

Get the 2014 Gardener's Idea Book for Your Customers – NOW

WE'LL PROVIDE THE BOOKS, YOU JUST PAY THE POSTAGE



Last year more than 600,000 gardeners found ideas, inspiration, and exceptional plants in the Proven Winners *Gardener's Idea Book*. Be sure the 2014 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: \$60.00 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, 2014.



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 \$60/100 addresses (\$175/100 Canadian addresses)

Printing and postage costs for custom back cover printing of 5001-10,000 copies:

30¢ each, plus postage of \$60/100 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, 2013.

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

2014 Gardener's Idea Book Plant List

Annuals:

ANGELFACE® Blue *Angelonia hybrid*
ANGELFACE® Pink *Angelonia hybrid*
Butterfly *Argyranthemum frutescens*
SUREFIRE® Red *Begonia benariensis*
SUREFIRE® Rose *Begonia benariensis*
GOLDILOCKS ROCKS® *Bidens hybrid*
SUPERBELLS® Blackberry Punch *Calibrachoa hybrid*
SUPERBELLS® Cherry Star *Calibrachoa hybrid*
SUPERBELLS® Coralberry Punch *Calibrachoa hybrid*
SUPERBELLS® Dreamsicle *Calibrachoa hybrid*
SUPERBELLS® Lemon Slice *Calibrachoa hybrid*
SUPERBELLS® Miss Lilac *Calibrachoa hybrid*
SUPERBELLS® Pink *Calibrachoa hybrid*
SUPERBELLS® Pomegranate Punch *Calibrachoa hybrid*
SUPERBELLS® Spicy *Calibrachoa hybrid*
SUPERBELLS® Sweet Tart *Calibrachoa hybrid*
SUPERBELLS® Tequila Sunrise *Calibrachoa hybrid*
SUPERBELLS® Yellow Chiffon *Calibrachoa hybrid*
FLAMBE® Yellow *Chrysocephalum apiculatum*
SEÑORITA ROSALITA® *Cleome hybrid*
DIAMOND FROST® *Euphorbia graminea*
GRACEFUL GRASSES® KING TUT® *Cyperus papyrus*
GRACEFUL GRASSES® BLUE MOHAWK® *Juncus inflexus*
GRACEFUL GRASSES® 'Fireworks' *Pennisetum*
GRACEFUL GRASSES® Red Riding Hood *Pennisetum*
GRACEFUL GRASSES® VERTIGO® *Pennisetum purpureum*
GRACEFUL GRASSES® Purple Fountain Grass *Pennisetum setaceum*
ROCKAPULCO® Appleblossom *Impatiens walleriana*
ROCKAPULCO® Coral Reef *Impatiens walleriana*
ROCKAPULCO® Purple *Impatiens walleriana*
ROCKAPULCO® White *Impatiens walleriana*
ILLUSION® Emerald Lace *Ipomoea batatas*
Sweet Caroline Bewitched *Ipomoea batatas*
'Sweet Caroline Light Green' *Ipomoea batatas*
Sweet Caroline Raven *Ipomoea batatas*
'Sweet Caroline Sweetheart Light Green' *Ipomoea batatas*
'Sweet Caroline Sweetheart Purple' *Ipomoea batatas*
'Sweet Caroline Sweetheart Red' *Ipomoea batatas*
LUSCIOUS® BERRY BLEND™ *Lantana camara*
LUSCIOUS® CITRUS BLEND® *Lantana camara*
LUSCIOUS® Piña Colada *Lantana camara*
BLUSHING PRINCESS® *Lobularia hybrid*
FROSTY KNIGHT™ *Lobularia hybrid*
SNOW PRINCESS® *Lobularia hybrid*
GOLDDUST® *Mecardonia*
SUNSATIA® Cranberry *Nemesia hybrid*
SUNSATIA® Lemon *Nemesia hybrid*
Opal INNOCENCE® *Nemesia fruticans hybrid*
CHARMED® Wine *Oxalis regnellii*
BOLDLY™ Hot Pink *Pelargonium*
BOLDLY™ Scarlet Fire *Pelargonium*
TIMELESS™ Pink *Pelargonium*
TIMELESS™ Rose *Pelargonium*
SUPERTUNIA® Bermuda Beach *Petunia hybrid*
SUPERTUNIA® Bordeaux *Petunia hybrid*
SUPERTUNIA® Citrus *Petunia hybrid*
SUPERTUNIA® 'Lavender Skies' *Petunia hybrid*
SUPERTUNIA® Mini Appleblossom *Petunia hybrid*
SUPERTUNIA® PICASSO IN PINK® *Petunia hybrid*
SUPERTUNIA® PRETTY MUCH PICASSO® *Petunia hybrid*
SUPERTUNIA® RASPBERRY BLAST™ *Petunia hybrid*

