

100% INVESTED IN CONSUMER SUCCESS



Every single day of the year, Proven Winners is fully invested in consumers' success. Exceptional garden performance is the unwavering standard set for all of the plants we breed, trial, select and introduce. It keeps loyal consumers coming back for more.

Yet, we offer far more than beautiful plants. Proven Winners is the only brand that creates an all-encompassing, positive gardening experience for consumers. It starts with incomparable plants, but expands to include the premium soils, plant foods, watering systems, gardening tools and containers needed to ensure success. Further, our team works diligently to inspire and educate consumers about how to brighten their corner of the world.

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



See All of Our New Varieties in Action!

Scan the QR code or go to www.provenwinners.com/2025_Resources to learn all the details you need to know about our new varieties and programs for the 2025 season.



Front cover: SPACE AGE™ EUROPA™ *Begonia rex*, AROMAGICA™ Purple *Heliotropium arborescens* and SUPERTUNIA TIARA™ Blue *Petunia*



The #1 Plant Brand.®

1600 East Lincoln Highway, Suite F DeKalb, Illinois 60115
provenwinners.com



Spring 2025 PREVIEW



2025 NATIONAL PLANT OF THE YEAR PROGRAM

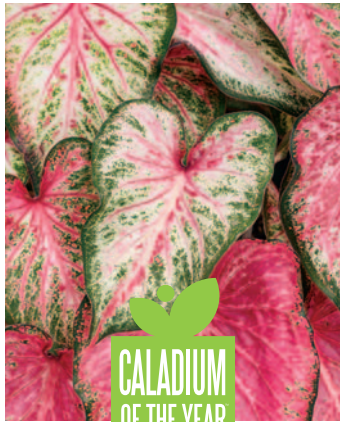
Strong promotional campaigns build strong sales. Key in on these ten exceptional varieties that Proven Winners will be dedicating significant marketing dollars to build excitement and demand for beginning Spring 2025.

Learn more at www.nationalplantoftheyear.com.



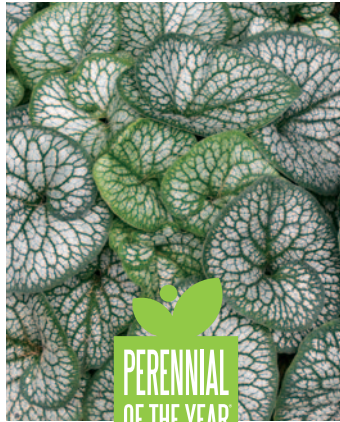
**ANNUAL
OF THE YEAR**

SUPERTUNIA MINI VISTA®
Yellow *Petunia*



**CALADIUM
OF THE YEAR**

HEART TO HEART®
'Blushing Bride' *Caladium*



**PERENNIAL
OF THE YEAR**

'Jack of Diamonds'
Brunnera



**HOSTA
OF THE YEAR**

SHADOWLAND®
'Miss America' *Hosta*



**LANDSCAPE
PERENNIAL
OF THE YEAR**

'Cat's Meow'
Nepeta



**FLOWERING
SHRUB
OF THE YEAR**

SCENTARA™ Double Blue
Syringa



**ROSE
OF THE YEAR**

REMINISCENT® Coral
Rosa



**HYDRANGEA
OF THE YEAR**

LITTLE LIME PUNCH®
Hydrangea paniculata



**LANDSCAPE
SHRUB
OF THE YEAR**

NORTH POLE®
Thuja (arborvitae)



**HOUSEPLANT
OF THE YEAR**

PRISMACOLOR™
ORANGE YOU GORGEOUS™
Philodendron

2025 NATIONAL RECIPES

Packed with our top-selling, most distinctive varieties, our National Recipes have been proven in trials to work. We'll take care of driving consumer demand while you watch them fly out of inventory.



**RECIPE
OF THE YEAR**

Ireland

GOLDBLOCKS ROCKS® *Bidens*
SUPERBELLS® OVER EASY™ *Calibrachoa*
LUSCIOUS® BASKET TANGEGLOW™ *Lantana*
SUGGESTED THRILLER:
GRACEFUL GRASSES® QUEEN TUT™ *Cyperus*



**RECIPE
OF THE YEAR**

Vista View

SUPERTUNIA VISTA® JAZZBERRY® *Petunia*
SUPERTUNIA VISTA® BUBBLEGUM® *Petunia*
SUPERTUNIA VISTA® SNOWDRIFT™ *Petunia*
SUGGESTED THRILLER:
'Coffee Cups' *Colocasia*



**RECIPE
OF THE YEAR**

Champagne Toast

DOUBLE DELIGHT® Blush Rose *Begonia*
Sweet Caroline MEDUSA™ Green *Ipomoea*
SILVER FALLS™ *Dichondra*
SUGGESTED THRILLER:
STRATOSPHERE® White *Gaura*



**CALADIUM
RECIPE
OF THE YEAR**

Strawberry Stand

HEART TO HEART® 'Scarlet Flame' *Caladium*
HEART TO HEART® VA VA VIOLET™ *Caladium*
HEART TO HEART® 'White Wonder' *Caladium*

NEW PROVEN WINNERS ANNUALS FOR 2025



TOP PICK

EMERALD ISLE™
Alocasia

ANGELFACE®
Wedgwood Pink
Angelonia angustifolia

ANGELFACE®
White Improved
Angelonia angustifolia

TOP PICK

SPACE AGE™
EUROPA™
Begonia rex

SPACE AGE™
BLACK HOLE™
Begonia rex

SPACE AGE™
TRITON™
Begonia rex



See All of Our New Varieties in Action!

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EMERALD ISLE™ *Alocasia* ^{'AP091520' USPP34129 CanPBRAF}

This regal *Alocasia* finishes quickly, forming a tall yet compact, multi-stemmed, upright arching clump of massive, bright green, glossy, undulating leaves held on green petioles. Tolerant of both sun and shade, it is magnificent in large containers and landscapes.

- From world-renowned supplier, Classic Caladiums
- Distinctively heavier branching than most
- Tolerant of *Pythium* root rot and *Xanthomonas* leaf spot
- Grow in 1.0 GL Royale™ for spring or 2.0 GL containers for summer; works for recipes, monocultures and landscapes
- 3-4' height; 3' spread – may grow larger in the South
- Sun or shade
- Zone 7b-10b
- Vigor 2

ANGELFACE® *Wedgwood Pink Angelonia angustifolia* ^{*** USPPAF CanPBRAF}

Unrivaled on the market, this novel cotton candy pink and white bicolor *Angelonia* bears large, self-cleaning blossoms on well-branched, semi-upright plants from spring to frost. Its timing matches its bicolor companion, Angelface® Wedgwood Blue.

- Unique color has irresistible impulse appeal at retail
- Thrives in hot, humid conditions
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 18-30" height; 12-18" spread
- Full sun
- Vigor 3

ANGELFACE® *White Improved Angelonia angustifolia* ^{*** USPPAF CanPBRAF}

Boasting greatly improved flower power, deeper green and glossy foliage, as well as notably increased vigor, this improved *Angelonia* will be a dream for growers to produce. It is timed to match all of your favorite colors in the Angelface® series.

- Easier for growers to get into color for spring sales
- Stronger color impact on the retail bench
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 18-30" height; 12-18" spread
- Full sun
- Vigor 3

SPACE AGE™ *BLACK HOLE™ Begonia rex* ^{'BBEN033-0' USPP35414}

Shining silver leaves with black edges, dark green veining and a burgundy to black center form a dense, upright mounding clump. An exceptional cultivar trialed and selected for rooting performance, vigor in spring production and summer garden performance.

- Fantastic foliage appeal all season
- Stands out on shade benches at retail
- Grow in 4.25 Grande™ containers, recipes and monocultures
- 15-18" height; 15-18" spread
- Part shade to shade
- Vigor 2

SPACE AGE™ *EUROPA™ Begonia rex* ^{'BDIBL12-0' USPP33502}

Large, shimmering silver leaves rimmed in black with splashes of lavender in the center and near the edges light up in the shade. An exceptional cultivar trialed and selected for rooting performance, vigor in spring production and summer garden performance.

- Fantastic foliage appeal all season
- Stands out on shade benches at retail
- Grow in 4.25 Grande™ containers, recipes and monocultures
- 15-18" height; 15-18" spread
- Part shade to shade
- Vigor 2

SPACE AGE™ *TRITON™ Begonia rex* ^{'KRBEYF02' USPP24738}

This smaller-leaved Rex begonia is a strong grower that forms a very dense, compact mound of dark green leaves blasted with a fine, silver mist. An exceptional cultivar trialed and selected for rooting performance, vigor in spring production and summer garden performance.

- Fantastic foliage appeal all season
- Stands out on shade benches at retail
- Grow in 4.25 Grande™ containers, recipes and monocultures
- 15-18" height; 15-18" spread
- Part shade to shade
- Vigor 2



SUPERBELLS® Double VINTAGE CORAL™ *Calibrachoa*

TOP PICK



TOP PICK

SUPERBELLS® Double SMITTEN PINK™ *Calibrachoa*



TOP PICK

COLORBLAZE® MINI ME™ Chartreuse *Coleus scutellarioides*



PROVEN ACCENTS® 'Cherry Cordial' *Cordyline terminalis*



TOTALLY TEMPTED™ FROSTED VIOLETS™ *Cuphea procumbens*



TOTALLY TEMPTED™ RICHLY RED™ *Cuphea procumbens*



TOTALLY TEMPTED™ VIVID VIOLET™ *Cuphea procumbens*

SUPERBELLS® Double SMITTEN PINK™ *Calibrachoa*

Gardeners will surely be smitten by this delightful double-flowered, light pink and rose pink bitone calibrachoa with charming rosebud-like blossoms. An essential color expansion to the Superbells® Double line, one that is sure to have excellent retail appeal.

- Robust, well-branched, mounded trailing habit
- Screened for *Thielaviopsis* resistance
- 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 VINTAGE CORAL™ *Calibrachoa*

Everything vintage is trending with consumers, and this antique amber-orange veined, fully double-flowered calibrachoa is everything they are looking for. Received top marks in Florida trials for its robust habit and seasonlong performance.

- Outdoor growing environment draws out purple tones in the flowers
- Well-branched, mounded trailing habit
- Screened for *Thielaviopsis* resistance
- 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

COLORBLAZE® MINI ME™ Chartreuse *Coleus scutellarioides*

Building on the popularity of ColorBlaze® Mini Me™ Watermelon, this chartreuse, feathery textured coleus forms a compact, densely branched clump with no pinching or PGRs. Small yet mighty, it has excellent vigor and shines in sun or shade containers and landscapes.

- Dwarf, lance leaf form perfect for smaller containers and recipes
- Excellent vigor compared to other dwarf forms in trials
- Grow in 4.25 Grande™ containers, baskets, window boxes, recipes, monocultures and landscapes
- 12-20" height; 10-18" spread
- Sun or shade
- Vigor 2

PROVEN ACCENTS® 'Cherry Cordial' *Cordyline terminalis*

Versatile as a premium thriller for container recipes, striking accent plant for landscapes in warm climates, or as a houseplant. Broad, straplike, mahogany leaves display irregularly streaked, bright cherry red and olive green variegation.

- Can be offered in multiple capacities throughout the season
- Grow plants under high light for the brightest coloration
- Grow in 4.25 Grande™ or 1.0 GL Royale™ containers, recipes, monocultures and landscapes
- 18-24" height; 12-18" spread
- Full sun to part shade
- Vigor 2

TOTALLY TEMPTED™ series *Cuphea procumbens*

Expanding our list of heat tolerant annuals for both arid and humid climates, these floriferous, self-cleaning *Cuphea* bear vibrantly colored blossoms on a tighter, more refined canopy than is typical for the species. Reliable magnet for pollinators seeking nectar all season.

- Four cultivars timed well to bloom together
- Great for spring and summer production schedules
- Less susceptible to oedema
- Grow in 4.25 Grande™ containers, baskets, window boxes, recipes, monocultures and landscapes
- 8-16" height; 12-18" spread
- Full sun
- Vigor 3

TOTALLY TEMPTED™ FROSTED VIOLETS™ *Cuphea procumbens*

Bicolor violet purple blooms with blush pink edges

TOTALLY TEMPTED™ RICHLY RED™ *Cuphea procumbens*

Rich red blooms with a deep purple center

TOTALLY TEMPTED™ VIVID VIOLET™ *Cuphea procumbens*

Bitone violet purple blooms with rich violet edges

TOTALLY TEMPTED™ WATERMELON WINE™ *Cuphea procumbens*

Watermelon red blooms



TOTALLY TEMPTED™ WATERMELON WINE™ *Cuphea procumbens*



VIRTUOSO™
DAYGLO YELLOW™
Dahlia variabilis

VIRTUOSO™
CLASSY CARMINE™
Dahlia variabilis

TOP
PICK

VIRTUOSO™
PINKERIFIC™
Dahlia variabilis



VIRTUOSO™
RAD RAZ™
Dahlia variabilis



VIRTUOSO™
VIBRANT VIOLET™
Dahlia variabilis

VIRTUOSO™ series *Dahlia variabilis*

Comprised of the very best genetics in their class, Virtuoso™ dahlias have blown us away in trials with their outstanding vigor, powdery mildew tolerance and all-season garden performance. Large, double to semi-double flowers are produced on proportional stems above the densely mounded foliage all season.

