

Proven Winners Certified Script

Intro



Hi! I'm Dave Konsoer and welcome to the 2024 Proven Winners Certified Garden Center training program! On behalf of my co-workers at Proven Winners, we are happy to have the opportunity to present this exclusive retail training program, so you are prepared to head into your spring season with confidence. You are part of our legacy—we have been training garden center teams like yours for over 20 years now, and we are thrilled that you're a part of it.



Consumers have told us that one of the main reasons they are coming to you — their local independent garden center — is because your knowledgeable team is ready and able to assist them with all their gardening needs. So, let's dig into today's training.



The Proven Winners brand has come a long way since it launched over 30 years ago with four groundbreaking plants. Today, we offer a full range of award-winning plants, soils, plant foods, containers, and tools that consumers need to grow beautiful gardens. But through all that growth, we've remained true to our guiding principle, which is to be the brand gardeners trust to deliver the very best garden performance. We know you want your customers to succeed with

everything they purchase from your garden center, and we are excited to partner with you in that endeavor.

The first step is to help your customers find Proven Winners in your store. They have been telling us for years that they look for our signature white branded container when they shop. Now, with our full plant line sold in this container, they will be able to spot Proven Winners quickly and easily on your tables and in your displays, especially when you use our Point of Purchase signage.



And, with the introduction of our plant-powered, plastic-free Eco+ containers, you now have the option of stocking our plants in our revolutionary plantable and industrial compostable containers or in our traditional plastic ones. Either way, the Proven Winners logo and tag will be prominently displayed to help your customers find what they came in to buy.



In 2024, just as we have each year for the past three decades, Proven Winners is committed to investing in marketing efforts aimed at inspiring and educating gardening consumers right where they live, shop and garden, leading billions of impressions across a wide variety of mediums and channels including broadcast, podcasts, weather triggered billboards, streaming media, direct mail, social media and online. In addition to these media buys, we're also educating and empowering dozens of content creators about our products so they can effectively reach their audiences and your customers regarding Proven Winners plants and products. Our decades of experience in brand-building are unmatched in the industry and is one of the unique advantages

Proven Winners has when it comes to delivering customers to your door and sales through your register.



You can count on customers coming to your garden center looking for Proven Winners because of our industry leading consumer awareness campaign, but also because of what you are doing right here today taking the first step to becoming a Proven Winners Certified Garden Center. And when you subscribe to Connect+—our exclusive marketing subscription service for IGCs—you'll gain even more tools to increase your reach to find new customers and connect with your loyal fans. Jessica DeGraaf will tell you more about that coming up.

So, thank you for your partnership and for taking the time today to invest in yourself and your team. We hope you find this free training helpful, and we wish you a successful season ahead.



Marketing Overview



Our sole mission at Proven Winners is to help independent garden centers like yours be more successful in business. We're here to help you dig into the rich set of resources available to you,

plant your roots even deeper in your local community, and grow your garden center's reputation and sales.

Zig Ziglar said, "You can have everything in life you want, if you will just help other people get what they want." For garden centers like yours, it's our goal to help you grow and thrive. We don't just want to be another plant brand in your store. We want to be your strategic partner in business.

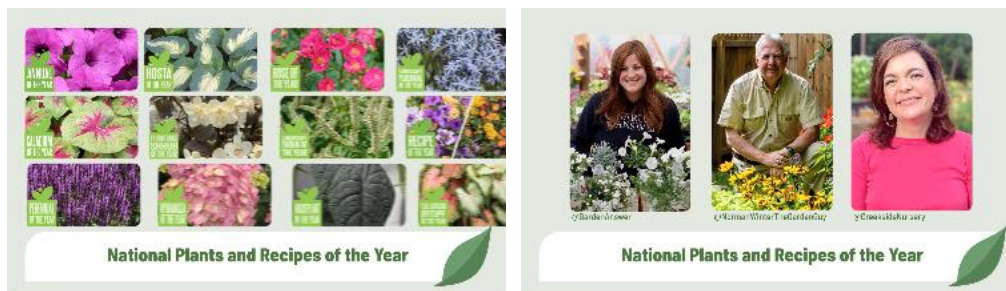


Through our multimedia marketing strategies and your Connect+ subscription, together we will plant the seeds of brand awareness in the minds of your local customers. Then, we'll help you grow your sales once they walk through your door. Assisting you with effective marketing and advertising strategies, offering premium quality plants, and training your staff on how to sell them, and providing practical merchandising solutions are just a few of the things we can offer your business.

My team of retail solutions managers and I are passionate about creating custom plans to help each of our unique IGC customers succeed, but it all starts today with this Certified Garden Center training program.

So, let's start by digging into our biggest promotion of the season: the 2024 National Plants and Recipes of the Year.

National Plants and Recipes of the Year



The easiest place to start your advertising and merchandising planning is with our National Plants and Recipes of the Year. Since they will be promoted by Laura of Garden Answer, southern gardening expert Norman Winter and Jenny of Gardening with Creekside, among others, you can be confident that your customers are going to come looking for these plants. Let

us work with you on the POP signage you'll need to create eye-catching endcaps and displays that highlight these plants in your garden center.



