Here are a few sign solutions for often-asked questions, and click on each sign to see more detail on that particular type of signage:

- 1) I want to create container combinations for my patio, can you tell me what plants will work together well?
- 2) I'm looking for pink flowers for my window box. Where can I find those?
- 3) My screened porch faces north and gets absolutely no sun all day. Do you have any plants that will work in that part of my home?
- 4) Do you have plants that will add color to the landscape border but don't need to be watered very often?
- 5) I don't have a lot of time to take care of plants. Can you recommend some that don't need a lot of attention?

CLICK HERE to shop now for POP from Proven Winners®--the silent seller on your customer service team this spring!

Supertunia® Picasso in Pink™ Petunia

Gardeners love the color pink and new this year is **Supertunia® Picasso in Pink™**. It has all the qualities gardeners love about its cousin **Supertunia® Pretty Much Picasso®**, but this new variety has a more upright habit and a more subtle flower color. The plant is also more compact, more mounding and about 2/3rds as vigorous as **Pretty Much Picasso**. It features clear pink blooms with a bright green edge.

Supertunia® Picasso in Pink™ Petunia hybrid C121204002 PPAF Cn. PBR&F, **Supertunia® Pretty Much Picasso®** Petunia hybrid BHT1201101 PP. 21949 Cn. PP. 4078, **Sweet Lifeberry™** Lycium barbarum 1012012 10128, **Festiva®**™ **Supertunia®** Petunia hybrid C121204001 PP. 11818 Cn. PP. 2871

THE STAR OF THE LANDSCAPE

You and your customers will be impressed with the compact, tightly mounded habit of this variety of **Baby's Breath**. **Gypsophila Festival Star™** remains very tidy and uniform over the season. Dense sprays of pure-white flowers are abundant on this incredibly long blooming selection. Will reach 12-18" in height and is hardy to zone 5A.



ARE YOU CERTIFIED?

Thanks to everyone who have certified so far this season. If you chose to receive the store coupon for \$6 for each employee that took the test, these coupons are valid on any point of purchase signs and expire June 30, 2013. Don't miss out on your rewards--start shopping right now!

Sweet Lifeberry® Lycium

Goji berries are easy to grow, hardy shrubs that produce numerous bright red fruit with incredible health properties. Used for centuries in Traditional Chinese Medicine, goji berries are now experiencing soaring popularity in western culture as a "superfruit." **Sweet Lifeberry goji** will reach a height of 10-12 feet and is hardy to zone 5a.

Proven Winners, LLC
111 E. 2nd Street Suite D
Sycamore, IL 60178
provenwinners.com

Find us on  

Retailer newsletter

Fertilizer for Professionals

Healthy plants fly off the shelves, and our **professional fertilizer products** will help ensure their good health. We've developed four different formulations to minimize and correct pH-related problems, so provide your Proven Winners propagator with the results of your water test, and they'll recommend which fertilizer will work best for you. Plus, you can choose from a cold weather growing product as well as a greening formula.



The Container Style Program Means No Extra Tags

Combinations are the most expensive plant item you sell, yet many times they are not labeled or the tags are buried in the soil. With the Container Design Program, you get one large, prominent tag for the complete combo. You don't need to worry about the cost of extra stake tags, plus we make it easy. Just order by combination name and choose either a tag that is suitable for hanging baskets or for upright containers.

For additional information on the specific varieties used in a combination, please visit our website.

Container Style Tag Options



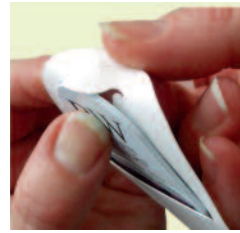
For upright containers, the tag can be converted to a stake tag by removing the hang-down portion and attaching the tag to a bamboo stake

Generic 3.5" x 14.35" Container Style tag for hanging baskets and upright containers – Individual variety tags are still needed

3.5" x 14.35" Container Style tag for hanging baskets and upright containers – Replaces variety tags

2.75" x 6.75" Pocket Tag – Variety tags are stored together with this option

How the Pocket Tag works



Stack the 3 tags together; insert them through the opening above the purple band so the tips of the tags fit into the opening at the bottom of the pocket tag; bend the top of the pocket tag so the lip covers the top of the inserted tags to hold them in place.



Hanging basket with new Pocket tag housing the 3 variety tags for this combo



Hanging basket with generic 3.5" x 14.35" Container Style tag



Pocket tag housing the 3 variety tags in upright combo

How to create your own custom tag

How it's done

Contact your customer service representative at the Proven Winners propagator of your choice. They will get the information needed to set up the tag, including the name of the combination and the ingredients list. This information is then communicated by your Proven Winners propagator to the tag company, and the tags are ordered and then sent to you by the propagation company.

Who do they talk to?

Their customer service representative at their Proven Winners propagator.

Leadtimes?

After all of the information has been provided to MasterTag by the propagator, then 3 weeks maximum.

Quantities?