- Trending blooms in top colors have strong impulse appeal at retail
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, monocultures and landscapes
- 15-18" height; 12-18" spread
- Full sun
- Vigor 2

VIRTUOSO™ CLASSY CARMINE™ *Dahlia variabilis* ^{Baldadendre} USPPAF
Carmine red blooms

VIRTUOSO™ DAYGLO YELLOW™ *Dahlia variabilis*
Bright yellow blooms

VIRTUOSO™ PINKERIFIC™ *Dahlia variabilis* ^{Baldenink} USPP29359
Soft pink blooms

VIRTUOSO™ RAD RAZ™ *Dahlia variabilis* ^{Baldenasp} USPP33608
Deep pink blooms

VIRTUOSO™ VIBRANT VIOLET™ *Dahlia variabilis*
Violet purple blooms



TOP
PICK

AROMAGICA™ Purple
Heliotropium arborescens



ROCKAPULCO® Red
Improved *Impatiens*
walleriana



ROCKAPULCO®
Appleblossom
Improved *Impatiens*
walleriana



ROCKAPULCO® Rose
Improved *Impatiens*
walleriana

**AROMAGICA™ Purple
*Heliotropium arborescens*** ^{**** USPPAF CanPBRAF}

Two key improvements make this new selection worth the switch: incredible summer garden performance and a well-branched, layered habit. While others can look tired and sparse by midseason, this heliotrope remains full and covered in large, fragrant, purple blossoms.

- Large corymbs of saturated purple flowers in high light
- Attractive, dark green, rugose foliage
- Grow in 4.25 Grande™ containers, window boxes, recipes, monocultures and landscapes
- 18-30" height; 16-20" spread
- Full sun
- Vigor 3

ROCKAPULCO® series *Impatiens walleriana*

Expect to see improved container and garden performance on these upgraded versions of our classic double impatiens. Their rose-like, self-cleaning blossoms appear prolifically from spring to frost atop the well-branched, mounded foliage.

- Strong vigor in production and the garden
- Perfect habit; attractive presentation at retail
- Grow in 4.25 Grande™ containers, window boxes, recipes, baskets, monocultures and landscapes
- 10-20" height; 12-24" spread
- Part shade to shade
- Vigor 2

**ROCKAPULCO® Appleblossom Improved
*Impatiens walleriana*** ^{Balglimapp} US10285362, US11166424
Soft pink blooms

**ROCKAPULCO® Red Improved
*Impatiens walleriana*** ^{Balglimbred} US10285362, US11166424
Fiery red blooms

**ROCKAPULCO® Rose Improved
*Impatiens walleriana*** ^{Balglimotin} US10285362, US11166424
Bright rosy pink blooms



Bluebird Improved
Nemesia fruticans



SUPERTUNIA MINI VISTA®
Plum Veined *Petunia*



SUPERTUNIA
TIARA™ Pink
Petunia



MOJAVE® Mango
Portulaca umbraticola



SUPERTUNIA®
BERMUDA BEACH®
Improved *Petunia*



SUPERTUNIA
TIARA™ Blue
Petunia



MOJAVE®
Fuchsia Improved
Portulaca umbraticola



MOJAVE®
Tangerine Improved
Portulaca umbraticola

Bluebird Improved *Nemesia fruticans* **** USPPAF CanPBRAF

This improved selection retains its popular blue-purple flower color and soft scent but displays a much tidier, better branched habit that holds its shape as it matures through the seasons. Expect a far better summer garden performance due to increased heat tolerance.

- Spring and fall annual in warm climates; blooms through summer in Midwest and Northeast
- Essential annual for shoulder seasons
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, baskets, color bowls and landscapes
- 10-12" height; 12-18" spread
- Part sun to sun
- Vigor 2

SUPERTUNIA® BERMUDA BEACH® Improved *Petunia* 'pt20 5058-03' USPPAF CanPBRAF

Harking back to the original petunia of this name, this improved cultivar bears medium pink blossoms with a hint of coral and a white throat. Designed to play better with others in recipes, the habit is more relaxed to allow for its companions to intertwine.

- Medium coral pink flowers
- Blooms spring to fall with no deadheading
- 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 MINI VISTA® Plum Veined *Petunia* 'WGPETSMVPV25' USPPAF CanPBRAF

Expanding the color range of the series, this fuchsia pink, plum veined cultivar forms a glowing carpet of color that persists from spring until frost without deadheading. Combining consumers' two favorite colors in one plant makes this newcomer a guaranteed home run.

- Durable petunia that tolerates adverse growing conditions
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, baskets, window boxes, monocultures and landscapes
- 6-12" height; 18-24" spread
- Part sun to sun
- Vigor 3

SUPERTUNIA TIARA™ Blue *Petunia* 'pt20 5718-05' USPPAF CanPBRAF

A petunia this special deserves a royal welcoming! Captivating vivid violet blue flowers emanate a white luminescent glow from the center, drawing you in for a closer look. Coupled with great vigor, this new Supertunia easily made our Top Picks list for 2025.

- Unique color pattern new to the Supertunia line
- Great vigor for a novelty petunia
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, baskets, window boxes, monocultures and landscapes
- 4-12" height; 18-24" spread
- Part sun to sun
- Vigor 3

SUPERTUNIA TIARA™ Pink *Petunia* 'PEHY0083' USPPAF CanPBRAF

One look and you'll know why this Supertunia is so special. Its incredible vigor is impressive, but the luminescent glow which emanates from the center of the princess pink flowers will keep buyers coming back for more.

- Unique color pattern new to the Supertunia line
- Vigor nearly as strong as Supertunia Vista® but more trailing
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, window boxes, monocultures, recipes and landscapes
- 4-12" height; 18-24" spread
- Part sun to sun
- Vigor 3

MOJAVE® Fuchsia Improved

Portulaca umbraticola 'WGPORMF25' USPPAF CanPBRAF

Growers and gardeners alike will appreciate the nicely mounded shape and greater flower coverage of this improved cultivar. Unlike some *Portulaca* that become flat and open on top with maturity, this stunning flowering succulent remains full all season.

- Large, vivid fuchsia flowers are adored by pollinators
- Greater vertical presence opens up more applications for this improved cultivar
- Grow in 4.25 Grande™ containers, recipes, baskets, monocultures and landscapes
- 4-8" height; 12-16" spread
- Full sun
- Vigor 2

MOJAVE® Mango *Portulaca umbraticola* 'WGPORMM25' USPPAF CanPBRAF

Expanding the color range for Mojave® *Portulaca*, this novel cultivar shines with large, bright mango colored blossoms with a narrow scarlet ring around the center that creates a bullseye for pollinators. Like others in the series, it delivers a stellar garden performance all season.

- Sweet mango color complements many other jewel-toned summer companions
- Excellent heat and drought tolerance
- Grow in 4.25 Grande™ containers, recipes, baskets, monocultures and landscapes
- 4-8" height; 12-16" spread
- Full sun
- Vigor 2

MOJAVE® Tangerine Improved

Portulaca umbraticola 'WGPORMT25' USPPAF CanPBRAF

Marked as one of our most dramatic upgrades by our trial managers, this greatly improved selection features far greater vigor, larger and more saturated orange blossoms that don't fade in the heat, and a mounded habit that remains compact as the plant matures.

- Bright orange flowers with a yellow eye attract pollinating bees and butterflies
- Excellent heat and drought tolerance
- Grow in 4.25 Grande™ containers, recipes, baskets, monocultures and landscapes
- 4-8" height; 12-16" spread
- Full sun
- Vigor 2



UNPLUGGED® Red *Salvia coccinea* 'DWsahyb03' USPPAF

There's no mistaking the stunning scarlet red flowers of this dynamic cultivar of our native scarlet sage. Boasting larger blossoms and greater flower power than others of this type, it stands out from the crowd and has tremendous impulse appeal at retail.

- Semi-upright, vase-shaped habit similar to Angelface® *Angelonia*
- Attracts pollinating bees, butterflies and hummingbirds but is deer resistant
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 14-24" height; 12-16" spread
- Part sun to sun
- Vigor 2

UNPLUGGED® White *Salvia farinacea*

A great match for Unplugged® So Blue™, this is the best white-flowered salvia we've ever trialed. Crisp white flowers held by silvery, felted calyxes are borne prolifically all season without deadheading and have a far cleaner look than others of this type.

- Upright habit like Unplugged® So Blue™
- Nectar source for pollinating bees, butterflies and hummingbirds; deer resistant
- Grow in 4.25 Grande™ containers, recipes, monocultures and landscapes
- 14-24" height; 12-16" spread
- Part sun to sun
- Vigor 2

STARDIVA™ White *Scaevola aemula*

STARDIVA™ Pink *Scaevola aemula*

STARDIVA™ series *Scaevola aemula*

Meet the first-ever series of *Scaevola aemula* with star-shaped rather than fan-shaped flowers. They are borne prolifically on compact, densely mounded to semi-trailing plants that are extremely durable in sun, heat, humidity, rain, drought and wind. Color doesn't get any easier than Stardiva™!

- More compact than Whirlwind® *Scaevola*
- Attractive to pollinators
- Grow in 4.25 Grande™ containers, recipes, baskets, monocultures and landscapes
- 4-8" height; 10-14" spread
- Part sun to sun
- Vigor 2

STARDIVA™ Blue *Scaevola aemula* US11795469

Violet blue blooms

STARDIVA™ Pink *Scaevola aemula* US11795469

Cotton candy pink blooms

STARDIVA™ White *Scaevola aemula* US11795469

Starry white blooms

BE MY® *Calla Lilies*



Front row, left to right: BE MY® Destiny *Zantedeschia* (Calla Lily) **** USPPAF CanPBRAF, BE MY® Heart *Zantedeschia* (Calla Lily) 'Valencia' USPPAF, BE MY® Prince *Zantedeschia* (Calla Lily) 'Dubai Night' USPPAF 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) 'Manilla' USPPAF 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.

NEW ART & SOL™ MANGAVE FOR 2025

Meet the new **Art & Sol™ Mangave** collection from Proven Winners! These large, succulent-like plants meet the needs of modern growers and gardeners with their excellent heat and drought tolerance inherited from their Agave background, and fast growing, tropical attributes from their Manfreda parentage. 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. Mangaves are perennial in southern zones and grown as annuals and houseplants in colder climates. The Art & Sol collection debuts with six distinct varieties in a mix of architectural forms and colors representative of the genus. With such a wide variety available, there's something for everyone.



ART & SOL™ 'Catch a Wave' Mangave

ART & SOL™ 'Thunderbird' Mangave

ART & SOL™ 'Night Owl' Mangave

ART & SOL™ 'Lavender Lady' Mangave

ART & SOL™ 'Tooth Fairy' Mangave

ART & SOL™ 'Bad Hair Day' Mangave

ART & SOL™ 'Bad Hair Day' Mangave USPP30279

Narrow, flat, lime green leaves form an arching habit. Each leaf blade has light blush red spotting with a distinct blush toward the tips of the leaves. This variety is very easy to handle due to its soft, flexible leaves. Height: 8-10" Spread: 18-20" Zones: 7b-11 Exposure: Full Sun

ART & SOL™ 'Catch a Wave' Mangave USPP29723

Very thick, silvery blue-green leaves are generously covered with restrained dark spotting. The margins curl upward to show off their marginal teeth. Its upright habit makes it look equally cool from a side view as it does from the top. Height: 8-10" Spread: 18-20" Zones: 9-11 Exposure: Full Sun

ART & SOL™ 'Lavender Lady' Mangave USPP29194

Smoky purple leaves are broad with tiny white spines. 'Lavender Lady' has a well-rounded, geometric form capable of thriving in a decorative or mixed container, or standing alone as a landscape specimen. Height: 8-10" Spread: 12-16" Zones: 8-10 Exposure: Full Sun

ART & SOL™ 'Night Owl' Mangave

The dark color of 'Night Owl' comes from its heavy, dark spotting. The wide leaves gently undulate to show off their marginal spines. Plant in full sun for best color. Height: 6-8" Spread: 16-18" Zones: 9-11 Exposure: Full Sun

ART & SOL™ 'Thunderbird' Mangave USPP31248

This smaller-sized succulent has thick, flat leaves that are almost completely covered with dark red spots for eye-catching appeal. The leaves form an upright, refined rosette. Height: 8-12" Spread: 10-12" Zones: 9-11 Exposure: Full Sun

ART & SOL™ 'Tooth Fairy' Mangave USPP29599

Long, pronounced spines are presented in a rainbow of colors, ranging from cinnamon brown to yellow to orange. Blue green leaves show off the array of colors even more, with faint spotting giving the thick leaves some character. Height: 8-12" Spread: 10-12" Zones: 9-11 Exposure: Full Sun



ADVANTAGES FOR GROWERS

Flexibility in Production – Mangaves are succulents but can handle average water in production. They grow faster if watered – nearly twice the rate of Agave.