All the plants and recipes chosen for this program have been vetted by Proven Winners and are known to be guaranteed performers. For your customers who are looking for simple, quick solutions for their patio and garden, and for new gardeners who have little experience growing selected for the exemplary garden performance Proven Winners is known for. These plants are iconic, easy to grow, and will thrive in your customers' containers and landscapes.

plants, these are the plants to recommend first. When your customers are successful, you know they will be coming back to you for more.

This year's lineup of award-winning National Plants and Recipes of the Year includes 9 of our very best annuals, perennials, flowering shrubs, and caladiums plus two container recipes for sun and one for shade. [SHOW ON SCREEN]. All of them have been extensively trialed and



Leafjoy

Let's dig in to see how you can grow your business with leafjoy houseplants.

You've planted your business firmly in the minds of your customers so they know to visit every spring, but what about those slower times of the year when you need a new reason for them to stop by again?



That's where offering leafjoy houseplants by Proven Winners comes in — they'll help you grow your garden center's reputation for having fresh product stocked year-round. Consumers purchase houseplants all year, and once they see the cutting-edge leafjoy varieties that are exclusively offered to independent garden centers like yours, they will return time and again. Low shipping minimums, a broad selection, and the ability to stock plants at multiple price points will ensure there's something for every one of your customers.



So, what can you share with those shoppers who are wondering why they should choose leafjoy houseplants? Here are a few things that set Proven Winners houseplants apart.



First, you'll find rare varieties in the leafjoy collection that you just won't see anywhere else. Our high end Boutique and Collector's Edition lines are available exclusively to independent garden centers and will help you command premium retail prices from avid houseplant collectors —and there are a lot of them these days! The Premium line also includes unique, but more widely available varieties, including many whose names you know like 'Birkin' Philodendron. Don't miss

out on stocking the 2024 Houseplant of the Year, Mythic Dragonite Alocasia. This gorgeous variety will be receiving extra attention in our marketing campaigns next year.



Next, every plant in our leafjoy line has been designated for one of four collections which are designed to help your customers understand where in their home the plant will thrive.



Consumers have told us this is one of their biggest challenges with growing houseplants, so we've removed that barrier for you. When they are shopping your displays, your customers can be confident they are choosing the right plant for their space.

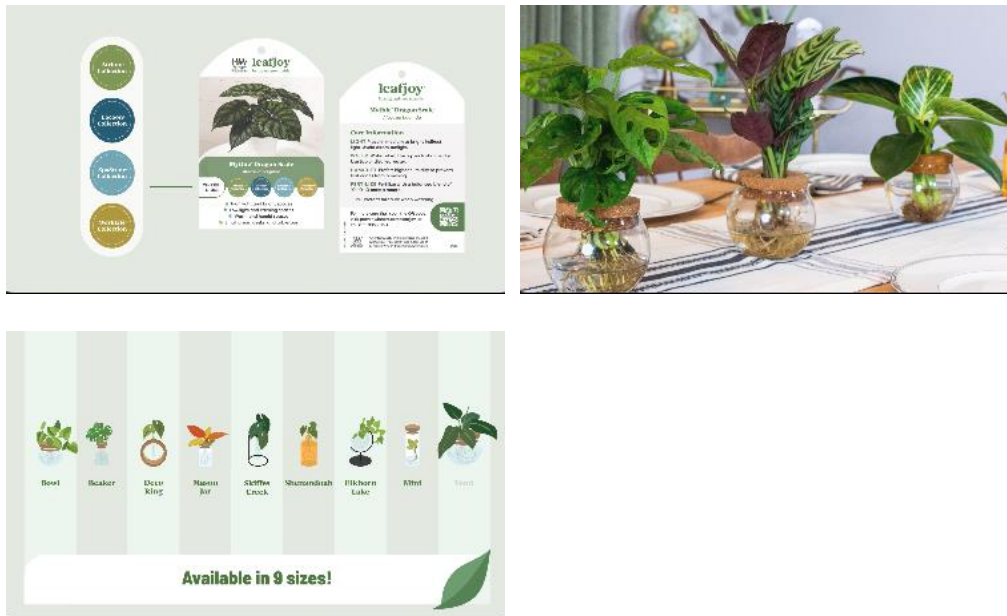


Atrium collection plants are meant to be grown in high light conditions. Cocon varieties are the opposite—they only need low light to grow well. The SpaScene collection includes houseplants that thrive in humid environments, like on the sill of a bathroom window. And lastly, WorkLife

collection plants are tidy, space-saving plants for places like the home office, apartment or dorm room.

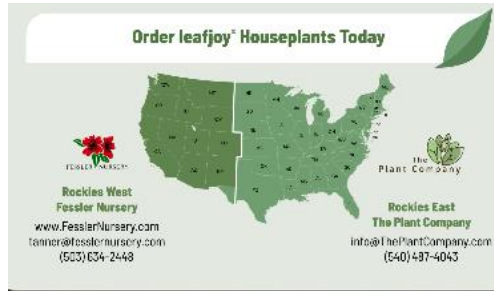


We've made sure that these collections are prominently displayed and explained on every variety-specific leafjoy plant tag. That also makes it easy for your team to build your retail displays around your customers' success.



