



2017 NATIONAL PLANT OF THE YEAR

# Supertunia® Vista Bubblegum®

**The best petunia for landscapes. Hands down.**

Supertunia® Vista Bubblegum was bred to deliver an outstanding performance over the entire season across North America. It lasts an extra month in southern states and blooms well into fall in moderate climates. You'll find that it blooms earlier, grows larger and has greater vigor than any petunia you've grown. Experience the magic of Supertunia® Vista Bubblegum.

**PW**  
**PROVEN**  
**WINNERS®**  
 Nothing Sells Faster®

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Front cover, clockwise from upper left: LET'S DANCE® BLUE JANGLES® *Hydrangea macrophylla*, SUPERTUNIA® PICASSO IN PURPLE™ *Petunia*, SUPERBENA® Royale Romance *Verbena*, SUPERBELLS® Hollywood Star *Calibrachoa*, FRUIT PUNCH® 'Black Cherry Frost' *Dianthus*, and BRIGHT LIGHTS™ Yellow *Osteospermum*

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# Spring 2017 PREVIEW



**PW**  
**PROVEN**  
**WINNERS®**  
 Nothing Sells Faster®





## Continue Your Booming Success of our National Combos with the 2017 Plant of the Year

After ten years of roaring success with our National Combinations Program, we are ready to take the next step to help you increase your sales of Proven Winners plants. In 2017, we will be launching our first-ever Plant of the Year: SUPERTUNIA® Vista BUBBLEGUM®. Growers, retailers and gardeners across North America have experienced its phenomenal performance, and we're ready to make headlines with an unprecedented marketing campaign in 2017. Be prepared for the coming demand.



# 2017 NATIONAL PLANT OF THE YEAR



# Supertunia® Vista Bubblegum®





# New Proven Winners Annuals for 2017



ANGELEFACE® Perfectly Pink  
*Angelonia*



WHITE BUTTERFLY™  
*Argyranthemum*



QUICKSILVER™  
*Artemisia*



SUPERBELLS®  
Hollywood Star  
*Calibrachoa*



SUPERBELLS® Red Improved  
*Calibrachoa*



SUPERBELLS® Morning Star  
*Calibrachoa*



SUPERBELLS® Coralina  
*Calibrachoa*



SUPERBELLS®  
Grape Punch Improved  
*Calibrachoa*



SUPERBELLS® Yellow Improved  
*Calibrachoa*



SUPERBELLS® Tropical Sunrise  
*Calibrachoa*



# New Proven Winners Annuals for 2017



TOUCAN™ Red  
Canna



TOUCAN™ Rose  
Canna



TOUCAN™ Scarlet  
Canna



TOUCAN™ Yellow  
Canna



Sweet Caroline Bewitched  
AFTER MIDNIGHT™  
*Ipomoea batatas*



Sweet Caroline Bewitched GREEN WITH ENVY™  
*Ipomoea batatas*



Sweet Caroline  
Sweetheart JET BLACK™  
*Ipomoea batatas*



GRACEFUL GRASSES®  
PRINCE TUT™  
*Cyperus*



BRIGHT LIGHTS™  
Yellow  
*Osteospermum*



TIMELESS®  
Lavender Improved  
*Pelargonium*



SUPERTUNIA® Really Red  
*Petunia*



SUPERTUNIA® Vista Fuchsia Improved  
*Petunia*



SUPERTUNIA®  
PICASSO IN PURPLE™  
*Petunia*



# New Proven Winners Annuals for 2017



INFINITY® Lavender Improved  
New Guinea Impatiens

ANYTIME® Quartz Improved Pansiola  
Viola x wittrockiana

PURPLE CHABLIS™  
Lamium maculatum

SNOWSTORM® Blue Improved  
Sutura

SUPERBENA® Royale  
Peachy Keen Improved  
Verbena

SUPERBENA® Royale Romance  
Verbena

## Proven Winners Annuals

### ANGELFACE® Perfectly Pink

Angelonia \*\*\* USPPAF Can/PBRAAF

- Deep pink flowering addition to the Angelface collection
- Improved flower coverage
- Blooms all season
- Heat, humidity and drought tolerant
- Use in 4.25 Grande™ containers, monocultures or in combination with other medium vigor varieties
- 18-30" height; 12-18" spread
- Vigor 3

See pg. 2

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### ANGELFACE® Super Blue

Angelonia \*\*\* USPPAF Can/PBRAAF

- Supersized plants bear huge blue-violet flowers on tall, sturdy stems
- Creates massive presence in landscapes
- Excellent premium cut flower
- Heat, humidity and drought tolerant
- Summer color item; blooms late spring to frost
- Best grown in 1.0 Royale™ containers
- 30-40" height; 12-18" spread
- Full sun
- Vigor 3

See pg. 2

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### ANGELFACE® Super Pink

Angelonia \*\*\* USPPAF Can/PBRAAF

- Supersized plants bear huge bright pink flowers on tall, sturdy stems
- Creates massive presence in landscapes
- Excellent premium cut flower
- Heat, humidity and drought tolerant
- Summer color item; blooms late spring to frost
- Best grown in 1.0 Royale™ containers
- 30-40" height; 12-18" spread
- Full sun
- Vigor 3

See pg. 2

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## Proven Winners Annuals

### ANGELFACE® Super White

Angelonia \*\*\* USPPAF Can/PBRAAF

- Supersized plants bear huge white flowers on tall, sturdy stems
- Creates massive presence in landscapes
- Excellent premium cut flower
- Heat, humidity and drought tolerant
- Summer color item; blooms late spring to frost
- Best grown in 1.0 Royale™ containers
- 30-40" height; 12-18" spread
- Full sun
- Vigor 3

See pg. 2

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### WHITE BUTTERFLY™

Argyranthemum \*\*\* USPPAF Can/PBRAAF

- Exhibits the same superior heat tolerance and garden performance as Butterfly but with pure white flowers
- Blooms all season
- Grow in 4.25 Grande™ containers, monocultures or in combination with other medium vigor varieties
- 18-36" height; 12-20" spread
- Full sun
- Vigor 3

See pg. 2

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### QUICKSILVER™

Artemisia

- Stylish, heat and drought tolerant component plant for premium combinations
- Cool silver, dissected foliage
- Spreading habit; excellent choice for low maintenance mass plantings
- Grow in 4.25 Grande™ containers, monocultures or in combination with other medium vigor varieties
- 6-10" height; 12-30" spread
- Full sun
- Vigor 3

See pg. 2

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\*\*\* = See our website for varietal denomination information at [www.provenwinners.com](http://www.provenwinners.com)

USPPAF = US Plant Patent Applied For



Proven Winners Annuals

**SUPERBELLS® Coralina**

*Calibrachoa* <sup>1</sup>INCALMIABE<sup>1</sup> USPPAF CanPBRAF

- New color for Superbells® line.
- Screened for Thielaviopsis resistance
- Cascading habit creates exceptional hanging baskets
- Same performance as other Superbells®
- Grow in 4.25 Grande™ containers, monoculture hanging baskets or in combination with other medium vigor varieties
- 6-12" height; 12-24" spread
- Full sun
- Vigor 3