Ease of Handling – Softer and fewer spines make Mangave easier to handle in production, while more flexible leaves help to prevent damage in shipping.

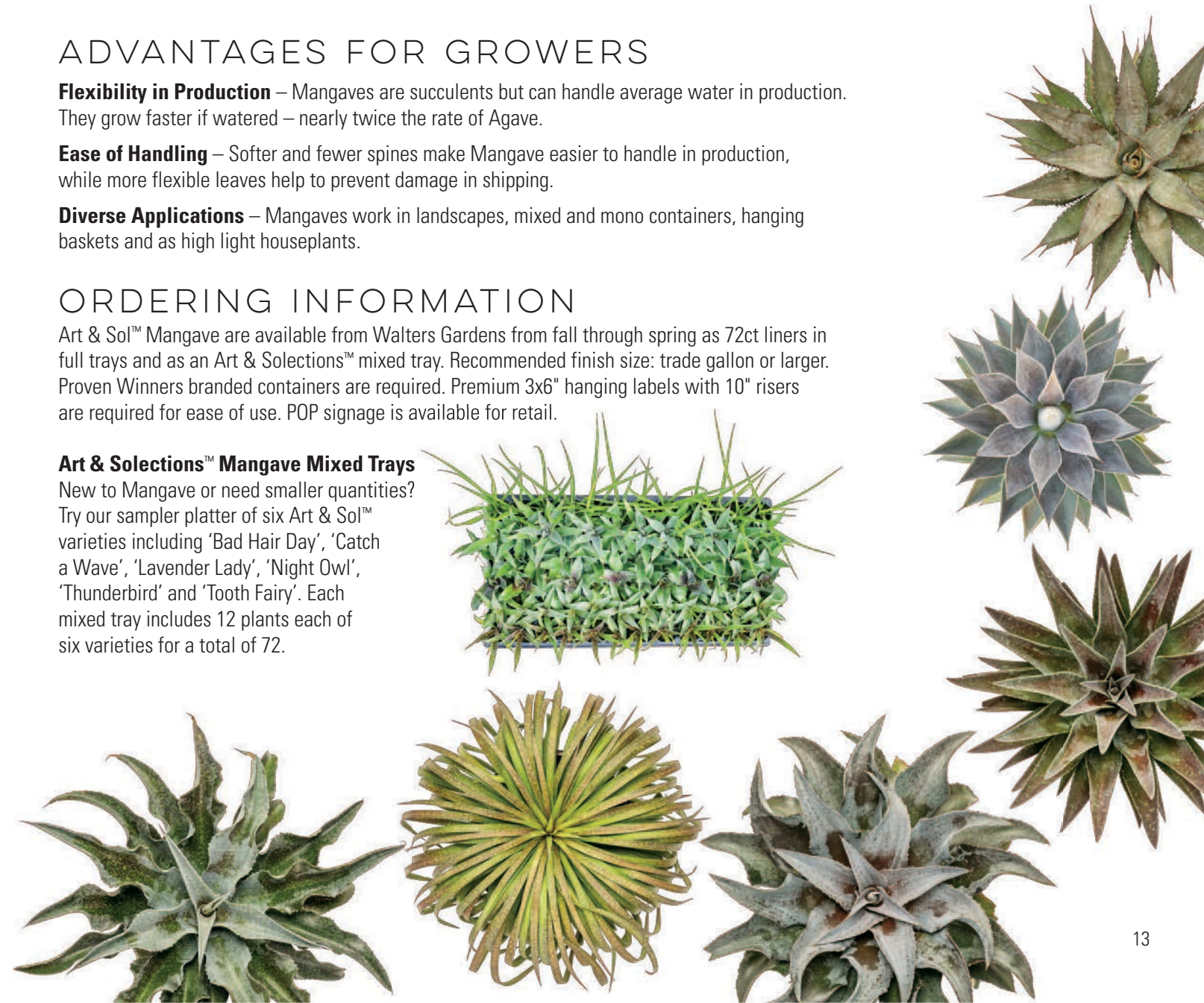
Diverse Applications – Mangaves work in landscapes, mixed and mono containers, hanging baskets and as high light houseplants.

ORDERING INFORMATION

Art & Sol™ Mangave are available from Walters Gardens from fall through spring as 72ct liners in full trays and as an Art & Selections™ mixed tray. Recommended finish size: trade gallon or larger. Proven Winners branded containers are required. Premium 3x6" hanging labels with 10" risers are required for ease of use. POP signage is available for retail.

Art & Selections™ Mangave Mixed Trays

New to Mangave or need smaller quantities? Try our sampler platter of six Art & Sol™ varieties including 'Bad Hair Day', 'Catch a Wave', 'Lavender Lady', 'Night Owl', 'Thunderbird' and 'Tooth Fairy'. Each mixed tray includes 12 plants each of six varieties for a total of 72.



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.

Top Sellers



HEART TO HEART®
'Blushing Bride'
Caladium hortulanum USPP22213



HEART TO HEART®
'Bottle Rocket'
Caladium hortulanum USPP30651



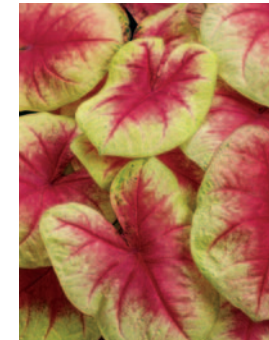
HEART TO HEART®
'Chinook'
Caladium hortulanum USPP27094



HEART TO HEART®
FAST FLASH™ *Caladium hortulanum* 'REL 2317-114' USPP27964



HEART TO HEART®
'Heart's Delight'
Caladium hortulanum USPP23992



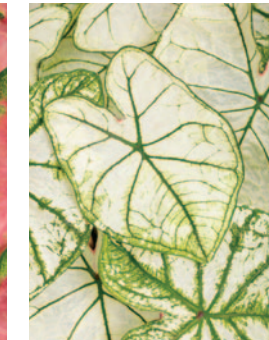
HEART TO HEART®
'Lemon Blush'
Caladium hortulanum USPP25450



HEART TO HEART®
'Raspberry Moon'
Caladium hortulanum USPP20069



HEART TO HEART®
'Rose Glow'
Caladium hortulanum USPP20070



HEART TO HEART®
'Snow Drift'
Caladium hortulanum USPP27072



HEART TO HEART®
'White Wonder'
Caladium hortulanum USPP21044



Heart to Heart Christmas Caladiums

Poinsettias are a classic Christmas tradition, but consumers love choices when it comes to decorating their homes for the holidays. Give consumers exciting new foliage options in stunning shades of red, white and green for the holidays. Christmas Caladiums are a festive alternative that consumers will love. They also have tremendous impulse appeal with consumers who are looking for new ways to decorate for the holidays.

Best grown in Royale™ or quart containers 12-20" Vigor: 2



HEART TO HEART®
'Blushing Bride'
Caladium hortulanum USPP22213

NEW PROVEN WINNERS PERENNIALS FOR 2025



'Firefly Fuchsia' and 'Firefly Red Pop' *Achillea* ^{USPPAF CanPBRAF} (Yarrow)

Bred for a sturdy, taller habit and longer lasting, numerous flowers, these yarrows stand out in a crowd. 'Firefly Fuchsia' bears deep fuchsia pink flowers which age to light pink. 'Firefly Red Pop' blooms with bright cherry red flowers with a small yellow eye and has silvery green foliage.

- Total of five colors now available in the collection
- 22-28" height; 24-30" spread
- Zones: 3-8
- Full sun



Summer Heat ('Tessumheat') *Alstroemeria* (Peruvian Lily)

A new genus for Proven Winners perennials. This series has overwintered well in zone 6 trials and may prove to be even hardier. Tall stems carry the cookie cutter consistent blossoms of florist quality from midsummer to frost. Summer Heat bears large, red flowers with a prominent yellow flare.

- Excellent long-lasting cut flower
- 3-3½' height; 2½-3' spread
- Zones: 6-9
- Full sun to part sun



MINI MARVELS™ 'Starbright' *Campanula carpatica* ^{USPPAF CanPBRAF} (Carpathian Bellflower)

Bright starry white flowers top the exceptionally compact, mounded habit of this long-blooming bellflower from late spring to late summer. The flowers attract pollinators, but deer usually pass them by. Perfect for small scale, sunny spaces (prefers some afternoon shade in southern climates.)

- 6-8" height; 10-12" spread
- Zones: 3-8
- Full sun



DESIGNER THREADS™ 'Creamy Calico' *Coreopsis verticillata* ^{USPPAF CanPBRAF} (Threadleaf Coreopsis, Whorled Coreopsis)

Bicolor soft yellow flowers with a deep maroon, large, well-defined eye have no flecking or bleeding of color onto the petals. They persist from early summer through late summer while attracting pollinators and resisting deer browsing. Threadleaf green foliage has demonstrated exceptional mildew resistance.

- 16-18" height; 24-28" spread
- Zones: 5-9
- Full sun



'Bobblehead' *Allium* ^{USPPAF CanPBRAF} (Ornamental Onion)

Much larger and more robust than 'Serendipity', this new selection blooms earlier with larger 3-3.5", lighter lilac, spherical blossoms in midsummer. They persist for many weeks and are highly attractive to pollinators. Glaucous blue-green, twisted foliage is attractive even when the plant isn't in bloom.

- 30-32" height; 20-24" spread
- Zones: 4-8
- Full sun to part sun



'Fronds Forever' *Athyrium filix-femina* ^{USPPAF CanPBRAF} (Lady Fern)

Growers and gardeners alike will appreciate the excellent vigor of this crested cultivar of our native lady fern. Broad, flat leaves display crested margins and a tassel at the tip of each frond. Individual pinna are wide and closely spaced, contributing to this fern's full, dense habit that fills out containers nicely.

- 24" height; 18-24" spread
- Zones: 3-8
- Part shade to full shade



MINI MARVELS™ 'Twilight' *Campanula carpatica* ^{USPPAF CanPBRAF} (Carpathian Bellflower)

Indigo blue flowers with white interiors top the exceptionally compact, mounded habit of this long-blooming bellflower from late spring to late summer. The flowers attract pollinators, but deer usually pass them by. Perfect for small scale, sunny spaces (prefers some afternoon shade in southern climates.)

- 6-8" height; 10-12" spread
- Zones: 3-8
- Full sun



DESIGNER THREADS™ 'Golden Needles' *Coreopsis verticillata* ^{USPPAF CanPBRAF} (Threadleaf Coreopsis, Whorled Coreopsis)

Large 2", bicolor golden yellow flowers with a well-defined, maroon eye have no flecking or bleeding of color onto the petals. They persist from early summer through late summer while attracting pollinators and resisting deer browsing. Threadleaf green foliage has demonstrated exceptional mildew resistance.

- 18-20" height; 20-22" spread
- Zones: 5-9
- Full sun



Summer Break ('Tessumbreak') *Alstroemeria* (Peruvian Lily)

A new genus for Proven Winners perennials. This series has overwintered well in zone 6 trials and may prove to be even hardier. Tall stems carry the cookie cutter consistent blossoms of florist quality from midsummer to frost. Summer Break is a floriferous pink cultivar with a white center.

- Excellent long-lasting cut flower
- 3-3½' height; 2½-3' spread
- Zones: 6-9
- Full sun to part sun



DECADENCE® 'Vanilla Cream II' *Baptisia* ^{USPPAF CanPBRAF} (False Indigo)

This improved cultivar has the compact, well-rounded shape of the original but blooms earlier with larger 16-18" long inflorescences. Charcoal stems carry creamy white flowers in late spring-early summer; branching adds another flush or two of blooms. Decorative seed pods follow.

- Drought tolerant, deer resistant, native cultivar
- 3½' height; 3' spread
- Zones: 4-9
- Full sun to part sun



'Angel Bells' *Campanula glomerata* ^{USP31465} (Clustered Bellflower)

Well-formed clusters of pure white flowers on upright stems provide a spectacular floral show and attract pollinators in late spring to early summer. Dense mounds of green foliage fill containers nicely in production. A longstanding classic, deer resistant perennial for borders and mass plantings.

