

Spring 2026 PLANT & PROGRAM SOLUTIONS



PW
PROVEN
WINNERS®
The #1 Plant Brand.®

OUR VALUE PROPOSITION

You're right. Proven Winners plants and products are more costly than others. And we do insist that our brand's logo goes on every package. And yes, we could grow everything from seed to cut costs. We could limit our trialing process and lower our standards for consumer garden performance. We could match the industry standard of eight weeks of good growth before our plants start going downhill.

But if we did that, you would have more losses and fewer repeat sales. In the long run, it wouldn't make you any more money. And frankly, our plants couldn't honestly be called Proven Winners.

We could turn a blind eye to sustainability and not invest in plastic-free and 100% post-consumer recycled containers. Our growers could turn to chemical solutions first instead of beneficial insects and organisms. We could waste water by not using flood floors and programmable booms, and waste even more resources by not using energy curtains, LED lights, alternatives to fuel such as biomass and solar, and automatic venting systems in our state-of-the-art greenhouses.

But if we did that, would you really be proud to offer Proven Winners?

If we stopped our listening to consumers through our social channels, content creators and surveys and stopped answering the tens of thousands of questions they ask us through our helpline each year, it would certainly save us money. We don't have to print our phone number on every branded Proven Winners container. Our team might even appreciate that on the busiest days in spring.

But if we did that, we wouldn't hear all of the gardeners' success stories. So, we wouldn't be able to share with our breeders how the plants they have worked for decades to develop have positively impacted the lives of so many people. And that would be a profound loss for our team.

You might be wondering how we developed the slogan "The Brand Gardeners Trust®." The idea stemmed from the loyalty that millions of consumers have shown us for over 30 years. They are looking for plants that perform. For plants that grow the distance. For a company that stands behind their plants and products, and a company with integrity they can be proud to support. They are looking for Proven Winners®. And they know they'll find them in our signature white branded container. They tell us if they see our plants being sold without it, they worry they aren't authentic.

So, yes. Proven Winners may cost more. They probably always will. But consumers also know they get what they pay for. They know that A Better Garden Starts with a Better Plant® and that's why THEY have made us The #1 Plant Brand®. But we're also mindful that we could not do it without the thousands of growers and tens of thousands of retailers who grow and represent our products on a daily basis to gardeners across North America. We are forever thankful for your continued partnership and commitment.

We invite you to continue to challenge us, allowing us to grow and be a small part of your success. As we all seek to deliver the very best products and services to the ever-evolving customer, we will remain true to our motto - Trialed. Tested. **Proven.**™

Let's grow together.

Your partners at Proven Winners



This page, left to right:
'Orange Slices' *Spigelia marilandica*,
ATHENA GOLD™ *Heliopsis helianthoides*,
LAGUNA® Royale Blue Pearl *Lobelia*

Front cover, clockwise from left:
'Treasure Trove' *Rudbeckia*,
Sweet Caroline Sweetheart SHADOWSTORM™ *Ipomoea batatas*,
DOLCE® 'Sultry Night' *Heuchera*,
SUPERTUNIA VISTA® COOL JAZZ™ *Petunia*,
HEART TO HEART® Crème Brûlée *Caladium hortulanum*,
SUPERBELLS MAGIC® Double Grapefruit *Calibrachoa*

GROWING GREENER

More than a decade ago, we dared to imagine our industry could truly be “green”, so we set out to make some revolutionary changes with our containers. Here’s a timeline of our progress.

Year 2021: The Original Eco+ Grande® Container Launches

After nearly a decade of research, development and trials with one of the most innovative container manufacturers in the nation - VistaTek of Minnesota led by Danny Mishek - we launched our very first 100% plastic-free, plant-powered, industrial compostable Eco+ Grande container. Featuring four break-out tabs for aeration, we encouraged consumers to plant the entire pot and let the built-in nutrients in the walls feed their plants as the container broke down in the soil.



Year 2024: Eco+ 2.0 - Retooled and Resized

As Eco+ technology caught on, issues with the container not breaking down fast enough in the landscape and tag lock concerns arose, leading to some retooling. A thinner-walled Eco+ Grande 2.0 relaunched with two larger break-out tabs and a more durable, versatile tag lock. Additionally, we added a new quart-sized Eco+ Quart container - now called Eco+ Elite™ - which is perfect for larger annuals and spring production perennials. Note: 2024 version will continue to be available for 2026.



Year 2026: Introducing Eco+ 3.0 and 100% Recycled Containers

It's looking to be our greenest year yet with the launch of our best plastic-free, industrial compostable Eco+ Grande and Elite containers, plus a 100% post-consumer recycled (PCR), injection-molded plastic Grande for 2026.

Our plant-powered Eco+ 3.0 looks and feels like plastic, with the advantages of printability, a durable tag lock, tray compatibility and our Self-Symetricize® technology. New 100% PCR containers offer a more sustainable option for growers and consumers.



SUSTAINABLE-MINDED PRODUCTS

We invite garden centers to go further with the sustainable gardening solutions they offer by stocking our water-saving AquaPots® Lite and Inserts and WaterWise® Drip Irrigation Kits, as well as our plastic- and chemical-free Climb-itt™ plant supports. These high quality products are designed to offer sustainable alternatives to solve common issues when growing plants indoors and outside. Learn more in our Pro Shop at provenwinners.com/professionals.



NEW

Climb-itt™
Plant supports, clips and wire

Awarded Favorite New Product at TPIE 2025

NEW

NEW

AquaPots® Lite Inserts
NEW! Mini: 11"W | 7"H | 1.3 GAL
Classic: 13"W | 7.5"H | 2.0 GAL
NEW! Large: 18"W | 12"H | 5.8 GAL

WaterWise® Drip Irrigation Kit
Waters 10 containers or 30 feet in the landscape. Connect up to 3 kits.



AquaPots® Lite Urban
Parkside in Charcoal

PROVEN PARTNERSHIPS™

We've grown a lot in 30+ years. Beginning with the introduction of five exclusive annuals in 1992, we've since blossomed into the only brand that offers an all-encompassing gardening experience for consumers. From incomparable outdoor and indoor plants to the soils, plant foods, containers and tools needed to ensure success, we're keeping Proven Winners front and center year-round on retail benches. These Proven Partnerships make it happen.

U.S. Suppliers	Contact	Product Offerings	Brokered Products
Four Star Greenhouse 1015 Indian Trail Carleton, MI 48117	Ph 734.654.6420 / Fax 734.654.2795 pwfourstar.com	Annual, perennial, and shrub liners and caladium bulbs for growers. Full retail ready wholesale plant program and hardgoods for retailers.	Yes
Pleasant View Gardens 7316 Pleasant Street Loudon, NH 03307	Ph 603.435.8361 / Fax 603.435.6849 pwpvg.com	Annual, perennial, and shrub liners and caladium bulbs for growers. Full retail ready wholesale plant program and hardgoods for retailers.	Yes
Spring Meadow Nursery 12601 120th Ave Grand Haven, MI 49417	Ph 800.633.8859 or 616.846.4729 springmeadownursery.com	Shrub liners and select bare root shrubs. Manages Hollywood Hibiscus™, tree, NewGen® boxwood and Bambino® bougainvillea.	No
Walters Gardens 1992 96th Ave Zeeland, MI 49464-0137	Ph 888.925.8377 waltersgardens.com	Perennial liners and bareroot, Art & Sol® Mangave	Yes
Abbott-Ipco 10221 Corkwood Rd Dallas, TX 75238	Ph 214.341.1585 abbott-ipco.com	Heart to Heart® caladiums, Emerald Isle™ & Be My® Callas	Yes
The Plant Company 3038 Stuarts Draft Hwy Stuarts Draft, VA 24477	Ph 540.425.0087 theplantcompany.com	leafjoy® houseplants for retailers	No
Netherland Bulb Company 2720 Industrial Way Vineland, NJ 08360	Ph 800.788.8547 / Fax 888.508.3762 netherlandbulb.com	Premium spring-planted and fall-planted bulbs for retailers	No
Canadian Suppliers			
Nordic Nurseries, Ltd. 29386 Haverman Road Abbotsford, BC V4X 2P3 CANADA	Ph 604.607.7074 / Fax 604.607.7073 nordicplants.com	Annual liners for growers. Full retail ready wholesale program for retailers.	Yes
Ed Sobkowich Greenhouses, Ltd. 398 Maple Avenue Grimsby, ON L3M 3B9 CANADA	Ph 905.945.8870 / Fax 905.945.1499 sobkowich.com	Annual liners for growers. Full retail ready wholesale program for retailers.	Yes



Request Our Catalogs

Looking for more information about any of our U.S. or Canadian suppliers? Scan this QR code to let us know which companies you are interested in hearing from. We will be happy to send you catalogs and answer any questions you may have.

BUYER'S GUIDE & PROMOTIONAL SCHEDULE

Looking for Proven Winners plants, products and services? This is when to book your order to take advantage of special promotions.

Products	Ideal Booking Time	Main Promotional Period
Proven Winners Annuals, National Annuals of the Year, National Recipes of the Year™, Proven Accents®	July - February; best availability by Nov 1st	January - June
Proven Winners Perennials, National Perennials of the Year	November - April (the year before)	March - July; September. Summerific Week - first full week of August annually.
Proven Winners® ColorChoice® Shrubs, National Shrubs of the Year™, National Tree of the Year™	July - March (the year before)	January - October
Hollywood Hibiscus™	May - September	March - June
Heart to Heart® Caladiums, National Caladium of the Year™, Be My® Calla Lilies	End of July - October	Past Frost-Free Dates - Memorial Day - June
Premium Packaged Bulbs	Spring Bulbs: October-November Fall Bulbs: May-June	Spring Bulbs: March-May Fall Bulbs: August-October
leafjoy® Houseplants, National Houseplant of the Year	Year-round; May is key	Year-round
Proven Winners Soils and Plant Foods	October - January	April - June
AquaPots® Lite, Inserts and WaterWise® Kits	July - September	January - May
30 Second Planter®	July - November 1	April & May
Connect+® Marketing Solutions	September - March	Customizable to each IGC



SHADOWLAND®
'Hope Springs Eternal'
Hosta



ONLY ONE BRAND INVESTS THIS MUCH IN YOUR SUCCESS

Proven Winners is committed to driving consumer traffic to independent garden centers. To that end, we reach out to consumers every day to build brand exposure through our multi-channel marketing campaigns which generate hundreds of millions 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.

Sustainable Branded Containers and Tags

We know that shoppers are drawn to our iconic white branded containers and large, informative tags. It's an identity that not only ensures brand authenticity, but also assures them they are buying authentic Proven Winners plants that will perform.