See pg. 3

**SUPERBELLS® Grape Punch Improved**

*Calibrachoa* <sup>1</sup>JGCALD9404<sup>1</sup> USPPAF CanPBRAF

- Significantly improved rooting with larger flowers on better branched plants
- Deep velvety purple with a black eye
- Early flowering in week 8
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, monoculture hanging baskets or in combination with other medium vigor varieties
- 6-12" height; 12-24" spread
- Full sun
- Vigor 3

See pg. 3

**SUPERBELLS® Hollywood Star**

*Calibrachoa* <sup>1</sup>BBCAL26702<sup>1</sup> USPPAF CanPBRAF

- Color expansion to popular Superbells Star collection
- Hot pink with a purple and yellow center
- Early flowering in week 7
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, monoculture hanging baskets or in combination with other medium vigor varieties
- 6-12" height; 12-24" spread
- Full sun
- Vigor 3

See pg. 3



Proven Winners Annuals

**SUPERBELLS® Morning Star**

*Calibrachoa* <sup>1</sup>BBCAL27801<sup>1</sup> USPPAF CanPBRAF

- Color expansion to popular Superbells Star collection
- Light pink with a hot pink and yellow center
- Early flowering in week 7
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, monoculture hanging baskets or in combination with other medium vigor varieties
- 6-12" height; 12-24" spread
- Full sun
- Vigor 3

See pg. 3

**SUPERBELLS® Red Improved**

*Calibrachoa* <sup>1</sup>INCALIMRED<sup>1</sup> USPPAF CanPBRAF

- Significantly increased flower coverage, improved habit, and four weeks earlier
- Same strong performance of other Superbells varieties
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, monoculture hanging baskets or in combination with other medium vigor varieties
- 6-12" height; 12-24" spread
- Full sun
- Vigor 3

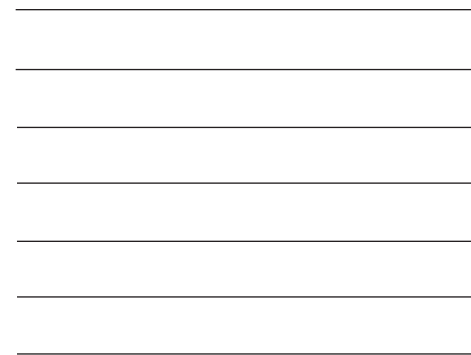
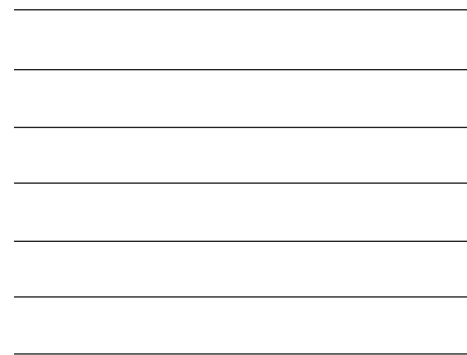
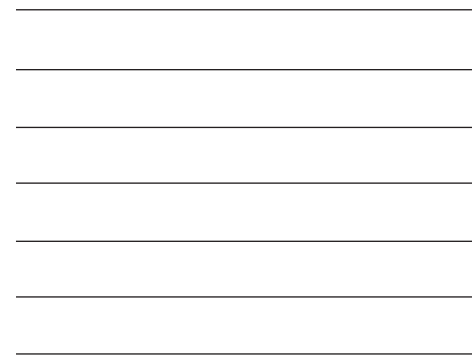
See pg. 3

**SUPERBELLS® Tropical Sunrise**

*Calibrachoa* <sup>1</sup>INCALTRISUN<sup>1</sup> USPPAF CanPBRAF

- Replacement for Tequila Sunrise
- Stable color pattern; orange, pink and coral tones
- Increased flower coverage and larger blooms
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, monoculture hanging baskets or in combination with other medium vigor varieties
- 6-12" height; 12-24" spread
- Full sun
- Vigor 3

See pg. 3



Proven Winners Annuals

**SUPERBELLS® Yellow Improved**

*Calibrachoa* <sup>1</sup>\*\*\* USPPAF CanPBRAF

- Significantly increased flower coverage due to tighter branching
- Same strong performance of other Superbells varieties
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, monoculture hanging baskets or in combination with other medium vigor varieties
- 6-12" height; 12-24" spread
- Full sun
- Vigor 3

See pg. 3



**TOUCAN™ Red**

*Canna*

- Virus-free, free-flowering thriller for containers and landscapes
- Fiery orange-red flowers with bold, green foliage
- Heat tolerant and disease resistant
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, monocultures or in combination with other high vigor varieties
- 48-60" height; 18-24" spread
- Full sun
- Vigor 4

See pg. 4



**TOUCAN™ Rose**

*Canna*

- Virus-free, free-flowering thriller for containers and landscapes
- Vibrant coral pink flowers with bold, green foliage
- Heat tolerant and disease resistant
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, monocultures or in combination with other high vigor varieties
- 48-60" height; 18-24" spread
- Full sun
- Vigor 4

See pg. 4



Proven Winners Annuals

**TOUCAN™ Scarlet**

*Canna*

- Virus-free, free-flowering thriller for containers and landscapes
- Scarlet red flowers with bold, bronze foliage
- Heat tolerant and disease resistant
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, monocultures or in combination with other high vigor varieties
- 48-60" height; 18-24" spread
- Full sun
- Vigor 4

See pg. 4

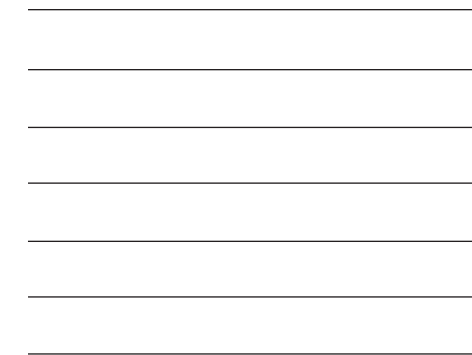


**TOUCAN™ Yellow**

*Canna*

- Virus-free, free-flowering thriller for containers and landscapes
- Brilliant yellow flowers with bold, green foliage
- Heat tolerant and disease resistant
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, monocultures or in combination with other high vigor varieties
- 48-60" height; 18-24" spread
- Full sun
- Vigor 4

See pg. 4

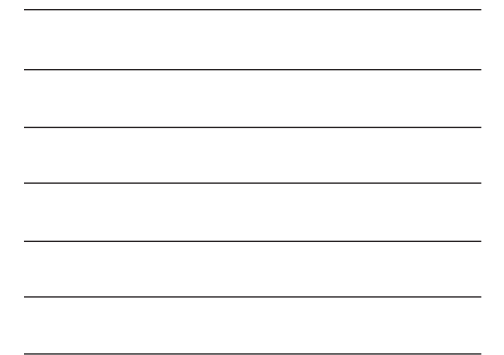


**GRACEFUL GRASSES® PRINCE TUT™**

*Cyperus*

- Perfectly sized, intermediate in height between King Tut and Baby Tut
- Showy green flower heads up to 1' across
- Heat tolerant and water loving
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, monocultures or in combination with other medium to high vigor varieties
- 30-48" height; 24-36" spread
- Full sun
- Vigor 4