- 14-18" height; 16-20" spread
- Zones: 3-8
- Full sun to part sun



DESIGNER THREADS™ 'Heartstrings' *Coreopsis verticillata* ^{USPPAF CanPBRAF} (Threadleaf Coreopsis, Whorled Coreopsis)

Large 2", bicolor cream flowers are flushed with dark reddish pink nearly to the tip of each petal and along the veins. They persist from early summer through late summer while attracting pollinators and resisting deer browsing. Threadleaf green foliage has demonstrated exceptional mildew resistance.

- 18-20" height; 22-24" spread
- Zones: 5-9
- Full sun



Summer Breeze ('Teshunte'^{PP26382}) *Alstroemeria* (Peruvian Lily)

A new genus for Proven Winners perennials. This series has overwintered well in zone 6 trials and may prove to be even hardier. Tall stems carry the cookie cutter consistent blossoms of florist quality from midsummer to frost. Summer Breeze's blooms are a blend of sunny yellow, peach and apricot.

- Dark green foliage with a hint of black-purple
- 3-3½' height; 2½-3' spread
- Zones: 6-9
- Full sun to part sun



MINI MARVELS™ 'Midnight' *Campanula carpatica* ^{USPPAF CanPBRAF} (Carpathian Bellflower)

Incredibly dark violet blue flowers top the exceptionally compact, mounded habit of this long-blooming bellflower from late spring to late summer. The flowers attract pollinators, but deer usually pass them by. Perfect for small scale, sunny spaces (prefers some afternoon shade in southern climates.)

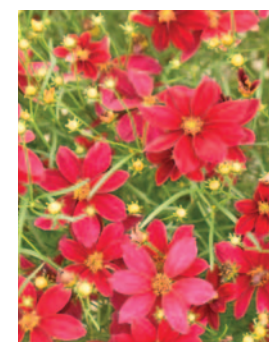
- 6-8" height; 10-12" spread
- Zones: 3-8
- Full sun



'Bells and Whistles' *Campanula glomerata* ^{USPPAF CanPBRAF} (Clustered Bellflower)

Blooming later than other *C. glomerata*, this strictly upright selection displays showy clusters of dark violet-blue flowers in late spring to early summer. Dense mounds of green foliage fill containers nicely in production. A longstanding classic, deer resistant perennial for borders and mass plantings.

- 24-28" height; 22-26" spread
- Zones: 3-8
- Full sun to part sun



DESIGNER THREADS™ 'Scarlet Ribbons' *Coreopsis verticillata* ^{USPPAF CanPBRAF} (Threadleaf Coreopsis, Whorled Coreopsis)

Solid colored, velvety maroon red flowers persist from early summer through late summer while attracting pollinators and resisting deer browsing. Threadleaf green foliage has demonstrated exceptional mildew resistance.

- 16-18" height; 16-20" spread
- Zones: 5-9
- Full sun

NEW PROVEN WINNERS PERENNIALS FOR 2025



'White Diamonds' *Dicentra* USPPAF CanPBRAF
(Fern-leaved Bleeding Heart)

This sun-loving alpine variety is a perfect complement to 'Pink Diamonds'. Clusters of pure white, heart-shaped flowers dance above the glaucous blue-green, finely textured foliage over an extremely long period from spring until frost.

- Attracts pollinators, but not enticing to deer
- Requires well-drained soil
- 14-16" height; 16-20" spread
- Zones: 3-9
- Full sun to part sun



TOP PICK

KALEIDOSCOPE™ 'Razzle Dazzle'
Delosperma USPPAF CanPBRAF (Hardy Ice Plant)

Bicolor raspberry red flowers with a fuchsia purple eye and cream center are larger than many *Delosperma* on the market, blooming primarily in late spring to early summer. Handsome evergreen foliage creates year-round interest on reliably hardy plants.

- Heat and drought tolerant
- Low maintenance, deer resistant groundcover
- 2-4" height; 20-24" spread
- Zones: 5b-10
- Full sun



TOP PICK

DRESSED UP® 'Prom Dress'
Heuchera USPPAF CanPBRAF (Coral Bells)

A color expansion for the collection, forming a robust mound of large, heavily ruffled, pewter leaves with charcoal veining. The newest leaves are flushed with violet, matching the undersides of the leaves. Expect excellent landscape performance all season from the Dressed Up collection of *Heuchera*.

- Soft pink flowers in midsummer
- 8-10" height; 26-30" scape; 16-18" spread
- Zones: 4-9
- Sun or shade



SHADOWLAND® 'Lone Star'
Hosta USPP35124 CanPBRAF

This sport of the popular solid gold 'Key West' hosta forms a huge clump of medium green leaves with vivid gold margins. Bright filtered shade results in the most intense coloration. Near-white flowers are held well above the foliage on tall scapes in early summer.

- 26-28" height; 43-51" scape; 50-56" spread
- Zones: 3-9
- Part shade to full shade



KALEIDOSCOPE™ 'Dancing Embers'
Delosperma USPPAF CanPBRAF (Hardy Ice Plant)

Fiery red-orange flowers with a creamy white center are larger than many *Delosperma* on the market, blooming primarily in late spring to early summer. Handsome evergreen foliage creates year-round interest on reliably hardy plants.

- Heat and drought tolerant
- Low maintenance, deer resistant groundcover
- 2-4" height; 20-24" spread
- Zones: 5b-10
- Full sun



DOUBLE CODED® 'Everything's Rosy'
Echinacea USPPAF CanPBRAF (Coneflower)

A color expansion for the collection, this fully double coneflower bears rosy pink flowers with softer pink, horizontal ray petals from midsummer through late summer. Compared to 'Raspberry Beret', they are a lighter shade of clear pink. They bloom prolifically atop a dense rosette of well-branched, deep green foliage.

- 20-24" height; 20-24" spread
- Zones: 4-8
- Full sun to part sun



FUN AND GAMES® 'Shadow Tag'
Heuchera USPPAF CanPBRAF (Foamy Bells)

A color expansion for the collection, this cool green selection features a misty silver overlay and burgundy veining that stems from the base of each leaf. Sprays of bubblegum pink flowers top the mound on proportionate scapes in late spring. Attractive foliage all season; semi-evergreen in temperate climates.

- 10-12" height; 16-20" scape; 16-18" spread
- Zones: 4-9
- Sun or shade

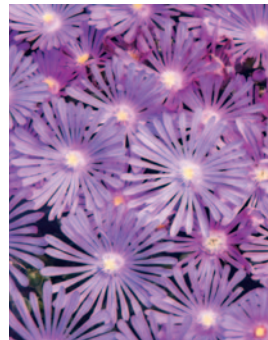


TOP PICK

SHADOWLAND® 'Sound of Music'
Hosta USPP35563 CanPBRAF

With lineage that includes 'Empress Wu', this giant hosta matures into a massive mound of gorgeous variegated foliage. Heavily corrugated leaves display glaucous blue-green margins that jet into a chartreuse center which transitions to creamy white. Large clusters of near-white flowers appear in early summer.

- 30-32" height; 27-36" scape; 60-66" spread
- Zones: 3-9
- Part shade to full shade



KALEIDOSCOPE™ 'Orchid Flash'
Delosperma USPPAF CanPBRAF (Hardy Ice Plant)

Saturated lavender pink flowers with long, narrow petals are larger than many *Delosperma* on the market, blooming primarily in late spring to early summer. Handsome evergreen foliage creates year-round interest on reliably hardy plants.

- Heat and drought tolerant
- Low maintenance, deer resistant groundcover
- 2-4" height; 20-24" spread
- Zones: 5b-10
- Full sun



'Touch of Blush' *Helianthus*
helianthoides USPPAF CanPBRAF (False Sunflower)

This compact, eye-catching selection forms a well-branched mound of bright white and dark green variegated foliage with a touch of blush pink. Dark stems hold the golden yellow, semi-double flowers with layers of overlapping petals and a dark cone from midsummer through late summer.

- Native cultivar that attracts pollinators
- 18-20" height; 16-20" spread
- Zones: 4-9
- Full sun to part sun



TOP PICK

SUMMERIFIC® 'Cookies and Cream'
Hibiscus USPPAF CanPBRAF (Rose Mallow)

Many years in the making! This exceptionally compact, sturdy selection forms a robust clump of matte purple-black foliage and bright white, 6-7" diameter flowers with no contrasting eye. Blooms appear from the ground to the top of the plant; begins earlier and continues longer than traditional rose mallow.

- 2½-3' height; 3½-4' spread
- Zones: 4-9
- Full sun to part sun



BEJEWELED™ 'Pink Pearls' and 'Rose Rhinestones'
Penstemon barbatus USPPAF CanPBRAF
(Bearded Penstemon)

Bred for densely mounded, deep blue-green foliage and large, colorful blooms, these Southwest U.S. native cultivars hold up like champs in heat and drought. 'Pink Pearls' bears bright pink flowers. 'Rose Rhinestones' bears deep rose pink flowers with a hint of red.

- 14-20" height; 20-24" spread
- Zones: 4-8
- Full sun



KALEIDOSCOPE™ 'Pink Radiance'
Delosperma USPPAF CanPBRAF (Hardy Ice Plant)

Light pink flowers with a rosy purple eye are larger than many *Delosperma* on the market, blooming primarily in late spring to early summer. Handsome evergreen foliage creates year-round interest on reliably hardy plants.

- Heat and drought tolerant
- Low maintenance, deer resistant groundcover
- 2-4" height; 20-24" spread
- Zones: 5b-10
- Full sun



RAINBOW RHYTHM® 'Fearfully and Wonderfully Made'
Hemerocallis (Daylily)

This eye-catching, fancy face daylily was bred in Minnesota to ensure excellent winter hardiness. Large 5½", fragrant, coral pink flowers open wide to reveal a cranberry red eye and margins coupled with a wiry yellow, seersucker edge. Well-branched scapes carry loads of buds; rebloomer. Dormant tetraploid.

- 26" height; 18-24" spread
- Zones: 3-9
- Full sun to part sun



SHADOWLAND® 'Gigantosaurus'
Hosta USPP35135 CanPBRAF

Selected for its massive size and commanding presence, this giant hosta is one of the first to emerge in early spring. Its large, thick, blue leaves display wavy, yellow margins that transition to creamy white in summer. Pale lavender flowers are held proportionately just above the foliage in early summer.

- 30-32" height; 24-30" scape; 72-78" spread
- Zones: 3-9
- Part shade to full shade



LUMINARY® 'Pink Lightning'
Phlox paniculata USPPAF CanPBRAF
(Tall Garden Phlox)

Large, brilliant pink flowers with a white starburst center decorate a canopy of highly mildew resistant, dark green foliage from midsummer to fall. Their intensity matches 'Ultraviolet' and 'Sunset Coral' and is more of a true pink than 'Prismatic Pink'. This native cultivar is a pollinator favorite.

- 30-36" height; 24-30" spread
- Zones: 3-8
- Full sun to part shade

NEW PROVEN WINNERS PERENNIALS FOR 2025



MEGA MILLIONS™ *Rudbeckia fulgida* 'Dahlonaga' USPPAF (Black-Eyed Susan)

This showstopping selection is larger, far more floriferous, and more resistant to *Septoria* fungus than 'Goldsturm'. One 3 year old plant produced over 1,000 more flowers than a 7 year old 'Goldsturm' in the breeder's trials. Vernalization is beneficial but not required.

- 3' height; 3' spread
- Zones: 3-9
- Full sun to part sun



TOTALLY STOKED™ 'Riptide' *Stokesia laevis* USPPAF CanPBRAF (Stokes' Aster)

From NC State comes this new series of moderately sized, densely mounded wildflowers with good basal branching which results in a more prolific floral display that blankets the foliage. Periwinkle blue, 2.5-3" flowers bloom from early to late summer.

- Tolerant of heat, humidity and drought
- Pollinator friendly; deer and rabbit resistant
- 24-26" height; 32-36" spread
- Zones: 5-9
- Full sun

TOP PICK



LIVING LARGE™ 'Big Sky' *Salvia* USPPAF CanPBRAF (Perennial Salvia)

The first in a new series of super-sized perennial salvias. A magnificent display of violet blue flowers is displayed above a dense rosette of large, green leaves in late spring to early summer. Later to bloom than others of this type, with flowers that attract many kinds of pollinators.

- Deer and rabbit resistant
- 28-32" height; 28-32" spread
- Zones: 3-8
- Full sun

TOP PICK



TOTALLY STOKED™ 'Whitecaps' *Stokesia laevis* USPPAF CanPBRAF (Stokes' Aster)

From NC State comes this new series of moderately sized, densely mounded wildflowers with good basal branching which results in a more prolific floral display that blankets the foliage. Near-white, 2.5-3" flowers bloom from early to late summer.

- Tolerant of heat, humidity and drought
- Pollinator friendly; deer and rabbit resistant
- 24-26" height; 32-36" spread
- Zones: 5-9
- Full sun



PRAIRIE WINDS® 'Brush Strokes' *Schizachyrium scoparium* USPPAF CanPBRAF (Little Bluestem)

This graceful cultivar of our native little bluestem forms an upright clump of powder blue foliage that turns wine red in early fall. It sways gracefully in the wind but remains standing all season and for winter interest. A great choice where durable, heat and drought tolerant, deer resistant plants are needed.