We also know that today's consumers are actively seeking a more sustainable gardening experience - one they will find with Proven Winners. Since the launch of our new plastic-free Eco+ containers, we've cut our plastic use by 1.2 million pounds, and we are just getting started. New for 2026, our 100% post-consumer recycled pots and recycled plant tags are even more ways we are providing a greener experience for growers and consumers alike.



Outdoor Advertising

We are hyper-strategic when it comes to putting our brand in front of the right audience. Outdoor billboard advertising is chosen based on where sales are strongest in our top 20 U.S. and top 18 Canadian markets. Our use of temperature and precipitation-triggered billboards and location-specific creative is custom tailored for localization - a key aspect in driving consumer demand. This strategy has led to our advertising appearing on 1,100 additional billboards from south to north as temperatures rise in the spring.



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 2025, we are running ads across popular podcast, streaming and OTT platforms including Netflix, Hulu and Amazon Prime. Last year, our ads generated over 17 million targeted impressions to new and seasoned gardeners.



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, YouTube, TikTok and Pinterest as well as these websites: provenwinners.com, beauty.provenwinners.com and gardendesign.com.



Consumer Listening

No other plant brand lists their phone number on every single container – a number that rings directly into our Illinois-based customer care team that stands ready to assist consumers. In 2024, we took nearly 15,000 phone calls, answered 6,400 questions, and interacted directly with thousands of followers on our social media channels. Additionally in the last year, over 45,000 consumers have responded to surveys we’ve conducted pertaining to their interest in bulbs, perennials and sustainability, yielding important actionable data that we can share with our partners and retailers.



815.895.8130

Printed on every Proven Winners container, our helpline services thousands of consumers annually.

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.



Derek Areson Haynes
@TheChocolateBotanist



Laura LeBoutillier
@gardenanswer



Janey Santos
@digplantwaterrepeat

Direct Mail

For over 20 years, consumers have looked forward to receiving our *Gardener’s Idea Book* which is recreated from scratch each year by our dedicated marketing team. Brimming with inspiration and information about gardening in a diverse array of climates and properties, this unparalleled publication drives consumers into stores looking for Proven Winners. Through the years, we have printed and mailed tens of millions of *Gardener’s Idea Books* to consumers by request, distributed them at events, and offered them to the press for further distribution. Additionally, millions of consumers view this publication online as well as the companion information published on beauty.provenwiners.com.



Digital and Email Marketing

Key owned-data strategies like digital and email marketing are a vital part of our consumer outreach. Nearly one million consumers have opted into receiving communications from Proven Winners, which our dedicated team is committed to delivering weekly.

In 2024, over 25 million emails were sent to consumers, informing them about our National Plants and Recipes of the Year, new varieties, solutions and inspiration for their gardens. Additionally, over a half-million consumers receive our educational Winners Circle® newsletter and nearly 100,000 subscribers have opted in to receive our SMS text messages. We are on track to generate 300 million impressions through our digital marketing strategies in 2025, including responsive, keyword-driven Google campaigns. Google ads appear on over three million websites, 650,000 apps and across Google properties.



SURVEY SAYS...

Partnering with Proven Winners allows you exclusive insight into consumer and industry sentiment and behavior. By polling our audience of over 14,000 home gardeners and 7,000 IGC staff multiple times this year, we've gained important, actionable insights that can help guide your inventory decisions, advertising campaigns and staff training. Here is a sampling of recent survey findings.



Consumers Love Perennials!

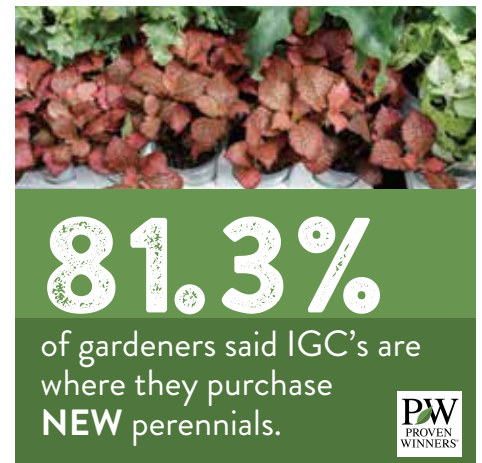
Good news! Spending on perennial plants continues to be robust according to our survey of more than 14,000 gardeners across the U.S. and Canada. 73% of respondents stated they spent more or the same amount in 2024 compared to previous years, with 50% spending \$100 - \$500 on perennials alone.

Think they are only shopping in spring? Think again! Nearly 65% of gardeners in every age bracket reported purchasing perennials multiple times per year from March through November, pointing to the need for retailers to keep benches freshly stocked throughout the season.

After May & June, September is when 41% of respondents desire to purchase perennials - FALL is for planting.

Where do gardeners shop for plants?

Nearly 82% reported shopping at local independent garden centers compared to 37% who shop at The Home Depot or Lowe's. Newer gardeners tended to shop more often at mass merchants than older, more experienced gardeners who favored IGCs.



What are they buying? *Echinacea, Salvia and Hosta* ranked as respondents' top three favorite perennials, with flower or foliage color far outranking all other characteristics in influencing their purchases. Aesthetic appeal, ease of maintenance and length of bloom were also strong considerations.

What do the majority of consumers say is their favorite flower color?

PURPLE - both perennials and annuals!



SURVEY ALSO SAYS...



IGCs Recommend Certified Training

Upon completion of our free Certified Garden Center Staff Training Program, over 98% of participating staff polled said they would like to do so again and would recommend it to a coworker. Coverage of new annuals and perennials topped the list of content they found most beneficial - information they can use right away to answer customers' questions and guide their purchases.

You may have noticed that our Certified Training Program has evolved over the years. Through continual polling of participating IGCs, we've worked hard to accommodate their requests such as switching up the training topics, providing additional resources online through Proven Winners University, and shortening the training video to less than 60 minutes. Learn more at provenwinners.com/training.



INTENTIONAL INNOVATION™

The very best consumer marketing campaigns wouldn't mean a thing without exceptional plants. While glowing, spotted and orange petunias might be a thrilling novelty for a summer or two, consumers want trialed, tested, proven plants that will "grow" the distance. Supertunia Vista® Bubblegum® petunia didn't develop its cult-like following because it was a gimmick. It did so because it blooms like crazy from spring to frost without deadheading and spreads nearly five feet across — all at a price point that's typically below \$8.99.



Consider the 2026 Annual of the Year, Safari® Dusk™ *Jamesbrittenia*. This lesser-known genus has been on our radar and in our trials for over 25 years. We've tossed more than we care to count until the development of Safari varieties which finally meet our strict standards for introduction. Ultimately, only 2% of the plants we trial earn the Proven Winners® name.

Expanding Plant Palettes

It wasn't too long ago when growers and garden centers had only a very limited selection of plants to offer like petunia, marigold, juniper, arborvitae, hostas and daylilies. Through intentional innovation among our global breeding partners and our own U.S. propagators, we've significantly diversified the genera now available to retailers and, consequently, planted in home gardens across North America.

In the past two years alone, we have added 27 new genera to the Proven Winners annual, perennial and shrub lines. Ask your preferred broker or propagator for information about our new **Dahlia**, **Cuphea procumbens**, **Alocasia**, **Alstroemeria**, **Epimedium**, **Bignonia**, **Prunus** and **Mangave** series, to name just a few.

Additionally, we have formed intentional partnerships with breeders of outstanding plants like Hollywood Hibiscus™ and NewGen® Boxwood. Expect expanded availability and robust marketing by Proven Winners® ColorChoice® Shrubs of both outstanding series in 2026.



New This Year!

Proven Winners plants have won thousands of awards from independent trials through the years, and we want everyone to know! Reviews and awards hold tremendous value and build buying confidence for consumers. New this year, we've added callouts on our plant tags that draw attention to their award-winning status and inclusion in our National Plant of the Year program.



10,000+ AWARDS EARNED IN TRIALS

Not only are our Unplugged® salvias and Supertunia® petunias favorites of our own trial managers; they also stole the show in 2024's public trials. We sent out 48 annual varieties to 25 public trial sites from across the U.S and here are the varieties that earned the most awards.

 <p>22 AWARDS</p>	 <p>21 AWARDS</p>	 <p>21 AWARDS</p>	 <p>19 AWARDS</p>	 <p>19 AWARDS</p>
 <p>19 AWARDS</p>	 <p>18 AWARDS</p>	 <p>18 AWARDS</p>	 <p>17 AWARDS</p>	 <p>17 AWARDS</p>
 <p>17 AWARDS</p>	 <p>17 AWARDS</p>	 <p>17 AWARDS</p>	 <p>17 AWARDS</p>	 <p>16 AWARDS</p>
 <p>16 AWARDS</p>	 <p>14 AWARDS</p>	 <p>14 AWARDS</p>	 <p>13 AWARDS</p>	 <p>12 AWARDS</p>

STOCK UP ON THESE KEY PLANTS

Be ready when consumers come asking for Proven Winners next spring. Stocking up on these eight key plant categories which we'll be promoting most heavily in 2026 is the most effective way to be prepared for the coming demand.

National Plants of the Year™



History shows that our National Plants of the Year program yields stronger sales in the year of designation and for several subsequent years. A new callout on our plant tags helps shoppers easily identify these award-winning varieties, and multiple promotions will occur throughout the year.

National Recipes of the Year™



Understanding how to combine plants in recipes is one of the biggest learning curves for consumers. National Recipes of the Year provide them with an easy, reliable solution. Expect demand to start in early spring as we ramp up our online promotions.

Supertunia®, Superbells® and Superbena®



Though we offer a wide diversity of outstanding genera, these three series are synonymous with Proven Winners. Expect consistent promotion of them every year, weighted heavily in the first half of the year.

Top Pick Varieties



Identified by our brand partners as the best in their class, we promote Top Pick varieties heavily, starting with annuals and National Recipes very early in spring followed by hardy perennials and shrubs as we move through the season.

Proven Winners® ColorChoice® Hydrangeas



Hydrangeas continue to grow in popularity among consumers, and with our advanced breeding, we offer many reliably blooming cultivars suitable for a variety of climates. We'll focus our promotions of zone 3 hardy smooth and panicle hydrangea cultivars in the north and zone 4-5 hardy bigleaf, mountain and oakleaf hydrangeas in the Midwest and warmer climates.

Deer Proof™ Shrub Program



As an increasingly ravenous deer population spreads across the country, more consumers are seeking highly deer resistant plants. Our clearly marked Deer Proof container makes them easy to spot in garden centers and guides staff recommendations, too. The program will continue to receive substantial promotion in 2026.

Plants with Native Roots



Admired for their durability and benefit to pollinators, plants with native roots are highly sought after by many consumers. We offer and promote a diverse range of perennials and shrubs with native roots year-round, including consumer favorites like *Echinacea*, *Heuchera*, *Hydrangea arborescens* and native grasses.