Lastly, you can rest easy knowing that every leafjoy plant that arrives at your garden center is ready to sell right off the rack or out of the box. The plants have been grown in state-of-the-art

greenhouses to exacting standards, and are virus tested, leaf-shined and labeled before shipping. All you need to do is put them in your displays and close the sale.



It's easy to order leafjoy houseplants for your garden center. Multiple low-volume shipping and ordering options are available so you can order the right amount of plants to stock your store and easily refill your inventory throughout the year. The minimum order is just one pallet of potted plants, and you'll have the ability to customize your variety mix, too.

Order retail-ready leafjoy houseplants directly from The Plant Company.

Annuals

For over 30 years, our team has been traveling the world to bring the very best annuals to market. If you've ever grown them in your own garden, then you know—Proven Winners are vigorous, easy to grow, and deliver a solid garden performance for the entire season. Knowing how much you are vested in your customers' success; these are plants you can confidently recommend every year.

Soon, customers will be coming through your doors to see what's new and to pick up their favorite varieties. So, let's take a closer look at our Top Pick Annuals for 2024, and you'll be ready to hit the ground running.





SOLENIA® Apricot, Chocolate Orange, Scarlet and Yellow

Proven for years in trials across the nation to be the best in class, we are proud to elevate 4 Solenia® begonias to the Proven Winners brand. Each having ruffled double flowers, our varieties include Solenia Apricot, Solenia Chocolate Orange, Solenia Scarlet, and Solenia Yellow. Daylength neutrality makes them easy to come into bloom throughout the selling season, while good mildew resistance and a well-branched habit keep plants looking their best. These sun tolerant Solenia begonias are ideal for growing in the Proven Winners Grande or Classic container, mixing these with other medium vigor plants in hanging baskets or upright containers and can also be planted in well-drained landscape soil in a home garden.



DOUBLE DELIGHT® Appleblossom

An addition to our fragrant begonia collection is Double Delight Appleblossom. The large, abundant, white and soft pink bicolor double flowers produce a sweet citrus-like fragrance that gardeners are drawn to. With enhanced vigor, well branching habit, higher flower count, and greater Xanthomas disease tolerance compared to other competing tuberous begonias, Double Delight Appleblossom makes it an ideal candidate to be grown in various container sizes (*DO NOT READ: the Grande or Classic container, hanging baskets or upright containers*). Double Delight begonias tolerate full sun in Northern climates but will benefit from afternoon shade in warmer Southern markets. You should also note Double Delight Appleblossom is about 20 to 30% larger than the other varieties in the Double Delight collection.



CAMPFIRE® MARSHMALLOW™

For many years, we looked for a white flowering variety to add to our Bidens collection and finally found it with Campfire Marshmallow. The strong heat tolerance, self cleaning flowers and low seed set results in greater flower power and stronger performance all season long. A tuft of gold in the center of the large pure white flower petals on top of densely mounded plants makes Campfire Marshmallow less of a mixer in recipes and more of a pollinator attracting showpiece on its own. The habit of Campfire Marshmallow is larger than Campfire Flame with the flower size similar to Goldilocks Rocks making this ideal to be grown in the Grande or Classic container.



SUPERBELLS® Blue Improved

Superbells Blue, one of our top selling varieties, has been improved as a daylength neutral variety, providing an earlier bloom time for growers. A denser, well branched habit, with vibrant blue flowers with a small eye, retain their saturated color all season long without fading or looking washed out.



SUPERBELLS® Pink Improved

Another improved variety is the popular Superbells Pink. We've improved the growth habit to match other Superbells varieties, it has darker green foliage and larger rich pink flowers. Combined with earlier flowering, Superbells Pink Improved will be a hit for growers and gardeners alike.



SUPERBELLS® DOUBLE REDSTONE™ - *Must Have Variety*

Superbells Double Redstone, a Must Have Variety for the 2024 season is truly unique and sure to fly off greenhouse and retail benches. With striking crimson red flower petals with gold picotee edges, the fully double flowers will pair perfectly in recipes with other strong colors like royal purple, blue and gold for stunning Spring and Fall container gardens. Superbells Double Redstone will produce an abundance of petite blooms on top of a robust well branched mounded plant.



SUPERBELLS® DOUBLE SMITTEN PINK™

Gardeners will surely be smitten by the delightful double flowered light and rose pink bi-tone blossoms of Superbells Double Smitten Pink. These two tone flowers on a well branched plant will match up well with both pastel and vibrant colored flowers making Superbells Double Smitten Pink the perfect addition to recipes.