See pg. 5





Proven Winners Annuals

**Sweet Caroline Bewitched  
AFTER MIDNIGHT™**

*Ipomoea batatas* \*\*\* USPPAF CanPBRAF

- Replaces Sweet Caroline Bewitched
- Well-matched to Bewitched Green with Envy in size and use
- Easier in production and in combinations
- Excellent heat tolerance and vigor
- Grow in 4.25 Grande™ containers, monocultures, in combination with other vigorous varieties or as a ground cover
- 10-16" height; 18-30" spread
- Full sun to part shade
- Vigor 3

See pg. 4

**Sweet Caroline Bewitched  
GREEN WITH ENVY™**

*Ipomoea batatas* \*\*\* USPPAF CanPBRAF

- Lime green color expansion to the popular Bewitched Ipomoea collection
- Provides interesting foliage texture in combinations
- Excellent heat tolerance and vigor
- Grow in 4.25 Grande™ containers, monocultures, in combination with other vigorous varieties or as a ground cover
- 10-16" height; 18-30" spread
- Full sun to part shade
- Vigor 3

See pg. 4

**Sweet Caroline Sweetheart  
JET BLACK™**

*Ipomoea batatas* \*\*\* USPPAF CanPBRAF

- Replaces 'Sweet Caroline Sweetheart Purple'
- Near-black, heart-shaped, rugose leaves
- Retains deep coloration in full sun; excellent heat tolerance
- Improved vigor and rooting
- Grow in 4.25 Grande™ containers, monocultures, in combination with other vigorous varieties or as a ground cover
- 8-12" height; 20-36" spread
- Full sun to part shade
- Vigor 3

See pg. 4

Proven Winners Annuals

**PURPLE CHABLIS™**

*Lamium* \*\*\* USPPAF CanPBRAF

- Companion to Pink Chablis but with plentiful, vibrant purple flowers
- Silvery green foliage makes an attractive spiller in combinations
- Heat tolerant
- Grow in 4.25 Grande™ containers, monoculture hanging baskets, in combination with other medium vigor varieties or as a ground cover
- 8-12" height; 14-20" spread
- Full sun to shade
- Vigor 3

See pg. 6

**INFINITY® Lavender Improved**

*New Guinea Impatiens* \*\*\* USPPAF CanPBRAF

- Overall improvement; well-matched with others in the Infinity collection
- Large, lavender flowers all season without deadheading
- Improved vigor; excellent garden performance
- Grow in 4.25 Grande™ containers, monocultures or in combination with other medium vigor varieties
- 10-14" height; 8-12" spread
- Part shade to shade
- Vigor 1

See pg. 6

**BRIGHT LIGHTS™ Yellow**

*Osteospermum* <sup>1</sup>INOSTYELLOW<sup>1</sup> USPPAF CanPBRAF

- Cold tolerant but also more heat tolerant than typical Osteospermum
- Stays in color all summer without deadheading
- Winter flowering annual for sunbelt states
- Large, bright yellow, daisy-like flowers
- Grow in 4.25 Grande™ containers, monocultures or in combination with other medium vigor varieties
- 8-12" height; 8-12" spread
- Full sun
- Vigor 2

See pg. 5

Proven Winners Annuals

**ANYTIME™ Quartz Improved Pansiola**

*Viola x wittrockiana*

- Sunfast silvery blue and yellow blooms
- A heat tolerant pansy that will bloom through summer in most climates
- Winter flowering annual for sunbelt states
- Vigorous, semi-trailing habit
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets or in combination with other medium vigor varieties
- 6-10" height; 12-18" spread
- Full sun
- Vigor 2

See pg. 5

**TIMELESS® Lavender Improved**

*Pelargonium* \*\*\* USPPAF CanPBRAF

- Improved lavender pink flower coverage all summer
- Interspecific cross between ivy and zonal geraniums; displays more ivy traits
- Excellent heat and humidity tolerance
- Grow in 4.25 Grande™ containers, monoculture hanging baskets or in combination with other medium vigor varieties
- 12-18" height; 14-20" spread
- Full sun
- Vigor 2

See pg. 5

**SUPERTUNIA® PICASSO IN PURPLE™**

*Petunia* \*\*\* USPPAF CanPBRAF

- Prolific, vibrant purple flowers with green frosted petals
- Deep green, well-branched foliage
- Outstanding all-season performance like all Supertunias
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets or in combination with other medium vigor varieties
- 6-12" height; 18-24" spread
- Full sun
- Vigor 3

See pg. 5

Proven Winners Annuals

**SUPERTUNIA® Really Red**

*Petunia* <sup>1</sup>G13460<sup>1</sup> USPPAF CanPBRAF

- Improved true red flower color, increased vigor and thicker petal substance over Supertunia Red
- Outstanding all-season performance like all Supertunias
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets or in combination with other medium vigor varieties
- 6-12" height; 18-24" spread
- Full sun
- Vigor 3

See pg. 5

**SUPERTUNIA® Vista Fuchsia Improved**

*Petunia* <sup>1</sup>BHTUNG6301<sup>1</sup> USPPAF CanPBRAF

- The very best petunia for landscapes
- Larger and more vigorous than Vista Bubblegum
- Glowing fuchsia flowers blanket the wide spreading foliage spring into fall with no deadheading
- Excellent heat and humidity tolerance
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, hanging baskets, in combination with other high vigor varieties, or in mass landscape plantings
- 12-24" height; 24-36" spread
- Full sun
- Vigor 4

See pg. 5

**SNOWSTORM® Blue Improved**

*Sutera* <sup>1</sup>G13340<sup>1</sup> USPPAF CanPBRAF

- Greatly improved heat tolerance; blooms better through the heat of summer
- Greater flower coverage; masses of blue flowers on mounding plants
- Grow in 4.25 Grande™ containers, monoculture hanging baskets or in combination with other medium vigor varieties
- 4-8" height; 12-24" spread
- Full sun to part shade
- Vigor 2

See pg. 6



## Proven Winners Annuals

### **SUPERBENA® Royale Peachy Keen** Improved *Verbena* RIKAV36504 USPPAF CanPBRAF

- Improved vigor and much greater resistance to powdery mildew
- Peach blossoms all season long
- Heat and drought tolerant
- Compact habit in Grande™ containers; becomes a vigorous, spreading plant for consumers
- Grow in 4.25 Grande™ containers, monocultures or in combination with other medium vigor varieties
- 6-12" height; 18-24" spread
- Full sun
- Vigor 3

