

Spring 2027 PREVIEW

PW
PROVEN
WINNERS®
The #1 Plant Brand.®



2027 NATIONAL PLANT OF THE YEAR PROGRAM

With a proven track record of success, our National Plant of the Year program features best-in-class varieties across all Proven Winners plant lines, including targeted plants for Southern and Western markets. We'll take care of building consumer demand while you focus on meeting it.



ANNUAL
OF THE YEAR

COLORBLAZE® El Brighto
Coleus



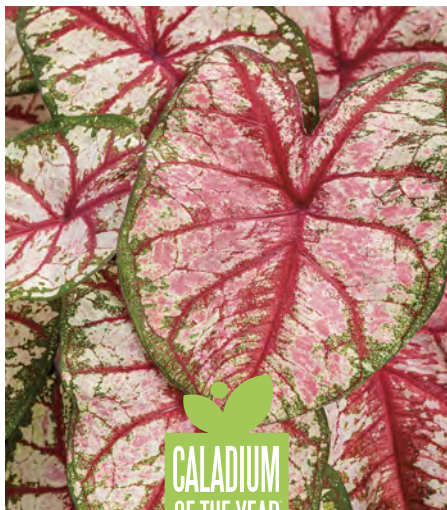
PETUNIA
OF THE YEAR

SUPERTUNIA VISTA®
COOL JAZZ® *Petunia*



LANDSCAPE
ANNUAL OF THE YEAR

ROCKIN'® *Fuchsia*
Salvia



CALADIUM
OF THE YEAR

HEART TO HEART®
'Bottle Rocket' *Caladium*



PERENNIAL
OF THE YEAR

LUMINARY® 'Sunset Coral'
Phlox



LANDSCAPE
PERENNIAL
OF THE YEAR

'Serendipity' *Allium*



HOSTA
OF THE YEAR

SHADOWLAND® Giant 'Wu-La-La'
Hosta



FLOWERING
SHRUB
OF THE YEAR

BLOOMERANG BALLET®
Syringa



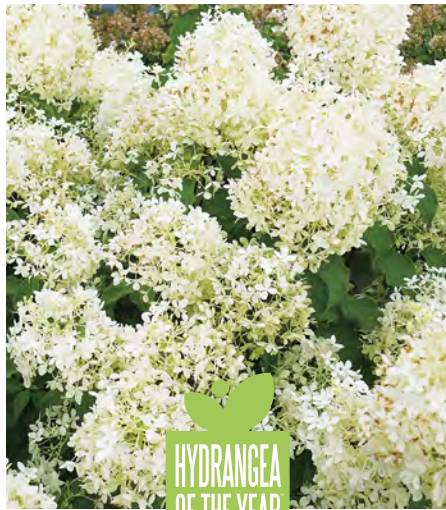
LANDSCAPE
SHRUB
OF THE YEAR

KODIAK® Red 2.0
Diervilla



ROSE
OF THE YEAR

OSO EASY EN FUEGO®
Rosa



HYDRANGEA
OF THE YEAR

PUFFER FISH®
Hydrangea paniculata



HEAT-LOVING
SHRUB
OF THE YEAR

HOLLYWOOD HIBISCUS®
RICO SUAVE™ *Hibiscus*



TREE
OF THE YEAR

MIDNIGHT EXPRESS®
Cercis



HOUSEPLANT
OF THE YEAR

TROPICAL TAPESTRY®
KURA KURA™ *Labisia*

2027 NATIONAL RECIPES

Grow what sells! Our National Recipes for sun and shade were designed and trialed by growers to ensure they will deliver spectacular garden performance all season.



Jazz Club

SUPERTUNIA VISTA® JAZZBERRY® *Petunia*
 SUPERTUNIA VISTA® COOL JAZZ® *Petunia*
 SUPERTUNIA VISTA® SNOWDRIFT™ *Petunia*
 SUGGESTED THRILLER:
 GRACEFUL GRASSES® PRINCE TUT™ *Cyperus*



Pebble Beach

SUPERTUNIA® BLUE TIARA™ *Petunia*
 SUPERTUNIA MINI VISTA® White *Petunia*
 SUPERBENA SPARKLING® Amethyst *Verbena*
 SUGGESTED THRILLER:
 ANGELFACE® White *Angelonia*



Loads of Fun

ENDLESS™ Illumination *Browallia*
 ROCKAPULCO® Purple *Impatiens*
 CATALINA® Pink *Torenia*
 SUGGESTED THRILLER:
 GRACEFUL GRASSES® BLUE MOHAWK® *Juncus*



To Die For

HEART TO HEART® 'Heart and Soul' *Caladium*
 HEART TO HEART® VA VA VIOLET™ *Caladium*

NEW PROVEN WINNERS ANNUALS FOR 2027



SUPERBELLS® Double
Mardi Gras *Calibrachoa*



SUPERBELLS® Double Midnight
Magenta *Calibrachoa*



See All of Our New Varieties in Action!

Scan the QR code or go to provenwinners.com/2027_Resources for all the details you need to know about our new varieties and programs for the 2027 season.



***1 = See our website for varietal denomination information at provenwinners.com

SUPERBELLS® Double Mardi Gras

Calibrachoa ^{WICAMARD27} USPPAF CanPBRAF

Displaying a never-before-seen pattern you'll only find here, this incredibly prolific bloomer bears lavender purple flowers splashed with yellow and white. Its mounded habit makes an attractive Grande™ and mixes well with other medium vigor varieties.

- Early blooming for spring promotions
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes, recipes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2

SUPERBELLS® Double Midnight Magenta

Calibrachoa ^{WICAMIMAG27} USPPAF CanPBRAF

An essential color for recipes, intense magenta, fully double blossoms are inked with a center punch of magenta red. Coupled with remarkable heat and cold tolerance, this early blooming, day neutral calibrachoa has a broad sales window for seasonlong sales.

- Mounded trailing habit; mixes well in recipes
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes, container recipes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2



COLORBLAZE® PEPPER FLAKES™
Coleus scutellarioides

SEA SPRAY™
Felicia amelloides

SUN PENDANTS™
Hot Pink *Fuchsia*

COLORBLAZE® PEPPER FLAKES™

Coleus scutellarioides

Exhibiting a spicy new pattern for the series, feathery textured, maroon-red leaves are heavily flecked with vibrant chartreuse speckles for a bold bicolor effect. A robust, vigorous selection that fills containers fully and quickly for attractive presentation at retail.

- Very late to flower; long sales window
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, monocultures and landscapes
- 20-30" height; 24-36" spread
- Sun or shade
- Vigor 3

SEA SPRAY™ *Felicia amelloides* *** USPPAF CanPBRAF

Modern breeding has given rise to this more heat tolerant *Felicia* that does not require cool nights to bloom well, so it's easier to produce in warmer climates. Quarter-sized, true blue flowers are held on wiry stems above the compact, densely mounded foliage.

- Attracts pollinating bees and butterflies
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes, container recipes and monocultures
- 10-16" height; 12-24" spread
- Part sun to sun
- Vigor 3

SUN PENDANTS™ Hot Pink *Fuchsia*

Boasting greatly improved sun and heat tolerance over other *Fuchsia*, this spring to frost bloomer can be grown and sold over a much longer period. Vivid hot pink flowers with a magenta purple corolla are produced abundantly without deadheading; a favorite of hummingbirds.

- Upright mounded to semi-trailing habit
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes, container recipes and monocultures
- 4-8" height; 8-12" spread
- Part sun to shade
- Vigor 2



SUNCREDIBLE® Yellow II
Helianthus

AROMANCE®
Plum Honey
Nemesia fruticans

LUSCIOUS®
VANILLA BREEZE™
Lantana camara

SUNCREDIBLE® Yellow II

Helianthus *** USPPAF CanPBRAF

A more refined, balanced habit with stronger branching plus earliness to flower make this an easy upgrade. More attractive finished plants fit better on racks for efficient shipping and can be finished in multiple pot sizes to hit key price points throughout the season.

- Some flowers may display a faint ring around the eye zone
- Grow in 4.25 Grande™, 1.0 QT or 1.0 Royale™ containers, monocultures and landscapes
- 24-40" height; 20-36" spread
- Full sun
- Vigor 4

LUSCIOUS® VANILLA BREEZE™

Lantana camara *** USPPAF CanPBRAF

An essential color expansion for the series, this large, well-branched, vigorous *Lantana* produces an elegant splash of abundant, cool white flowers and buttery yellow buds across its spreading canopy. Like all Luscious®, no deadheading is needed for non-stop, seasonlong blooms.

- Pollinator-friendly, deer resistant
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, upright monocultures and landscapes
- 20-30" height; 20-30" spread
- Full sun
- Vigor 3

AROMANCE® Plum Honey

Nemesia fruticans ^{INNEMPLUHO} USPPAF CanPBRAF

Bearing larger flowers than its series companions, this showy, fragrant bicolor shines in shades of plum-purple and yellow which draws in pollinators. Compact, upright mounded habit presents beautifully in containers and fits easily into trays for convenient shipping.

- Outstanding heat and humidity tolerance proven in trials
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes, color bowls, cash 'n carry combos
- 8-12" height; 12-24" spread
- Part sun to sun
- Vigor 2



TOP PICK

SUPERTUNIA®
BORDEAUX™ II *Petunia*



SUPERTUNIA VISTA®
BUBBLEGUM® II *Petunia*



SUNSTAR®
Red II
Pentas lanceolata



SUNSTAR® Red II *Pentas lanceolata*

Unifying the series in size, vigor and appearance, this upgraded selection bears large clusters of truer red flowers that attract pollinators and hummingbirds. Supplemental lighting is not needed to produce full, well-branched, uniform plants in most climates.

- Vegetatively produced for reliable uniformity
- Excellent tolerance of high heat and humidity
- Grow in 4.25 Grande™ containers, recipes and landscapes
- 18-22" height; 16-24" spread
- Part sun to sun
- Vigor 2

SUPERTUNIA® BORDEAUX™ II

Petunia ^{Pl22-6175-2"} USPPAF CanPBRAF

Improved genetic stability with enhanced branching and flower coverage and earlier blooming ensure this improved selection delivers a consistent performance. Slightly lighter lavender blooms with dark veining and an occasional white picotee edge exhibit improved weather tolerance.