Best for the West™ Collection



Created and promoted by California native Janey Santos of @DigPlantWaterRepeat, this collection of heat and drought tolerant annuals, perennials and shrubs is ideal for growers and retailers in western states. Watch for more regional plant promotion to come from additional brand ambassadors in the future.

2026 NATIONAL RECIPES

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



Moonlit Lavender

SUPERTUNIA® HOOPLA® VIVID ORCHID™ *Petunia*
 SUPERTUNIA MINI VISTA® White *Petunia*
 SUPERBENA® Violet Ice *Verbena*
 SUGGESTED THRILLER:
 METEOR SHOWER® *Verbena*



Saffron Sunrise

SUPERBELLS® Tropical Sunrise *Calibrachoa*
 SAFARI® DUSK™ *Jamesbrittenia*
 SUPERTUNIA® SAFFRON FINCH™ *Petunia*
 SUGGESTED THRILLER:
 EMERALD ISLE™ *Alocasia*



Pixie Powder

DOUBBLE DELIGHT® Appleblossom *Begonia*
 DIAMOND FROST® *Euphorbia*
 ROCKAPULCO® Coral Reef *Impatiens*
 SUGGESTED THRILLER:
 GRACEFUL GRASSES® QUEEN TUT™ *Cyperus*



Kindness

HEART TO HEART® 'Lemon Blush' *Caladium*
 HEART TO HEART® 'Splash of Wine' *Caladium*

2026 NATIONAL PLANT OF THE YEAR PROGRAM

Now with a proven track record of success, our National Plants of the Year program is expanding in 2026 to include 14 categories of best-in-class varieties across all Proven Winners plant lines. Strong promotional campaigns build strong demand. Be prepared for the profitable opportunities on the horizon.



SAFARI® DUSK™
Jamesbrittenia



SUPERTUNIA® HOOPLA®
VIVID ORCHID™ *Petunia*



SEÑORITA ROSALITA®
Cleome



HEART TO HEART®
'Chinook' *Caladium*



'Dark Side of the Moon'
Astilbe

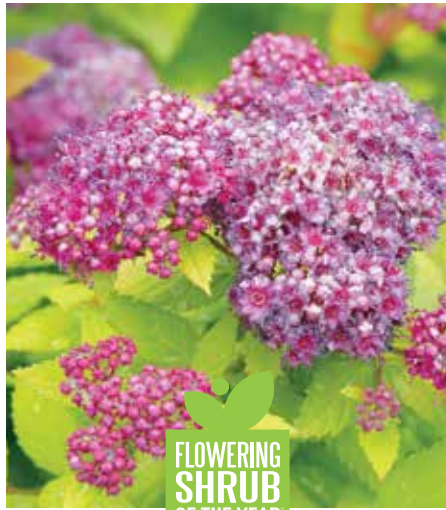


DECADENCE® 'Lemon Meringue'
Baptisia



HOSTA
OF THE YEAR

SHADOWLAND® 'Hope Springs
Eternal' *Hosta*



**FLOWERING
SHRUB**
OF THE YEAR

DOUBLE PLAY DOLLY®
Spiraea



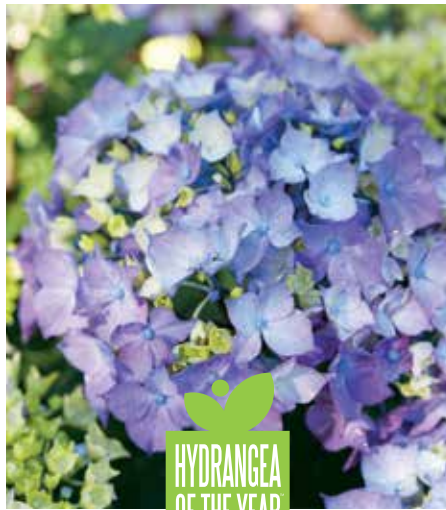
**LANDSCAPE
SHRUB OF
THE YEAR**

LIMELIGHT PRIME®
Hydrangea paniculata



**ROSE OF
THE YEAR**

RISE UP LILAC DAYS®
Rosa



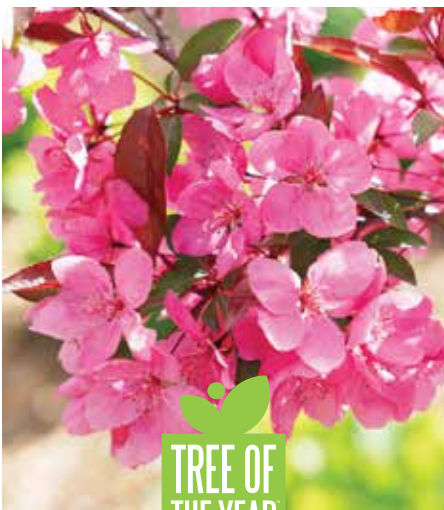
**HYDRANGEA
OF THE YEAR**

LET'S DANCE LOVABLE®
Hydrangea macrophylla



**HEAT-LOVING
SHRUB OF
THE YEAR**

JAZZ HANDS VARIEGATED®
Loropetalum



**TREE OF
THE YEAR**

SHOW TIME™
Malus (Crabapple)



**HOUSEPLANT
OF THE YEAR**

ENDLESS CASCADES™
SHINING SEA STAR™ *Hoya*

NEW PROVEN WINNERS ANNUALS FOR 2026



MAESTRO® Gold
Agastache



MAESTRO® Coral
Agastache



See All of Our New Varieties in Action!

Scan the QR code or go to provenwinners.com/2026_Resources for all the details you need to know about our new varieties and programs for the 2026 season.



MAESTRO® series *Agastache*

Designed to make a big splash of color, these long-blooming, vigorous *Agastache* bloom early and continue through fall, attracting droves of pollinators and hummingbirds. No shearing is needed to stay in flower, making them a breeze in production with a sustained retail sales window.

- Upright mounding habit; thriller and filler applications
- Heat and drought tolerant
- Deer resistant
- Grow in 4.25 Grande™ containers, large container recipes, monocultures and landscapes
- 18-24" height; 10-18" spread
- Full sun
- Vigor 3

MAESTRO® Coral *Agastache* ^{G19131*} USPPAF CanPBRAF

Coral pink blooms.

MAESTRO® Gold *Agastache*

Golden yellow blooms.

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



SUREFIRE
CASCADE™ Red
Begonia



SAFARI®
Lava Flow
Jamesbrittenia



CAMPFIRE®
Red Ember
Bidens ferulifolia



SUPERBELLS MAGIC®
Double Grapefruit
Calibrachoa

SUREFIRE CASCADE™ Red Begonia

Expanding our popular Surefire® line, this unique trailing begonia offers similar appeal but with new applications for large hanging baskets where it acts as a spreading filler. A well-branched canopy of glossy green foliage creates a lush backdrop for the sizable, vibrant red flowers, holding up well in wind and rain.

- Early to flower; reduced time to market
- Exceptional color coverage
- Similar color as Surefire® Red, but in a useful new form
- Grow in 4.25 Grande™ containers, large hanging baskets and container recipes
- 12-18" height; 24-36" spread
- Sun or shade
- Vigor 4

CAMPFIRE® Red Ember *Bidens ferulifolia* 'DPWBIDCAPR' USPPAF CanPBRAF

Use this fiery red, non-fading Bidens to formulate high impact, low maintenance, heat tolerant container recipes and showstopping landscape plantings. It forms a full canopy that's loose enough for mixing in recipes while creating a vivid splash of color.

- Self-cleaning flowers set little seed, reducing persistence in the garden
- Reliably heat tolerant
- Pollinator-friendly
- Grow in 4.25 Grande™ containers, monocultures, container recipes and landscapes
- 8-10" height; 16-24" spread
- Full sun
- Vigor 2

SUPERBELLS MAGIC® Double Grapefruit

Calibrachoa 'WNCALSDBDLGF26' USPPAF CanPBRAF US Utility 7786342

Everything you've loved about Superbells Magic® Pink Lemonade, now in double form. Dynamic, rose-like blossoms open lemon yellow, then take on soft pink tones when exposed to UV sunlight. A slightly looser habit allows it to mix beautifully in hanging baskets.

- Ideal for spring sales and holiday promotions
- Full, well-branched, mounded trailing habit
- Screened for *Thielaviopsis* resistance
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes, container recipes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2

SAFARI® Lava Flow

Jamesbrittenia 'INJAMLAVFL' USPPAF CanPBRAF

After years of trialing hundreds of *Jamesbrittenia* in trials, we've found an outstanding scarlet selection that meets our rigorous standards. It's a *Sutera* relative with similar applications but far greater heat and humidity tolerance and won't cycle out of bloom if plants dry down.

- Full, healthy liners with no rooting issues
- Good resistance to powdery and downy mildew
- Grow in 4.25 Grande™ containers, baskets, container recipes and window boxes
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2



LAGUNA® Royale
Blue Pearl
Lobelia



LAGUNA® Royale Pink
Lobelia



LAGUNA® Royale
Azure
Lobelia



LAGUNA® Royale
Lilac
Lobelia

LAGUNA® Royale series *Lobelia*

For maximized production space, efficient shipping and perfect pot presentation at retail, choose our new Laguna® Royale series lobelias. Their smaller, rounder habit is ideal for small pot production, and retailers can encourage sales in multiples for edging landscape beds.

- Full, dense habit blanketed in flowers
- Enhanced heat tolerance extends the bloom time
- Grow in 4.25 Grande™ containers, baskets, window boxes, monocultures and landscapes
- 8-12" height; 10-12" spread
- Part sun to sun
- Vigor 2

LAGUNA® Royale Azure *Lobelia* ^{WNLOBLRA26} USPPAF CanPBRAF

Medium blue flowers.

LAGUNA® Royale Blue Pearl *Lobelia* ^{WNLOBLCE23} USPPAF CanPBRAF

Formerly Laguna® Compact Blue with Eye. Deep blue flowers with a white eye.

LAGUNA® Royale Lilac *Lobelia* ^{'Balspringlav'} USPPAF CanPBRAF

Lilac purple flowers.

LAGUNA® Royale Pink *Lobelia* ^{'Ballobroyin'} USPPAF CanPBRAF

Mauve pink flowers.



SUPERTUNIA® BORDEAUX™ Improved
Petunia



SUPERLOPHUS™
Sunglow
Denothera



WHITE KNIGHT® Improved
Lobularia maritima hybrid



SUPERTUNIA VISTA®
COOL JAZZ™ *Petunia*

SUPERTUNIA® BORDEAUX™ Improved

Petunia ^{1P122-6175-2} USPPAF CanPBRAF

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

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

WHITE NIGHT® Improved

Lobularia maritima hybrid ^{1NLBUWHIGT} USPPAF CanPBRAF

Offering a greatly improved flowering performance, this upgraded selection features much larger, showier clusters of clean white blossoms that completely envelop the foliage. Its sterility and exceptional heat tolerance result in all-season color and no nuisance seedlings.