See pg. 6

### **SUPERBENA® Royale Romance** *Verbena* RIKAV36602 USPPAF CanPBRAF

- Deep merlot red flowers all season long
- Exceptional resistance to powdery mildew
- Heat and drought tolerant
- Compact habit in Grande™ containers; becomes a vigorous, spreading plant for consumers
- Grow in 4.25 Grande™ containers, monocultures or in combination with other medium vigor varieties
- 6-12" height; 18-24" spread
- Full sun
- Vigor 3

See pg. 6



## Proven Winners Perennials

### **'Storm Cloud'** *Amsonia tabernaemontana*

- Emerges with dark foliage and stems in spring
- Light blue flowers mid-spring thru early summer; longer blooming due to secondary flowers
- Attractive olive green foliage in summer
- Low maintenance, shrub-like perennial
- Zones 4-9
- 24-30" height; 38-42" spread
- Full sun to light shade

See pg. 20



## Proven Winners Perennials

### **'Paint the Town Magenta'** *Dianthus* USPPAF CanPBRAF

- New series of long blooming Dianthus
- Heaviest flowering in early summer; reblooms all summer
- Single, magenta flowers with lavender center
- Low, spreading, glaucous blue foliage
- Exhibits greater heat tolerance; good choice for Southern growers
- Zones 4-9
- 6-8" height; 12-14" spread
- Full sun to light shade

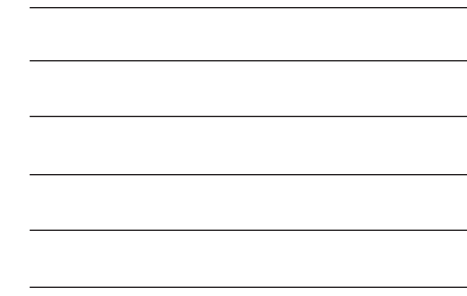
See pg. 20



### **RAINBOW RHYTHM® 'Tiger Swirl'** *Heemerocallis* USPPAF CanPBRAF

- Huge 6 ½-7", spider-shaped flowers
- Fragrant, light golden yellow flowers with raspberry red eye
- Blooms in midseason
- Dormant tetraploid
- Zones 3-9
- 32" height; 18-24" spread
- Full sun to light shade

See pg. 20



### **DOLCE® 'Appletini'** *Heuchera* USPPAF CanPBRAF

- Total package: great foliage and flowers
- Lime green foliage with a silver overlay
- Ruby red flowers in early summer; exhibits occasional rebloom
- Zones 4-9
- 8-10" foliage height; 18-24" flower height; 20-24" spread
- Part sun to full shade

See pg. 20



## Proven Winners Perennials

### **FRUIT PUNCH® 'Black Cherry Frost'** *Dianthus* USPPAF CanPBRAF

- Double, red flowers with a pink picotee edge
- Blooms in early summer and early fall
- Attractive silvery blue foliage
- Compact habit and strong flower stems
- Zones 4-9
- 8-10" height; 12-14" spread
- Full sun to light shade

See pg. 20

### **FRUIT PUNCH® 'Spiked Punch'** *Dianthus* USPPAF CanPBRAF

- Double, vibrant fuchsia pink flowers
- Deep red eye and heavily serrated petals
- Blooms in early summer and early fall
- Steel blue foliage
- Compact habit
- Zones 4-9
- 6-8" height; 12-14" spread
- Full sun to light shade

See pg. 20



### **'Paint the Town Fuchsia'** *Dianthus* USPPAF CanPBRAF

- New series of long blooming Dianthus
- Heaviest flowering in early summer; reblooms all summer
- Single, fragrant, fuchsia pink flowers
- Low, spreading, glaucous blue foliage
- Exhibits greater heat tolerance; good choice for Southern growers
- Zones 4-9
- 6-8" height; 12-14" spread
- Full sun to light shade

See pg. 20



## Proven Winners Perennials

### **DOLCE® 'Silver Gumdrop'** *Heuchera* USPPAF CanPBRAF

- Total package: great foliage and flowers
- Iridescent, semi-glossy, silver foliage
- Vibrant pink flowers in early to midsummer
- Vigorous yet compact growth habit
- H. villosa hybrid; naturally vigorous with good heat and humidity tolerance
- Zones 4-9
- 6-8" foliage height; 20-24" flower height; 20-24" spread
- Full sun to part shade

See pg. 20



### **PRIMO™ 'Black Pearl'** *Heuchera* USPPAF CanPBRAF

- The darkest Heuchera we've ever seen
- Jet black, ruffled leaves with purple undersides
- Consistent color all season
- White to pale pink flowers in midsummer
- H. villosa hybrid; naturally vigorous with good heat and humidity tolerance
- Zones 4-9
- 8-10" foliage height; 18-20" flower height; 26-30" spread
- Full sun to full shade

See pg. 20



### **PRIMO™ 'Pretty Pistachio'** *Heuchera* USPPAF CanPBRAF

- Total package: great foliage and flowers
- Chartreuse in spring; lime in summer
- Long blooming pink flowers from early summer thru late summer
- H. villosa hybrid; naturally vigorous with good heat and humidity tolerance
- Zones 4-9
- 8-10" foliage height; 20-24" flower height; 26-30" spread
- Part sun to full shade

See pg. 21





## Proven Winners Perennials

### FUN AND GAMES® 'Hopscotch'

*Heucherella* USPPAF CanPBRAF

- Bronze red, lobed leaves with dark red center
- Brightest foliage coloration in spring
- Mellows to a deep green blend in summer
- H. villosa hybrid; naturally vigorous with good heat and humidity tolerance
- Cream flowers in late spring
- Zones 4-9
- 10-12" foliage height; 16-20" flower height; 20-24" spread
- Part sun to full shade

See pg. 21

### FUN AND GAMES® 'Red Rover'

*Heucherella* USPPAF CanPBRAF

- Copper red, lobed leaves with burgundy center
- Brightest foliage coloration in spring
- Mellows to a deep green blend in summer
- H. villosa hybrid; naturally vigorous with good heat and humidity tolerance
- Pink buds, creamy white flowers in late spring
- Zones 4-9
- 6-8" foliage height; 28-34" flower height; 18-20" spread
- Part sun to full shade

See pg. 21

### SUMMERIFIC® 'Ballet Slippers'

*Hibiscus* USPPAF CanPBRAF

- Large 7", ruffled, white flowers with pink kissed petals and red eye
- Extremely high bud count; long blooming from midsummer into early fall
- Broad, glossy, dark green leaves
- Compact, perfectly rounded habit
- Zones 4-9
- 4' height; 4 ½-5' spread
- Full sun to part shade

See pg. 21

## Proven Winners Perennials

### PRAIRIE WINDS® 'Blue Paradise'

*Schizachyrium scoparium* USPPAF CanPBRAF

- Remains upright through the fall months
- Striking silvery blue stems in summer
- Deep wine purple foliage in fall
- Tan seed heads in early fall
- Zones 3-9
- 3-3.5' height; 2' spread
- Full sun

See pg. 21

### 'Charlotte's Web'

*Tradescantia* USPPAF CanPBRAF

- Chartreuse foliage brightens to gold
- Did not burn in full sun in MI trials
- Upright, mounded habit
- Soft blue flowers from early summer through late summer
- Zones 3-9
- 16-18" height; 24-28" spread
- Full sun to full shade