- Resolves somaclonal variation issues including foliar distortion and blind shoots
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, baskets, window boxes and landscapes
- 4-12" height; 18-24" spread
- Part sun to sun
- Vigor 3

SUPERTUNIA VISTA® BUBBLEGUM® II

Petunia ^{WNPETSVBG27"} USPPAF CanPBRAF

Everything you've loved about the original – unmatched vigor, earliness to flower, an upright mounded habit that scaffolds up as the plant matures, and a self-cleaning nature – now with stable, brighter bubblegum pink flowers from early spring to hard frost.

- Unmatched vigor, forming massive mounds of vibrant color
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, baskets, window boxes and landscapes
- 12-24" height; 24-36" spread
- Part sun to sun
- Vigor 4



TOP PICK

OUTSHINE™
Orchid *Salvia*

OUTSHINE™
Red *Salvia*

Sweet Caroline Bewitched
AFTER MIDNIGHT™ II
Ipomoea batatas

OUTSHINE™ Orchid *Salvia* ^{INSALOUTOR} USPPAF CanPBRAF

Consistent, prolific flower coverage and a well-branched, rounded ball-shaped habit make this game-changing new selection worth growing. Bright orchid pink flowers are carried just above the foliage non-stop from spring to frost in northern and southern climates.

- Deer resistant and pollinator-friendly
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, monocultures and landscapes
- 12-24" height; 24-36" spread
- Full sun
- Vigor 3

OUTSHINE™ Red *Salvia* ^{Novasalred} USPP28620

Solving the issues that have held *Salvia greggii* hybrids back in the past, this striking new selection shines with a profusion of cherry red flowers carried just above the well-branched, upright mounded foliage non-stop from spring to frost.

- Deer resistant and pollinator-friendly
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, monocultures and landscapes
- 12-24" height; 24-36" spread
- Full sun
- Vigor 3

NEW PROVEN ACCENTS®

Sweet Caroline Bewitched AFTER MIDNIGHT™ II
Ipomoea batatas ^{***} USPPAF CanPBRAF

Delivering a stronger performance all season, this upgraded, dramatic purple-black selection retains its deep coloring in high heat and humidity. Due to a slightly looser, mounded habit compared to the original, it mixes beautifully in recipes.

- Signature pointed leaf shape, now consistent across the series
- Grow in 4.25 Grande™ containers, hanging baskets, container recipes, monocultures and landscapes
- 10-20" height; 24-40" spread
- Part sun to sun
- Vigor 3

HEAT IS ON™ – BULLETPROOF PLANTS FOR HOT CLIMATES

Three linear miles of trials in hot, humid Florida, along with southern garden experts like Norman Winter, led to the launch and expansion of our Heat Is On™ program. We're ultra-focused on bringing more heat tolerant cultivars into our lineup for southern growers and retailers, knowing these plants can also be confidently recommended in the rest of the country as well. These durable plants have been proven to be virtually bulletproof in the heat, delivering our signature Proven Winners' quality garden performance every time.



Top row, left to right: SUPERTUNIA VISTA® BUBBLEGUM® II *Petunia*, ANGELFACE® Perfectly Pink *Angelonia*, ROCKIN'® Fuchsia *Salvia*, BLUE MY MIND® *Evolvulus*, DIAMOND FROST® *Euphorbia* and SAFARI® DUSK™ *Jamesbrittenia*
Bottom row, left to right: HIPPO® Rose *Hypoestes*, SUPERLOPHUS™ Sunglow *Oenothera*, TRUFFULA™ Pink *Gomphrena*, AUGUSTA® Lavender *Heliotropium* and LUSCIOUS® Royale RED ZONE™ *Lantana*

UNBEATABLE LANDSCAPE PERFORMERS

We may be known for having the best container recipes, but did you know that many of our best varieties are also outstanding in landscapes? By keying in on important characteristics like easy maintenance, no need for deadheading and disease resistance, our top landscape performers stand out from the crowd and look amazing all season.

Most are ideal for 1.0 Royale™ container production.



Clockwise from upper left: SUPERTUNIA VISTA® JAZZBERRY® *Petunia*; TRUFFULA™ Pink *Gomphrena* with SUPERBENA® Stormburst *Verbena*; SUPERLOPHOUS™ Sunglow *Oenothera*, LUSCIOUS® Royale Cosmo *Lantana*, LEMON CORAL® *Sedum* and WHIRLWIND™ Blue *Scaevola*; TRUFFULA™ Pink *Gomphrena* with SUPERBENA® Red *Verbena*; LUSCIOUS® BERRY BLEND™ *Lantana*, LUSCIOUS® Royale Cosmo *Lantana* and LUSCIOUS® VANILLA BREEZE™ *Lantana*



Left to right: ROCKIN'® Deep Purple *Salvia*, ANGELFACE® Blue *Angelonia*, TRUFFULA™ Pink *Gomphrena*, LUSCIOUS® GOLDENGATE™ *Lantana*

LUSH TROPICALS | BOLD OPPORTUNITIES

Any garden can be transformed into a tropical oasis with the addition of dazzling tropicals. Look to Proven Winners for top-performing, easy-to-grow varieties for creating premium quality container recipes and landscape combinations.



Top row, left to right: EMERALD ISLE™ *Alocasia*, ISLAND GIANTS® 'Coffee Cups' *Colocasia*, ISLAND GIANTS® HEART OF THE JUNGLE® *Colocasia* and PEGASUS® *Begonia*
Bottom row, left to right: SPACE AGE® BLACK HOLE™ *Begonia rex*, HEART TO HEART® 'Xplosion' *Caladium*, HEART TO HEART® 'Snow Flurry' *Caladium* and SPACE AGE® EUROPA™ *Begonia rex*

EMERALD ISLE™ ALOCASIA



Tropical Twist

Island Paradise

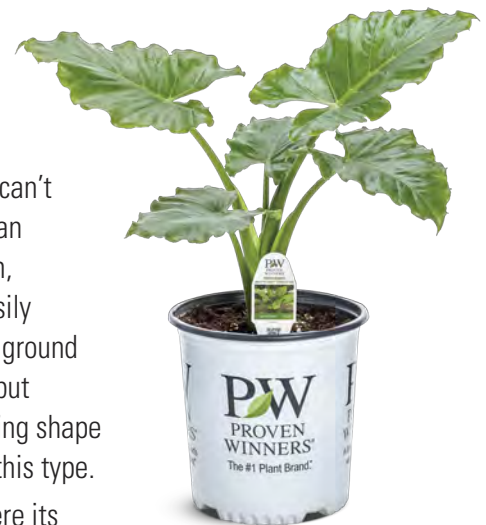
Whimsy

THIS TROPICAL IS A GROWER'S DREAM

For a plant that is sure to stand up (literally!) and stand out in your lineup, you can't go wrong with Emerald Isle™ *Alocasia*. This stunning tropical finishes faster than many other cultivars, forming a tall yet compact clump of massive, bright green, glossy, undulating leaves held on green petioles. At maturity, each leaf can easily measure 12 inches wide and 18 inches long, or even larger when grown in the ground in climates with long growing seasons. Initially, the leaves are held vertically, but become more horizontal as they fully develop, lending an overall outward arching shape to the plant. The plant is distinctively heavier branched than most *Alocasia* of this type.

Emerald Isle *Alocasia* makes a premium grade thriller in container recipes where its huge leaves act like party umbrellas shielding companions from the sun's harsh rays. This plant also makes a stunning focal point in landscapes in sun or shade.

GROWING TIPS: Growers will appreciate the strong growth rate and vigor of Emerald Isle. Its tolerance of *Pythium* root rot and *Xanthomonas* leaf spot will help it shine all season. This variety is easiest to produce in 1.0 GL Royale™ containers in spring or 2.0 GL containers in summer given its extra-large size. Expect them to finish in six to eight weeks under short days in 1.0 GL Royale™ containers or 10-12 weeks in 2.0 GL containers. Long day production will save about two weeks.



BE MY[®]

Calla Lilies



Front row, left to right: BE MY[®] Destiny *Zantedeschia* (Calla Lily), BE MY[®] Heart *Zantedeschia* (Calla Lily), BE MY[®] Prince *Zantedeschia* (Calla Lily) 'Dubai Night' USPP32716 and BE MY[®] Sunshine *Zantedeschia* (Calla Lily) 'Copacabana' USPP29465
Back row, left to right: BE MY[®] First Love *Zantedeschia* (Calla Lily) 'Fantasia' USPP30470, BE MY[®] Princess *Zantedeschia* (Calla Lily) and BE MY[®] MAIN SQUEEZE™ *Zantedeschia* (Calla Lily) 'Sunset Passion' USPP30419

CLASSIC BEAUTY INSIDE AND OUT

Get ready to be wowed! These hand-selected, advanced calla genetics feature multiple benefits over traditional cultivars beginning with larger, bolder blooms in seven unique, non-fading colors. Their blossoms appear for 9-12 weeks, and grower trials have shown good promise of continuous bloom which expands the opportunities to sell callas in color throughout the year. Don't waste time on weak callas. Be My calla bulbs are larger with a higher eye count, which results in incredibly robust plants that fill a 6.5" container fully with multiple flower stems.

Be My calla lilies are ideal for gift market sales from spring to fall and can be sold as both an indoor décor item and for outdoor gardening. The flowers last up to two weeks once cut, extending their use into the florist market.

ADD FALL MAGIC™ TO YOUR LATE SEASON LINEUP

Be the market leader in fall garden decorating when you add our Fall Magic program to your late season lineup. It'll bridge the gap between summer and holiday sales while providing consumers with the plants they are seeking for fall containers and landscapes. Choose from our collection of individually potted or readymade decorative containers featuring fall-themed flowering annuals, foliage accents, perennials and ornamental grasses, many of which are cold or frost tolerant.