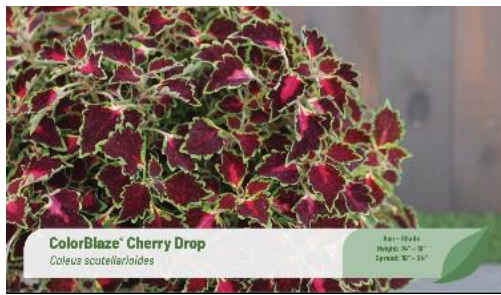
SUPERBELLS® DOUBLE VINTAGE CORAL™ - *Must Have Variety*

Another Must Have variety for the 2024 season is Superbells Double Vintage Coral. Everything vintage is trending with consumers, and this antique amber-orange veined, fully double-flowered calibrachoa is everything they are looking for. Its color shift when grown outside makes it even more compelling, with purple tones appearing in its veins and petals. Try combining Superbells® Double Vintage Coral™ with deep reds and purples, golds or creamy white in hanging baskets, upright containers and window boxes. This new variety was a standout performer in our Florida trials, ranking as the top Superbells and one of the best plants overall in the entire trial. Its habit is impressively robust, and the blooms keep on coming all season without deadheading.



SUPERBELLS® Double White

Helping to round out the color options in the double flowered Superbells collection is the new Superbells Double White, with clean white flowers held atop robust, well branched plants. The prolific blooming Superbells Double White is the perfect addition to recipes of all color schemes and capitalizes on the moon garden trend.



COLORBLAZE® Cherry Drop

Trailing coleus are indispensable components for containers and landscapes, so we're excited to add Colorblaze Cherry Drop as a new color option to the program. Small, intense red leaves with lime green edges form a dense, cascading mass in sun or shade applications. In our trials of Colorblaze Cherry Drop, we documented zero flowering and no instances of downy mildew—exactly what growers and gardeners want in a coleus.



SAFARI™ DUSK™

A color expansion for the Safari series of Jamesbrittenia is Safari Dusk, bearing glitzy purple blooms with a gold eye on mounded to trailing stems. A relative of Sutera that can be used in similar applications with the advantage of far greater heat and humidity tolerance, Safari Dusk joins Safari Dawn and Safari Sky to expand grower options for mounded to trailing plants for hanging baskets and upright container recipes.



SUPERTUNIA® BERMUDA BEACH®

We've upgraded the longtime favorite Supertunia Bermuda Beach by improving its flower color for a richer glowing coral pink color, and a stronger garden performance throughout the entire growing season. The new Supertunia Bermuda Beach also allows us to refine our stock plant management, which will help it move through the supply chain smoothly, delivering reliable and consistent liners to growers. If you've used Supertunia Bermuda Beach in recipes in the past, you'll be even happier with this improved variety.



SUPERTUNIA® HOOPLA™ VIVID ORCHID™ - Must Have Variety

We've trialed patterned petunias for many years, but most have not lived up to Supertunia standards for season-long performance or flower quality. We are thrilled to introduce the very best picotee patterned petunia we've ever trialed —Supertunia® Hoopla™ Vivid Orchid another Must Have Variety for the 2024 season. Vivid orchid purple flowers with a bright white edge are produced abundantly on well-branched plants from spring into fall without deadheading. While many petunias of this type tend to develop a bruised-look as the flowers age, Supertunia Hoopla Vivid Orchid looks fresh until the flowers drop cleanly. With a perfect mounded trailing habit and eye catching flowers, Supertunia Hoopla Vivid Orchid will be a hit with gardeners everywhere.



SUPERTUNIA MINI VISTA® Ultramarine

Supertunia Royal Velvet has been one of the top selling Proven Winners varieties of all time. The new Supertunia Mini Vista Ultramarine mirrors its color but in the more compact Supertunia Mini Vista growth form that growers and consumers love. A useful color addition to the series, Supertunia Mini Vista Ultramarine is perfect for creating patriotic-themed recipes and makes an easy to grow Grande or Classic container due to its attractive densely branched habit covered by an abundance of flowers.



SUPERTUNIA® SAFFRON FINCH™

As yellow continues to trend with consumers, we are excited to introduce Supertunia Saffron Finch, a new sunny yellow Supertunia with a full, well-branched, rounded habit. The flowers of Supertunia Saffron Finch are a more intense yellow than Supertunia Limoncello, but they may transition to creamy yellow in southern climates. Try pairing Supertunia Saffron Finch with bold purples, reds and magentas for an especially eye-catching look. It will work well in your spring and summer recipes while delivering a stellar performance for the home gardener.



Angel Wings

The flashy new Angel Wings *Senecio*'s garden performance and overall look caused quite a stir when it was introduced into our Proven Selections line, that we are now elevating into the Proven Winners brand. We recommend that growers and retailers offer Angel Wings in Royale™ containers to achieve the proper price point for this in-demand variety. Large, silky-textured, silvery white leaves form a substantial clump and make an outstanding focal point in containers and landscapes. Like many felted silver plants, good drainage and abundant sunshine are important to achieve healthy, vigorous growth. Consumers love the heat tolerance and soft leaves of Angel Wings, and maybe even better that rabbits and deer tend to avoid it.