See pg. 21

### MAGIC SHOW® 'Pink Potion'

*Veronica* USPPAF CanPBRAF

- Replaces 'Sweet Lullaby' this year
- Improved vigor and flowering
- Baby pink flowers cover top half of plant in early summer to midsummer
- Deep green foliage forms a low, wide mound
- Good match to 'Enchanted Indigo'
- Zones 4-9
- 14-16" height; 18-22" spread
- Full sun to part shade

See pg. 21

## Proven Winners Shrubs

### 'Miss Pearl'

*Buddleia* USPPAF CanPBRAF

- Pure white fragrant blooms
- Heat tolerant
- Attracts bees, butterflies and hummingbirds
- Deer and rabbit resistant
- 48-60" tall and wide
- USDA Zone 5a – 9b

See pg. 22

### INCREDIBALL® Blush

*Hydrangea arborescens* 'NCHA4' USPPAF CanPBRAF

- Huge pink blooms that age to attractive green
- Native
- USDA Zone 3a – 9b
- 48-60" tall and wide
- Full sun
- Sturdy stems
- Mounded habit

See pg. 22

### INVINCIBELLE® Ruby

*Hydrangea arborescens* 'NCHA3' USPP20765 Can4159

- Reliable dark burgundy-pink flowers
- Native
- 24-36" tall and wide
- Dark foliage and strong stems
- USDA Zone 3a – 9b
- Strong rebloomer
- Full sun

See pg. 22

## Proven Winners Shrubs

### LET'S DANCE® BLUE JANGLES®

*Hydrangea macrophylla* 'SMHMTALI' USPPAF CanPBRAF

- Truly compact rebloomer
- Large, full flowers go heavenly blue in acid soils and vivid pink in alkaline soils
- Part sun to sun
- 24-36" tall and wide
- USDA Zone 5a – 9b
- Blooms on old and new wood, ensuring flowers over a longer period

See pg. 22

### LET'S DANCE® RHYTHMIC BLUE™

*Hydrangea macrophylla* 'SMHMES14' USPP25836 Can5126

- One of our strongest rebloomers
- Distinctive geometric shaped florets
- Closely packed, richly colored mophead flowers
- Reliable blooms on sturdy stems
- Easy shift from pink to rich blue by adjusting soil pH
- USDA Zone 5a – 9b
- Part sun to sun
- 24-36" tall and wide

See pg. 22

### LITTLE QUICK FIRE®

*Hydrangea paniculata* 'SMHPLOF' USPP25136 CanPBRAF

- White flowers age to deep burgundy red before other varieties even start to flower
- Early bloom time extends season
- Drought tolerant
- 36-60" tall and wide
- Part sun to sun
- USDA Zone 3a – 8b
- Dwarf, upright habit; about one third the size of Quick Fire.
- Rich green foliage

See pg. 22



Proven Winners Shrubs

**TINY TUFF STUFF™**

*Hydrangea serrata* <sup>'MAKD'</sup> USPP2484Z Can5125

- Produces abundance of lacecap flowers with double sepals
- Blue blooms in acidic soil and pink in alkaline soils
- USDA Zone 5a – 9b
- 18-24" tall and wide
- Extremely bud hardy
- Reliable rebloomer

See pg. 22

**TUFF STUFF™ Red**

*Hydrangea serrata* <sup>'SMNMAKTSR'</sup> USPPAF CanPBRAF

- Large lacecap flowers are a deep pink-red
- Deep green foliage
- Part sun to sun
- USDA Zone 5a – 9b
- 24-36" tall and wide
- Very compact and tidy habit
- Superb bud hardiness
- Reliable rebloomer

See pg. 22

**INFINITINI® Brite Pink**

*Lagerstroemia* <sup>'G2X133143'</sup> USPPAF CanPBRAF

- Bright pink flowers all summer long
- Deer resistant
- Heat and drought resistant
- 24-48" tall and wide
- Mounded habit
- USDA 6b – 12b
- Excellent in container gardens and landscapes

See pg. 22



Proven Winners Shrubs

**INFINITINI® Magenta**

*Lagerstroemia* <sup>'G2X133271'</sup> USPPAF CanPBRAF

- Long-blooming
- Deer resistant
- Heat and drought resistant
- Dark pink-red blooms in summer
- 24-48" tall and wide
- USDA Zone 6b – 12b
- Mounded habit
- Excellent in container gardens and landscapes

See pg. 22

**INFINITINI® Orchid**

*Lagerstroemia* <sup>'G2X133251'</sup> USPPAF CanPBRAF

- Long-blooming
- Deer resistant
- Heat and drought resistant
- Lavender-purple blooms in summer
- 24-48" tall and wide
- USDA Zone 6b – 12b
- Mounded habit
- Excellent in container gardens and landscapes

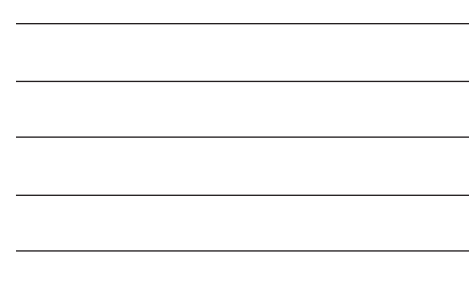
See pg. 22

**JAZZ HANDS® Bold**

*Loropetalum chinense* <sup>'Kurenai Daiou'</sup> USPPAF

- Vibrant pink flowers are larger than any other Loropetalum
- Purple foliage holds rich color all season long
- 60-72" tall and wide
- Mounded habit
- USDA Zone 7b – 9b
- Part sun to sun

See pg. 22



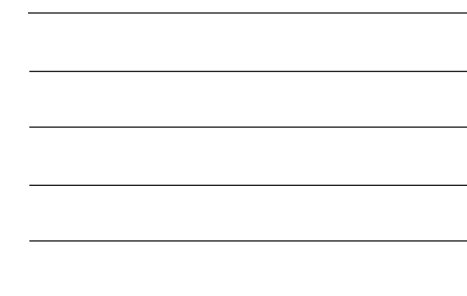
Proven Winners Shrubs

**JAZZ HANDS® Variegated**

*Loropetalum chinense* <sup>'Irodori'</sup> USPPAF

- Foliage is splashed with pink and white and matures to purple
- Vibrant pink flowers
- USDA Zone 7b – 9b
- Part sun to sun
- 48-72" tall; 48" wide
- Mounded habit

See pg. 23

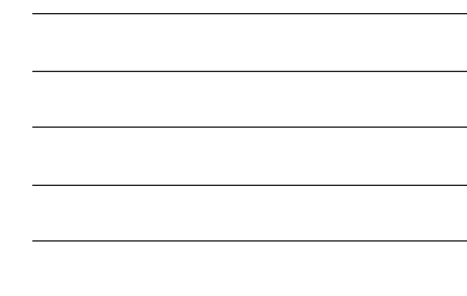


**GINGER WINE™**

*Physocarpus opulifolius* <sup>'SMNPBLR'</sup> USPPAF CanPBRAF

- Spring foliage emerges orange and matures to burgundy
- Clusters of white flowers in late spring
- Bright red seed heads
- Sturdy stems and compact, upright habit; excellent presentation at retail
- Excellent mildew resistance
- Native
- 60-72" inches tall and wide
- USDA Zone 3a – 7b