Above: SUPERBELLS® DREAMSICLE® *Calibrachoa*, COLORBLAZE® El Brighito *Coleus*, GRACEFUL GRASSES® Purple Fountain Grass *Pennisetum*, SUPERTUNIA® LATTE™ *Petunia* and PRIMO® 'Black Pearl' *Heuchera*



Left to right: SUPERBELLS® CORAL SUN™ *Calibrachoa*, LEMON CORAL® *Sedum*, FLAMBÉ® Yellow *Chrysocephalum*, SUNSATIA® Coconut *Nemesia*, SUPERBELLS® Yellow *Calibrachoa* and SUPERTUNIA® LATTE™ *Petunia*

THE VERSATILITY OF HEART TO HEART® CALADIUMS

As bold foliage plants continue to trend strongly, now is the time to expand your offerings of versatile tropicals like our Heart to Heart® caladiums. With varieties that can withstand every setting – from full sun to full shade in blazing heat – these bold foliage thrillers bring a tropical vibe to upright container recipes, hanging baskets and in-ground plantings. Growers will appreciate that all caladium bulbs we offer come de-eyed and painted, making it easy to grow predictably strong crops every time.





HEART TO HEART CHRISTMAS CALADIUMS

Poinsettias are a classic holiday tradition that will surely continue. But when it comes to decorating, creating centerpieces for tables, and gift ideas, consumers love choices. That's where Heart to Heart Christmas Caladiums come in, offering new ways to celebrate the season with festive flair. With over 30 varieties to choose from in red, white, green and trendy pink hues for holiday decorating, there are caladiums that fit with everyone's holiday decor.



**CALADIUM
OF THE YEAR**

HEART TO HEART®
'Bottle Rocket'
Caladium hortulanum USPP30651



**CALADIUM
RECIPE
OF THE YEAR**

To Die For
HEART TO HEART®
'Heart and Soul' *Caladium*
HEART TO HEART®
VA VA VIOLET™ *Caladium*

NEW PROVEN WINNERS PERENNIALS FOR 2027



TOP PICK

'All the Buzz' Allium USPP37117 CanPBRAF
(Ornamental Onion)

You'll find everything you enjoy about 'Millenium' with this distinctive new *Allium* but with rosy purple blooms that begin about two weeks earlier in late summer. It's also slightly shorter and wider, filling out containers fully for retail. Golf ball-sized blooms are a strong draw for pollinators while providing stunning visual impact.

- Highly deer and rabbit resistant
- 14-18" height; 16-20" spread
- Zones: 4-8
- Full sun to part sun



'Noble Native'
Carex laxiculmis USPPAF CanPBRAF
(Spreading Sedge, Woodland Sedge)

Narrow, arching, blue-green leaves with creamy white stripes help this variegated selection of East Coast native, evergreen sedge stand out at retail and in landscapes. Expect its color to be brightest in spring when foot traffic is highest in stores. A compact habit makes it suitable for the front of shaded borders and pathways.

- Low-maintenance and deer resistant
- 6-12" height; 12-18" spread
- Zones: 5-9
- Part shade to full shade



TOP PICK

PRAIRIE WINDS® 'Blue Steel'
Andropogon USPPAF CanPBRAF
(Big Bluestem)

This truly blue big bluestem stands out on retail benches and in landscapes with its steel blue foliage accented by purple highlights. These tones peak in fall just as smoky purple flower spikes appear. With a strong vertical habit and durability in tough growing conditions, it's an easy-care grass everyone can be successful with.

- Rooted in North American prairie heritage
- 4 1/2' height; 2 1/2' spread
- Zones: 3-9
- Full sun



'Shade Fanfare'
Carex plantaginea USPPAF CanPBRAF
(Plantain-leaved Sedge, Seersucker Sedge)

Variiegated form of the Midwest native species; a refined cultivar featuring broad, slightly puckered, green leaves edged in creamy white. Semi-evergreen foliage offers year-round interest in most climates. This low growing, clump-forming sedge is tolerant of a range of conditions, shining as a low-maintenance edging or groundcover.

- Deer resistant
- 8-12" height; 12-24" spread
- Zones: 3-8
- Part shade to full shade



FALL IN LOVE® 'Deeply'
Anemone USPPAF CanPBRAF (Japanese Anemone)

A beautiful complement to Fall in Love® 'Sweetly', this deeper rose pink selection stands out with stronger coloration as both cultivars bloom in unison in late summer and early fall. Unlike more aggressive cultivars, it is more restrained and refined, spreading slowly by short rhizomes. Pollinators appreciate it as a late season food source.

- Eye-catching on retail benches
- 20-26" height; 24-30" spread
- Zones: 4-8
- Full sun to part shade



TOP PICK

'Cloud Cover'
Cerastium tomentosum USPPAF CanPBRAF
(Snow in Summer)

This useful, drought tolerant, carpet-like perennial becomes engulfed in pure white flowers in late spring. It's a must-have for low water landscapes and where deer and rabbit pressure is high. Produced vegetatively for uniformity, this compact selection is more intensely silver with larger flowers than common seed strains.

- Early to emerge and bloom in spring
- 4-6" height; 26-32" spread
- Zones: 3-7
- Full sun



DECADENCE® DELUXE 'Lemon Smoothie'
Baptisia USPPAF CanPBRAF (False Indigo)

Standing out with its impressive height and elegant form, the abundant, long, cheerful yellow flower spikes of our newest *Baptisia* create bold presence in landscapes and stand out on retail benches. With a later bloom time than 'Lemon Meringue' and strong secondary branching, this is one of the longest-blooming varieties available.

- Drought tolerant and durable in landscapes
- 3 1/2-4' height; 3 1/2 -4' spread
- Zones: 4-9
- Full sun to part sun



FRUIT PUNCH® 'Whipped Cream'
Dianthus USPP37214 CanPBRAF (Pinks)

Meet the first pure white, double-flowered member of our popular Fruit Punch series. Like the others, expect excellent vigor, longevity in the landscape and intermittent rebloom throughout the summer. Pollinators enjoy the fragrant blossoms which are slightly larger than average at 1 1/2" diameter, displayed above the glaucous blue-green, evergreen foliage.

- Cheerful blooms have valuable impulse appeal at retail
- 8-10" height; 12-14" spread
- Zones: 4-9
- Full sun to part sun



TOP PICK

SUN JEWELS™ 'Rubies and Diamonds' *Dicentra* USPPAF CanPBRAF (Fern-leaved Bleeding Heart)

A color expansion for the series, this new ruby red-flowered selection is a perfect complement to 'Pink Diamonds' and 'White Diamonds'. The blossoms appear above the glaucous blue foliage in late spring, hitting peak bloom by early summer, reblooming into early fall. Alpine variety; thrives in sun and well-drained soil.

- Pollinator-friendly and deer resistant
- 12-14" height; 16-18" spread
- Zones: 3-9
- Full sun to part sun



SHADOWLAND® 'Affair to Remember' *Hosta* USPP35945 CanPBRAF

Fifteen years in the making, this memorable hosta from breeder Hans Hansen forms a broadly domed mound of heart-shaped leaves. Dark green margins surround a pale greenish yellow center with green feathering between the two. Sizable clusters of white flowers appear just above the foliage in midsummer, attracting bees and hummingbirds.

- Striking tricolor variegation
- 28-30" height; 27-33" scape; 66-72" spread
- Zones: 3-9
- Part shade to full shade



TOP PICK

'Forged in Fire' *Heliopsis helianthoides* USPPAF CanPBRAF (False Sunflower)

This striking mid-sized selection of native *Heliopsis* produces large, semi-double, vivid gold flowers with a burgundy to burnt orange eye that is most prominent on young blossoms. They are popular with pollinators from mid- through late summer. Dark green, mildew resistant foliage adds to this hardy perennial's appeal.

- Robust mounded habit
- 32-36" height; 32-36" spread
- Zones: 3-9
- Full sun to part sun



SHADOWLAND® GIANT 'Humungosaurus' *Hosta* USPP36926 CanPBRAF

A standout choice at retail and in landscapes, this colossal hosta from breeder Hans Hansen forms a humongous mound of chartreuse leaves that mature to golden yellow. Elongated heart-shaped leaves have deeply impressed veins and slightly rippled edges which contribute additional interest. Pale lavender flowers appear in early to midsummer.

- Easily identifiable and unique
- 36-42" height; 31-45" scape; 72-84" spread
- Zones: 3-9
- Part shade to full shade



SUMMERIFIC® 'Coconut Cream' *Hibiscus* USPPAF CanPBRAF (Rose Mallow)

The darkest "yellow" rose mallow to date; enjoy soft yellow buds and creamy yellow flowers with a red eye produced top to bottom on this globe-shaped perennial. The light blooms pop against dark green foliage with soft purple highlights from midsummer to fall, a bit earlier than its predecessor. Pollinators are fans of this native cultivar, but deer typically are not.

- Long blooming, even in warm climates
- 4-4½' height; 4' spread
- Zones: 4-9
- Full sun to part sun



'Nectar Ninja' *Hyssopus officinalis* USPPAF CanPBRAF (Hyssop)

This refined ornamental selection of well-loved herb with a minty, woody fragrance is a beautiful complement to *Nepeta* and *Lavandula*, all of which are adored by pollinators but detested by deer and rabbits. Lavender blue flower spikes rise above the compact, mounded foliage from midsummer to late summer. A versatile, low maintenance, semi-evergreen perennial.

- Drought tolerant and low maintenance
- 22-24" height; 34-38" spread
- Zones: 4-9
- Full sun



SUMMERIFIC® 'Glitter Bomb' *Hibiscus* USPPAF CanPBRAF (Rose Mallow)

Displaying a rare pattern for rose mallow, this eye-catching selection blooms with 7" diameter, pink flowers with peppermint pink veining and speckling and a prominent red eye from midsummer to fall. Dark olive green foliage sets the perfect backdrop for the vibrant blooms, forming a gumdrop shape that's wider than tall. Loved by pollinators but not deer.

- Long blooming, even in warm climates
- 4-4½' height; 5½'-6' spread
- Zones: 4-9
- Full sun to part sun



RISE AND SHINE™ 'Citrus Sunrise' *Kniphofia* USPPAF (Red Hot Poker)

Extend the selling season of *Kniphofia* with this early selection which blooms up to two weeks before our Pyromania® series. Golden yellow flower spikes rise well above the wider, strappy foliage in early summer, with good rebloom throughout the summer. A reliable, durable perennial for low water landscapes.