- Improved vigor and garden performance
- More rounded, less trailing habit than Snow Princess®
- Grow in 4.25 Grande™ containers, baskets, window boxes, container recipes, monocultures and landscapes
- 8-12" height; 24-30" spread
- Part sun to sun
- Vigor 3

SUPERLOPHUS™ Sunglow *Denothera* ^{1WNCYLASUN} USPP34148 Can6964

(Formerly Ladybird® Sunglow *Calylophous*). As one of our most dependable, heat and drought tolerant annuals, this Texas primrose is ideal for containers and in-ground applications in arid, sunny climates. Resilient, radiant yellow flowers cover the finely textured foliage and attract beneficial pollinators.

- Low maintenance, versatile annual
- Handles extreme weather conditions with ease
- Grow in 4.25 Grande™ containers, monocultures, container recipes, window boxes and landscapes
- 12-24" height; 18-24" spread
- Full sun
- Zone 8-10
- Vigor 2

SUPERTUNIA VISTA® COOL JAZZ™

Petunia ^{1WNPETSVCJ26} USPPAF CanPBRAF

A slick new color expansion to our most popular series, this exceptional petunia features cool orchid pink flowers on a canopy that matches Supertunia Vista® Jazzberry® in vigor, habit and size. Huge, upright mounded plants are blanketed in self-cleaning flowers all season.

- Outstanding landscape performance
- Excellent heat and humidity tolerance
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, baskets, container recipes, monocultures and landscapes
- 12-24" height; 24-36" spread
- Part sun to sun
- Vigor 4



SOUTHERN BLAZE™
Bright Pink
Phlox drummondii



SUPERTUNIA MINI VISTA®
PINK CLOUD™ *Petunia*



WHIRLWIND®
White Improved
Scaevola

SUPERTUNIA MINI VISTA® PINK CLOUD™

Petunia 'WNPETSMVPC26' USPPAF CanPBRAF

A standout favorite in our trials, this new addition to our popular Supertunia Mini Vista® line forms a dense mass of bright cotton candy pink flowers with a white eye. Distinctly ruffled petals add rigidity that helps the blossoms better withstand wind and rain.

- Very vigorous, yet compact growth
- Perfect presentation in containers at retail
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, baskets, window boxes, container recipes, monocultures and landscapes
- 6-12" height; 18-24" spread
- Part sun to sun
- Vigor 3

SOUTHERN BLAZE™ Bright Pink *Phlox drummondii*

Joining the series formerly known as Intensia®, this positively glowing bright pink selection is a compact pollinator magnet. A native with Texan roots, it is extremely reliable in southern states and one of the best of all Proven Winners annuals in Florida trials.

- The most compact of the series
- Outstanding heat and humidity tolerance; great for late spring and summer sales
- Grow in 4.25 Grande™ containers, baskets, container recipes, window boxes and landscapes
- 8-10" height; 10-16" spread
- Full sun
- Vigor 2

WHIRLWIND® White Improved

Scaevola aemula 'DSCAPW1335' USPPAF CanPBRAF

We are continually improving our genetics to bring you the most refined plants possible. This improved *Scaevola* retains the excellent vigor of the original but has a much tidier, well-branched habit, is earlier to bloom, and has awesome flower power.

- Great match for Whirlwind® Pink
- Better mixer in early season recipes
- Heat, humidity and drought tolerant
- Sell early in 4.25 Grande™ or in 1.0 Royale™ containers for summer sales
- Great for baskets, window boxes, container recipes and landscapes
- 8-14" height; 18-24" spread
- Full sun
- Vigor 3

NEW PROVEN ACCENTS® FOR 2026



SILVER RIVER™
Didelta

Sweet Caroline MEDUSA™
Black Ipomoea

Sweet Caroline Sweetheart
SHADOWSTORM™ *Ipomoea*

SILVER RIVER™ *Didelta carnosa*

An ideal choice for warm, arid climates, this shimmering silver, semi-succulent accent plant is useful for waterwise gardens where its resilience in challenging conditions is evident. It forms a spreading mound in the ground but also mixes well in container recipes.

- Provides striking color contrast in combinations
- Pair with *Mangave*, *Scaevola*, *Lantana*
- Compact, well-branched habit
- Grow in 4.25 Grande™ containers, baskets, container recipes and landscapes
- 8-12" height; 12-24" spread
- Full sun
- Vigor 2

Sweet Caroline MEDUSA™ Black

Ipomoea batatas NCORNSP-033SCMP USPPAF CanPBRAF

Building on our exclusive *Ipomoea* form this year is a dramatic black selection with distinctive palm-shaped leaves. With a slightly looser habit than Medusa Green, it mixes beautifully in recipes. The Medusa™ *Ipomoea* series replaces Illusion® for the 25-26 season.

- Thick leaves don't flag or fade in the heat
- Fabulous, easy to grow foliage accent
- Grow in 4.25 Grande™ containers, baskets, container recipes, monocultures and landscapes
- 6-12" height; 18-30" spread
- Part sun to sun
- Vigor 3

Sweet Caroline Sweetheart SHADOWSTORM™

Ipomoea batatas NCORNSP-034SCVPG USPPAF CanPBRAF

Improved over older variegated selections with its well-branched habit, this black and green flecked *Ipomoea* is a refined yet dynamic spiller for baskets and upright container recipes. Heart-shaped leaves are borne from tighter internodes, resulting in a more compact plant.

- Leaves emerge green, then develop variegation with maturity and exposure to UV light
- Uniquely patterned leaves stand out at retail
- Grow in 4.25 Grande™ containers, baskets, container recipes and landscapes
- 6-16" height; 20-36" spread
- Part sun to sun
- Vigor 3

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

NEW HEART TO HEART® CALADIUMS FOR 2026



HEART TO HEART®
Crème Brulee
Caladium

HEART TO HEART® Crème Brulee

Caladium hortulanum ^{'ARN BRZ OF14-40' USPP33644}

Introducing a brand new color pattern for Heart to Heart® caladiums! Heart-shaped leaves are outlined with a broad, pinky bronze margin and accented with a creamy white center and veining. An elegant selection for spring, fall, and every season in between.

- Premium thriller for shade recipes
- Large leaves fill pots fully for excellent retail appeal
- Bulbs come de-eyed and painted for quick and easy planting
- Grow in 1QT, 6.5" or 8.5" containers, window boxes, container recipes, monocultures and landscapes
- 14-16" height; 10-14" spread
- Part shade to shade
- Vigor 2



HEART TO HEART®
Midnight Oil
Caladium

HEART TO HEART® Midnight Oil

Caladium hortulanum ^{'THAI STR OF17-1082' USPP33509}

The first of its kind on the market! Deep green and red tones overlay to create near-black, arrow-shaped leaves with undulating margins. Being highly sun tolerant, its coloration is darkest with plentiful UV sunlight, whether grown in containers or landscapes.

- Strong impulse appeal at retail
- Bulbs come de-eyed and painted for quick and easy planting
- Grow in 1QT, 6.5" or 8.5" containers, window boxes, baskets, container recipes, monocultures and landscapes
- 12-14" height; 10-14" spread
- Part sun to sun
- Vigor 2

CALADIUM OF THE YEAR™

HEART TO HEART® 'Chinook'

Caladium hortulanum ^{USPP27094}

Scoring high in trials across the U.S., this salmon pink caladium was an easy pick for the 2026 Caladium of the Year™. Tolerating both sun and shade conditions, its versatility, unique coloration and excellent mounded habit will surely make it one of your top-sellers. Try it in hanging basket and upright container recipes, monocultures and landscapes where it will thrive in the summer heat. 15-20" height; 8-10" spread.



HEART TO HEART®
'Chinook'
Caladium hortulanum ^{USPP27094}



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. Heart to Heart Christmas Caladiums give consumers a festive alternative in exciting shades of red, white and green foliage for the holidays. These plants make less fussy houseplants than poinsettias, plus they last through the season and beyond. Caladiums also have tremendous impulse appeal with consumers who are looking for new ways to celebrate the holidays.



HEART TO HEART® 'Snow Flurry'
Caladium ^{ZRD 2318-183} ^{USPP31569}



HEART TO HEART®
'Bottle Rocket' *Caladium* ^{USPP 30,651}

LUSH TROPICALS | BOLD OPPORTUNITIES

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



Top row, left to right: EMERALD ISLE™ *Alocasia*, ISLAND GIANTS™ HEART OF THE JUNGLE®
Colocasia, ISLAND GIANTS™ 'Coffee Cups' *Colocasia* and PEGASUS® *Begonia*

Bottom row, left to right: SPACE AGE™ BLACK HOLE™ *Begonia rex*, HEART TO HEART® 'Xplosion' *Caladium*,
HEART TO HEART® 'Snow Flurry' *Caladium* and SPACE AGE™ EUROPA™ *Begonia rex*

EMERALD ISLE™ ALOCASIA

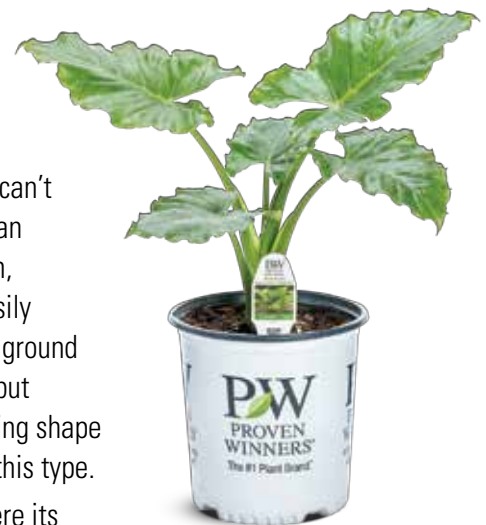
Built for Heat



THIS TROPICAL IS A GROWER'S DREAM

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

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



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

BE MY[®]

Calla Lilies



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

CLASSIC BEAUTY INSIDE AND OUT

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

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

HOLLYWOOD HIBISCUS™

Now in its second year, the Hollywood Hibiscus™ program by Proven Winners® ColorChoice® expands to include only the best in tropical hibiscus genetics. Thirteen premium selections are offered in our signature white branded container with a diamond-shaped hang tag that stands out on retail benches. We fully expect this line to grow as originator J. Berry Nursery develops them.