See pg. 23

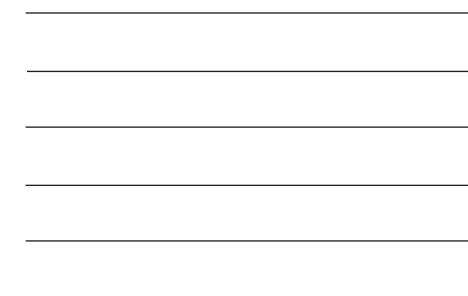


**TINY WINE® Gold**

*Physocarpus opulifolius* <sup>'SMNPOTWG'</sup> USPPAF Can5128

- Gold version of Tiny Wine with the same habit and showy gold foliage
- Clusters of white flowers in late spring
- Heavy bloomer, especially when young; showy display at retail
- Season long color and landscape interest
- Good mildew resistance
- Native
- 36-48" tall and wide
- USDA Zone 3a-7b

See pg. 23



Proven Winners Shrubs

**BLOOM-A-THON® Hot Pink**

*Rhododendron* <sup>'RLH1-11P1'</sup> USPPAF

- Vivid pink flowers
- 20+ weeks of blooming each year
- Saturated flower color
- Shade tolerant
- Part sun – Sun
- 42-54" tall and wide
- USDA Zone 6b-9b

See pg. 23

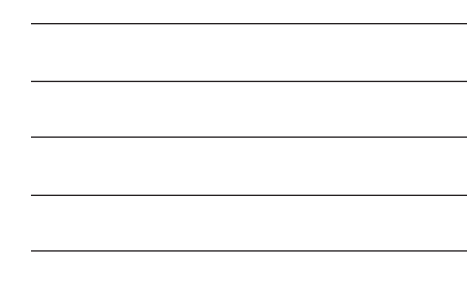


**OSO EASY® Lemon Zest**

*Rosa* <sup>'ChewHocan'</sup> Can5130

- Bright canary yellow flowers with no fading
- Disease resistant
- 24-48" tall; 24-36" wide
- Award of Excellence from American Rose Society
- Ideal in containers and landscapes
- USDA Zone 4a – 9b
- Full sun

See pg. 23



**OSO EASY® Mango Salsa**

*Rosa* <sup>'ChewperAdventure'</sup> USPP22190 Can4688

- Luscious orange-pink blooms
- Glossy green foliage
- Disease-resistant
- 24-36" tall and wide
- Mounded habit
- USDA Zone 4a – 9b
- Full sun

See pg. 23





## Proven Winners Shrubs

### OSO EASY® URBAN LEGEND™

*Rosa* 'ChewPatout' USPPAF CanPBRAF

- Double, cherry red flowers with yellow stamens
- Blooms for months, from early summer through hard frost
- Dark green, glossy foliage is highly disease resistant
- Dense, upright rounded habit; great presentation at retail
- Full sun
- USDA Zone 5a – 9b

See pg. 23

### DOUBLE PLAY® CANDY CORN™

*Spiraea* 'NCSX1' USPPAF CanPBRAF

- Vibrant and colorful
- New growth emerges bright candy apple red, maturing to yellow with bright orange accents
- Dark purple flowers in late spring/early summer
- 18-30" tall and wide
- USDA Zone 4a – 9a
- Part sun to full sun
- Drought tolerant

See pg. 23

### DOUBLE PLAY® PAINTED LADY™

*Spiraea* 'Minspi'

- Splashy green, yellow and cream variegated leaves; stable and consistent variegation
- Vibrant pink blooms in late spring
- 24-36" tall and wide
- USDA Zone 4a – 9a
- Part sun to sun
- Drought tolerant
- Deer resistant

See pg. 23

## Proven Winners Shrubs

### BLOOMERANG® 'Pink Perfume'

*Syringa* USPP24252 Can5054

- Fragrant pink flowers in spring and midsummer, continuing until frost
- Deer and mildew resistant
- 4-5' tall and wide
- Compact, mounded habit
- Excellent in mixed borders and containers
- Full sun
- USDA Zones 3a-7b

See pg. 23

### SONIC BLOOM® Pink

*Weigela florida* 'Bokrasopin' USPP24572 Can4597

- Hot pink buds open to pink flowers in spring
- Reblooms until frost without deadheading
- Deer resistant
- Attracts hummingbirds
- 48-60" tall and wide
- USDA Zone 5a – 8b

See pg. 23

### SONIC BLOOM® Red

*Weigela florida* 'Verweig-6' USPP25132 Can4716

- Lipstick red flowers in spring until frost
- Attracts hummingbirds
- 48- 60" tall and wide
- USDA Zone 5a – 8b
- Attracts hummingbirds
- Strong rebloomer

See pg. 23

# Proven Winners creates 100 million impressions



We're set to create 100+ million impressions this spring with the Proven Winners 2016 consumer ad campaign. This year, we will be running print ads, radio spots on local channels and Pandora, billboard placements, TV spots, social media campaigns, and distributing our popular *Gardener's Idea Book*. Our fans will be looking for our signature white branded container which is featured in every print ad, so be prepared to meet demand.

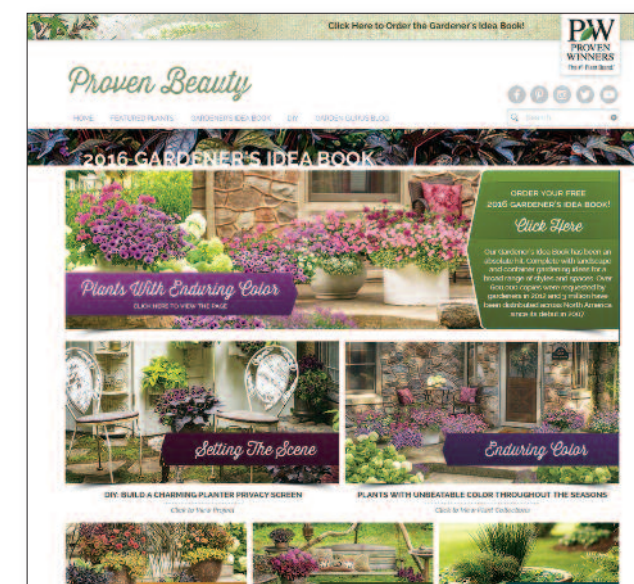
In each of our consumer print ads, readers are prompted to request our FREE *Gardener's Idea Book* for further information and inspiration. This year's edition prominently features all three Proven Winners National Combinations for spring, summer and fall. We're building the enthusiasm so you can build your sales.



We're reaching millions of new and experienced gardeners in top-rated magazines for Spring 2016.