- Deer and rabbit resistant; attracts pollinators
- 32-36" height; 22-26" spread
- Zones: 5b-9
- Full sun

NEW PROVEN WINNERS PERENNIALS FOR 2027



RISE AND SHINE™ 'Mango Mimosa'

Kniphofia ^{USPPAF} (Red Hot Poker)

Extend the selling season of *Kniphofia* with this early selection which blooms up to two weeks before our Pyromania® series. Copper orange flowers open from dark buds on strong stems that are slightly shorter than 'Citrus Sunrise' beginning in early summer with good rebloom throughout summer. A durable perennial for low water landscapes.

- Deer and rabbit resistant; attracts pollinators
- 30-32" height; 20-24" spread
- Zones: 5b-9
- Full sun



TOP PICK

BEJEWELED® 'Dark Amethyst'

Penstemon barbatus ^{USPPAF CanPBRAF}

(Bearded Penstemon)

Selected for large flowers and a dense habit, mid-sized Bejeweled penstemons are a standout on retail benches and in landscapes. 'Dark Amethyst' features dark reddish purple flowers carried on strong stems above the blue-green foliage in early summer. This drought tolerant Southwest native is a draw for pollinators and hummingbirds.

- Salt tolerant and fire resistant
- 18-22" height; 20-26" spread
- Zones: 4-8
- Full sun



TOP PICK

'Summer Serenade'

Lavandula angustifolia ^{USPPAF CanPBRAF}

(Lavender)

One of our earliest lavenders to show color each year, this compact selection blooms well without vernalization. With a dense, rounded habit that works perfectly for short hedges in landscapes, it is packed with fragrant, true lavender color beginning in early summer and continues to produce fresh color through early fall.

- Deer and rabbit resistant; attracts pollinators
- 14-16" height; 18-24" spread
- Zones: 5-9
- Full sun



BEJEWELED® 'Lavender Sapphires'

Penstemon barbatus ^{USPPAF CanPBRAF}

(Bearded Penstemon)

Selected for large flowers and a dense habit, mid-sized Bejeweled penstemons are a standout on retail benches and in landscapes. 'Lavender Sapphires' features bright lavender blue flowers with a rosy purple base carried above the blue-green foliage in early summer. This drought tolerant Southwest native is a draw for pollinators and hummingbirds.

- Salt tolerant and fire resistant
- 16-18" height; 20-24" spread
- Zones: 4-8
- Full sun



TOP PICK

PRAIRIE WINDS® 'Candy Floss'

Muhlenbergia capillaris ^{USPPAF CanPBRAF}

(Pink Muhly Grass)

Growers and retailers will appreciate the improvements of this new selection which include an earlier bloom time in early fall, reliable overwintering thanks to zone 6 Michigan breeding, and the uniformity that comes with being propagated by tissue culture. A cloud of deep rosy pink plumes create an ethereal effect in landscapes.

- Drought tolerant, deer resistant, native cultivar
- 36-42" height; 44-48" spread
- Zones: 6-10
- Full sun



'Glowing Reviews' *Persicaria* (*Bistorta*)

amplexicaulis ^{USPPAF CanPBRAF} (Mountain Fleece)

This robust, eye-catching *Persicaria* is earlier blooming and more vigorous than 'Golden Arrows', making it a valuable, hardy perennial addition to fall programs. Dark red buds open to reveal vibrant cerise red flowers that support pollinators in early fall. Golden chartreuse foliage holds up well in sun without burning but is also colorful in shade.

- Deer and rabbit resistant
- 16-20" height; 28-32" spread
- Zones: 4-7
- Full sun to part sun



TOP PICK

PRAIRIE WINDS® 'Blue Spear'

Panicum virgatum ^{USPPAF CanPBRAF} (Switch Grass)

Yielding a new look for *Panicum*, this unique native cultivar forms a sturdy, columnar clump of blue-green leaves topped with tawny green, fused seed panicles beginning in late summer. The effect is sorghum-like and persists as long as the inflorescences remain standing. Excellent for seasonal interest in landscapes and for cut flower use.

- Drought tolerant and deer resistant
- 48-52" height; 24-30" spread
- Zones: 4-9
- Full sun



BOUQUET PERFECT™ 'Rosalina'

Primula vulgaris ^{(Kerbelros) USPPAF} (Primrose)

Expanding our popular collection of shade-loving, early blooming primroses, this charming cultivar features large, double, bright pink flowers with white picotee edges. They are presented like a bouquet atop the neatly mounded foliage in spring. Sterile flowers make this collection particularly long-blooming.

- Propagated by tissue culture
- 5-8" height; 10-12" spread
- Zones: 4-8
- Part shade to full shade



BOUQUET PERFECT™ 'Scarletta'
Primula vulgaris ('Kerbelscar' USPPAF) (Primrose)

This striking scarlet red primrose expands the options for shade-loving perennials in your spring program. Its double flowers tie 'Watercolour Blue' as the largest in the collection, and their sterility makes the plant particularly long-blooming. They are presented like a bouquet atop the neatly mounded foliage.

- Propagated by tissue culture
- 5-8" height; 10-12" spread
- Zones: 4-8
- Part shade to full shade



LIVING LARGE® 'Dark Sky'
Salvia USPPAF CanPBRAF (Perennial Salvia)

This expansion to our series of super-sized *Salvia* features a showy display of deep indigo blue flowers on tall, sturdy scapes. Later to bloom in late spring to early summer; prolific secondary branching prolongs the bloom cycle. This vigorous grower fills out pots fully with its dense rosette of large, green leaves. A favorite of pollinators; deer and rabbit resistant.

- Vigorous and floriferous
- 24-28" height; 28-32" spread
- Zones: 3-8
- Full sun



'Web Designer' Tradescantia USPPAF CanPBRAF
(Spiderwort)

Bearing some of the largest, bold blue blooms you'll find on any *Tradescantia*, this standout selection blooms in early to midsummer atop a lush, tidy clump of green foliage. Unlike many cultivars which fade away in the summer heat, the thick-textured, broad, strappy leaves of this upgraded native cultivar stay fresh looking well into fall.

- Attracts pollinating bees and butterflies
- 18-24" height; 18-24" spread
- Zones: 3-9
- Full sun to full shade

ART & SOL® MANGAVE COLLECTION

Mangave is a relatively new phenomenon that results from the crossing of *Agave* x *Manfreda*. These rare hybrids meet the needs of growers and gardeners due to their excellent heat and drought tolerance inherited from *Agave*, and faster-growing, colorful attributes of *Manfreda*. Since they tolerate a wide range of moisture conditions, they blend beautifully with succulents, annuals and tropical plants in landscapes and mixed or monoculture containers. Though they are perennial in southern climates, they are fast enough to be grown as annuals in colder zones.

Propagated by tissue culture. Asexual propagation prohibited.



ART & SOL®
'Catch a Wave'
Mangave

ART & SOL®
'Night Owl'
Mangave

ART & SOL®
'Thunderbird'
Mangave

ART & SOL®
'Lavender Lady'
Mangave

ART & SOL®
'Bad Hair Day'
Mangave



ART & SOL®
'Aztec King'
Mangave

ART & SOL®
'Moonglow'
Mangave

ART & SOL®
'Purple
People Eater'
Mangave

ART & SOL®
'Silver Fox'
Mangave

PROVEN WINNERS PERENNIALS WITH NATIVE ROOTS

North America is home to a remarkable diversity of native plants – many of which are used in the breeding of Proven Winners Perennials. Roughly one in four consumers is looking for natives when they shop, and we make them easier to identify with our Perennials with Native Roots program and accompanying POP signage.

The goal is to help growers and garden centers boost sales of native plants that are naturally suited to specific regions. These plants are hardy, long blooming and disease resistant, making it easier for consumers to succeed with Proven Winners.



'Storm Cloud'
Amsonia tabernaemontana



COLOR CODED® 'The Fuchsia is Bright' *Echinacea*



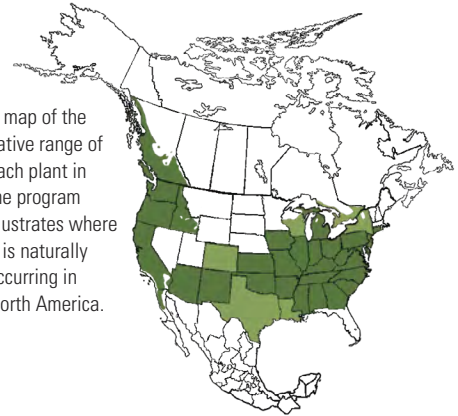
LUMINARY® 'Sunset Coral'
Phlox paniculata



'Treasure Trove'
Rudbeckia



Standard and custom posters are available for merchandising the Native Roots program.



A map of the native range of each plant in the program illustrates where it is naturally occurring in North America.



Scan to see all Proven Winners Perennials in the Native Roots program.

SUMMERIFIC® WEEK PROMOTIONS

Occurring each year during the first full week of August, Summerific® Week builds awareness for Summerific Hibiscus and drives consumers to garden centers at a time when foot traffic is typically slow. A coordinated effort between growers, garden centers, press and influencers makes it all happen. In 2025, more than ten million impressions were created around the event.

Stars of Summerific Week awards are disbursed at the end of the week for post of the year, top post by a content creator, best post by a garden center and additional finalists.

Summerific Week will run from August 2-8, 2026. Be sure to follow #SummerificWeek on Instagram.



Scan to visit SummerificWeek.com



Contact Walters Gardens for Summerific Week signage.



SUMMERIFIC® 'Berry Awesome' Hibiscus

FALL ROOTS BRING SPRING SHOOTS™

Fall is an ideal time of year to plant perennials in gardens, but the season also offers several strategic advantages for growers and retailers including:

- Faster crop times
- Filling empty greenhouse space
- Spreading out labor across seasons
- Sales during a slower time of year
- Fresh, quality product that doesn't require markdowns

According to a Proven Winners consumer survey, 48% of shoppers purchase perennials during the months of September or October. The demand is there – will you fulfill it, or will your competitors?



To order signage for our Fall Roots program or for assistance building your assortment, contact Walters Gardens or your Proven Winners Retail Solutions Manager.

FROST TO FROST™ PERENNIAL PROGRAM BUILDER

Designed to keep perennial color on retail benches from spring through fall, our Frost to Frost™ perennial program helps retailers stock and merchandise the most appealing plants for each season.