Hollywood Hibiscus liners are available in three sizes – 72 cell, 50 cell and pre-finished – to growers for finishing in one, two or three gallon injection molded or pressure formed Proven Winners ColorChoice containers. They are also available as finished plants in one, two and three gallon sizes from a network of licensed suppliers.

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 vibrantly colored, extra-large flowers that face upward and outward for best display. 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.



Snap the QR code to see a list of brokers and growers offering Hollywood Hibiscus.

HOLLYWOOD HIBISCUS™ RICO SUAVE™
Hibiscus rosa-sinensis



HOLLYWOOD HIBISCUS™ AMERICA'S SWEETHEART™
Hibiscus rosa-sinensis



HOLLYWOOD HIBISCUS™ BLOOM BASH™
Hibiscus rosa-sinensis



HOLLYWOOD HIBISCUS™ DISCO DIVA™
Hibiscus rosa-sinensis



HOLLYWOOD HIBISCUS™ EARTH ANGEL™
Hibiscus rosa-sinensis



HOLLYWOOD HIBISCUS™ FIRST LADY™
Hibiscus rosa-sinensis



HOLLYWOOD HIBISCUS™ FIRST TO ARRIVE™
Hibiscus rosa-sinensis



HOLLYWOOD HIBISCUS™ HEARTTHROB™
Hibiscus rosa-sinensis



HOLLYWOOD HIBISCUS™ HOT SHOT™
Hibiscus rosa-sinensis



HOLLYWOOD® SOCIAL BUTTERFLY™
Hibiscus rosa-sinensis



HOLLYWOOD® SUNSET BOULEVARD™
Hibiscus rosa-sinensis



HOLLYWOOD® TALK OF THE TOWN™
Hibiscus rosa-sinensis



HOLLYWOOD® VIP™
Hibiscus rosa-sinensis

HEAT IS ON™ – BULLETPROOF PLANTS FOR HOT CLIMATES

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



Top row, left to right: SUPERTUNIA VISTA® BUBBLEGUM® *Petunia*, ANGELFACE® Perfectly Pink *Angelonia*, ROCKIN'® Fuchsia *Salvia*, BLUE MY MIND® *Evolvulus*, DIAMOND FROST® *Euphorbia* and SAFARI® DUSK™ *Jamesbrittenia*

Bottom row, left to right: LUSCIOUS® Royale RED ZONE™ *Lantana*, AUGUSTA™ Lavender *Heliotropium*, TRUFFULA™ Pink *Gomphrena*, SUPERLOPHUS™ Sunglow *Oenothera*, HIPPO® Rose *Hypoestes*

ART & SOL® MANGAVE COLLECTION

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

Propagated by tissue culture. Asexual propagation prohibited.



ART & SOL® 'Catch a Wave' Mangave

ART & SOL® 'Thunderbird' Mangave

ART & SOL® 'Bad Hair Day' Mangave

ART & SOL® 'Night Owl' Mangave

ART & SOL® 'Lavender Lady' Mangave

ART & SOL® 'Aztec King' Mangave USPP2151

The "king" of the collection; one of our largest *Mangave* to date. Broad, silvery green leaves are covered in burgundy flecks. Individual leaves are arching and slightly scalloped, creating an upright habit. Height: 20-24" Spread: 38-42" Zones: 9-11 Exposure: Full Sun

ART & SOL® 'Moonglow' Mangave USPP29195

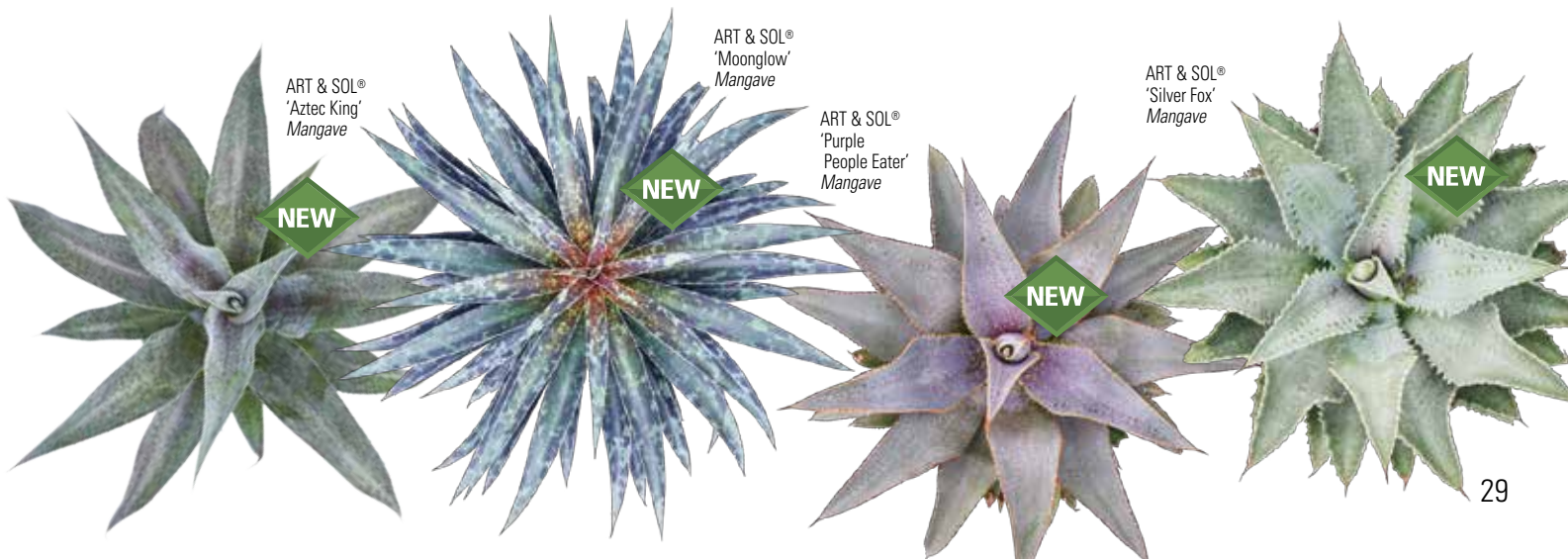
Forming a low, wide, spiky habit with its foliage held rigidly straight from the base, this *Mangave* bears 1" wide, silvery blue-green leaves covered in dark purple spots. Best coloring is achieved with direct UV light. Height: 8-10" Spread: 16-20" Zones: 8-10 Exposure: Full Sun

ART & SOL® 'Purple People Eater' Mangave USPP29949

An elegant form with thick, sturdy, blue-green leaves flushed with reddish-purple spotting that's more intense with direct UV light. Curved margins show off the colorful yellow, orange and cinnamon spines. Height: 12-16" Spread: 16-24" Zones: 9-11 Exposure: Full Sun

ART & SOL® 'Silver Fox' Mangave USPP29642

The ethereal silvery green leaves of this handsome *Mangave* form a magnificent habit that is striking even from a distance. Thick, arching leaves and defined marginal teeth give this cultivar extra "bite". Height: 8-10" Spread: 16-18" Zones: 9-11 Exposure: Full Sun



ART & SOL® 'Aztec King' Mangave

ART & SOL® 'Moonglow' Mangave

ART & SOL® 'Purple People Eater' Mangave

ART & SOL® 'Silver Fox' Mangave

UNBEATABLE LANDSCAPE PERFORMERS

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

Most are ideal for 1.0 Royale™ container production.



ADD FALL MAGIC™ TO YOUR LATE SEASON LINEUP

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



NEW PROVEN WINNERS PERENNIALS FOR 2026



TOP PICK

'Violets are Blue'

Delphinium elatum USPPAF CanPBRAF

(Hybrid Bee Delphinium)

This mid-sized delphinium boasts strong, sturdy stems that can easily bear the weight of its large flower spikes. Eye-catching even from a distance, the individual florets are a blend of deep violet, purple and blue with a crisp white bee. Propagated by tissue culture to ensure uniformity; no vernalization required.

- 2½ - 3' height; 1½ - 2' spread
- Zones: 3-7
- Full sun to part sun



'Hugs and Kisses'

Epimedium USPPAF CanPBRAF (Barrenwort)

Expand your shade offerings with this colorful new cultivar. Burgundy-flecked, wavy-margined leaves are complemented by long, well-branched scapes carrying bicolor light pink and deep mauve flowers in spring. This semi-evergreen perennial is perfect for consumers seeking low-maintenance, drought tolerant perennials.

- Deer and rabbit resistant
- 8-12" height; 18-24" spread
- Zones: 5-8
- Full shade to part shade



'Hearts on Fire'

Dicentra spectabilis USPPAF CanPBRAF

(Old-Fashioned Bleeding Heart)

A new twist on a shade garden classic! A brilliant sight to behold from the earliest days of spring, the foliage emerges from the ground bright golden yellow with bronze highlights. Dark stems carry true red, puffy heart-shaped blooms on long scapes that stand well out from the foliage for maximized visibility.

- Long-blooming cultivar
- 1½ - 2' height; 2-3' spread
- Zones: 3-9
- Full shade to part shade



'Woodland Elf'

Epimedium USPPAF CanPBRAF (Barrenwort)

Thriving in any degree of shade including dry shade, this unique woodland perennial displays elongated, lance-leaf, semi-evergreen foliage that is heavily flecked with burgundy during the prime spring selling season. Exceptionally long flower scapes bear bitone soft yellow and golden yellow blooms.

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



COLOR CODED® 'Knock 'em Red'

Echinacea USPPAF CanPBRAF (Coneflower)

A color expansion for the collection; 4" wide, fragrant flowers with horizontally held ray petals open deep crimson, then mature to fluorescent red with a dark orange cone. Members of this collection display excellent basal branching resulting in a strong bloom performance from midsummer through late summer.

- Pollinator magnet
- 20-24" height; 16-20" spread
- Zones: 4-8
- Full sun to part sun



'Perfect Edging'

Festuca arundinacea USPPAF CanPBRAF

(Tall Ornamental Fescue)

A unique, taller species of ornamental fescue that is excellent for soil conservation and erosion control. This variegated selection forms a dense clump of blue-green leaves with creamy white margins that are brightest in early spring. Light tan flowers appear in early summer and persist on upright stems through the remainder of the season.

- Deer resistant and drought tolerant
- 18-20" height; 16-20" spread
- Zones: 4-8
- Full sun to part sun



DOUBLE CODED® 'Coral Cranberry'

Echinacea USPPAF CanPBRAF (Coneflower)

A color expansion for the collection; bright coral pink, fully double, fragrant flowers with broad, horizontal ray petals are borne prolifically atop a dense rosette of deep green foliage from midsummer through late summer. The low, wide, well-branched habit of plants in this collection make them ideal for use in the front of the border.