- 32-36" height; 22-26" spread
- Zones: 3-9
- Full sun



'Cotton Candy' *Thalictrum* USPPAF CanPBRAF (Meadow Rue)

This well-balanced, proportionate meadow rue forms a dense, upright column of finely textured, green foliage topped with fuzzy looking clusters of lavender flowers that attract pollinating bees and butterflies in late spring. Both the flowers and foliage are excellent in fresh bouquets.

- Deer and rabbit resistant
- 38-42" height; 18-24" spread
- Zones: 5-8
- Full sun to part sun



'Apple Slices' *Spigelia marilandica* USPPAF CanPBRAF

Popular among wildflower enthusiasts, this refined cultivar of our native *Spigelia* bears self-cleaning, dark wine red flowers with yellow tips atop an attractive mound of foliage in late spring through early summer. Hummingbirds and bees enjoy this plant.

- More floriferous in full sun; filtered sun is best in the South
- 18-22" height; 16-18" spread
- Zones: 5b-9
- Full sun to part shade



'Webmaster' *Tradescantia* USPPAF CanPBRAF (Spiderwort)

This beautiful cultivar of our native *Tradescantia* bears large 2", purple flowers with a soft lilac edge from early through midsummer. The coloring almost appears to be airbrushed on, and pollinating bees and butterflies seem to enjoy it as much as we do. Forms a compact clump of glaucous blue-green foliage.

- 18" height; 24" spread
- Zones: 3-9
- Full sun to full shade

NEW PROVEN WINNERS® COLORCHOICE® FLOWERING SHRUBS FOR 2025



BRILLIANTINA™ *Abelia x grandiflora* 'KEYFLY' USPPAF

This colorful, tidy abelia is much easier to produce since it is less prone to reversion and wild shoots that tend to plague other variegated abelias. Orange new growth matures to green and yellow accented by dark red stems and lightly fragrant, white flowers throughout the summer.

- Strong roots and a fast finish time
- 3-4' height; 3-5' spread
- Zones: 6-9
- Full sun to part sun



JUST CHILL™ Double White *Camellia x 'FARROWCJWD'* USPPAF

Like Just Chill Double Mauve camellia, this classically elegant camellia blooms with large, double white flowers nestled among the glossy, leathery, evergreen foliage from fall through early winter. Selected for cold hardiness, dense branching, attractive foliage and high bud count.

- Deer resistant
- 5-8' height; 3-5' spread
- Zones: 7(6b) - 9
- Full sun to part sun



POCO LOCO™ *Abelia x grandiflora* 'SMNAGBT' USPPAF

This fast growing, tightly mounded, dwarf abelia has a tidy, globe-shaped habit that makes a perfect container with loads of impulse appeal. Spring foliage emerges yellow and orange, then morphs to green with pink-red new growth. Plentiful, fragrant, pink flowers appear in summer.

- Deer resistant; attracts pollinators
- 2-3' height; 2-3' spread
- Zones: 6-9
- Full sun to part sun

TOP PICK



FUNYELLA™ *Clematis* 'Golden Dream' USPP33363 CanPBRAF

This unique and award-winning clematis produces an abundance of cheerful yellow, double, nodding flowers with a touch of maroon and a light grapefruit scent on dark stems from mid to late spring, continuing on in midsummer. Undemanding, hardy and easy to grow.

- Twining vine; best grown with support
- 6-10' height; 3-4' spread
- Zones: 4-9
- Full sun to part sun



ESTRELLITA™ Scarlet *Bouvardia x 'WNBVESRED24'* USPPAF (Firecracker Bush)

This sun and heat-loving dwarf selection of our native *Bouvardia* grows quickly to form a compact canopy of deep green foliage covered in brilliant scarlet blooms from spring through fall. Fantastic in landscapes where hardy or as seasonal color in colder climates.

- Highly attractive to hummingbirds
- 1.5-2' height; 1.5-2' spread
- Zones: 8-10
- Full sun



SGT. PEPPER™ *Cornus alba* 'VerpaalenZ' USPP34377 CanPBRAF (White Dogwood)

This amazingly colorful shrubby dogwood emerges bright pink in spring, transitioning to clean, green and white variegated foliage in summer. Vivid pink tones return in fall followed by a striking display of red stems in winter. Sure to garner major impulse appeal at retail.

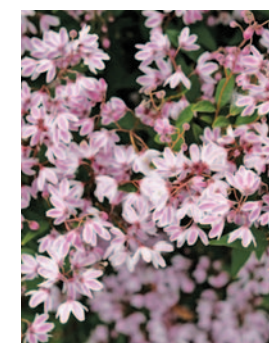
- Award-winning variety prized in European markets
- 4-6' height; 6-8' spread
- Zones: 3-7
- Full sun to part sun



JUST CHILL™ Double Mauve *Camellia x 'FARROWCJH'* USPPAF

Developed in Maryland, this semi-double, bright pink-mauve flowered camellia with leathery, dark green, evergreen foliage was selected for its cold hardiness, dense branching, attractive foliage and high bud count. It blooms from fall through early winter, even in cooler climates.

- Deer resistant
- 5-8' height; 3-5' spread
- Zones: 7(6b) - 9
- Full sun to part sun



YUKI KABUKI™ *Deutzia* 'NCDX3' USPPAF CanPBRAF

Bearing deeper pink flowers and a more mounded, bushy habit than Yuki Cherry Blossom® deutzia, this deer resistant shrub is a useful addition for the front or middle of the border. Its glossy green foliage takes on yellow, red and purple tones in autumn. More dwarf than 'Magician' deutzia with darker pink flowers and improved fall color.

- 2.5-4' height; 2.5-4' spread
- Zones: 5-8
- Full sun to part sun

NEW PROVEN WINNERS® COLORCHOICE® FLOWERING SHRUBS FOR 2025



KODIAK® RED 2.0

Diervilla 'SMINDSD' USPPAF CanPBRAF

Replacing the original Kodiak® Red diervilla, this improved native cultivar offers much brighter red foliage that develops and holds better under poly in production and in the landscape. Yellow flowers appear all summer and appeal to a variety of pollinators including native bees.

- 3-4' height; 3-4' spread
- Zones: 3-8
- Full sun to part sun



KINTZLEY'S GHOST®

Lonicera reticulata 'P015S'

(Grape Honeysuckle)

This non-invasive selection of our native honeysuckle vine develops a mass of metallic-looking, silvery blue, saucer-shaped bracts in summer that look a lot like eucalyptus. Lightly fragrant, tubular, yellow flowers which attract hummingbirds are followed by red berries that do not reseed.

- Durable, drought tolerant, deer resistant vine
- 6-12' height; 5' spread
- Zones: 4-8
- Full sun to part sun



FLAVORETTE PEAR'D™

Rosa 'Bozedlib023' USPPAF CanPBRAF

(Edible Rose)

This healthy, sturdy, repeat blooming rose produces an abundance of semi-double, white flowers that take on blush pink tones as they age. Designed to appeal to rose lovers, herb gardeners and foodies, this rose's petals have a distinctive light pear flavor and lush, soft texture. Serbian breeding adds an extra level of cold hardiness.

- 3-4' height; 3' spread
- Zones: 4-8
- Full sun

TOP PICK



CHICKLET® Gold

Tecoma stans 'SMINTSC' USPPAF

(Trumpet Bush)
Native to both humid and arid regions of the Southern U.S., think of Chicklet® trumpet bushes as a long-blooming trumpet vine in a non-invasive, compact shrub form. Cheery yellow flower panicles bloom through the heat of summer and attract hummingbirds while resisting deer. Works great in landscapes or as a patio plant.

- Fast and easy to grow
- 3-6' height; 3-4' spread
- Zones: 8-11
- Full sun



FIRE BALL SEEDLESS™

Euonymus alatus 'NCEA1' USPPAF CanPBRAF

(Burning Bush)

This breakthrough cultivar from NCSU's Dr. Tom Ranney is the first-ever and only seedless, sterile, non-invasive burning bush on the market. It has all the durability and inferno-red fall color your customers desire, but with no risk of spreading into wild areas. Replaces the original Fire Ball® burning bush.

- 5-7' height; 5-7' spread
- Zones: 4-8
- Full sun

TOP PICK



ILLUMINATI SPICE™

Philadelphus coronarius 'SMNIPSDW' USPPAF CanPBRAF

(Mock Orange)

This upgrade over Illuminati Arch® mock orange is one of the showiest and most fragrant mock oranges we've trialed. Prolific, large, double, white flowers in early summer contrast beautifully with the rugose, dark green foliage that forms a strong, upright habit.

- Attractive appearance at retail and in landscapes
- 4' height; 4' spread
- Zones: 4-7
- Full sun to part sun



OSO EASY EN FUEGO™

Rosa 'Chewizard' USPPAF CanPBRAF

(Landscape Rose)

A standout performer in both Michigan and Florida trials, this show-stopping rose is sure to have tremendous impulse appeal at retail. Its large, intensely pigmented flowers start off yellow and red, then open fully to electric orange. They pop against the glossy green foliage that has outstanding disease resistance.

- 3-4' height; 3' spread
- Zones: 4-9
- Full sun

TOP PICK



SPLENDID!™ Blue

Vaccinium corymbosum 'NC4499' USPPAF CanPBRAF

(Highbush Blueberry)

Carrying value as an ornamental and fruiting shrub, this cultivar forms a tidy, rounded mound of dusky blue foliage; works perfectly for hedging. Expect a heavy crop of sweet, flavorful berries without a pollinator, though they will be larger and more abundant if paired with another warm climate blueberry.

- 3-4' height; 3-4' spread
- Zones: 6-9
- Full sun



WEE BIT INNOCENT™

Hydrangea macrophylla 'SMNHMC' USPPAF CanPBRAF

(Bigleaf Hydrangea)

This special new dwarf hydrangea produces an abundance of doubled, moped blooms that take on soft pink or blue hues depending on soil chemistry. Like others in this series, it combines florist quality flowers with excellent garden performance. Expect some rebloom in late summer and fall.

- 2-2.5' height; 2-2.5' spread
- Zones: 5-8
- Full sun to part sun

TOP PICK



STAY CLASSY™

Prunus x cistena 'UCONNPCSDR' USPPAF CanPBRAF

(Purple Leaf Sand Cherry)

This fast-finishing, long-awaited, improved selection grows about half the size of conventional forms, requiring less maintenance to keep plants looking great all season. Deep purple foliage holds interest all season. White spring flowers are an added bonus.

- 3-4' height; 4' spread
- Zones: 2-8
- Full sun to part sun



TASTE OF HEAVEN™

Rubus 'Ponca' USPP33330 CanPBRAF

(Thornless Blackberry)

Selected after taste-testing hundreds of blackberry varieties, this cultivar produces consistently sweet berries with the perfect amount of tang and full flavor. Thanks to stout canes, it can be grown without a trellis. Floricane blackberry; fruits on second year canes.

- High yielding with a long fruiting season
- 3-5' height; 2-3' spread
- Zones: 6(5b) - 8
- Full sun



ROCK STEADY™

Vitex agnus-castus 'V12-2-1' USPPAF

(Chastetree)

Selected for its incredibly long bloom time from late spring through fall; bloomed 6 to 16 weeks longer than six other common varieties in trials. Prolonged bloom extends the sales window and season of interest in the landscape. A durable, heat and drought tolerant shrub that is also deer resistant.

- 4-12' height; 4-5' spread
- Taller in warmer zones where winter dieback is minimal
- Zones: 5b-9
- Full sun



PAISLEY PUP™

Leucothoe fontanesiana 'SMNIFGRV' USPPAF

(Doghobble)

This handsome selection of our native evergreen *Leucothoe* presents a kaleidoscope of ever-changing foliage in varied shades of pink, green, cream, white, bronze and yellow. Racemes of fragrant, white flowers dangle from slender, arching stems in mid-spring to early summer.

- Superb deer resistance; attracts pollinators
- 3-4' height; 4-5' spread
- Zones: 5-8
- Part sun

TOP PICK



PERFECTO MUNDO FUCHSIA

CARPET™ Rhododendron x 'NCRX12' USPPAF

(Reblooming Azalea)

Selected for its tidy, ground-hugging habit, this reblooming azalea lights up with hundreds of vivid fuchsia pink blooms in spring, then again in late summer through fall. Healthy green foliage anchors the non-blooming periods with appealing texture.