Planning ahead is key. Using our Frost to Frost guide, retailers can sequence out their perennial offerings and plan displays ahead of time to facilitate consistently engaging shopping experiences for their customers.

Visit waltersgardens.com for your Frost to Frost Program Builder Worksheet. The chart identifies the prime selling season for every Proven Winners perennial plus other helpful information such as deer resistance, pollinator attraction and drought tolerance.



EARLY SPRING
SPRING BLING® 'Ruby Riot'
Phlox

LATE SPRING
'Leading Lady Orchid'
Monarda

EARLY SUMMER
'Serendipity'
Allium

LATE SUMMER
CROWNING GLORY®
'Purple Reign'
Eucomis

FALL
PRAIRIE WINDS®
'October Sky'
Panicum virgatum

EZ SCAPES™ LANDSCAPE RECIPES

Designed to bridge the knowledge gap for consumers who need help selecting and combining plants for landscapes, EZ Scapes™ take the guesswork out of garden design. The program's popularity is skyrocketing, and garden centers are seeing huge benefits, too. Merchandised EZ Scapes retail displays result in increased sales and faster turns on easy-to-restock benches and endcaps.

New for 2026, the EZ Scapes program expands to include Proven Winners® ColorChoice® Shrubs in new plans that offer even greater structure, four-season appeal and expanded garden solutions. Nearly 100 different landscape designs are now available, with artistic renderings and scalable layouts provided for each.

Interested in building EZ Scapes displays? Contact Walters Gardens or your Proven Winners Retail Account Manager to get started.

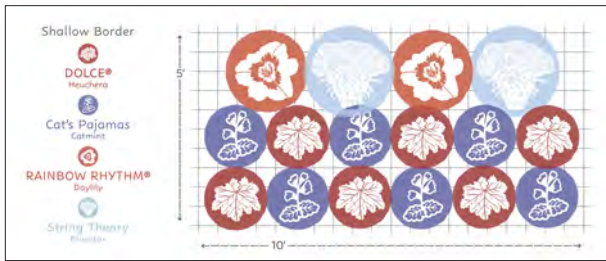
**Now featuring
perennials
and shrubs!**



EZ Scapes make excellent endcap displays that can be rotated seasonally.



Perennial benches can be merchandised by solution using EZ Scapes signage.



Easy to follow, accurately scaled designs help consumers purchase the right quantity of plants and place them properly. Pocket gardens, shallow and deep borders and island planting plans are available to fit a variety of spaces. Pictured above is our Color in the Sun EZ Scape design and landscape planting.



Standard 24 x 36" posters are available for all EZ Scapes recipes.



Scan to visit
EZScapes.com

NEW PROVEN WINNERS® COLORCHOICE® FLOWERING SHRUBS FOR 2027

These shrubs aren't just new – they represent true innovation. Eight to ten years of trialing before introduction ensures it, so you can have confidence in every plant that bears the Proven Winners ColorChoice name. Our plants simply perform better, look better and are better than what's already on the market.



PINK PIÑATA™
Abelia x ^{SMINABP} USPPAF



UNCOMMON THREAD™
Acer palmatum ^{SMINAPK} USPPAF CanPBRAF
(Japanese Maple)



SUNJOY PLUM PILLAR™
Berberis thunbergii ^{JBN 17-001} USPP36589
(Barberry)



DARKEST NIGHT™
Buddleia ^{SMINBOMD} USPPAF CanPBRAF
(Butterfly Bush)



PUGSTER PICO PUNCH™
Buddleia ^{SMINBOPR} USPPAF CanPBRAF
(Butterfly Bush)



PUGSTER SORBET™
Buddleia ^{SMINBWCXPP} USPPAF CanPBRAF
(Butterfly Bush)



BUBBLE UP™
Callicarpa x ^{SMINCJLIEP} USPPAF CanPBRAF
(Beautyberry)



WARM HEARTED™ Pink
Camellia x sasanqua ^{JDCXRM0616}



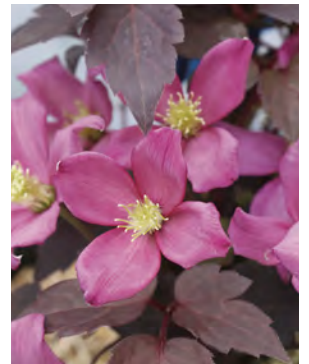
WARM HEARTED™ Ruby
Camellia x sasanqua ^{JDCXLL0501}



SUGAR SHACK® 2.0
Cephalanthus occidentalis ^{SMINCMBH} USPPAF CanPBRAF
(Buttonbush)



PINBALL BLIZZARD™
Choisya x dewitteana ^{VACAD1} USPPAF
(Mexican Orange)



MOONGATE MOCHA™
Clematis montana ^{Hyfati07} USPPAF CanPBRAF



RIPPLE EFFECT™
Clethra alnifolia ^{SMINCAC} USPPAF CanPBRAF
(Summersweet)



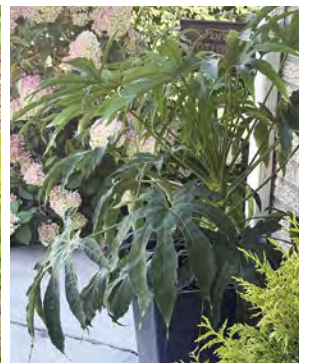
SILVERSTONE™
Cotoneaster buxifolius ^{RutCot1} USPPAF CanPBRAF



YUKI CHERRY BLOSSOM® 2.0
Deutzia x ^{SMINDX1} USPPAF CanPBRAF



KODIAK® Green
Diervilla x splendens ^{SMINDSA} USPPAF CanPBRAF



HIGH FIVE™ 'Green Fingers'
Fatsia polycarpa



PARAPLU® Red
Hibiscus syriacus ^{Flwoods11} USPPAF Can/PBRAAF
(Rose of Sharon)



TOP PICK

INVINCIBELLE WEE WHITE® 2.0
Hydrangea arborescens ^{SMINDSA} USPPAF
Can/PBRAAF
(Smooth Hydrangea)



LET'S DANCE HOT STEPPER™
Hydrangea macrophylla x serrata ^{SMNHSDE} USPPAF Can/PBRAAF
(Reblooming Bigleaf Hydrangea)



GEM BOX PRIME™
Ilex glabra ^{SMINGCM} USPPAF Can/PBRAAF
(Inkberry holly)



TRAILBLAZER™ Silver
Leucophyllum ^{JBN SC2} USPPAF
(Texas Sage)



JAZZ HANDS® Velvet
Loropetalum chinense ^{Gekhou} USPP29320
(Chinese Fringe-flower)



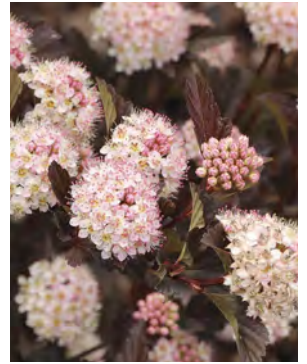
BAYSIDE BONITO®
Myrica cerifera ^{JBG 1000} USPP36234
(Southern Wax Myrtle)



OLÉ!® Bicolor Red
Nerium oleander ^{JBN OLS} USPPAF
(Oleander)



PICKLEBALL™
Physocarpus opulifolius ^{SMNPOE} USPPAF Can/PBRAAF
(Ninebark)



SUMMER WINE® Rosé
Physocarpus opulifolius ^{SMNPOE} USPPAF Can/PBRAAF
(Ninebark)



TOP PICK

JADE TURTLE™
Prunus laurocerasus ^{Minirelia} USPP34406 Can/6582
(Cherry Laurel)



OSO EASY® PATHFINDER™ Red
Rosa x ^{ChewRedmond} USPPAF Can/PBRAAF
(Landscape Rose)



REMINISCENT® Ginger
Rosa x ^{CHEVARIZONA} USPP36044 Can/PBRAAF
(Garden Rose)



PINK PONY™
Sambucus nigra ^{SMNSNA} USPPAF Can/PBRAAF
(Elderberry)



TOP PICK

DOUBLE PLAY® PRINCESS™
Spiraea japonica ^{TARROWSJKO} USPPAF Can/PBRAAF
(Spirea)



GLOW GIRL® Pink
Spiraea betulifolia ^{SMNSBDOU} USPPAF Can/PBRAAF
(Birch Leaf Spirea)



PROUD BERRY® Pearl
Symphoricarpos x ^{TWZ} USPPAF Can/PBRAAF
(Snowberry)



TOP PICK

SASQUATCH™ Dark Green
Thuja occidentalis ^{V-32} USPPAF Can/7196



CANDYBOX™
Ugni molinae ^{P16} USPPAF
(Chilean Guava)



FEATHERMAN™
Vitex x ^{V14-9-1} USPPAF
(Chastetree)

PROVEN WINNERS® COLORCHOICE® MARKETING

As our product line grows and the needs of our customers change, we are turning over a new leaf in our marketing efforts. We're shifting our entire shrub line into solution-based categories like Deer Proof™ and industry-leading programs for key genera like hydrangeas and roses. Read about four of them in the pages ahead, then scan the QR code below to see more of the solutions we will be focusing on for 2027 and beyond.

Why solutions-based marketing? It's simple. When you make it easier for people to choose the right plants, you and your customers will sell more of what works, and that benefits everyone.

With this new strategy, we've earned over one billion consumer marketing impressions since January 2025, and there's no stopping now. By presenting a wide array of ideas and solutions on all available marketing channels, we are reaching consumers every day with relevant, compelling and inspiring messages about Proven Winners ColorChoice Shrubs.

We invite you to take advantage of our reach and passion for plants to build your profits and bring joy to consumers across North America.

NEW Natives

With nearly a quarter of our shrub collection rooted in North American native species, these new native cultivars reflect the best of thoughtful breeding, maintaining natural beauty and ecological value alongside bigger blooms, brighter foliage, and easier habits for today's gardens and landscapes.

MEET THE COLOR CHOICE TO ENJOY ALL THE BENEFITS OF COLOR CHOICE® SHRUBS. VISIT www.provenwinners.com/colorchoice FOR MORE INFORMATION.

NEW Natives are available in 1-gallon and 2-gallon sizes. Visit www.provenwinners.com/colorchoice for more information.