700,000 copies of the highly anticipated *Gardener's Idea Book* will be distributed by request to gardeners throughout North America in 2016. We're inspiring people with innovative ideas and gorgeous plants they'll be looking to purchase this spring.



## Bringing the Gardener's Idea Book to Life

We go beyond the printed pages of our *Gardener's Idea Book* by expanding those ideas in a stylish, approachable way on our visual-centric website, [www.beauty.provenwinners.com](http://www.beauty.provenwinners.com). Here, people can explore beautiful pages filled with detailed ideas, step-by-step projects, plant suggestions for specific climates and much more. Links to related Pinterest boards and YouTube videos are included here too for easy reference by our creative followers. The entire site is optimized for mobile use.



# New Proven Winners Perennials for 2017

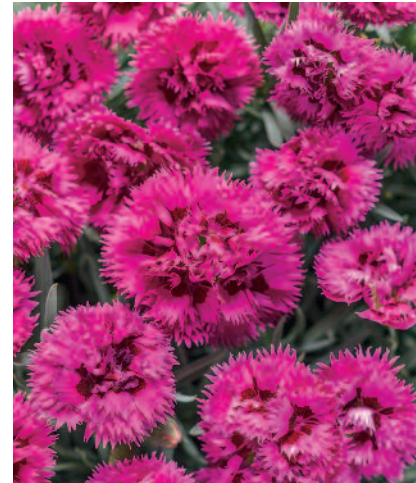
The Proven Winners Perennial collection expands in 2017, and will offer gardeners even more ways they can easily beautify their landscape with varieties that return year after year. From sun to shade, we continue to expand our offerings of easy-to-love and easy-to-care for perennials.



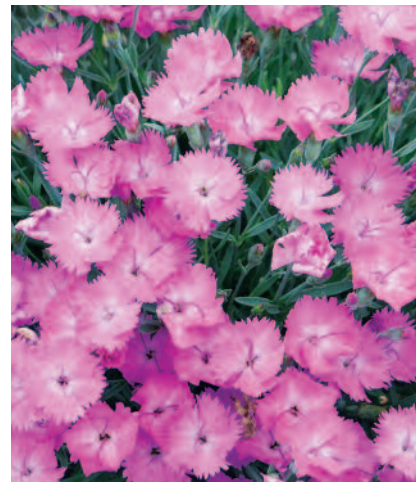
'Storm Cloud'  
*Amsonia tabernaemontana*



FRUIT PUNCH® 'Black Cherry Frost'  
*Dianthus* USPPAF CanPBRAF



FRUIT PUNCH® 'Spiked Punch'  
*Dianthus* USPPAF CanPBRAF



'Paint the Town Fuchsia'  
*Dianthus* USPPAF CanPBRAF



'Paint the Town Magenta'  
*Dianthus* USPPAF CanPBRAF



RAINBOW RHYTHM® 'Tiger Swirl'  
*Hemerocallis* USPPAF CanPBRAF



DOLCE® 'Appletini'  
*Heuchera* USPPAF CanPBRAF



DOLCE® 'Silver Gumdrop'  
*Heuchera* USPPAF CanPBRAF



PRIMO™ 'Black Pearl'  
*Heuchera* USPPAF CanPBRAF



PRIMO™ 'Pretty Pistachio'  
*Heuchera* USPPAF CanPBRAF



FUN AND GAMES® 'Hopscotch'  
*Heucherella* USPPAF CanPBRAF



FUN AND GAMES® 'Red Rover'  
*Heucherella* USPPAF CanPBRAF



SUMMERIFIC® 'Ballet Slippers'  
*Hibiscus* USPPAF CanPBRAF



PRAIRIE WINDS® 'Blue Paradise'  
*Schizachyrium scoparium* USPPAF CanPBRAF



'Charlotte's Web'  
*Tradescantia* USPPAF CanPBRAF



MAGIC SHOW® 'Pink Potion'  
*Veronica* USPPAF CanPBRAF

## Perennials

All Proven Winners Perennials are sold with white branded containers and Proven Winners Perennials labels. Your supplier will be happy to ship the recommended container sizes if you do not specify your container preference on your order.



Co-Ex Royale™  
(trade gallon)

Premium 1-gallon

Premium 3-gallon

Premium 2-gallon

A 1-quart container is also available upon request. Contact your propagator for more information.



# Proven Winners Flowering Shrubs



LO & BEHOLD® 'Blue Chip Jr.' *Buddleia*  
(Butterfly bush)



'Miss Pearl' *Buddleia* (Butterfly bush)

NEW



LO & BEHOLD® 'Pink Micro Chip' *Buddleia*  
(Butterfly bush)



INCREDIBALL® Blush  
*Hydrangea arborescens* (Smooth hydrangea)

NEW



JAZZ HANDS® Dwarf White *Loropetalum chinense*  
(Chinese Fringe-flower)



JAZZ HANDS® Variegated *Loropetalum chinense*  
(Chinese Fringe-flower)



GINGER WINE®  
*Physocarpus opulifolius* (Ninebark)

NEW



TINY WINE® Gold  
*Physocarpus opulifolius* (Ninebark)

NEW



INVINCIBELLE® Ruby  
*Hydrangea arborescens* (Smooth hydrangea)

NEW



LET'S DANCE® BLUE JANGLES®  
*Hydrangea macrophylla* (Reblooming hydrangea)



LET'S DANCE® RHYTHMIC BLUE™  
*Hydrangea macrophylla* (Reblooming hydrangea)



BOBO® *Hydrangea paniculata* (Panicle hydrangea)



BLOOM-A-THON® Hot Pink  
*Rhododendron* (Azalea)

NEW



BLOOM-A-THON® Pink Double  
*Rhododendron* (Azalea)



BLOOM-A-THON® Red  
*Rhododendron* (Azalea)



BLOOM-A-THON® White  
*Rhododendron* (Azalea)



LITTLE LIME® *Hydrangea paniculata*  
(Panicle hydrangea)



LITTLE QUICK FIRE™  
*Hydrangea paniculata* (Panicle hydrangea)



TINY TUFF STUFF™  
*Hydrangea serrata* (Mountain hydrangea)



TUFF STUFF™ Red  
*Hydrangea serrata* (Mountain hydrangea)

NEW



OSO EASY® Lemon Zest *Rosa*



OSO EASY® Mango Salsa *Rosa*



OSO EASY® URBAN LEGEND™ *Rosa*

NEW



DOUBLE PLAY® CANDY CORN™  
*Spiraea* (Spirea)

NEW



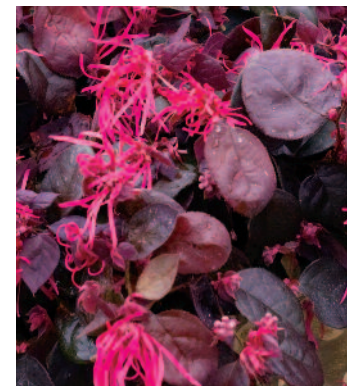
INFINITINI® Brite Pink  
*Lagerstroemia* (Crapemyrtle)



INFINITINI® Magenta  
*Lagerstroemia* (Crapemyrtle)



INFINITINI® Orchid  
*Lagerstroemia* (Crapemyrtle)



JAZZ HANDS® Bold *Loropetalum chinense*  
(Chinese Fringe-flower)



DOUBLE PLAY® PAINTED LADY™  
*Spiraea* (Spirea)

NEW



BLOOMERANG® 'Pink Perfume'  
*Syringa* (Reblooming lilac)



SONIC BLOOM® Pink *Weigela florida*  
Sonic Bloom® is a trademark of the Syngenta Group Company



SONIC BLOOM® Red *Weigela florida*  
Sonic Bloom® is a trademark of the Syngenta Group Company



# Reaching Out Daily in All Directions



We have once again partnered with P. Allen Smith and sponsored both his popular gardening shows.