- Highly desirable flower color with great impulse appeal at retail
- 18-20" height; 16-20" spread
- Zones: 4-8
- Full sun to part sun



ATHENA GOLD™

Heliopsis helianthoides

(False Sunflower)

A compact *Heliopsis* that looks fantastic in containers at retail, this regal variety is packed with very full, golden yellow flowers that persist at length, keeping pollinating bees and butterflies fed from mid- through late summer. This shorter, stockier selection replaces Tuscan Gold™ in our lineup this year..

- 18-24" height; 16-20" spread
- Zones: 3-9
- Full sun to part sun



'Rays for Days'

Heliopsis helianthoides USPPAF CanPBRAF
(False Sunflower)

Our most floriferous *Heliopsis* to date. Tall stems carry large, fully double, sunny yellow flowers with a zinnia-like appearance above an incredibly dense, well-rounded canopy of foliage. Excellent heat and drought tolerance make this native cultivar easy to grow in a broad range of climates.

- Excellent for cut flower use
- 24-26" height; 18-20" spread
- Zones: 3-9
- Full sun to part sun



SHADOWLAND® 'Chance Encounter'

Hosta USPPAF CanPBRAF

This gorgeous new variegated hosta displays heart-shaped, powder blue leaves with an apple green margin in spring that brightens to gold in summer. A rare watermark halo appears where the center and marginal variegation meet. This shorter, exceptionally broad selection makes a lovely specimen near the front of the border, becoming topped with white flowers in early summer.

- 12-16" height; 14-18" scape; 36-42" spread
- Zones: 3-9
- Full shade to part shade



DOLCE® 'Glazed and Infused'

Heuchera USPPAF CanPBRAF (Coral Bells)

Combining fantastic foliage and flowers, this striking new cultivar forms a dense mound of large, silver, gently ruffled leaves with charcoal-black veining. They contrast well with the deep rose-pink flowers which appear in early summer on upright scapes; requires no vernalization to bloom. Taller and more mounded with larger leaves than Dolce® 'Silver Gumdrop'.

- Suitable for containers and landscapes
- 8-10" height; 22-24" scape; 12-14" spread
- Zones: 4-9
- Sun or shade



'Catwalk Queen'

Nepeta USPPAF CanPBRAF (Catmint)

Bearing flowers greater than twice the size as most catmints of this type, this new cultivar will stand out on retail benches and landscapes. Long flower panicles carrying lavender blue flowers extend the period of bloom and delay the need for shearing. Exceptionally thick, fuzzy leaves form a stocky, sturdy mound that is nearly twice as wide as it is tall.

- Pollinator magnet
- 10-12" height; 18-20" spread
- Zones: 3-8
- Full sun



DOLCE® 'Sultry Night'

Heuchera USPPAF CanPBRAF (Coral Bells)

A color expansion for the collection; ruffled, deep purple-black leaves display royal purple highlights on the tops and undersides of the leaves and stems. They emerge glossy black in spring and hold their rich, dark tones throughout the season. Short petioles result in a dense, compact habit that fills the pot fully for great retail presentation.

- Suitable for containers and landscapes
- 8-10" height; 24-26" scape; 16-20" spread
- Zones: 4-9
- Sun or shade



'Lemon Purrfection'

Nepeta USPPAF CanPBRAF (Catmint)

Sure to stand out at retail, this early blooming catmint is a beacon of color in spring. Bright lemon yellow foliage forms a tidy, dense, compact mound topped with lavender blue flowers earlier than most and continues without cutting plants back. Foliage remains bright all season; turns chartreuse in more shade. Grow plants cool, slightly dry and in high light for best color.

- Pollinator magnet
- 10-12" height; 16-18" spread
- Zones: 3-8
- Full sun



SUMMERIFIC® 'Garnet Globes'

Hibiscus USPPAF CanPBRAF (Rose Mallow)

Our most compact red to date; forms a 3' rounded canopy of broad, olive green leaves which provide the perfect backdrop for the silky-textured, ruffled blossoms. Large, 7" round, dark garnet-red flowers with an unusually dark eye appear along the length of the stem, resulting in a long bloom time beginning midsummer. Notably shorter and darker than Summerific® 'Valentine's Crush'.

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



PRAIRIE WINDS® 'October Sky'

Panicum virgatum USPPAF CanPBRAF

(Switch Grass)

Outstanding in fall landscapes, this showy mid-sized switch grass forms a full, upright clump of blue-green leaves that become topped with rosy purple seed-heads beginning in late summer. Compared to 'Apache Rose', it is taller with more purple inflorescences. An improvement over 'Northwind', offering a sturdier habit that is less prone to opening up or collapsing later in the season.

- 4½ - 5' height; 2 - 2½' spread
- Zones: 4-9
- Full sun

NEW PROVEN WINNERS PERENNIALS FOR 2026



BOUQUET PERFECT™ 'Spearmint'

Primula vulgaris 'Kerbelmint' USPPAF (Primrose)

Expanding our popular collection of shade-loving, early blooming primroses, this elegant selection features large, fully double, white flowers with a slight mint green hue. They are presented like a bouquet atop the neatly mounded foliage in spring. Sterile flowers make this collection particularly long-blooming. They are beautiful in containers and landscapes.

- 5-8" height; 10-12" spread
- Zones: 4-8
- Full shade to part shade



'Orange Slices'

Spigelia marilandica USPPAF CanPBRAF (Spigelia)

Popular among wildflower enthusiasts, this refined cultivar of our native *Spigelia* bears self-cleaning, orange-red flowers with yellow tips atop an attractive mound of foliage in late spring and early summer. Compared to 'Apple Slices', it is more orange and slightly shorter. Hummingbirds adore this long-lived perennial.

- More floriferous in full sun; filtered sun is best in the South
- 16-20" height; 16-18" spread
- Zones: 5b-9
- Full sun to part shade



BOUQUET PERFECT™ 'Violetta'

Primula vulgaris 'Kerbelletta' USPPAF (Primrose)

Expanding our popular collection of shade-loving, early blooming primroses, this elegant selection features large, fully double, exceptionally dark violet-blue flowers. They are presented like a bouquet atop the neatly mounded foliage in spring. Sterile flowers make this collection particularly long-blooming. They are beautiful in containers and landscapes.

- 5-8" height; 10-12" spread
- Zones: 4-8
- Full shade to part shade



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

A beautiful complement to 'Cotton Candy' meadow rue, this well-balanced, proportionate selection forms a dense, upright column of finely textured, green foliage. Dark stems carry wispy sprays of clean white 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



BOUQUET PERFECT™

'Watercolour Blue'

Primula vulgaris 'Kerbelbluwat' USPPAF (Primrose)

Expanding our popular collection of shade-loving, early blooming primroses, this elegant selection features large, fully double, sky blue flowers.

They are presented like a bouquet atop the neatly mounded foliage in spring. Sterile flowers make this collection particularly long-blooming. They are beautiful in containers and landscapes.

- 5-8" height; 10-12" spread
- Zones: 4-8
- Full shade to part shade



'Prairie Princess'

Vernonia USPPAF CanPBRAF (Ironweed)

A trending native plant, Vernonia provides food for pollinators as other sources begin to wane in late summer and fall. Though the straight species is tall, this is a compact, full selection with sturdy stems that carry clusters of rosy purple flowers which cover the top half of the plant. Strong mildew resistance keeps the dark olive green foliage looking fresh all season.

- Deer and rabbit resistant
- 26-30" height; 30-36" spread
- Zones: 4-9
- Full sun



TOP PICK

'Treasure Trove'

Rudbeckia USPPAF CanPBRAF (Black-Eyed Susan)

A dream to grow in production and the landscape, this improved *Rudbeckia* has the look of 'Goldsturm' but with excellent resistance to Septoria leaf spot, so the foliage stays healthy all season. Six years of trials showed no signs of the disease. Large, golden yellow flowers are borne prolifically atop the robust clump of well-branched foliage beginning midsummer.

- 32-36" height; 36-42" spread
- Zones: 4-9
- Full sun to part sun



TOP PICK

'Dragon Slayer'

Yucca USPPAF CanPBRAF (Adam's Needle)

As an increasing number of consumers strive to conserve water, whether by choice or necessity, they need more durable plants that can thrive in hot, dry, sunny landscapes with little care. This refined *Yucca* forms a perfectly rounded rosette of powder blue, spiky, evergreen foliage. Creamy white flowers appear on proportionate scapes in early summer.

- Deer and rabbit resistant
- 24" height; 48" scape; 30-36" spread
- Zones: 5-10
- Full sun to part sun

NEW PROVEN WINNERS® COLORCHOICE® FLOWERING SHRUBS FOR 2026



SWEET EMOTION BLAZE™

Abelia mosanensis^{'SMNAMW'} USPPAF CanPBRAF
Fabulous in spring and fall, this outstanding abelia is covered with fragrant, pink buds and white flowers that attract pollinators in spring. Fresh green foliage transforms into a vibrant blend of yellow, orange and red in autumn. Superior branching results in excellent container presentation. Expanded cold hardiness opens up new opportunities for abelia in northern climates.

- 5-6' height; 4-5' spread
- Zones: 4-8
- Full sun to part sun



SUNJOY REALLY RED™

Berberis thunbergii^{'NCBX3'} USPPAF
(Barberry)
Color sells, and so will this color-saturated new barberry. Glossy foliage emerges candy-sweet tones of red licorice in spring and the rich color persists through the seasons. Summer adds a complementary chartreuse rim on the leaves' edges. A perfect size for low maintenance foundation plantings, even in neighborhoods where there is deer pressure.

- 2-3' height; 3' spread
- Zones: 4-9
- Full sun



BERRY SCAPE™

Aronia arbutifolia^{'UCONNA001'} USPPAF CanPBRAF
(Red Aronia)
This showy cultivar of an *Aronia* species that's native from Maine to Texas is highly adaptable to drought, heat, salt and nearly any soil type. Abundant white flowers cover the canopy of fresh green foliage in spring followed by clusters of fruit that shift from yellow to orange to cherry red. Brilliant scarlet fall foliage completes its three-season appeal.

- 4-5' height; 4-5' spread
- Zones: 4-9
- Full sun to part sun



DRESSED TO THRILL™

Bignonia capreolata^{'SMNBFW'} USPPAF
(Crossvine)
This colorful, extremely floriferous, amazingly adaptable selection of the North American native crossvine quickly climbs trellises and fences, transforming them into a wall of bright orange-red flowers with a yellow eye. The spring through summer blooming flowers attract hummingbirds. Adapts to most any soil type; heat and drought tolerant.

- 12-30' height; 6-9' spread
- Zones: 6-9
- Full sun to part sun



SWEET REWARD™ Coral

Rhododendron^{'NCB195'} USPPAF

SWEET REWARD™ Pink

Rhododendron^{'NCB193'} USPPAF

(Azalea)
Developed from North American native species, this new series of azaleas blooms in spring during prime shopping season with large clusters of fragrant flowers in saturated colors. Clean green, disease resistant foliage keeps the plants looking fabulous all season.