NEW Natives are available in 1-gallon and 2-gallon sizes. Visit www.provenwinners.com/colorchoice for more information.

INCHECK
STERILE • SEEDLESS • NON-INVASIVE

Introducing InCheck™, a new designation from Proven Winners ColorChoice® Shrubs that helps you and your customers really identify non-invasive, low-maintenance cultivars. Non-invasive cultivars are developed to have little to no seed set - for cleaner landscapes and more peace of mind. Scan to see the entire InCheck collection.

Available from Proven Winners ColorChoice® growers. www.provenwinners.com

DEER? BLIGHT? LEAFMINER?
NO PROBLEM

EMERGE INDEPENDENCE®

LEARN MORE

A NATURAL FIT
WITH OVER 50 SELECTIONS OF NATIVE SPECIES FOR A GREENER LANDSCAPE

LEARN MORE

KODIAK® ORANGE

A NATURAL FIT
WITH OVER 50 SELECTIONS OF NATIVE SPECIES FOR A GREENER LANDSCAPE

LEARN MORE

THE BUCK
(no longer)
STOPS HERE

DEER PROOF

Kind of deer deterring your landscape? Every shrub in the Deer Proof™ program has been carefully tested for deer resistance and approved from the Deer Proof™ program at garden centers and online. Learn more at www.provenwinners.com/colorchoice.

Classic form.
Fresh function.

GEM BOX™ has the look of STRONGBOX™

With tidy form and rich evergreen color, Inkberry Holly brings together classic landscape style and the easy-care reliability of the North American native species. Low maintenance, high impact-it's a natural fit for today's landscapes.

SCAN TO LEARN MORE

Learn more at [ProvenWinnersColorChoice.com](https://www.provenwinners.com/colorchoice)

Solutions
GUIDE



Scan to view a digital copy of the Solutions Guide.

DEER PROOF™ PLANT PROGRAM

Given the dramatic long-term increase in the deer population and estimated 50% decrease in the number of hunters in the United States over the last five decades, deer browsing is a real issue that consumers face. The Deer Proof™ plant program is our way of helping shoppers identify at a glance those shrubs which are safe to grow.

The 66 current varieties in the program encompass flowering and evergreen shrubs for a wide range of climates. Eligibility for the program is determined through a combination of university sources and testing in our own gardens, as well as feedback from growers and public gardens across the U.S. and Canada.

To make them easy to spot at retail, plants in the Deer Proof program are required to be sold in special containers with tags which both feature the Deer Proof logo. POP signage is also available. The program enjoys robust marketing support through digital and social media marketing.



HAPPY FACE® Orange
Potentilla fruticosa



BEYOND MIDNIGHT® *Caryopteris*



TRES AMIGOS® *Abelia grandiflora*



SHOW OFF® *Forsythia*



PAISLEY PUP®
Leucothoe fontanesiana



Scan to see how we are marketing this collection to consumers online.

INCHECK® PLANT PROGRAM

Invasiveness is a hot button issue with a growing segment of consumers as they become more aware of plants that spread out of hand and pose problems for the environment. Our InCheck® plant program identifies sterile, seedless, non-invasive selections of key genera that are known to be problematic.

Currently, 22 varieties of flowering shrubs and evergreens have earned the InCheck designation which is easily identified on the front of the plant tag. They are sold in standard Proven Winners ColorChoice white branded containers.

You'll find non-invasive varieties of staples like barberry, burning bush, hibiscus and butterfly bush in the InCheck program. We use a combination of our own R&D Department's germination tests in addition to other scientific methods to determine a plant's eligibility for the program.



SUNJOY TODO® *Berberis x*



PUGSTER SORBET™ *Buddleia x*



EL NIÑO® *Chitalpa*



KINDLY® *Ligustrum japonicum*



FIRE BALL SEEDLESS® *Euonymus*



AZURRI BLUE SATIN® *Hibiscus syriacus*

INCHECK®



DOUBLE PLAY DOOZIE®
Spiraea



Scan to see the InCheck landing page online.

BUILDING BRAND PARTNERSHIPS

At Spring Meadow Nursery, growing exceptional shrubs for the Proven Winners® ColorChoice® brand is both a science and an art. And being the best means partnering with the best.

That's why we work with specialists who lead in their fields – J. Berry Nursery for Hollywood Hibiscus®, bringing unmatched tropical expertise, and Saunders Brothers Nursery, with more than 75 years dedicated to growing and selecting the healthiest, most disease resistant boxwood for the NewGen® line.

Together, these partnerships deliver stronger plant lines, reliable performance, and a more robust selection of exceptional plants for you and your customers.



HOLLYWOOD HIBISCUS®
FIRST TO ARRIVE™
Hibiscus rosa-sinensis

HOLLYWOOD HIBISCUS®
RICO SUAVE™
Hibiscus rosa-sinensis

HOLLYWOOD HIBISCUS®
TALK OF THE TOWN™
Hibiscus rosa-sinensis

What Sets Hollywood Hibiscus Apart

These plants boast huge, upward- and outward-facing blooms, an exceptional bud and bloom count, improved habit, and clean, disease-free foliage. Spectacular flower power is their signature.



Scan to see a list of brokers and growers carrying liners or finished plants of Hollywood Hibiscus.



NEWGEN INDEPENDENCE®
Buxus x

NEWGEN FREEDOM®
Buxus

Grow Boxwood Again with Confidence

NewGen boxwood varieties exhibit exceptional resistance to boxwood blight and boxwood leaf miner in addition to being attractive, reliable landscape plants. Due to their strong resistance to deer browsing, NewGen boxwood are included in our Deer Proof™ program.



Scan to see the NewGen boxwood landing page online.

PREMIUM PACKAGED BULBS

Expand your revenue opportunities in spring and fall with our premium packaged bulbs for IGCs. Curated by bulb experts at Netherland Bulb Company, these special bulb collections are designed to bring beauty to home gardens through the seasons. Choose from blends or unique individually named varieties not available through mass merchants. Flexible merchandising options are available, including custom-built display racks with eye-catching header cards.

Note: All varieties listed here are for the 2026 selling season.

SPRING PLANTED BULBS

Spring planted, summer flowering and foliage bulbs are in stores when foot traffic is highest. Our convenient racking system makes them a cinch to merchandise during your busiest season.

Dahlia Blends

- Butterfly Bliss – multicolor anemone mix
- Crimson Meadow – red shades
- Evening Blush – red/pink
- Lemon Sorbet – pink/yellow
- Summer Daydream – pink/yellow bicolor mix

Individual Varieties

Dahlias –

- Brigitta Alida – Maroon dinner plate
- Cranberry Classic – Pink bitone decorative
- Holland Festival – Pink bitone dinner plate
- Jowey Hubert – Orange/red decorative
- Night Butterfly – Red anemone
- Saint Martin – Pink/white decorative
- Sheer Heaven – Pale pink decorative
- Trooper Dan – Pale yellow dinner plate
- Vectra – Orange/yellow decorative

Lilium –

- Beverly Dreams – Cream/maroon Oriental trumpet
- Empoli – Hot pink Oriental trumpet
- Fancy Dance – Bright pink Asiatic
- Orange King – Orange double Asiatic
- Saltarello – Orange Oriental trumpet
- Villa Blanca – White Oriental trumpet

Heart to Heart® Caladiums –

- ‘Burning Heart’
- ‘Clowning Around’
- ‘Heart and Soul’
- ‘Heart’s Delight’
- ‘Mesmerized’
- ‘Splash of Wine’
- ‘White Star’



FALL PLANTED BULBS

Fall planted, spring flowering bulbs offer fresh revenue opportunities during the slower fall sales season. Eleven individually named bulb varieties will be available for Fall 2026, including deer resistant daffodils, grape hyacinths and alliums.

Tulips –

- Bastia – Orange/red fringed
- Ranomi – Pink/red fringed
- Rem’s Favorite – Purple/white triumph
- Rococo Double – Red double parrot
- Vanilla Coup – Yellow double late



Giant Allium –

- Party Balloons – 2-3 blooms per bulb

Grape Hyacinths –

- Blue Moon – Vivid blue w/white edges
- Fantasy Creation – Double purple



Daffodils –

- Attraction – White/yellow trumpet
- Sunny Day – Yellow/orange double
- Sweet Desire – White/orange double



Spring Planted Bulbs Summer Essentials Display –
Includes all 5 dahlia blends, 5 dahlia varieties and 5 lily varieties. Total boxes: 15. Total retail-ready packages: 110



Spring Planted Bulbs Caladium Display –
Includes all 7 individually named varieties listed opposite. Total boxes: 15. Total retail-ready packages: 70.



Fall Planted Bulbs Display –
Includes all 14 named varieties listed above. Total boxes: 15. Total retail-ready packages: 112.

What sets Proven Winners bulbs apart?

- Unique bulb varieties consumers won't find from other brands
- High quality bulbs and subsequent garden performance
- Packaging includes features and uses, planting instructions and tips for success
- Number of square feet each package can be expected to cover clearly stated
- Gorgeous, eye-catching photography to boost impulse appeal
- Use of the Proven Winners® logo – The Brand Gardeners Trust®

PW leafjoy®

PROVEN WINNERS® bring nature inside™

THE LEAFJOY® ADVANTAGE

The Plant Company has reinvented the houseplant market with the introduction of leafjoy® – unique, premium genetics grown to exacting standards with cutting edge greenhouse technology so independent garden centers can get to work building strong programs around profit-boosting, retail-ready plants.

- **78% of consumers spend \$50 or more on houseplants annually*** – A wide variety of innovative, ever-changing leafjoy products ensures there’s something exciting to offer year-round including key occasions like back to school and the holidays.
- **59% of consumers purchase houseplants on impulse.** We’ll drive them to your stores to find irresistible impulse and gift items like leafjoy H2O® and Terraform™ Terrariums through leafjoy-specific marketing efforts.
- **76% of consumers purchase plants as a hobby.** Our success-focused, variety-specific plant tags include care tips so the plants will flourish at home. Easy, approachable care videos and social content go further to reduce the guesswork and encourage new houseplant owners.

* From a recent Proven Winners poll of 2,000 houseplant customers across North America.