- Due to compact size, finish in one or two gallon pots
- 1-2' height; 2-2.5' spread
- Zones: 6b-9
- Full sun to part sun



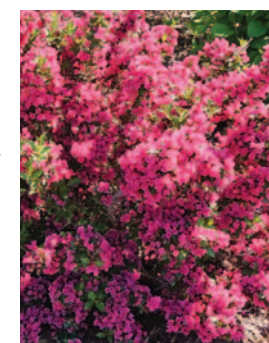
BLOOMERANG BALLET™

Syringa 'SMNSPH' USPPAF CanPBRAF

(Reblooming Lilac)

Our strongest, most prolific reblooming lilac yet. After an abundant spring display of fragrant, pink-purple flowers, it takes a brief rest then comes roaring back with a heavy set of flowers in late summer through fall. Healthy, dense, well-branched plants make excellent landscape specimens or mid-sized hedges.

- 3-4' height; 3-4' spread
- Zones: 3-7
- Full sun



SONIC BLOOM® Punch

Weigela florida 'SMNWSRB' USPPAF CanPBRAF

This easy-to-produce weigela is the most compact in the series to date but boasts a huge impact thanks to its incredibly vibrant and prolific punch-pink flowers which smother the bronze foliage in spring. This extra-strong rebloomer flowers repeatedly through summer and fall without pruning.

- Attracts hummingbirds and pollinators; deer resistant
- 2.5-4' height; 4' spread
- Zones: 4-8
- Full sun

DEER PROOF™ PROGRAM

Deer browsing is a huge challenge that many gardeners face, and not just those who live out in the country. Even people who live in the suburbs and had previously never spotted a deer in their yards are finding their plants decimated overnight. The Deer Proof™ program from Proven Winners® ColorChoice® Shrubs addresses that challenge head on, presenting solid solutions for such gardeners.

Newly expanded for 2025, the program now includes over 30 varieties that are university-rated to be rarely or seldom damaged by deer. The easy-to-spot Deer Proof container, which is required for all varieties in this program, helps garden center staff and customers find instantly recognizable solutions for their landscape. Additionally, every Proven Winners ColorChoice Shrubs plant label, including those varieties which are not in the Deer Proof program, indicates the level of deer resistance from low to high.

The Deer Proof program is being marketed to consumers for the first time in 2024 and will continue to be promoted heavily in coming years, further building familiarity and confidence in the program.



Due to strong interest in the Deer Proof program, it has now expanded to include the following highly deer resistant varieties:

- | | |
|--|--|
| SUNJOY® Citrus <i>Berberis</i> (barberry) | SHOW OFF® SUGAR BABY® <i>Forsythia</i> |
| SUNJOY GOLD PILLAR® <i>Berberis</i> (barberry) | MONTANA MOSS® <i>Juniperus</i> (juniper) |
| SUNJOY MINI MAROON® <i>Berberis</i> (sterile barberry) | JOLENE JOLENE® <i>Kolkwitzia</i> (beautybush) |
| SUNJOY® Mini Saffron <i>Berberis</i> (barberry) | PAISLEY PUP™ <i>Leucothoe</i> (doghobble) NEW |
| SUNJOY NEO® <i>Berberis</i> (barberry) | CELTIC PRIDE® <i>Microbiota</i> (Siberian cypress) |
| SUNJOY ORANGE PILLAR® <i>Berberis</i> (barberry) | HAPPY FACE HEARTS® <i>Potentilla</i> |
| SUNJOY SEQUINS® <i>Berberis</i> (barberry) | HAPPY FACE® Orange <i>Potentilla</i> NEW |
| SUNJOY® TANGELO™ <i>Berberis</i> (barberry) | HAPPY FACE® Pink Paradise <i>Potentilla</i> |
| SUNJOY TODO® <i>Berberis</i> (sterile barberry) | HAPPY FACE® White <i>Potentilla</i> |
| NEATBALL™ <i>Buxus</i> (boxwood) NEW | HAPPY FACE® Yellow <i>Potentilla</i> |
| NORTH STAR® <i>Buxus</i> (boxwood) | SWEET & LO™ <i>Sarcococca</i> (sweet box) |
| SPRINTER® <i>Buxus</i> (boxwood) | PROUD BERRY® <i>Symphoricarpos</i> (coral berry) |
| BEYOND MIDNIGHT® <i>Caryopteris</i> (bluebeard) | |
| BEYOND PINK'D® <i>Caryopteris</i> (bluebeard) | |
| SUNSHINE BLUE® II <i>Caryopteris</i> (bluebeard) | |
| SISTER DISCO® <i>Cytisus</i> (scotch broom) | |
| SISTER REDHEAD® <i>Cytisus</i> (scotch broom) | |
| SISTER ROSIE® <i>Cytisus</i> (scotch broom) | |
| SHOW OFF® <i>Forsythia</i> | |
| SHOW OFF STARLET® <i>Forsythia</i> | |



DISTINCTIVE EVERGREENS



Common evergreens are ubiquitous at retail, but when your customers seek out Proven Winners, they are looking for distinctive varieties for their curated home gardens. Our line is growing every year to include varieties with easily distinguishable traits like colorful foliage and unique forms.

Yet, we haven't lost sight of the fact that growers need to be able to source our evergreens reliably. As we select cultivars to produce in our constantly expanding, state-of-the-art greenhouse facilities, we are focusing on faster-growing, superior genetics. These plants live up to everything you would expect from the #1 Plant Brand®. Year-round color and naturally tidy habits that make our varieties lower maintenance will keep your customers coming back for more.

Evergreen Leaders –

- SPRINTER® *Buxus* (boxwood)
- ANNA'S MAGIC BALL® *Thuja* (arborvitae)
- FLUFFY® *Thuja* (Western arborvitae)
- NORTH POLE® *Thuja* (arborvitae)
- STING™ *Thuja* (arborvitae)

New Evergreens – **NEW**

- GLOW POP™ *Ilex crenata*
- GLOW STICK™ *Ilex crenata*
- CASTLE ROUGE™ *Ilex x meserveae*
- YARDLINE™ *Viburnum* x



LEAD WITH PROVEN WINNERS® COLORCHOICE® HYDRANGEAS



Head plant breeder for Spring Meadow Nursery, Megan Mathey

The popularity of hydrangeas continues to soar as does the flooding of new hydrangeas to market. Unfortunately, this has led to confusion for growers, retailers and consumers who are struggling to identify the most reliable and desirable varieties.

At Proven Winners ColorChoice, we spend an average of eight to ten years developing and trialing new hydrangeas before introduction. Flower sizes, shapes and colors, stem sturdiness as well as rebloom ability and speed are constantly being evaluated. Seedlings are deliberately pruned at the wrong time of year (to mimic consumer behavior) to test for strong remontancy. They are trialed in greenhouse, field and home garden settings. Of the tens of thousands of hydrangeas trialed each year, fewer than 1% make the cut.

Lead with the best hydrangeas and your customers' success will drive them back for more. This has been proven by our industry-leading genetics which hold the #1 best-selling slot for five of the six hydrangea species on the market. See our full list of hydrangeas offered at right.

Driving Consumer Impressions

Before shoppers ever enter your store, they've likely encountered Proven Winners ColorChoice hydrangeas on social media or online, in digital and print advertising, on billboards, in our *Gardener's Idea Book*, on our *Gardening Simplified* podcast and more. No other brand delivers more consumer impressions and education, all of which leave a lasting impression when it's time to shop. Use our full line of POP signage to merchandise your retail displays and make it easy for shoppers to spot the Proven Winners they are actively seeking.

SMOOTH

Hydrangea arborescens (smooth hydrangeas)
INCREDIBALL® series
INVINCIBELLE® series

BIGLEAF

Hydrangea macrophylla (bigleaf hydrangeas)
FAIRYTRAIL™ series
LET'S DANCE® reblooming hydrangea series
WEE BIT® series

PANICLE

Hydrangea paniculata (panicle hydrangeas)
BOBO® *Hydrangea paniculata*
FIRE LIGHT® *Hydrangea paniculata*
FIRE LIGHT TIDBIT® *Hydrangea paniculata*
LIMELIGHT PRIME® *Hydrangea paniculata*
LITTLE LIME® *Hydrangea paniculata*
LITTLE LIME PUNCH® *Hydrangea paniculata*
LITTLE QUICK FIRE® *Hydrangea paniculata*
PINKY WINKY PRIME™ *Hydrangea paniculata*
PUFFER FISH® *Hydrangea paniculata*
QUICK FIRE FAB® *Hydrangea paniculata*
TINY QUICK FIRE® *Hydrangea paniculata*

OAKLEAF

Hydrangea quercifolia (oakleaf hydrangeas)
GATSBY™ series

MOUNTAIN

Hydrangea serrata (mountain hydrangeas)
TUFF STUFF™ series

CLIMBING

Hydrangea hydrangeoides (Japanese hydrangea-vine)
FLIRTY GIRL® *Hydrangea hydrangeoides*
ROSE SENSATION™ *Hydrangea hydrangeoides*



GROW BEYOND GIFT HYDRANGEAS

In today's era of sustainability-conscious buyers, coupled with the fact that a majority of plant purchasers are female, it's no wonder that shoppers are moving away from short-lived gift hydrangeas and towards longer-lived plants. These buyers enjoy the process of planting their gardens and watching their hydrangeas grow and mature through the years.

When you partner with Proven Winners ColorChoice, you will have access to all six of the top species of hydrangeas grown in the U.S. – moving far beyond the limited selection of gift, bigleaf and panicle hydrangeas offered by other suppliers. See our full line listed on opposite page.

FAIRYTRAIL™ CASCADE HYDRANGEA® SERIES



FAIRYTRAIL BRIDE® *Hydrangea* x (Cascade Hydrangea)



FAIRYTRAIL™ White *Hydrangea* x (Cascade Hydrangea)

New this Year!

We are expanding our revolutionary line of Cascade Hydrangea to include two new varieties – Fairytrail™ Green and Fairytrail™ White. These versatile hydrangeas are in a class by themselves. They are early blooming hybrids which combine the fabulous flower power of bigleaf hydrangeas with a never-before-seen horizontal habit that expands their use into hanging baskets and decorative urns. In landscapes, they look spectacular planted at the edges of retaining walls or used as a groundcover.



FAIRYTRAIL™ Green
Hydrangea x
(Cascade Hydrangea)

HOLLYWOOD® HIBISCUS

As announced January 2024, industry-leading Hollywood® Hibiscus now falls under the purview of the Proven Winners® ColorChoice® brand name. Understanding that the best genetics always win, we are proud to begin offering these tropical hibiscus in our signature white branded container with a diamond-shaped hang tag in 2025.

The partnership launches with 12 existing varieties. New Hollywood Hibiscus genetics from J. Berry Nursery will join the series as they are developed. Liners in three sizes – 72 cell, 50 cell and pre-finished – will be available to growers for finishing in one, two or three gallon injection molded or pressure formed Proven Winners ColorChoice containers. Spring Meadow Nursery will manage all trade and consumer marketing for the line.

What Sets Hollywood Hibiscus Apart?

Goals of the *Hibiscus rosa-sinensis* breeding program at J. Berry include developing tropical hibiscus with improved foliage and habits, increased pest and disease resistance, and vibrant, eye-catching flowers that last up to three days instead of the typical one. These distinctive features, coupled with exceptional bud and bloom count, have earned Hollywood Hibiscus a place under the Proven Winners ColorChoice brand name.

These heat and humidity-loving shrubs thrive deep into southern regions where they are hardy through zone 9, but also work as stunning patio containers in colder climates.



HOLLYWOOD® AMERICA'S SWEETHEART™
Hibiscus rosa-sinensis



HOLLYWOOD® BLOOM BASH™
Hibiscus rosa-sinensis



HOLLYWOOD® DISCO DIVA™
Hibiscus rosa-sinensis



HOLLYWOOD® EARTH ANGEL™
Hibiscus rosa-sinensis



HOLLYWOOD® FIRST LADY™
Hibiscus rosa-sinensis



HOLLYWOOD® FIRST TO ARRIVE™
Hibiscus rosa-sinensis



HOLLYWOOD® GOLD DIGGER™
Hibiscus rosa-sinensis



HOLLYWOOD® HOT SHOT™
Hibiscus rosa-sinensis



HOLLYWOOD® RICO SUAVE™
Hibiscus rosa-sinensis



HOLLYWOOD® SOCIAL BUTTERFLY™
Hibiscus rosa-sinensis



HOLLYWOOD® SUNSET BOULEVARD™
Hibiscus rosa-sinensis



HOLLYWOOD® TROPHY WIFE™
Hibiscus rosa-sinensis

PREMIUM PACKAGED BULBS

New this year, we are excited to partner with Garden State Bulb Company to offer a curated line of premium packaged flowering bulbs exclusive to IGCs. Designed to bring unique beauty to home gardens, this new line features multi-genus collections designed by bulb experts for both spring and fall planting, as well as a selection of highly sought-after individual varieties not available through mass merchants. Flexible merchandising options are available for garden centers including custom built display racks in two sizes complete with eye-catching header cards for each.