SUPERTUNIA® Royal Magenta *Petunia hybrid*
SUPERTUNIA® Royal Velvet *Petunia hybrid*
SUPERTUNIA® Sangria Charm *Petunia hybrid*
SUPERTUNIA® VISTA BUBBLEGUM™ *Petunia hybrid*
SUPERTUNIA® Vista Silverberry *Petunia hybrid*
SUPERTUNIA® Watermelon Charm *Petunia hybrid*
SUPERTUNIA® White *Petunia hybrid*
INTENSIA® Blueberry *Phlox hybrid*
INTENSIA® Cabernet *Phlox hybrid*
WHIRLWIND® White *Scaevola hybrid*
COLORBLAZE® ALLIGATOR TEARS™ *Solenostemon scutellarioides*
COLORBLAZE® Dipt In Wine *Solenostemon scutellarioides*
COLORBLAZE® Kingswood Torch *Solenostemon scutellarioides*
COLORBLAZE® LifeLime *Solenostemon scutellarioides*
COLORBLAZE® ROYAL GLISSADE™ *Solenostemon scutellarioides*
COLORBLAZE® 'Sedona' *Solenostemon scutellarioides*
CATALINA® Midnight Blue *Torenia hybrid*
SUPERBENA® Royale Chambrey *Verbena hybrid*
SUPERBENA® Royale Peachy Keen *Verbena hybrid*
SUPERBENA® Royale Whitecap *Verbena hybrid*
TUKANA® Scarlet *Verbena hybrid*
TUKANA® Scarlet Star *Verbena hybrid*

Perennials:

DOLCE® 'Blackberry Ice' *Heuchera villosa hybrid*
SUMMERIFIC® 'Cherry Cheesecake' *Hibiscus*
SUMMERIFIC® 'Cranberry Crush' *Hibiscus*
SWEET ROMANCE™ *Lavandula angustifolia*
'Banana Cream' *Leucanthemum superbum*
'Cat's Meow' *Nepeta faassenii*
'Cheyenne Sky' *Panicum*

Shrubs:

SUNJOY® Gold Pillar *Berberis thunbergii*
LO & BEHOLD® *Buddleia x 'Blue Chip'*
'Sweet Summer Love' *Clematis*
INCREDIBALL® *Hydrangea arborescens*
INVINCIBELLE® Spirit *Hydrangea aborescens*
CITYLINE® Rio *Hydrangea macrophylla*
CITYLINE® Venice *Hydrangea macrophylla*
BOBO® *Hydrangea paniculata*
FIRE LIGHT™ *Hydrangea paniculata*
QUICK FIRE® *Hydrangea paniculata*
BIG LIFE BERRY® *Lycium barbarum*
SWEET LIFE BERRY® *Lycium barbarum*
HOME RUN® *Rosa x*

Proven Selections plants:

Ogon *Acorus gramineus*
Black Pearl *Capsicum*
Blackie *Ipomoea batatas*
Margarita *Ipomoea batatas*
PATRIOT™ PILLAR™ Deen Day Smith *Lantana camara*
SUPERSTITION™ *Lysimachia congestiflora*
Silver Shield *Plectranthus*
'Golden Delicious' *Salvia elegans*
El Brighto *Solenostemon scutellarioides*
The Flume *Solenostemon scutellarioides*