12cm potted leafjoy

17cm potted leafjoy

POTTED LEAFJOY®

Our 9cm/3.54in leafjoy littles®, 12cm/4.72in and 17cm/6.69in potted leafjoy plants enable garden centers to hit multiple key price points and serve everyone from novice to expert shoppers. A broad assortment in each size ensures there’s always something unique and colorful on benches.

DECO DISPLAY BUNDLE

Our Deco Retail Display Bundle is the perfect solution for independent retailers who are looking for an elevated houseplant display. This metal and wooden rack comes with 176 of our top-selling Proven Winners leafjoy products including:

- leafjoy® Terraform® Terrariums
- leafjoy H2O® Deco Rings
- leafjoy H2O® Elkhorns
- leafjoy H2O® Shenandoahs
- 9cm and 12cm leafjoy Premium plants in upgraded ceramic pots



Deco Display Bundle



9cm leafjoy littles®



leafjoy Canopy Collection®

LEAFJOY® UNDER GLASS

Potted houseplants are traditional favorites, but to attract new and younger plant collectors, stock an assortment of leafjoy H₂O® plants and Terraform™ Terrariums. They add style to modern decor without the mess, flourishing in nearly any light conditions – even where windows aren’t nearby. Best of all, no watering is needed in-store to keep the product looking fresh before it turns.

leafjoy H₂O®

Hydroponic leafjoy H₂O bottle gardens are the easiest houseplants consumers can own. Their portable size and wide assortment of styles make them highly amenable to gifting and impulse sales.



leafjoy H₂O®

Terraform™ Terrariums

Terraform pre-planted, self-contained terrariums arrive ready to thrive without watering, pruning or feeding until long after they leave the store. They’re foolproof plants for indoor gardeners of any skill level, perfect for gifting to teachers, caregivers, friends and neighbors – anyone with a tabletop.



Terraform™ Terrariums

SUSTAINABLE LEAFJOY® CARE PRODUCTS

As a core tenant of Proven Winners, sustainability permeates every facet of our brand including leafjoy. Consumers are passionate about it too, and look to houseplants for freshening up their homes, dorm rooms and offices. All-natural Proven Winners Plant Care® products are a natural extension of the brand.

Climb-itt™ Plant Supports

Our award-winning Climb-itt line features 100% plastic- and chemical-free climbing poles, planks and FlexStakes with a bark-like texture that encourages plants to cling and climb. Clips, wire and extenders made from biodegradable materials complete the plant-powered solution for climbing houseplants. Ask about our retail kit displays which conveniently merchandise the entire Climb-itt line in one space-saving kiosk.



Shine-itt™ and Shield-itt™ Sprays

Designed to help houseplants stay healthy and beautiful using all-natural ingredients, these plant-based products clean and condition the foliage as well as repel and control common houseplant pests. Shine-itt is the only leaf shine product on the market that uses non-mineral oils that won’t clog plants’ pores. And unlike harsh chemical treatments, Shield-itt gently fortifies houseplants against pests but is safe for people and pets when used as directed.



GROWING SUSTAINABLE SOLUTIONS

Every year, we continue to reassess our brand's environmental impact and efforts to be a more sustainable company. But we aren't the only ones concerned about growing greener. When we polled consumers about what they find most challenging about gardening and growing plants, climate and weather concerns ranked #1 above pests and watering. Here are just a few of the ways Proven Winners is becoming a sustainability leader in the industry.

Plant-Powered Eco+ Containers

Predicted to revolutionize greenhouse plant production, our exclusive plastic-free, industrial compostable Eco+ Grande® and Eco+ Elite™ containers are steadily gaining acceptance in the industry.

8 million plastic-free Eco+ containers have displaced single-use plastic grower pots since their launch in 2021, and the numbers are growing each year. In 2026, we are disbursing 3.2 million Eco+ containers as well as 2.2 million 100% post-consumer recycled containers in our finished, pre-finished and Plant & Ship lines.

Made entirely from U.S. grown corn, Eco+ 3.0 containers look and feel like plastic with the advantages of printability, a durable tag lock, tray compatibility and our Self-Symetricize® technology. The ASTM D6400 certified containers are designed to be sturdy enough to hold up through production and retail sales but break down once exposed to moisture and heat during the industrial composting process.

100% Recycled Plant Tags

New this year, every plant tag we send out to growers with our retail ready products will be 100% recycled with a minimum of 25% post-consumer recycled material. We are working towards converting all Proven Winners tags over to 100% recycled – that's millions of tags annually that will no longer be made from virgin plastic.





Self-Watering AquaPots® Lite and Inserts

AquaPots Lite containers and AquaPots Inserts help consumers conserve water and soil while making gardening easier – all at an affordable price point. These high-end resin and fiberglass/volcanic ash composite containers offer the classic look of ceramic and stone containers but in a much more manageable, lightweight option. Now available in three sizes with water indicators, AquaPots Inserts allow consumers to make nearly any of their existing planters self-watering.



WaterWise® Drip Irrigation Kit

Wasting water is no longer acceptable in the minds of many consumers. WaterWise drip irrigation delivers just the right amount of water slowly, allowing the plants' roots to absorb it efficiently with far less runoff. Each kit contains everything needed to easily water up to 10 container plants or 30 feet of landscape plants from a single faucet.



COMPLETE PACKAGE OPTIONS

Surveys confirm it: consumers are looking for plants and brands they recognize when they shop at independent garden centers. In late 2025, both Proven Winners and Axiom surveyed consumers about their garden spending habits, and both revealed remarkably similar results given their exclusive audiences.

- 78% of Proven Winners' consumers say they are willing to spend more on a plant or brand they recognize.
- 77% of the 70 million Americans polled by Axiom say they are likely to pay more for the specific color or variety they want, and 80% will go to another store if they don't find it.

Proven Winners' signature white branded containers make it easy to spot our plants at a glance when consumers shop. Retailers and growers now have 24 styles of branded containers to choose from, including a 4.50" square vacuum press fit container added last year. A selection of our most popular styles is pictured below. See all available options online at provenwinners.com/Professionals/Complete_Package.

Annual Container Options

The most versatile way to offer Proven Winners annuals at a variety of price points is in individual containers. Choose from 24 styles of branded containers, including our popular 4.25" Grande™ and plastic-free Eco+ containers for spring production, and 1.0 GL Royale™ containers for summer production and larger scale annuals.



Hanging Basket Kits with Recipe-Specific Tags

To make growing beautiful hanging baskets easy and efficient, extensive lists of recipe kits are available from U.S. Proven Winners propagators. All the plants needed to build each recipe along with recipe-specific, 100% recycled plastic tags are included with each kit.



PW PROVEN WINNERS® 30 SECOND PLANTER®

Designed to be a quick and easy solution for gardeners, as well as a high value item for growers and retailers, our 30 Second Planter® is quickly gaining in popularity. In literally 30 seconds or less, these showy container recipes can be popped out of the grower pot and dropped into a decorative container or planted in the landscape. Simple planting instructions are printed on the pot for clarity. Though UPC codes are not printed on the container, there is ample space for growers and retailers to add their own stickers.

30-Second Planters are available in a wide variety of container recipes through Proven Winners – Carleton (formerly Four Star Greenhouse) and Proven Winners – Loudon (formerly Pleasant View Gardens). They can be used in conjunction with their kit programs and come with recipe-specific tags. Additionally, Proven Winners – Loudon offers a number of 30-Second Planter recipes in their finished program. Contact your supplier for more details.



30-Second Planter size: 10"/2GL



Scan to learn more.

PROFESSIONAL GREENHOUSE WATER SOLUBLE FERTILIZERS

One of the most frequently asked questions of Proven Winners® from growers across North America is how to best manage plant nutrition and pH. Based on the questions we receive, we know that incorrect fertilization and pH is a leading cause of plant production issues leading to less than optimal results.

Proven Winners® Professional Greenhouse Water Soluble Fertilizers are designed to improve pH management and minimize problems due to high pH levels. We have developed eight specific formulations to minimize and correct pH related problems at different water alkalinity ranges, as well as cold weather growing and greening formulas. Each formula contains 100% Iron EDDHA – the best chelated iron form available – for improved iron uptake at high pH levels and to correct iron deficiency.

To ensure you get the right formula, we require water test results that are not more than three months old. If you don't have a water test kit, call Proven Winners or order one online at provenwinners.com/water-test-kit. Once completed, your test results will be automatically emailed to you, indicating the correct Proven Winners formula to match your water needs.

To order one of our eight formulations that are packaged in 25-pound bags for your greenhouse, or for more information, visit provenwinners.com/professional-fertilizers.



RECOMMENDED REPLACEMENTS FOR DROPPED VARIETIES

Recommended replacements for dropped annual varieties for 2027

DROPPED VARIETY	RECOMMENDED REPLACEMENT
ANGELFACE® Cascade Blue <i>Angelonia</i>	ANGELFACE® Blue <i>Angelonia</i>
ANGELFACE® Cascade Snow <i>Angelonia</i>	ANGELFACE® White <i>Angelonia</i>
ANGELFACE® Super Blue <i>Angelonia</i>	ANGELFACE® Blue <i>Angelonia</i>
ANGELFACE® Super White <i>Angelonia</i>	ANGELFACE® White <i>Angelonia</i>
SUNCREDIBLE® Yellow <i>Helianthus</i>	SUNCREDIBLE® Yellow II <i>Helianthus</i>
LUSCIOUS® Royale Piña Colada <i>Lantana</i>	LUSCIOUS® VANILLA BREEZE™ <i>Lantana</i>
SUNSTAR® Red <i>Pentas</i>	SUNSTAR® Red II <i>Pentas</i>
SUPERTUNIA® BORDEAUX™ <i>Petunia</i>	SUPERTUNIA® BORDEAUX™ II <i>Petunia</i>
SUPERTUNIA VISTA® BUBBLEGUM® <i>Petunia</i>	SUPERTUNIA VISTA® BUBBLEGUM® II <i>Petunia</i>
Sweet Caroline Bewitched AFTER MIDNIGHT™ <i>Ipomoea</i>	Sweet Caroline Bewitched AFTER MIDNIGHT™ II <i>Ipomoea</i>

Recommended replacements for dropped perennial varieties for 2027

DROPPED VARIETY	RECOMMENDED REPLACEMENT
MINI MARVELS™ 'Starbright' <i>Campanula</i>	MINI MARVELS™ 'Midnight' <i>Campanula</i>
MINI MARVELS™ 'Twilight' <i>Campanula</i>	MINI MARVELS™ 'Midnight' <i>Campanula</i>
CROWNING GLORY® 'Princess Bride' <i>Eucomis</i>	CROWNING GLORY® 'Purple Reign' <i>Eucomis</i>
FESTIVAL STAR® <i>Gypsophila</i>	no suggested sub
SUMMERIFIC® 'Lilac Crush' <i>Hibiscus</i>	SUMMERIFIC® 'Berry Awesome' <i>Hibiscus</i>

PROVEN IN INDEPENDENT TRIALS

Plant trials are a critical component of our plants' success stories. They provide measurable, reportable data on how Proven Winners perform in a wide range of climates so the trade and consumers can see which are best for their region.