Can be ordered in 210 or 1008 per combo. Minimum run size is a total of 3360 for the 210 increment and 16,128 for the 1008 increment. These runs can be put on press as needed. We usually solicit all of the partners if a small run comes in to see if anyone else wants to order.

Limitations (# of plants)

No more than 5 varieties can be shown on the tag, but we can list 6.

Bundled?

They come in bundles of 21.

UPC?

A barcode can be added if you provide one. Price can also be added if you provide one.

There will also be three scheduled tag runs for the spring of 2014:

Main Run –

New Combos must be in by: Week of Nov. 4th

Orders in by: Week of Dec. 2nd

Ship by: Week of Dec. 16th

Re-Orders –

New Combos must be in by: Week of Dec. 16th

Orders in by: Week of Jan. 13th

Ship by: Week of Jan. 27th

New Combos must be in by: Week of Feb. 3rd

Orders in by: Week of Mar. 3rd

Ship by: Week of Mar. 17th

If new varieties are submitted after in-by date, they will be held until the following run.

Samples of some of the best-selling Proven Winners combos



Sheer Joy
 Supertunia® Mini Strawberry
 Pink Veined *Petunia*
 Surfinia® Sky Blue *Petunia*
 Snowstorm® Giant
 Snowflake® *Sutera*



Rock Star
 Supertunia® Raspberry
 Blast™ *Petunia*
 Laguna™ White *Lobelia*
 Tukana® Raspberry *Verbena*



Bermuda Skies
 Supertunia® Bermuda Beach
Petunia
 Superbells® Yellow Chiffon
Calibrachoa
 Laguna™ Sky Blue *Lobelia*



Cherries Jubilee
 Superbells® Pink *Calibrachoa*
 Lanai® Bright Pink *Verbena*
 Snowstorm® Giant
 Snowflake® *Sutera*



Calypso
 Supertunia® Royal Magenta
Petunia
 Supertunia® White *Petunia*
 Superbena® Dark Blue
Verbena



Spirit Of America
 Supertunia® Royal Velvet
Petunia
 Surfinia® Red *Petunia*
 Snowstorm® Giant
 Snowflake® *Sutera*



Country Cottage Purple
 Supertunia® Royal Velvet
Petunia
 Supertunia® Mini Blue
 Veined *Petunia*
 Superbena® Dark Blue *Verbena*



Waikiki Beach
 Supertunia® Bermuda Beach
Petunia
 Superbells® Yellow Chiffon
Calibrachoa
 Superbells® Miss Lilac
Calibrachoa



Plum Crazy
 Superbells® Lemon Slice
Calibrachoa
 Snowstorm® Giant
 Snowflake® *Sutera*
 Supertunia® Royal Velvet
Petunia



Bold & Beautiful
 Tukana™ Scarlet Star *Verbena*
 Supertunia® Royal Velvet
Petunia
 Superbells® Yellow
Calibrachoa



Summer Candy
 Superbells® Pink *Calibrachoa*
 Supertunia® Bordeaux *Petunia*
 Snowstorm® Giant
 Snowflake® *Sutera*



Paradise Found
 Superbells® Yellow *Calibrachoa*
 Supertunia® Royal Velvet
Petunia
 Snowstorm® Giant
 Snowflake® *Sutera*



Main Street USA
 Supertunia® Royal Velvet
Petunia
 Supertunia® White *Petunia*
 Surfinia® Red *Petunia*



Fired Up
 Superbells® Dreamsicle
Calibrachoa
 Tukana™ Scarlet *Verbena*
 Goldilocks Rocks® *Bidens*



Raspberry Delight
 Laguna™ White *Lobelia*
 Supertunia® Raspberry
 Blast™ *Petunia*
 Tukana® Raspberry *Verbena*



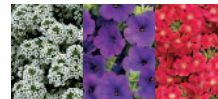
Fruit Fusion
 Superbells® Plum *Calibrachoa*
 Superbells® Yellow Chiffon
Calibrachoa
 Snowstorm® Giant
 Snowflake® *Sutera*



New Attitude
 Lucia® Dark Blue *Lobelia*
 Supertunia® Mini Strawberry
 Pink Veined *Petunia*
 Snowstorm® Giant
 Snowflake® *Sutera*



Sweet Tart Punch
 Superbells® Sweet Tart
Calibrachoa
 Superbells® Grape Punch
Calibrachoa
 Babylon® Deep Pink *Verbena*



Star Spangled Sparkler
 Snow Princess® *Lobularia*
 Supertunia® Royal Velvet
Petunia
 Tukana™ Scarlet Star *Verbena*



Class Act
 Babylon® Deep Pink *Verbena*
 Superbells® Yellow Chiffon
Calibrachoa
 Lucia® Dark Blue *Lobelia*



Robins & Rainbows
 Supertunia® Raspberry
 Blast™ *Petunia*
 Supertunia® Royal
 Magenta *Petunia*



Velvet Skies
 Supertunia® Royal Velvet
Petunia
 Supertunia® Mini Silver
Petunia
 Blushing Princess™ *Lobularia*