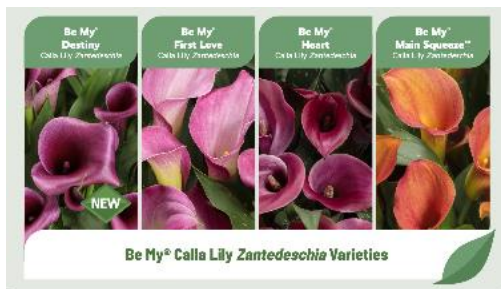
SUPERBENA® PINK CASHMERE™ - Must Have Variety

Meet the new star of the Superbena series – Superbena Pink Cashmere a Must Have variety for 2024! This pastel pink Superbena captured our attention in trials with its delicate flower color, extremely vigorous growth, and huge umbels that rival Superbena Whiteout™ and Violet Ice in size. Superbena Pink Cashmere was able to keep up well in combinations with the new Supertunia Tiara™ Pink petunia which, like Superbena® Pink Cashmere™, is one of the most vigorous cultivars in its series. Mounded trailing plants produce loads of continuous blooms all season without deadheading. Like all Superbena, it meets our extremely high standards for powdery mildew resistance.



HEART TO HEART® ‘Rain or Shine’ - Must Have Variety

A Must Have variety for 2024 is the new Heart to Heart Rain or Shine, One of the most unique and vigorous caladiums we’ve ever trialed, Heart to Heart Rain or Shine features large, bronze pink-red leaves with soft pink speckles and black veining and in certain lights you might also detect a hint of purple. Heart to Heart Rain or Shine will easily stand out on grower and retail benches and in home gardens as the leaves retain their color well in full sun or part sun. This variety’s taller, upright form makes a statement in premium recipes and is one of the quickest in the collection to sprout in the Proven Winners 6.5 inch container.



BE MY® Destiny joins the 6 other Be My Callas for the 2024 season. Be My Destiny is one of the best varieties for pot production our growers have ever trialed. The excellent vigor and uniformity, combined with good disease resistance, are all reasons our growers love this calla. Be My Destiny features grape purple flowers with a deeper purple throat, that are produced in

good numbers atop the slightly maculated, emerald green foliage and like all Be My calla varieties, fills containers fully.



Hard Goods

We know how busy you are managing your garden center, so we've made it easier than ever to stock Proven Winners Premium Potting Soil and Plant Foods. We joined forces with Sun Gro Horticulture and some of their stocking distributors to give independent garden centers greater access to these high quality products.

You know how critical using good quality potting soil and plant foods is to your customers' success. Use our POP signage to communicate that value message to your shoppers and leave a visual reminder next to the cash wrap so they don't forget these important items when they check out.

Our Twist 'n Plant garden augers will help them plant what they buy in a snap, YES, even in heavy clay soils they will make the hardest jobs easier! These 100% solid U.S. steel augers are backed with a lifetime guarantee by the family owned and operated, Illinois-based manufacturer. We encourage you to stock them in all three sizes to allow your customers to choose the right-sized tools for their landscape project.

As we travel across the country to visit garden centers, time and time again we hear your concerns about water restrictions and conservation efforts—and not just in southern climates like California and Texas. This is an issue that's top of mind for many gardeners, so it makes sense for you to offer them smart water solutions. Here are a few we are excited to have for you.



WaterWise Drip Irrigation System

For over a decade, we've offered our WaterWise drip irrigation system that's ideal for watering containers, window boxes and hanging baskets—plus it works for landscapes, too. Set to a timer, it automates watering so your busy customers don't have to head out with a hose to water

every night after work. Everything they need to water ten containers is included in one easy-to-stock and sell kit.



Self-Watering AquaPots and Insert

Proven Winners Ceramic AquaPots have been a huge hit since they were first introduced, and now we've expanded the line to include lighter weight options as well as an insert that can make any pot self-watering. So now, you can set up an entire display of Proven Winners products dedicated to conserving water resources and use our POP signage to tell your customers what it's all about.

The AquaPots collection of products was developed by Jack Barnwell, who is an award-winning landscape architect who designs gardens all across the country, from Alaska to Florida. His customers wanted a beautiful solution for keeping their containers watered consistently while also saving on their water bills.

Ceramic AquaPots are the only self-watering containers of their kind. They give the gorgeous look of glazed pottery with the added convenience of only needing to fill their water reservoir once per week, or even less often for larger sizes. These professional-grade AquaPots are the ones you'll want to recommend to your higher end customers looking for containers that will last for years to come.

Coming in literally at a lighter weight and price point are our two new collections of AquaPots Lite containers: Urban and Legacy Stone. These high grade glossy resin and volcanic ash composite planters have the look of ceramic and are designed to work seamlessly with our new

AquaPots Insert. Their mid-range price point makes AquaPots accessible to your more price conscious customers.

Our new AquaPots Insert can be purchased separately to use either in AquaPots Lite or in your customers' own containers. It measures 13.5 inches and holds 2.9 gallons of water. The insert itself is round, but an optional square fitting makes it fit snugly in square pots, too.

Thank you for doing your part to spread the word to your customers and showing that there are smart solutions for keeping their plants watered despite local water restrictions. Conserving water is possible with the tools offered by Proven Winners!



