



Press Release from Proven Winners®

For more information, please contact:

Kate Spirgen

B2B Marketing Specialist

Proven Winners®

kspirgen@provenwinners.com

779.222.0518

FOR IMMEDIATE RELEASE

Proven Winners® Adds Customizable Communication Hub to Connect+® Program

ConnectSpace offers independent garden centers a new way to keep employees informed, efficient and engaged.

[DeKalb, IL] – [July 9, 2024] – Adding to the extensive resources available to independent garden centers as part of the Connect+® marketing program, Proven Winners® is adding ConnectSpace, an exciting new intranet platform, for 2025. ConnectSpace is a fully customizable web hub that houses everything your team needs in one easy-to-navigate space. From HR forms to scheduling, promotions, training and more, the web platform allows garden center managers to provide employees with essential information right at their fingertips.

“ConnectSpace fits into the Connect+ program so perfectly because it helps garden centers engage their employees in a more efficient way,” says Jessica DeGraaf, Proven Winners director of retail accounts. “Our goal with Connect+ has always been to bring IGCs resources that will help them grow their businesses in easy ways at a low cost. This partnership will allow them to simplify internal communication and provide their teams with the tools they need right at their fingertips.”

Designed by John and Souny Kennedy of BoomerWrangle and developed over years of working directly with IGCs, ConnectSpace is a solution to training, HR and communications issues common in the industry.

“ConnectSpace really accelerates the ability of an organization to become more efficient,” says John Kennedy. “Built exclusively for garden retailers, we’ve spent hundreds of hours developing and refining this tool to best serve the industry.”

Available on desktop and mobile, ConnectSpace makes it easy for employees to stay informed and better serve your customers. Staff will no longer need to spend valuable hours searching for information they need; instead it will be right at their fingertips. From HR forms to scheduling tools to promotional updates, you can organize all of your most important information on one platform.

You can design your ConnectSpace platform to best meet the needs of your team so that you have everything you need and nothing you don’t. And to help navigate the site, the AI chatbot, Daisy, is always available to answer user questions and find resources quickly.



“ConnectSpace is fully customizable to reflect the mission, goals and branding of each independent garden center,” says Souny Kennedy. “We know each garden center is unique and we have designed this platform to adapt each individual operation.”

Here’s just a sample of the resources you can include in your ConnectSpace site:

Training & Education

House all of your training and continuing education material including videos, handouts and checklists. You’ll find Proven Winners Certified training, Retail Resource Guide, new variety information and more.

Human Resources

Make it easy for new employees to find orientation materials and keep need-to-know documents, company handbooks and important forms handy.

Schedules

Distribute and organize schedules in an easily accessible, mobile-friendly platform.

Promotions & Advertisements

Make it easy for employees to answer customer questions quickly and accurately by loading promotions and marketing efforts into the hub.

Engagement Tools

Show your team their progress toward goals like improving Google reviews, increasing units per transaction and other important KPIs.

News & Updates

Pull information from your own website and your favorite associations and vendors into the news section.

Learn More About ConnectSpace

Visit us at Booth 728 during Cultivate’24 to learn more and ask questions.

Watch a short video walkthrough of ConnectSpace to see what it can do for your business at bit.ly/ConnectSpaceDemo

And to explore a sample ConnectSpace website, visit yourconnectspace.com

Learn more about the Connect+ program by visiting provenwinners.com/connect-plus

Proven Winners is a global plant brand that introduces the industry's leading annuals, perennials, shrubs, trees, and houseplants to the market through a network of top propagators. It combines extensive experience, innovative thinking and world-class customer service to ensure professional growers and home gardeners have the most efficient tools and dynamic growing solutions for ongoing success. Look



for Proven Winners products in garden centers throughout North America in their signature white branded container. More information about Proven Winners is available at provenwinners.com.