Main Street Inn
 Supertunia® Mini Strawberry
 Pink Veined *Petunia*
 Superbena® Large Lilac Blue
Verbena
 Superbells® Yellow *Calibrachoa*



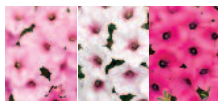
Summer Twinkle
 Superbells® Yellow
Calibrachoa
 Surfinia® Red *Petunia*
 Babylon® Purple *Verbena*



Rainbow Sherbet
 Superbells® Dreamsicle
Calibrachoa
 Superbells® Pink *Calibrachoa*
 Superbells® Yellow
Calibrachoa



Faded Jeans
 Superbells® Plum *Calibrachoa*
 Superbells® Pink *Calibrachoa*
 Superbena® Royal Chambray
Verbena



Above and Beyond
 Supertunia® Vista
 Bubblegum™ *Petunia*
 Supertunia® Vista
 Silverberry *Petunia*
 Supertunia® Vista
 Fuchsia *Petunia*



Spring Break
 Superbells® Dreamsicle
Calibrachoa
 Superbells® Saffron
Calibrachoa
 Surfinia® Red *Petunia*
 Snowstorm® Giant
 Snowflake® *Sutera*



Lively in Lavender
 Supertunia® Mini Blue
 Veined *Petunia*
 Supertunia® Royal Velvet
Petunia
 Superbena® Large Lilac
 Blue *Verbena*



Purple Haze
 Superbells® Blue *Calibrachoa*
 Superbena® Large Lilac Blue
Verbena
 Snowstorm® Blue *Sutera*

Put the Power of Branding to Work for You

Gardeners want Proven Winners, so they're looking for our containers and tags. When you use our packaging correctly, you put the power of the brand to work for you.

The following information and images will help you understand the do's – and don'ts – of labeling and packaging of Proven Winners and Proven Selections plants. For more details, be sure to see the Customer – Grower Agreement that is sent to you with every shipment of Proven Winners and Proven Selections plants.

1. Proven Winners plant varieties must be sold with Proven Winners brand plant tags as provided only by Proven Winners; Proven Selections varieties must be sold only with Proven Selections brand plant tags as provided only by Proven Winners. No other plant tags can be used.



Legal, Customer Preferred



Legal, but not Consumer Preferred



Illegal



Illegal



Illegal

2. Many of our varieties are only sold with our branded container, and for others we strongly recommend that Proven Winners or Proven Selections containers are used when selling our plants. If a grower chooses not to use our branded containers for those varieties, our customer agreement states that containers using logos or trademarks of other national brands including but not limited to Miracle-Gro® Plants, Miracle-Gro Nursery Select® Plants, Flower Fields®, Simply Beautiful®, Viva!®, The Home Depot®, Vigoro®, Hort Couture, and Lowe's® Garden Club Select are not allowed.



Legal, Consumer Preferred



Legal, but not Consumer Preferred

3. Proven Winners brand containers may only be used for Proven Winners varieties; Proven Winners Perennials containers for Proven Winners Perennials varieties; Proven Selections containers only for Proven Selections varieties; Proven Selections Perennials containers for Proven Selections Perennials varieties; and Proven Winners containers only for Proven Winners varieties.



Legal, Consumer Preferred

Illegal

4. Growers that want to display pricing information are strongly encouraged to purchase Proven Winners or Proven Selections branded containers, which can be custom printed with a bar code. Or, this information may be printed onto the grower's own container, as long as the container is not that of a national brand as described in #2. Otherwise, growers may include a white plant stake tag (no larger than 4" tall x 1" wide) or a white sticker affixed to the container (no larger than 1" x 1 1/2" inches) that consists only of a bar code and/or retail price.



Legal, Consumer Preferred

Legal, but not Consumer Preferred

Legal, but not Consumer Preferred

Legal, Consumer Preferred

5. Additionally, if the grower wants to indicate that they are the grower of the plant, they may do this on their own container, as long as the container is not that of a national brand as described in #2. Otherwise, a label may be applied to the container that reads "Grown by [name of grower]". This label may be no larger than 1 x 1 1/2" (except that the grower may combine this with pricing information as mentioned above on one sticker 2" x 1 1/2" in size). "Grown by" information may not appear on a secondary plant tag.



Legal, Consumer Preferred

Legal, but not Consumer Preferred

6. For basket or combination plantings, growers must use at least one variety-specific plant tag for every individual variety in the planting, even if a Proven Winners Container Garden Tag or the new Pocket Tag (beauty tags for large plantings available under our Tag Exchange program which does not include variety-specific information) is used.



Legal, but not Consumer Preferred since tags are barely visible

7. For basket or combination plantings, if a grower is using a Proven Winners Container Style tag or the new Pocket tag, which includes specific information about each variety used in the planting, only the Container Style Tag or Pocket Tag needs to be used.



Legal, Consumer Preferred

8. All Proven Winners products must be resold only as finished plants in container sizes of 4" diameter or larger or as finished plants sold in a large multi-plant finished basket or combination planter.

If you have any additional questions, please feel free to contact us at 1-877-788-7868.



3.5" square container – Illegal, due to size