Perennials

It's a thrill for home gardeners to see the perennials they've planted return bigger and better every season. And for retailers, perennials offer the opportunity to keep sales strong from frost to frost.

If you pick them right, you'll have customers coming back every few weeks to see what's in bloom. The Proven Winners perennial line has grown to include 210 cultivars representing 44 different genera for 2024, so there is something for everyone and every season.

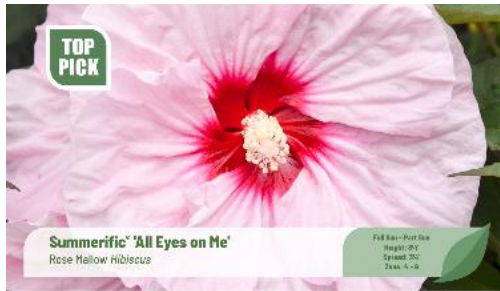
We know you and your customers are excited to see what new perennials we have planned for the new year, so let's get started with our Top Picks, followed by a few more unique items you won't want to miss.



Silver Lining Artemisia *Must-Have Variety*

Grown for its spectacular foliage, Silver Lining Artemisia - a must have variety for 2024, is a native cultivar that forms a low, wide mound of dissected silver foliage that keeps its shape all season. This deer and rabbit resistant variety is reliably perennial and does not spread by

underground runners. Hardy in zones 4 through 9, Silvery Lining is best used as a filler at the border's edge or a spiller in container recipes.



SUMMERIFIC® 'All Eyes on Me' Hibiscus *Must-Have Variety*

One of our most compact zone 4 through 9 hardy hibiscus to date, Summerific All Eyes on Me - a must have variety for 2024, is a well-rounded plant with dark green foliage and blooms top to bottom with very large 8", blushing pink blossoms with a bright red eye from midsummer to early fall. Heavily overlapping, ruffled petals give the impression of being semi-double.



SHADOWLAND® 'Love Story' Hosta *Must-Have Variety*

Shadowland Love Story - a must have variety for 2024, is a medium-sized hosta that bears long, heart-shaped, green leaves with chartreuse jetting that bleeds into the creamy white center. It's made extra-special by variegation which extends from petiole to leaf tip and wavy piecrust leaf edges. The tall scapes of Shadowland Love Story holds large clusters of white flowers in early summer and is hardy in zones 3 through 9.



LUMINARY™ 'Prismatic Pink' Phlox paniculata *Must-Have Variety*

Luminary Prismatic Pink Phlox paniculata - a must have variety for 2024, has classic bubblegum pink flowers with a dark pink eye, forming large, dense panicles atop the clump of mildew-resistant, dark green foliage for several months beginning in midsummer. A good match for the series, Luminary Prismatic Pink is the perfect size for mid-border and a great cut flower. This zone 3 through 8 hardy, native hybrid, is a pollinator favorite.



ROCK 'N GROW® 'Midnight Velvet' Sedum *Must-Have Variety*

This striking upright sedum, Rock N Grow Midnight Velvet - a must have variety for 2024, creates interest from the moment its deep purple foliage emerges in spring. The full, domed habit is adorned in late summer with large clusters of mauve buds which open to reveal rose-red flowers that transition to dark red seed heads. A hardy perennial in zones 3 through 9, Rock N Grow Midnight Velvet is a pollinator magnet and gets the darkest foliage color in full sun.

In addition to our Top Pick Perennials for 20-24, we want to highlight a few new genera and shade perennials that are new to our line. Each are guaranteed to jumpstart the spring perennial season both in your store and in home gardens, and are designed for awesome performance the summertime.



Bergenia 'Peppermint Patty'

'Peppermint Patty' is a very unique looking Bergenia with beautiful flowers that have great spring retail appeal.

This hardy perennial delivers year-round interest with its semi-evergreen leaves with wavy edges. This would be a great plant to recommend to your customers who are looking for deer and rabbit resistant, shade-tolerant perennials.



Heucherella FUN AND GAMES® 'Capture the Flag'

'Capture the Flag' is the newest addition to the FUN AND GAMES® collection. With its bright

colors, you can count on it standing out on your perennial benches, and they bring in the pollinators in late spring.

Heucherella are sterile hybrids, and so typically have longer bloom seasons than their parents: Tiarella and Heuchera. They are perfect for filtered shade or woodland gardens and containers.



Hemerocallis RAINBOW RHYTHM 'Blazing Glory'

'Blazing Glory' is a bold new addition to our Rainbow Rhythm collection of daylilies. Every year in midsummer, tall scapes carry the 6 inch wide flowers.

You'll enjoy its sweet fragrance which also helps to draw in the pollinators. We know your customers look for reblooming varieties of daylilies when they shop, and they'll find that trait in 'Blazing Glory'. And since this variety is a tetraploid, you can count on it being a robust grower in full sun.



E-Z Scapes

Consumers love our container garden recipe tool for finding ideas on what to fill their porch and patio pots with each season. Our EZ Scapes landscape recipe program works much the same way.