BULBS OFFERED

Our premium packaged bulb program consists of two product lines:

7 Curated Collections

A mix of two named bulb varieties each, designed around specific color palettes. Collections include:

Coronation – purple/white

Cotton Cloud – pink/white

Fire & Ice – red/white

Nordic – red/yellow

Peach Tea – pink/peach

Radiant Red – red/yellow

Royal Sunrise – purple/yellow

15 Single Named Varieties

Includes harder to find plants not sold in bulk. Varieties include:

- | | |
|----------------|--------------------------|
| Tulips – | Allium Party Balloons |
| Bastia | Muscari Blue Moon |
| Blue Wow | Muscari Fantasy Creation |
| Green Love | Narcissus – |
| Ice Cream® | Attraction |
| Ranomi | Love Call |
| Rem's Favorite | Sunny Day |
| Rococo Double | Sweet Desire |
| Vanilla Coup | |



What sets Proven Winners spring bulb packages apart?

- Designer bulb blends consumers won't find from other brands
- Premium plant material in terms of bulb size and quantity, uniqueness and growth performance
- Packaging which clearly states for consumers when to plant, how to plant and details about each specific variety included in the blend
- Number of square feet each bulb blend can be expected to cover
- Gorgeous, eye-catching photography to boost impulse appeal
- The Proven Winners name – The Brand Gardeners Trust™



REINVENTING HOUSEPLANTS

Houseplants have never been hotter. Yet, IGCs are still struggling to find clean, premium genetics in reasonable quantities to fill their displays. Now, there's a better way to meet this market opportunity. Together with The Plant Company, we are bringing innovative leafjoy™ houseplants to market and backing them up with our industry-leading consumer marketing efforts.

POLISHED PLANTS READY TO SELL

From the moment you unload your first shipment of leafjoy houseplants, you'll spot the difference. These plants will arrive at your store shined, labeled by cultivar and ready to sell. And due to low quantity minimums, you'll receive the right number of plants to move quickly off your retail benches.

Unmatched Quality

Working with the best genetics available worldwide, leafjoy plants are started from tissue culture and virus-indexed to assure uniformity and strong growth. State-of-the-art European greenhouses built exclusively for houseplant production feature ErfGoed floors and shade cloth to ensure consistent quality. Each leafjoy crop is grown to exact size and quality specifications which exceed those of traditional houseplant producers.

Retail-Ready

Your leafjoy plants will arrive without weeds in the pots or insect hitchhikers thanks to the meticulous way they are produced. A variety-specific plant label is included in every pot. Plants are leaf-shined before shipping, saving you a step and allowing for immediate placement on the retail floor.

POTTED LEAFJOY SIZE OPTIONS

Potted leafjoy plants are available in three container sizes to allow for multiple margin opportunities and retail price points. Choose from 12cm or 17cm containers. Note that the grower pots for all leafjoy plants are tan, which allows them to stand out on the retail bench.

A recent survey we conducted found that 62.5% of shoppers buy houseplants as gifts for friends and family. In response, we've made upgraded ceramic and jute cache pots available to support retail gift market sales.



leafjoy Hanging Baskets

Our assortment of premium plants featured in hanging baskets are beautifully displayed in natural seagrass hangers. Available in 12cm varieties only.

MARKETING SOLUTIONS FOR RETAILERS

Proven Winners has long believed that A Better Garden Starts with a Better Plant.® Our leafjoy program is based on the best genetics available in the trade. It is designed to give consumers the best possible experience while providing an exciting mix of plants for retail displays to attract novice and experienced houseplant enthusiasts alike.

LEAFJOY LABELS AND POP

Large, variety-specific labels on wooden stakes are included with every leafjoy plant. You won't find generic labels that simply state "Houseplant – for bright light" on our plants. Every leafjoy plant is clearly identified by name.

Our labels make it easy for retailers to receive and merchandise leafjoy plants while also serving as variety-specific point of purchase signage. They allow staff members to quickly and easily guide shoppers or, even better, turn the leafjoy department into a self-serve shopping experience.

Every leafjoy label includes:

- Variety name including genus and species
- Lifestyle image showing the plant in use
- Collection information which guides the shopper where to use the plant in their home
- Easy to understand care information
- QR code link to learn more



LEAFJOY PRODUCT GROUPS

AVAILABLE TO ALL –

Premium

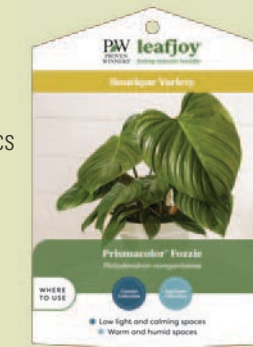
Premium leafjoy houseplant genetics account for about 75% of the overall line and are available to all Proven Winners customers. This group includes many popular and trending houseplant varieties, all grown to exacting standards.



EXCLUSIVE TO IGCs –

Boutique

Boutique varieties are unique genetics that are in limited supply and in some cases, are exclusive to our leafjoy line. Boutique varieties are available exclusively to IGCs and come with a modified tag design to call them out on the retail display table.



Collector's Edition

Collector's Edition leafjoy varieties are rare and in limited supply. They are available exclusively to IGCs. These special plants come with two labels: a modified leafjoy plant label and a collectable metal medallion.



LEAFJOY COLLECTIONS

Consumers' concerns over choosing the right growing conditions indoors for their houseplants inspired the creation of our four leafjoy collections. High light plants populate our **Atrium**® collection, while their low light counterparts appear in our **Cocoon**® collection. **SpaScene**® plants thrive in humid spaces while space-saving plants are included in our **WorkLife**™ collection. To assist shoppers in choosing the right plants for their conditions, color coded circular icons denoting the collections are included on every leafjoy plant label, available posters and benchcards.



HOW TO ORDER

All leafjoy houseplants can be purchased directly from The Plant Company – Email sales@theplantcompany.com or call 540.487.4043. With low volume shipping and ordering, you can order the appropriate amount of leafjoy plants for your store and easily refill inventory throughout the year. Choose from our current availability or we'll work with you to craft a custom order for your store. During the winter months, we incorporate heat packs and a pallet shroud to insulate and protect your shipment from cold damage, so your plants arrive healthy and ready to sell.

Your leafjoy pallets can include any combination of cases with our 12cm, 17cm, leafjoy littles™ and leafjoy H2O® lines. Within each case, you have the option to customize the varieties to ensure a broad selection. Minimum orders start as low as ten cases.



LEAFJOY H₂O®

The Easiest Houseplants Consumers Will Ever Own

Consumers have told us that caring for houseplants can be intimidating, so we've developed leafjoy H₂O hydroponic bottle gardens to take the fear out of owning indoor plants. This unique and innovative bottle garden concept has thus far resulted in remarkably strong impulse sales at retail, engaging everyone from novice to experienced plant collectors.

These plants will be the easiest houseplants your customers will ever own, requiring little more than adding water to the container once per month or when the vessel is almost empty. They can be used in any light conditions, such as on a windowsill, desk, nightstand, bath or kitchen counters – anywhere consumers would like to bring a touch of nature indoors. These plants can be expected to thrive for six months to a year or longer.

leafjoy H₂O products are easy to coordinate and merchandise around key gift-giving occasions and holidays using our modern POP signage and rack system. They make special yet affordable gifts for teachers, employees, neighbors, friends and family.

Available to All Customers



Exclusive to IGCs



leafjoy H₂O Product Size Comparison



H₂O containers range in size from 4" to 7" and when planted can be as tall as 17"

LEAFJOY LITTLES™

Good Things Grow in Small Packages

leafjoy littles™ have made a huge first impression in a small footprint since their debut in 2023. Now, we've expanded our offering to over 40 different varieties in the line for 2024. Sold in irresistible 9cm containers, these houseplants are easy impulse purchases for consumers looking for a lower price point. They satisfy novice plant collectors' desires to nurture and learn about houseplants without the pressure of caring for larger, more expensive plants.

Key differentiators:

- Innovative varieties of high quality houseplants in a sampler size
- Wide assortment of colors and types for varying light levels
- Premium genetics resulting in strong, healthy plants
- Backed by the power of Proven Winners multi-media marketing campaigns

Unlike other 9cm houseplants, leafjoy littles come with variety-specific labels that include helpful care information.



Consumers know quality assurance comes with every plant bearing the Proven Winners® name.



Over 40 different varieties of leafjoy littles are currently available. Scan this QR code to experience them all.



DEMAND FOR ECO+ CONTAINERS IS BLOSSOMING

Sustainable gardening practices are here to stay, and we are continually in pursuit of expanding our support of consumers' desires to grow greener. When Proven Winners' Winners Circle subscribers were asked, "What do you find most challenging about gardening and growing plants," climate/weather concerns ranked as #1 above pests and watering.

Growers and retailers are actively seeking solutions for dealing with the impacts of climate change as they have just lived through the warmest year in the 174-year climate record maintained by the National Oceanic and Atmospheric Administration (NOAA). One vitally important solution is to increase the use of plant-powered packaging, including our fully compostable Eco+ containers.

Eco+ containers are made of PLA, a biopolymer derived from natural sugars in corn grown in the U.S. They are designed to be sturdy enough to hold up through production and retail sales but to break down once exposed to moisture and heat in home gardens. Eco+ containers are certified ASTM D6400 industrial compostable and are plantable, slowly releasing essential proteins and amino acids to the plants as they break down in the soil.



Now Available – Eco+ Quart® Containers

When Proven Winners first began investing in plastic-free alternatives, we focused on developing the 4.25-inch Eco+ Grande® container since it is our most widely sold size and therefore the one with which we could make the greatest impact. While we are continuing to ramp up production of the Eco+ Grande, we are also expanding our Eco+ line to include a new Eco+ Quart container. This larger size is ideal for sizable annuals and spring-grown perennials which benefit from greater root space.



PROMOTING ADOPTION AND VISIBILITY

Even the most innovative products can fail to launch if not properly marketed, but Proven Winners has you covered. A broad-reaching plan is in place to promote adoption of plant-powered Eco+ containers by everyone from the grower to the consumer and to create visibility for these products in the marketplace.

Resources for Growers and Retailers

Our team has been blanketing North America with news of our Eco+ containers, working with growers and retailers of all sizes to build awareness and source product. Demand tripled within year one, and we are investing further in the technology to maximize our production of these containers. Supply is improving and we encourage you to contact your broker regarding availability for 2025 and beyond.



Your Questions Answered

GROWERS – Your current production model will work for Eco+ containers, including everything from your flat-fillers to your soil, water and fertilizer inputs. Eco+ Grande containers will work with your existing trays and locking labels. Have specific production questions? Contact any Proven Winners propagator for assistance.



RETAILERS – Let's get your staff ready to answer customers' questions about Eco+ containers this season. Our Proven Winners University video covers many FAQs and Eco+ inventor, Danny Mishek, has recorded a helpful webinar which delves even further. Your Retail Solutions Manager will be happy to provide you with any information you need.



Enhanced Visibility for Retailers

Ready to start advertising your Eco+ containers? Start by spreading the news on your social channels using our free graphics and videos. Then, be sure your Connect+ retailer profile is up to date with Eco+ containers marked on your product list. Consumers are actively seeking out stores carrying these sustainable products in our Find a Retailer directory on provenwinners.com.



Once in your store, make it easy for shoppers to see your commitment to providing sustainable solutions with our Eco+ POP signage. Readymade posters, benchcards and benchtape are available for merchandising.

Driving Consumer Demand

Our multimedia marketing campaign is well underway to promote Eco+ containers to consumers. Millions are seeing them on our social channels and those of 20+ brand ambassadors who have received samples to experience firsthand. Together, we are casting a broad swathe across the North American gardening public to increase awareness of this plastic-free alternative and drive demand into retail stores. Creating excitement over plants and products is what Proven Winners does best. The question is, are you ready to meet the demand?





AQUAPOTS[®] LITE WATERING MADE EASY[™]



AQUAPOTS[®] LITE PLANTERS HELP GARDENERS GROW GREENER

Developing compostable Eco+ containers isn't the only way Proven Winners is committed to supporting sustainable gardening practices. Our self-watering AquaPots Lite containers are designed to aid consumers in conserving water, soil and time – all at an affordable price point.

These high-end resin and fiberglass/volcanic ash composite containers from Classic Home & Garden offer the classic look of ceramic and stone containers but in a much more manageable, lightweight option. Multiple style and color options are available in our AquaPots Lite Urban and Legacy Stone collections. All AquaPots Lite containers automatically come outfitted with our AquaPots Insert.

ORDERING INFORMATION – Wholesale, retail and professional landscape customers are encouraged to pre-book all AquaPots Lite and AquaPots Inserts through BFG Supply Co. (1.800.883.0234), Griffin Greenhouse Supplies (1.800.888.0054), your preferred U.S. propagator or directly through Proven Winners (1.815.895.1872).