In addition to our own extensive trials, we participate in independent plant trials at state universities, public gardens and major grower operations in nearly 30 locations across North America as indicated on the map below. We encourage you to make a point of visiting those in your area each year.



Full sun container trials at Pennsylvania State University in State College, PA. Plants on trial: Supertunia Vista® and Supertunia Mini Vista® petunias



Above ground container trials at Sawaya Garden Trials in Ontario, Canada. Plant on trial: Virtuoso® Vibrant Violet™ dahlia



In ground full sun trials at The Ohio State University in Columbus, OH. Plants on trial: Supertunia® petunias.



In ground full sun trials at Young's Plant Farm in Auburn, AL. Plants on trial: Superbells® and Superbells® Double calibrachoa.

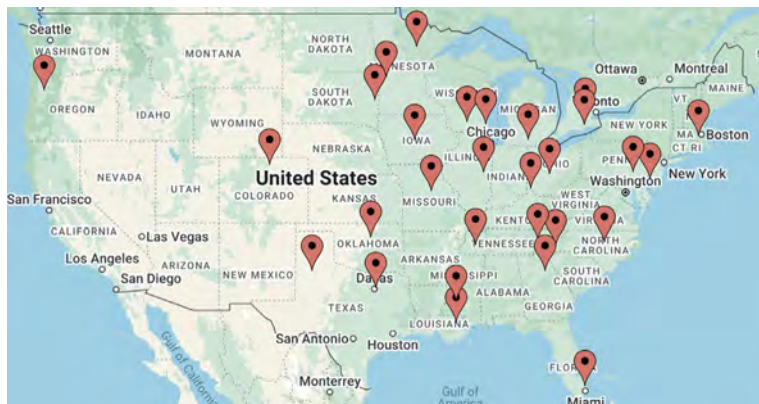


In ground part sun trials at Metrolina Greenhouses in Huntersville, NC. Plant on trial: Aromagica® Purple heliotrope.



In ground shade trials at Cincinnati Zoo & Botanical Garden in Columbus, OH. Plant on trial: Space Age® Black Hole™ Rex begonia.

VISIT OUR TRIAL SITES



New for 2026!

Visit our two newest trial sites at The Oregon Garden and Texas Tech.

Learn more about all of the independent plant trials we participate in at provenwinners.com/learn/plant-trials.

12,000+ AWARDS EARNED IN TRIALS

ColorBlaze® coleus was the star of the show in 2025, claiming three of our top five most award-winning annuals evaluated at independent trial sites. Here are the top 20 award winners of the 48 varieties we sent to 23 trial gardens last year.



COLORBLAZE® WICKED WITCH™ *Coleus*



SEÑORITA ROSALITA® *Cleome*



COLORBLAZE® Royale PINEAPPLE BRANDY™ *Coleus*



COLORBLAZE® El Brighto *Coleus*



SUNCREDIBLE® Yellow *Helianthus*



CAMPFIRE® MARSHMALLOW™ *Bidens*



SUPERTUNIA VISTA® COOL JAZZ® *Petunia*



SUPERTUNIA VISTA® JAZZBERRY® *Petunia*



LUSCIOUS® Basket TANGEGLOW® *Lantana*



SUREFIRE CASCADE™ Red *Begonia*



SUPERTUNIA VISTA® BUBBLEGUM® II *Petunia*



SUREFIRE® Rose *Begonia*



SUREFIRE® Red *Begonia*



SUREFIRE® White *Begonia*



SUPERTUNIA MINI VISTA® Yellow *Petunia*



AROMAGICA® Purple *Heliotropium*



SUPERBELLS MAGIC® Double Grapefruit *Calibrachoa*



Sweet Caroline MEDUSA™ Black *Ipomoea*



Sweet Caroline MEDUSA™ Green *Ipomoea*



LUSCIOUS® Royale RED ZONE™ *Lantana*

PROVEN TO DELIVER MORE

No other brand is committed to delivering MORE to independent garden centers and consumers than Proven Winners. Our all-encompassing marketing strategy leaves no stone unturned – from engaging consumers across all platforms to building brand exposure and driving them to your store during peak periods and beyond. Through consistent, high-impact outreach efforts, we generate 2 billion impressions each year to support garden centers' success. Here are some of the many ways Proven Winners delivers MORE.

Building MORE Brand Awareness

Consumers equate our signature white branded containers with authenticity, quality and reliability. When they walk into their local garden centers, they instinctively scan the benches for them, often seeking specific varieties they've seen on our billboards and advertisements. Stocking Proven Winners branded plants and products is a simple way your stores instill gardening confidence in shoppers regardless of their age or experience level.

Attracting MORE New Customers

Our track record is proven when it comes to delivering experienced gardeners to independent garden centers. New this year, we are refocusing 30% of our outreach efforts on attracting, inspiring and educating novice gardeners, younger plant buyers and new homeowners. Together, we will grow the gardening population across North America and drive them to independent garden centers to find the Proven Winners plants and products they need to succeed.

Investing in MORE Targeted Marketing

Proven Winners is hyper-strategic about putting our brand in front of the right audience at the right time. We aim to meet consumers where they spend their time – online, scrolling social, on the road and in stores – and greet them with our lifestyle-forward, success-focused message.



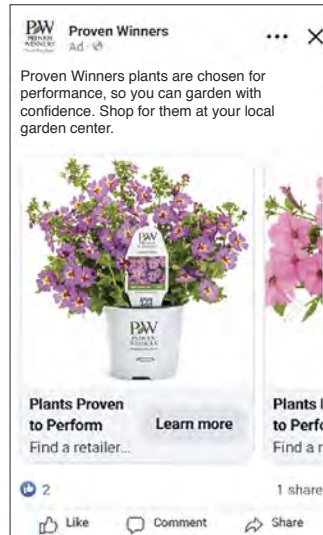
In-Store Solutions

Attractively merchandised, eye-catching displays filled with fresh Proven Winners annuals, perennials, shrubs and houseplants deliver proven results – faster turns, less shrink and undeniable profits. Contact your Proven Winners Retail Solutions Manager about custom and readymade POP signage for your garden center.



Outdoor Advertising

Running during prime plant shopping season, our billboards are viewed by millions of drivers in our top 38 U.S. and 18 Canadian markets. Temperature and precipitation-triggered billboards featuring National Plants of the Year drive shoppers to your stores when your benches are at their best.



Digital Marketing

We are expanding our digital efforts this year to drive new customers to garden centers during peak selling seasons. A 20% increase in our digital marketing budget is earmarked for engaging new and younger audiences. Additionally, social media ads that promote planting Proven Winners by zone deliver the right message at the right time.



Consumer Listening and Outreach

The effectiveness of content creators promoting the Proven Winners brand message through social media channels is undeniable. We've increased our creator budget by 30% and now work with over 50 content creators who are sharing their experiences and connecting with consumers in meaningful ways online and at in-person events across the country.

PROVEN AS THE BRAND GARDENERS TRUST®

From the moment consumers begin gathering ideas, Proven Winners is there to provide inspiration, aspiration and education to support their gardening journey. No other brand invests more in growing good gardeners – their success is our greatest reward.

Focusing on MORE Success

The true measure of a plant is not how good it looks on a retail bench but rather how it performs over time in home gardens. That's why every plant we offer has been trialed and proven to thrive all season – effort that's earned Proven Winners plants 12,000+ awards in public trials. Yet, earning consumers' trust in our brand doesn't happen overnight.



Creating MORE Inspiration

Boosting foot traffic in your stores and increasing sales starts with inspiring consumers to want to garden. For nearly 25 years, our annual *Gardener's Idea Book* has delivered container and landscape gardening ideas to millions of mailboxes and inboxes across North America. Additionally, our own social media channels coupled with 50+ content creators put Proven Winners at the fingertips of millions of consumers daily.



Cultivating MORE Knowledge

From the time consumers bring home their first new plants of the season from their local garden center, Proven Winners is there to help. Printed on every branded container is the phone number to our Chicago area-based hotline where consumers can talk to a live, knowledgeable professional.

This personalized assistance coupled with a growing, education-focused website and social channels is unmatched by any plant brand. Free EZ Scapes™ landscape designs and our container recipe design tool go even further in aiding consumers' integration of Proven Winners into their outdoor living spaces.



Providing MORE Comprehensive Solutions

Whether they are potting up their first-ever container or renovating a landscape they've wanted to work on for years, Proven Winners has solutions. The all-encompassing, positive gardening experience we foster starts with beautiful plants but goes further with the premium quality gardening tools, soils, plant foods and watering systems that enhance a garden's performance. Success with one product keeps them coming back to your store for MORE.



PREDICTABLE, PROFITABLE PERFORMANCE



Success on the grower and retail bench begins long before the first liners are shipped. Working with our unparalleled network of breeders, we are constantly innovating to offer reliable, new genetics and improvements. Extensive trialing ensures only the very best plants earn their way into customers' hands.

Then, we take it a giant leap further than every other plant brand by investing heavily in consumers. Through purposeful education and inspirational content, we continue to build unwavering brand trust by focusing on the plants and products that foster success. Strategic marketing investments drive shoppers to stores where Proven Winners are asked for by name and product on benches turns quickly.

No other live goods brand invests more in your success than Proven Winners. Period.



See All of Our New Varieties in Action!

Scan the QR code or go to provenwinners.com/2027_Resources for all the details you need to know about our new varieties and programs for the 2027 season.



PW

PROVEN
WINNERS®

The #1 Plant Brand.®

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