We offer 34 pre-planned landscape plans that help gardeners handle common issues like deer resistance, clay soil and drought. Each one combines plants with similar growing needs to provide frost to frost interest.

Retailers have seen terrific sell-through by dedicating an endcap or bench to EZ Scapes. We'll work with you to develop signage, handouts and more to be your silent salesperson as customers shop your store. Instead of purchasing one or two perennials, this unique program ensures gardeners purchase multiple plants to fill their landscape.

You'll increase the sale and your customer will leave armed to succeed.



Shrubs

All right... You can stop looking for something new and exciting to add to your product mix.

Why?

We've done all the searching for you!

Our team travels the world to find plants that bring more of what your customers ask for: larger and more abundant flowers, fresh and vibrant colors, and superior disease resistance.

We also look for unique features such as compact habits, drought tolerant varieties, and eco-friendly alternatives to invasive species.

So let's dive into some stunning new woody ornamentals, and find out what makes them Not Just New, but Better:



Double Play Dolly™ Spiraea

We had someone very special in mind when we developed our Double Play series of spirea – you!

For years, spirea was an under-appreciated landscape workhorse. You see, gardeners couldn't appreciate their beauty because the foliage of conventional spirea just didn't bring the pow that spring containers needed for garden center sales.

But the Double Play series of spirea stands out in spring with brightly colored foliage, making a bold container presentation that refuses to be ignored.

The newest in the series, Double Play Dolly™ Spiraea, starts the spring with vibrant yellow-orange foliage that transitions to clean yellow in summer, as purple flowers sit neatly atop.

And your customers will appreciate its tidy, compact, dense 1.5-2.5' habit.

This exciting addition to the Double Play series of spirea is very durable, easy to care for, and very hardy, down to USDA zone 3.

You'll want to offer Double Play® Dolly™ spirea to your customers because:

It's a totally new color combination of foliage and flowers with a long blooming window – plus it's deer resistant.



Double Take Eternal White Chaenomeles

Moving on from Double Play to Double Take!

It's our Double Take series of reblooming, thornless flowering quince!

The newest color in the series, Double Take Eternal White™ isn't just gorgeous, it's the longest-blooming flowering quince on the market.

In spring, large doubled blooms open to lime and then transition to pure white - and the show continues for months, often into early autumn.

Its elegant, wider-than-tall habit makes a lovely ground cover or grouping in the middle of the border.

Double Take Eternal White quince is a perfect plant for customers who want:

Quince that blooms longer, with more blooms on a wider than tall habit.



Oso Easy Ice Bay™ Rosa

White flowers are a beautiful addition to any garden mix.

But no matter what your customers' design palette happens to be, they will find an Oso Easy rose to compliment almost any color they are dreaming of – including classic white.

Oso Easy Ice Bay™ rose is a beauty with pure white petals surrounding a golden center. It blooms continuously into autumn and unlike other white roses that fade to pink, this rose stays white for the life of the bloom.

It's perfect for cut flowers, white gardens, or even tucked within a colorful border. And like all our Oso Easy roses, the foliage stays free of black spot and powdery mildew - plus it's exceptionally hardy, down to USDA Zone 3!

Why recommend Oso Easy Ice Bay rose?

It's extremely long blooming with white flowers that stay white on a neat, compact habit.



Let's Dance Lovable *Hydrangea macrophylla*

Of course, we can't talk about new plants without mentioning hydrangeas!

Bigleaf hydrangeas are usually at the top of every gardener's wish list. When it comes to high performing bigleaf hydrangeas, the Proven Winners' Let's Dance® series can't be beat.

They bloom on old and new wood, so your customers will get flowers even after harsh winters or untimely pruning. And, unlike other rebloomers, those new wood buds come faster, so they won't be waiting until the end of the season for the second flush of flowers.

And oh, those gorgeous flowers... intensely pigmented, vivid flower colors make the new Let's Dance Lovable very, well...lovable!

Hot pink or royal purple mophead blooms fill its 3-4' habit throughout the summer, keeping the show going as mature flowers mix with brightly colored emerging blooms. These vibrant flowers look at home in borders, vases, and as mass plantings.

Why grow Let's Dance Lovable™ reblooming hydrangea?

It has loads of colorful blooms that can range from intense pink to vivid purple, set against a backdrop of purple foliage.



Pinky Winky Prime™ *Hydrangea paniculata*

We put a lot of breeding work into introducing smaller plants, but in the case of Pinky Winky Prime panicle hydrangea, we went big.

At 6-9' tall and wide, it's bigger than its predecessor with a bigger personality to match! Gigantic, lacy flowers are like lanterns in the summertime. Vibrant white panicles begin to blush up from the bottom, turning the blooms into a two-toned combo that is impossible to miss.

At the summer's end, it continues to set itself apart from the original as the big, dense flowerheads deepen to a darker shade of true pink.

Why should you recommend Pinky Winky Prime panicle hydrangea?

It has the massive flowers you've come to expect from the Pinky Winky name, with an interesting color change from summer into fall, and a large size that works perfectly as a screen or as the specimen for an island bed.