- 3-6' height; 3-6' spread
- Zones: 5-8
- Full sun to part sun



MOP TOP™

Buddleia alternifolia^{'SMNBAB'} USPPAF CanPBRAF

(Fountain Butterfly Bush)

A whole new look in dwarf butterfly bush! This spring blooming species is in its prime during the heaviest shopping season and possesses tremendous impulse appeal. Long, slender, weeping branches become covered in panicles of fragrant, lavender flowers that pollinators and hummingbirds enjoy. Blooms on old wood; do not dormant prune.

- 3-5' height; 3-5' spread
- Zones: 4-8
- Full sun



SUNJOY FAST NEO™

Berberis thunbergii^{'NCBT4'} USPPAF

(Barberry)

Get the gleaming red color that jumps off the retail bench like Sunjoy Neo®, but in a larger, fast-growing plant. Growers will enjoy how easy this new cultivar is to produce and the full, colorful container it makes. Its natural deer resistance and ease of maintenance will appeal to gardeners of all levels.

- 3-5' height; 3-4' spread
- Zones: 4-9
- Full sun



RED ZEPPELIN®

Calycanthus floridus var. *purpureus*^{'PRNCF5'} USPPAF CanPBRAF (Sweetshrub)

Guaranteed to stand out on the retail bench and in the landscape, the glossy, burgundy red foliage color of this native sweetshrub cultivar lasts all season. Lightly fragrant, orange-red flowers add to the appeal in late spring to early summer. Years of trialing have proved it is easy in production and adaptable in landscapes.

- 4-8' height; 4-6' spread
- Zones: 4-9
- Full sun to part sun

NEW PROVEN WINNERS® COLORCHOICE® FLOWERING SHRUBS FOR 2026



JUST CHILL™ Double Pink

Camellia x 'FARROWCJPD' USPPAF

The latest sensation in our series of fall-blooming camellias which are easy to grow in production and the landscape. Abundant, soft pink, peony-like, double flowers are set against a backdrop of dark, evergreen foliage with showy red new growth. Dense branching and an ability to bloom as a younger plant translate to excellent presentation in containers at retail.

- 5-8' height; 3-4' spread
- Zones: 7(6b)-9
- Full sun to part sun



PARAPLU PURE WHITE™

Hibiscus syriacus 'RWoods7' USPPAF CanPBRAF

(Rose of Sharon)

A color expansion for the series, this striking new cultivar produces large, clear white flowers with petals that unfurl fully – a unique trait among white roses of Sharon. They will catch consumers' eye at garden centers and reflect the glimmering sunshine in the landscape. A beautiful complement to the four other colors in the Paraplu series.

- 5-8' height; 5-6' spread
- Zones: 5-9
- Full sun



KODIAK JET BLACK™

Diervilla 'SMINDSN' USPPAF CanPBRAF

KODIAK SPICED™

Diervilla 'SMNDSF' USPPAF CanPBRAF

Developed with innovative, long-lasting foliage colors that light up landscapes from spring through fall, Kodiak® cultivars are as easy in production as they are in landscapes. New this year are a black foliage cultivar with persistent color and a spicy chartreuse-orange selection.

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



INCREDIBALL STORM PROOF™

Hydrangea arborescens 'SMNHAGOV' USPPAF CanPBRAF

(Smooth Hydrangea)

Everything people want in a smooth hydrangea – gorgeous white mophead blooms and stout, sturdy stems that won't flop after a heavy summer rain, even when it's in full bloom. This robust, vigorous, heavy bloomer has a rounder, denser habit than many of this type. We recommend producing it in 2-gal. or larger containers. Sure to be in high demand!

- 3.5-4' height; 3-4' spread
- Zones: 3-8
- Full sun to part sun



BUCKHEAD™ Bold

Distylium myricoides 'ZhdIs12-16' USPPAF

Ideally suited to southern landscapes, this sophisticated looking evergreen is an excellent alternative to boxwood and holly. It works well as a low hedge or foundation planting and makes an outstanding container for retail sales. Bold, blue-green foliage is accented by bronze new growth. Small, red flowers add a touch of color in late winter.

- 4-7' height; 4-7' spread
- Zones: 7b-9
- Full sun to part sun



FAIRYTRAIL FRESCO™

Hydrangea 'WNHYDFBPMH' USPPAF CanPBRAF

(Cascade Hydrangea®)

This gorgeous new addition to the series produces Caribbean blue or clear pink (depending on soil chemistry), mophead blooms at every node along the cascading stems. The flowers age to an attractive red-pink and are complemented by the excellent red fall foliage color. Perfect for deco containers and gifting!

- 3.5-4' height; 4.5' spread
- Zones: 5-9
- Part sun



MR. SMOOTH™ Seedless

Elaeagnus 'NCEX1' USPPAF (Thornless Silverthorn)

The absence of thorns and seeds makes this exceptional broadleaf evergreen shrub especially useful and welcome in landscapes. It tolerates drought, heat, salt and pollution while also being deer resistant. Sculpt its glossy green foliage with silvery new growth into hedges, topiaries and other shapes. Fragrant, white flowers appear in fall.

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



POWERBALL™

Hydrangea paniculata 'SMNHPLK' USPPAF CanPBRAF

(Panicle Hydrangea)

With rounded mophead blooms instead of cones, this hardy new hydrangea will be a huge hit, especially in climates where bigleaf hydrangeas aren't hardy. Strong, sturdy stems carry densely packed flowers which open lime green, lighten to creamy white, then take on deep pink tones in fall. A mid-sized habit makes it useful for many landscape applications.

- 3-6' height; 3-6' spread
- Zones: 3-8
- Full sun to part sun



TOP PICK

GATSBY GLOW BALL™

Hydrangea quercifolia ^{'NCHQ1'} USPPAF
(Oakleaf Hydrangea)

Faster in production and exceptional container presentation are just two reasons you need this new oakleaf hydrangea. It's our most compact yet but is quicker to finish than 'Munchkin' and half the size of 'Snow Queen' with a tidier habit. Large, white, dense lacecap flowers age to lime green backed by fabulous scarlet red fall foliage.

- 3-4' height; 3-4' spread
- Zones: 5-9
- Full sun to part sun



TOP PICK

REMINISCENT® Yellow

Rosa ^{'ChewGoldRush'} USPPAF CanPBRAF (Garden Rose)

Satisfying a long-held demand for a healthy, fragrant, fully petaled, yellow rose took many years of trialing and evaluation to achieve, resulting in this stunning new cultivar. This beauty bears large, double flowers with the classic form and fragrance consumers expect, but with much-needed disease resistance and vigor. A long bloom time extends its interest from summer into fall.

- 3-4.5' height; 3-4.5' spread
- Zones: 4-9
- Full sun



HEDGE BOX™

Ilex crenata ^{'FARROWICUPRT'} USPPAF
(Japanese Holly)

Fast-growing enough to be profitable, this broad, densely upright Japanese holly is perfect for narrow, space-saving, evergreen hedges. Flat leaves make it inhospitable to spider mites compared to the typical spoon-shaped leaves of the species. Use it like you would boxwood but without the worry of blight or moths. Has demonstrated excellent hardiness in Michigan trials.

- 4-7' height; 2-3' spread
- Zones: 5-9
- Full sun to part sun



TOP PICK

BLOOMERANG SHOWMOUND™

Syringa x pubescens ^{'SMNSPWF'} USPPAF CanPBRAF
(Reblooming Lilac)

The world's first dwarf-mounded reblooming lilac, and the first to bear white flowers in the Bloomerang® series. Dense clusters of fragrant, pure white flowers appear first in spring, then again from midsummer through fall. This highly disease resistant lilac is easy to grow and appealing at retail during prime selling season.

- 1.5-3' height; 2-3' spread
- Zones: 3-7
- Full sun



EASY AS PIE™ *Prunus x* ^{'SMNPJL'} USPPAF (Bush Cherry)

Enjoy fresh, juicy, tart red cherries every summer with this unique bush cherry. No spraying, pruning or pollinator is required to reap an abundant crop when planted as a standalone shrub or edible hedge. Showy white flowers in spring and vivid yellow-orange fall foliage keep it interesting all season long. Tolerates alkaline and clay soils with ease.

- 3-4.5' height; 3-4.5' spread
- Zones: 3-8
- Full sun to part sun



CHICKLET® Red

Tecoma stans ^{'SMNTS'} USPPAF (Esperanza)

Large, red, trumpet-shaped blooms that attract hummingbirds will be what draws consumers to this plant on the retail bench. Ideal for the South and Southwest where it will bloom through the summer heat, this southern native cultivar can also be grown as a summer patio plant where it is not cold hardy. Like other members of the series, it non-invasive and deer resistant.

- 3-4' height; 2-3' spread
- Zones: 8-11
- Full sun



OSO EASY RED STRIPE™

Rosa ^{'Bozkonsfre'} USPPAF CanPBRAF
(Landscape Rose)

An eye-catching new addition to the series, this appealing rose features blooms that range from red to dark pink, all with attention-getting white swirls and stripes. Like all Oso Easy® roses, it was selected for superior disease resistance, vigor and attractive dark green, glossy foliage as well as prolific blooms that appear all summer long.

- 3-4.5' height; 3-4.5' spread
- Zones: 4-9
- Full sun



SPICE COWBOY™

Viburnum carlesii ^{'SMNVCS'} USPPAF CanPBRAF
(Koreanspice Viburnum)

There's nothing quite like the delicious spicy-sweet fragrance of Koreanspice viburnum in the spring-time during prime selling season at retail. This distinctive new cultivar was selected for its giant white snowball flowers and fabulous orange-red fall foliage. It can be grown as a large specimen shrub, used for hedges or trained into a small ornamental tree.

- 6-10' height; 4-5' spread
- Zones: 4-8
- Full sun to part sun

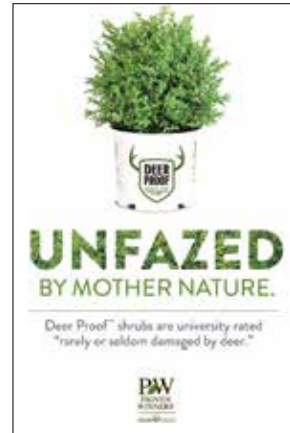
DEER PROOF™ PROGRAM



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 nearly 50 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 heavily marketed to consumers in every season, providing solutions for home gardeners while building familiarity and confidence in the brand.