Remember to order POP signage for merchandising your AquaPots!



AquaPots Insert Makes Any Planter Self-Watering

Now, nearly any container can be made self-watering with the addition of our AquaPots Insert. At a 13.5" diameter and holding nearly three gallons of water, it's designed to work with the millions of containers that home gardeners already own to make gardening more sustainable. Offering the insert as a separate SKU allows stores to broaden their sales opportunities in the container category.

Simply set the AquaPots Insert down into any 16 to 20" AquaPots Lite or other upright container that has a drainage hole and it becomes self-watering. An optional square fitting is available for those who want the insert to fit more snugly in square containers, though this is not necessary for it to function.

COMPLETE PACKAGE OPTIONS EXPAND

In a Home Garden Panel Survey sponsored by Metrolina Greenhouses in January 2024, 59% of home gardeners reported planning to purchase annuals this year. The vast majority will be used in containers – a gardening lifestyle that can fit any budget or home.

Though many homeowners moved to rural areas during the Covid era, the National Association of Realtors is reporting a shift back towards urbanization. 2023 saw a 3.5% increase in the construction of apartments and condominiums (IBISWorld report, 2023), many of which are being built with outdoor living spaces and balconies which offer opportunities for gardening.

Following suit, upright container production is trending upward, as are your options for growing in the Complete Package. To satisfy consumers' needs for small planters, hanging baskets and larger feature containers, we offer an array of branded container options including our newly reimagined 30-Second Planter[™].

Individual Small Container Production

The most versatile way to offer Proven Winners annuals at a variety of price points. Choose from 18 styles of branded containers from 3.5" Injection to our popular 4.25" Grande[™] or Eco+ Grande[®] to our 8.0" Jumbo Injection container.



Hanging Basket Kits with Recipe-Specific Tags

Extensive lists of recipe kits are available from U.S. Proven Winners propagators to make growing hanging baskets easy. You'll receive the ingredients along with matching recipe-specific tags designed to drive impulse sales.



NEW THIS YEAR!

PW PROVEN WINNERS[®] 30 SECOND PLANTER[™]

Newly reimagined and re-launched for Spring 2025, the 30-Second Planter is designed to be the easiest entry point into container gardening for budding gardeners and those pressed for time. In literally 30 seconds or less, their containers and landscapes can be overflowing with gorgeous blooms that have proven to be compatible in recipes. Simple planting instructions are printed on the pot for clarity. UPC codes are not printed on the container, but growers and retailers may add their own stickers.

30-Second Planters are being offered by Four Star Greenhouse and Pleasant View Gardens as a pilot program with independent garden centers for spring 2024. If received favorably, a full rollout with additional sizes and tag options may become available for 2025. Stay tuned for more details.



30-Second Planter size: 10"/2GL

ONLY ONE BRAND INVESTS THIS MUCH IN YOUR SUCCESS

Proven Winners is committed to driving consumer traffic to garden centers. To that end, we reach out to consumers every day to build brand exposure through our multi-channel marketing campaigns which generate billions of impressions each year. Our year-round efforts are most heavily weighted during peak selling seasons to move product when store traffic is high. Here are some of the many ways we are reaching consumers from every angle.

Branded Containers and Tags

Shoppers are drawn to Proven Winners' iconic white branded containers and large, informative tags, actively seeking out our consistent packaging at retail. This uniformity not only ensures brand authenticity but also instills confidence, assuring gardeners of the quality they can expect from our products, regardless of where they purchase them.



Outdoor Advertising

Billboard advertising is projected once again to generate over 260 million impressions in top U.S. and Canadian DMAs in 2024. Our use of weather-triggered billboards and location-specific creative is custom-tailored for localization – a key aspect in driving consumer demand.



Audio and Visual Streaming Advertising

Streaming platforms have revolutionized media and advertising consumption by offering precise audience targeting, cross-device reach and new opportunities for engagement. In 2024, we will run ads across popular podcast, streaming and OTT platforms including Netflix, Hulu and Amazon Prime. Last year, our ads generated over 6 million targeted impressions with a whopping 98% video completion rate.



Digital Marketing

We continue to invest heavily in digital marketing. Over a half-million home gardeners receive our Winners Circle® newsletter and 88,000 subscribers receive our SMS messages. Additionally, we will generate over five billion impressions through responsive, keyword-driven Google campaigns in 2024. Google ads appear on over three million websites, over 650,000 apps and across Google properties.



Online Presence

Proven Winners' online presence is vast and dynamic, interacting with millions of gardeners every year in the online communities we have built across our social channels and websites. Our content is motivating shoppers to visit your stores through Facebook, Instagram, X, YouTube, TikTok and Pinterest as well as these websites: provenwinners.com, beauty.provenwinners.com, nationalplantoftheyear.com and gardendesign.com.



Content Creators

In today's media landscape, leveraging content creators is crucial for brands. These creators possess a loyal and engaged following, providing our brand access to highly targeted and receptive audiences. We are continuing to expand our network and are currently collaborating with over two dozen creators, tapping into their creativity and authenticity, creating brand awareness and engagement to drive plant sales in a more organic and effective manner.



Direct Mail and Print Media

Print efforts continue to be effective tools for reaching consumers. Printed copies of our popular *Gardener's Idea Book* will be distributed to over 400,000 passionate gardeners in addition to many more views in digital format in 2024. Plus, 120,000 copies of *Gardening Simplified*, which showcases Proven Winners® ColorChoice® Shrubs, will be mailed to consumers in 2024.



2025 TOP-PICK VARIETIES



Overwhelmed by all of the fantastic new varieties in our Spring Preview? Our top-picks list is a great place to start your order.

Annuals:

- EMERALD ISLE™ *Alocasia*
- SPACE AGE™ EUROPA™ *Begonia*
- SUPERBELLS® Double
- VINTAGE CORAL™ *Calibrachoa*
- SUPERBELLS® Double
- SMITTEN PINK™ *Calibrachoa*
- COLORBLAZE® MINI ME™ Chartreuse *Coleus*
- VIRTUOSO® PINKERIFIC™ *Dahlia*
- AROMAGICA® Purple *Heliotropium*
- SUPERTUNIA TIARA™ Blue *Petunia*
- MOJAVE® Mango *Portulaca*
- STARDIVA™ Blue *Scaevola*

Perennials:

- DESIGNER THREADS™ 'Golden Needles' *Coreopsis*
- KALEIDOSCOPE™ 'Razzle Dazzle' *Delosperma*
- DRESSED UP® 'Prom Dress' *Heuchera*
- SUMMERIFIC® 'Cookies and Cream' *Hibiscus*
- SHADOWLAND™ 'Sound of Music' *Hosta*
- LIVING LARGE™ 'Big Sky' *Salvia*
- TOTALLY STOKED™ 'Riptide' *Stokesia*
- Shrubs:**
- POCO LOCO™ *Abelia*
- FIRE BALL SEEDLESS™ *Euonymus*
- WE BIT INNOCENT™ *Hydrangea macrophylla*
- PAISLEY PUP™ *Leucothoe*
- FLAVORETTE PEAR'D™ *Rosa*
- OSO EASY EN FUEGO™ *Rosa*

Recommended replacements for dropped annual varieties for 2025

DROPPED VARIETY	RECOMMENDED REPLACEMENT
LADY GODIVA® Orange <i>Calendula</i>	SUPERBELLS® Double Orange <i>Calibrachoa</i>
LADY GODIVA® Yellow <i>Calendula</i>	SUPERBELLS® Double Yellow <i>Calibrachoa</i>
HIGH NOON® <i>Euryops</i>	GOLDEN BUTTERFLY® <i>Argyranthemum</i>
ROCKAPULCO® Appleblossom <i>Impatiens</i>	ROCKAPULCO® Appleblossom Improved <i>Impatiens</i>
ROCKAPULCO® Red <i>Impatiens</i>	ROCKAPULCO® Red Improved <i>Impatiens</i>
ROCKAPULCO® Rose <i>Impatiens</i>	ROCKAPULCO® Rose Improved <i>Impatiens</i>
Bluebird <i>Nemesia</i>	Bluebird Improved <i>Nemesia</i>
BOLDLY® Coral <i>Pelargonium</i>	BRIGHT LIGHTS® HORIZON™ Sunset <i>Osteospermum</i>
BOLDLY® Dark Red <i>Pelargonium</i>	BRIGHT LIGHTS® Red <i>Osteospermum</i>
BOLDLY® Hot Pink <i>Pelargonium</i>	BRIGHT LIGHTS® Pink <i>Osteospermum</i>
BOLDLY® Lavender Rose <i>Pelargonium</i>	BRIGHT LIGHTS® Purple <i>Osteospermum</i>
BOLDLY® White <i>Pelargonium</i>	BRIGHT LIGHTS® White <i>Osteospermum</i>
SUPERTUNIA® BERMUDA BEACH® <i>Petunia</i>	SUPERTUNIA® BERMUDA BEACH® Improved <i>Petunia</i>
SUPERTUNIA® Blue Skies <i>Petunia</i>	SURFINIA® Sky Blue <i>Petunia</i>
SUPERTUNIA® LIMONCELLO® <i>Petunia</i>	SUPERTUNIA® SAFFRON FINCH™ <i>Petunia</i>
SUPERTUNIA® Rose Veined <i>Petunia</i>	SUPERTUNIA MINI VISTA® Plum Veined <i>Petunia</i>
SUPERTUNIA® Sharon <i>Petunia</i>	SUPERTUNIA® LOVIE DOVIE™ <i>Petunia</i>
MOJAVE® Fuchsia <i>Portulaca</i>	MOJAVE® Fuchsia Improved <i>Portulaca</i>
MOJAVE® Tangerine <i>Portulaca</i>	MOJAVE® Tangerine Improved <i>Portulaca</i>
SUPERBENA® Large Lilac Blue <i>Verbena</i>	SUPERBENA® Stormburst <i>Verbena</i>

Recommended replacements for dropped perennial varieties for 2025

DROPPED VARIETY	RECOMMENDED REPLACEMENT
DECADENCE® 'Vanilla Cream' <i>Baptisia</i>	DECADENCE® 'Vanilla Cream II' <i>Baptisia</i>
SUMMERIFIC® 'French Vanilla' <i>Hibiscus</i>	SUMMERIFIC® 'All Eyes On Me' <i>Hibiscus</i>
'Pardon My Pink' <i>Monarda</i>	'Pardon My Rose' <i>Monarda</i>

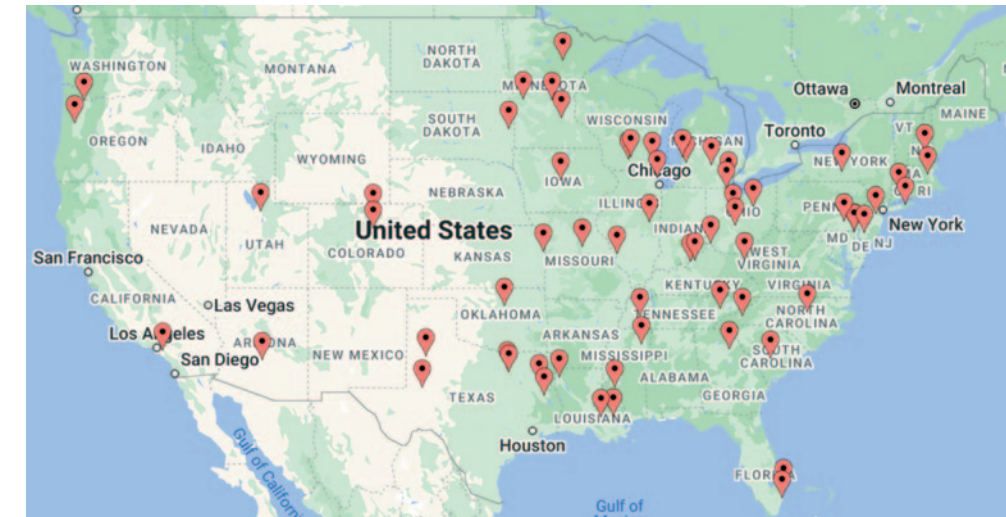
707 AWARDS EARNED IN 2023 TRIALS

Each year, we send our new varieties and existing comparisons to 60 independent university and public garden trial sites across North America. In 2023, 75 varieties were trialed at these locations. They earned a total of 707 awards, receiving scores of greater than 4 out of 5.

Learn more about our plant trials at www.provenwinners.com/learn/plant-trials.



VISIT OUR TRIAL SITES



Scan to search our list of trial gardens.

Plant trials are a critical component of our plants' success stories. They provide measurable, reportable data on how our plants perform in a wide range of climates so our customers can be assured which varieties are best for their area. In addition to our own trial sites, we participate in independent University Field Trials as well as trials at public gardens in 60 locations across North America indicated on this map. All are open to the public during daylight hours, and we encourage you to make a point to visit those in your area each year.

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.