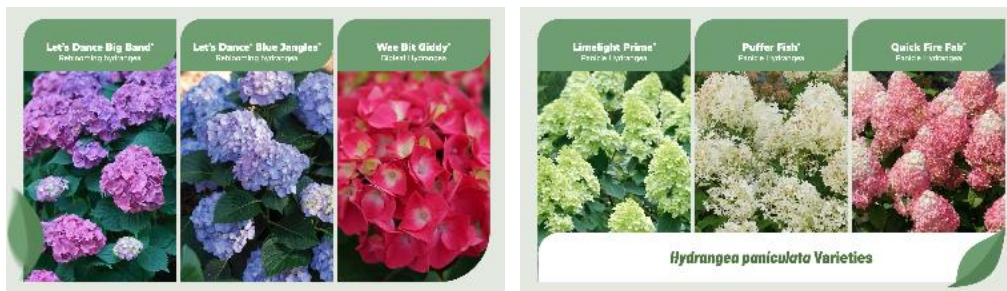
As you think about expanding your product lineup, remember that offering the latest varieties isn't just about staying ahead in the market; it's about staying true to why your customers come to your garden center in the first place.

They seek solutions to common gardening challenges, and they're on the lookout for the newest cultivars that make their gardening dreams a reality.

So, embrace the beauty of innovation and let your assortment flourish with fresh, problem-solving shrubs.

Your customers will appreciate it, and your garden center will keep blooming.

For a complete list of new Proven Winners shrubs, or to search for your favorites, just go to ProvenWinners.com



A Hydrangea for Every Garden

If you only carry one shrub in your garden center, consider the classic hydrangea - wondering which one to choose? I'm here to tell you there's a hydrangea for every garden, no matter its size or style. Let's take a look!

Hydrangea macrophylla, or bigleaf hydrangeas are that classic hydrangea with big round flowers that generally bloom in pink to blue depending on soil conditions.

They range from 3-6' tall and wide, but compact cultivars like Let's Dance Big Band, Let's Dance Blue Jangles, and Wee Bit Giddy reblooming hydrangeas are a good choice for folks who garden in smaller spaces or containers.

Hydrangea paniculata, or panicle hydrangeas, are easy, reliable and perfect for people with little to no gardening experience. They bloom on new wood, so improper pruning or adverse weather does not affect flowering.

Cultivars include Limelight Prime®, Puffer Fish, and the early blooming Quick Fire Fab panicle hydrangea.

Hydrangea serrata - or mountain hydrangeas - have lacecap flowers, making them an attractive choice for pollinator gardens.

The Tuff Stuff series of Proven Winners cultivars of mountain hydrangeas bloom on old and new wood, making them excellent rebloomers as well.

Hydrangea arborescens, also known as smooth hydrangeas, are native to North America and very hardy. They can tolerate a part-shade environment, so they are a good choice for gardeners who don't have a lot of sun.

Cultivars include Incrediball, or for smaller spaces, Invincibelle Mini Mauvette and Invincibelle Wee White.

Hydrangea quercifolia, or oakleaf hydrangea, are also native to North America and are named for their beautiful lobed foliage - and like smooth hydrangeas, they can tolerate some shade. Oak leaf hydrangeas can grow up to 10' tall, but compact, garden friendly cultivars like Gatsby Gal, have made this beautiful native hydrangea a more accessible choice for smaller spaces.

And that's it! I hope this short tutorial helps you feel more confident recommending the perfect hydrangea for every customer's garden.



How to improve Your Garden Center

Now for the fun part! This is where we get to show off the amazing work of our independent garden center partners. I'm Heather Poire, and I am the retail solutions manager for garden centers in the Northeast U.S. and Northeast Canadian provinces.

And I'm Amy Howard, your retail solutions manager for the Southeast and Southern states. Let's take a look at how we've worked with two family owned garden centers—Arujo Farms in Massachusetts and **The Greenhouse Garden Center in Alabama**—to grow their businesses by digging into the resources offered by Proven Winners.



Why Proven Winners University

We know you and your team likely only watch this training video once per year, but we want to support you year round with additional training opportunities.

Proven Winners University provides opportunities to continue your learning throughout the season through a series of short, 2 to 4 minute videos.

They cover a wide array of topics like plant care, solutions for gardening, marketing tips and more.

These videos are the perfect length to use for your weekly team meetings, to bring new and seasonal employees up to speed, or to simply assign one per week to watch so everyone can be better prepared for your customers questions. We are certain you'll find content relevant to your region and the Proven Winners plants carried in your garden center.

To learn more, visit [ProvenWinners.com](https://www.ProvenWinners.com)



Outro

So, that's a wrap for your 2024 Certification! We hope you enjoyed learning about this season's exciting new plants, products and programs we have planned for you. Remember to complete your Certification test and turn it in by May First so you can enjoy your free pizza party and get your free Proven Winners swag.

On behalf of the entire Proven Winners family, I want to sincerely thank you for choosing to partner with Proven Winners. We value your business and look forward to continuing to serve you in the weeks, months, and years ahead. Have an amazing season, and we'll see you right back here again next year.