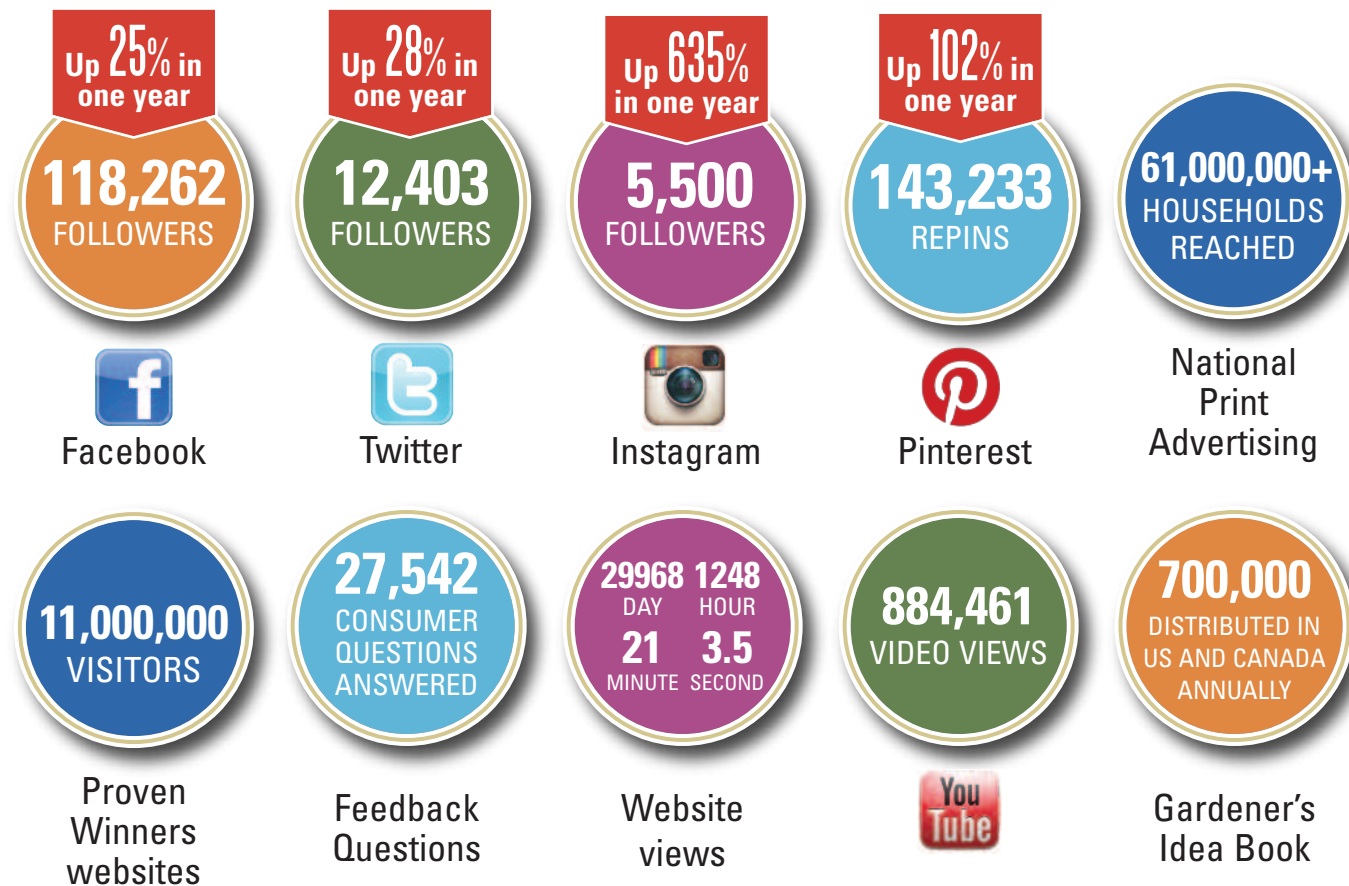
Timely billboard messages promote the Proven Winners brand on 79 billboards across North America.



Proven Winners' Spring 2016 consumer advertising campaign consists of four unique print ads, each fine tuned to reach a specific gardening audience. The ads prompt readers to request our FREE *Gardener's Idea Book* which features our three national combinations for spring, summer and fall.

## Working for You 24/7/365

Our dedicated social media team is working hard to reach more consumers than ever by studying trends, providing relevant content and creating attractive posts that appeal to all kinds of gardeners. We personally answer our fans' questions every day by phone and online to continue to build those relationships. Here is a snapshot of our broad-reaching efforts:



## Let's Get Social



### 5 Tips for Managing Social Media

1. **Target your audience.** Tweak content posted on each social media platform to suit the audience.
2. **Use fantastic photos.** Use eye-catching, professional quality photos from the Proven Winners photo library or your own.
3. **Keep it brief.** Entice people to want to learn more by noting briefly how the information is relevant and then linking to additional info.
4. **Include specific plant names.** People want to know exactly what to look for when they shop.
5. **Analyze your efforts.** Use analytics to refine your content strategy for each social media channel.



## Reaching Consumers Through Video

Video consumption increases every year – up 50% in the last year alone – and 300 hours of video are uploaded to YouTube every single minute around the world. Proven Winners is increasing our investment in video production. We begin the year by inspiring viewers with enticing videos of new plants coming in spring and end the year with outdoor decorating ideas for the holidays. *How To Create an Outdoor Holiday Urn* was our most popular video of the year, receiving 137,000 views in December.

Our goal is to show people how easy it is to grow flowers and plants no matter their level of experience. We're reaching people where they are – in social media communities, on YouTube and on our website – with our popular video content every day and driving traffic to your stores as a result.

### Facebook by the Numbers

**1.6 billion**  
Facebook users  
**65%** check daily  
**20 min/session**  
**10 hrs/month**

### Readymade Graphics Available

Our team of social media specialists has found great success in customizing our social media graphics and content to suit the style of our social channels. As a retail customer of Proven Winners, you have the exclusive benefit of obtaining our social media graphics to use on your own social channels. Please contact Jessica DeGraaf for details: [Jessica@provenwinners.com](mailto:Jessica@provenwinners.com) or 616.706.7970.