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

BRILLIANTINA® *Abelia* (abelia)

FUNSHINE® *Abelia* (abelia)

MUCHO GUSTO® *Abelia* (abelia)

POCO LOCO® *Abelia* (abelia)

SWEET EMOTION BLAZE™ *Abelia* (abelia) **NEW**

TRES AMIGOS® *Abelia* (abelia)

SUNJOY® Citrus *Berberis* (barberry)

SUNJOY FAST NEO™ *Berberis* (barberry) **NEW**

SUNJOY GOLD PILLAR® *Berberis* (barberry)

SUNJOY MINI MAROON® *Berberis* (barberry)

SUNJOY® Mini Saffron *Berberis* (barberry)

SUNJOY NEO® *Berberis* (barberry)

SUNJOY ORANGE PILLAR® *Berberis* (barberry)

SUNJOY REALLY RED® *Berberis* (barberry) **NEW**

SUNJOY SEQUINS® *Berberis* (barberry)

SUNJOY® TANGELO™ *Berberis* (barberry)

SUNJOY TODO® *Berberis* (barberry)

NEATBALL® *Buxus* (boxwood)

NORTH STAR® *Buxus* (boxwood)

SPRINTER® *Buxus* (boxwood)

PEARL GLAM® *Callicarpa* (beautyberry)

BEYOND MIDNIGHT® *Caryopteris* (bluebeard)

BEYOND PINK'D® *Caryopteris* (bluebeard)

SUNSHINE BLUE® II *Caryopteris* (bluebeard)

SISTER DISCO® *Cytisus* (Scotch broom)

SISTER REDHEAD® *Cytisus* (Scotch broom)

SISTER ROSIE® *Cytisus* (Scotch broom)

SHOW OFF® *Forsythia*

SHOW OFF STARLET® *Forsythia*

SHOW OFF® SUGAR BABY® *Forsythia*

MONTANA MOSS® *Juniperus* (juniper)

JOLENE JOLENE® *Kolkwitzia* (beautybush)

PAISLEY PUP® *Leucothoe* (doghobble)

CELTIC PRIDE® *Microbiota* (Siberian cypress)

HAPPY FACE HEARTS® *Potentilla*

HAPPY FACE® Orange *Potentilla*

HAPPY FACE® Pink Paradise *Potentilla*

HAPPY FACE® White *Potentilla*

HAPPY FACE® Yellow *Potentilla*

SWEET & LO™ *Sarcococca* (sweet box)

PROUD BERRY® *Symphoricarpos* (coral berry)

RED BALLOON® *Viburnum*

SPICE BABY™ *Viburnum*

SPICE COWBOY™ *Viburnum* **NEW**

SPICE GIRL® *Viburnum*

ROCK STEADY® *Vitex*



DISTINCTIVE EVERGREENS



Shoppers are seeking distinctive evergreens of premium quality – and you can count on Proven Winners® ColorChoice® evergreen shrubs to deliver on that store promise. Growers will appreciate the faster-growing, superior genetics of these unique cultivars which are everything you would expect from the #1 Plant Brand®.

As more and more home gardeners spend time outdoors with family and friends, the privacy that evergreens provide becomes more desirable. With our evergreens, they can grow faster hedges that are functional and beautiful at the same time. 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)
- CEDAR RAPIDS® *Chamaecyparis* (false cypress)
- GLOW STICK® *Ilex crenata* (Japanese holly)
- GIN FIZZ® *Juniperus* (juniper)
- ANNA'S MAGIC BALL® *Thuja* (arborvitae)
- NORTH POLE® *Thuja* (arborvitae)
- STING® *Thuja* (arborvitae)
- TATER TOT® *Thuja* (arborvitae)

New Evergreens –

- NEATBALL® *Buxus* (boxwood) ◆ NEW
- HEDGE BOX™ *Ilex crenata* (Japanese holly) ◆ NEW



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 consumers ever enter their local garden centers, they've likely encountered Proven Winners® ColorChoice® hydrangeas on social media, online, in digital and print advertising, on billboards, in our *Gardener's Idea Book*, on our *Gardening Simplified* podcast and more. We're committed to building knowledge and brand impressions around hydrangeas. Find a wealth of educational and merchandising resources at provenwinners.com.



Snap the QR code to see an example of how we are "demystifying" hydrangeas for consumers.

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*

POWERBALL™ *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

As consumer recognition and demand for the Fairytrail Cascade Hydrangea series grows, we are expanding it to include our first-ever blue-flowered trailing cultivar. These revolutionary hydrangeas make outstanding hanging baskets and bloom early to capitalize on spring sales opportunities. Combining the flower power of bigleaf hydrangeas with a useful cascading habit, these hydrangeas look spectacular in containers, planted along retaining walls, or used as a groundcover.



FAIRYTRAIL BRIDE® *Hydrangea* (Cascade Hydrangea®)



FAIRYTRAIL FRESCO® *Hydrangea* (Cascade Hydrangea®)



FAIRYTRAIL® Green *Hydrangea* (Cascade Hydrangea®)



FAIRYTRAIL® White *Hydrangea* (Cascade Hydrangea®)

PREMIUM PACKAGED BULBS

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

Note: All varieties listed here are for the 2025 selling season. The 2026 varieties will be forthcoming.

SPRING PLANTED BULBS

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

Dahlia Blends

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

Individual Varieties

Dahlias –

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

Lilium –

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

Heart to Heart® Caladiums –

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

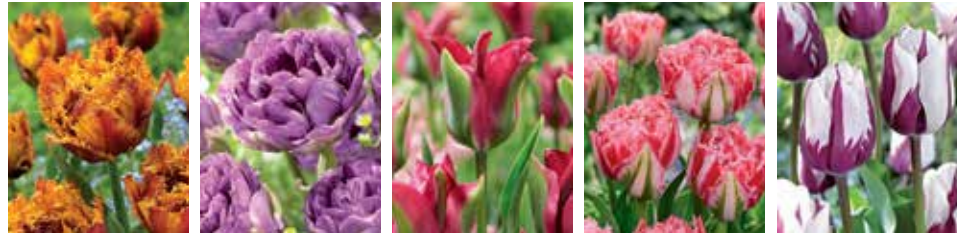


FALL PLANTED BULBS

Fall planted, spring flowering bulbs offer fresh revenue opportunities during the slower fall sales season. Fourteen individually named bulb varieties will be available for Fall 2025, including deer resistant daffodils, grape hyacinths and alliums.

Tulips –

- Bastia – Orange/red fringed
- Blue Wow – Purple double late
- Green Love – Hot pink/green viridiflora
- Ranomi – Pink/red fringed
- Rem’s Favorite – Purple/white triumph
- Rococo Double – Red double parrot
- Vanilla Coup – Yellow double late



Giant Allium –

- Party Balloons – 2-3 blooms per bulb



Grape Hyacinths –

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



Daffodils –

- Attraction – White/yellow trumpet
- Love Call – White/orange large cup
- Sunny Day – Yellow/orange double
- Sweet Desire – White/orange double



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



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



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

What sets Proven Winners bulbs apart?

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

THE LEAFJOY[®] ADVANTAGE

Since its launch in 2022, our curated line of leafjoy houseplants has been taking the industry by storm, reinventing it with a commitment to better genetics, unique varieties and easy ordering. The leafjoy advantage is clear:

- **Premium Genetics** – Producing plants from tissue culture in a controlled environment ensures improved, consistent quality and a longer shelf life.
- **Innovative Production** – leafjoy houseplants are sustainably grown using IPM processes and crops are virus-indexed regularly. They arrive to your stores signed, shined and ready to sell.
- **Consumer-Focused** – leafjoy tags are variety-specific and include care tips to aid in consumer success.
- **Nationwide Advertising Support** – Backed by the power of Proven Winners’ marketing, we motivate consumers to head to your stores for leafjoy houseplants.
- **Trade and Consumer Education** – Through our Certified Garden Center Training Program, social media and websites, we are educating staff and consumers about how to grow and sell leafjoy houseplants.



POTTED LEAFJOY[®] OPTIONS

Choose from a full line of premium potted leafjoy houseplants offered in 12cm/4.72in or 17cm/6.69in containers. Selling in multiple sizes diversifies your retail price points and margin opportunities. Additionally, all of our production containers are made from 100% certified post-consumer recycled plastic.

leafjoy littles[®]

Offered in 9cm/3.54in containers, leafjoy littles[®] make easy impulse purchases for consumers looking for a lower price point and for younger buyers seeking smaller plants for apartment windowsills or desktops. Appealing to the novice plant collector, this line includes a broad assortment of colorful and unique varieties.

leafjoy H₂O[®]

The easiest houseplants consumers will ever own! These hydroponic bottle gardens grow nearly anywhere and require very little care to thrive. Available in a wide variety of vessel shapes to match a diverse range of styles, they are highly giftable items suitable for Mother’s Day, Back to School and many other promotions.



leafjoy littles[®]

leafjoy H₂O[®] – l to r: Shenandoah, H₂O Bowl, H₂O Venti and Elkhorn Lake



leafjoy Canopy Collection™

Featuring plants from our premium buying group, this carefully curated line of 30+ varieties of cascading or climbing houseplants allows consumers to decorate vertically with hanging baskets. Choose from seagrass or ceramic baskets in three sizes: 9cm/3.54in, 10cm/3.94in and 12cm/4.72in.



2 plank sizes

3 pole sizes

FlexStake

EcoWire

EcoClips

NEW

Climb-itt™ Sustainable Plant Supports

Meet our newest sustainable product - 100% plastic- and chemical-free Climb-itt™ supports made from all-natural materials, primarily elephant grass and potato skins. These eco-friendly houseplant supports last for years indoors but are completely biodegradable. Their bark-like texture promotes the development of aerial roots, and since the poles are hollow, plants can be watered down the center. Clips and extenders made from the same materials complete this sustainable alternative to traditional plastic plant supports.

Climb-itt was recently awarded Favorite New Product at TPIE 2025 where it was a huge hit with growers and retailers. Retail kit displays are coming soon.

NEW

Terraform™ Terrariums

Our newest addition to the leafjoy line, Terraform™ Terrariums are the easiest, no-care way for consumers to bring nature inside. These self-contained ecosystems thrive without pruning, watering or feeding for up to one year, making them foolproof options for indoor gardeners of any skill level. They enjoy indirect light and bring garden flair to kitchen islands, bathroom vanities, desks, coffee tables and bedroom dressers.

Target market: gift givers, teachers and parents, budding plant enthusiasts, collectors, impulse buyers and more. Boost sales in your houseplant department year-round with Terraform Terrariums which can be enjoyed any time of year, in any weather.

Available in three sizes: Great Valley, Greene Mountain and Blue Ridge.



Learn all about our leafjoy® line at theplantcompany.com.

WHAT'S NEW IN CONTAINERS



30 SECOND PLANTER®

Designed to be an easy solution for gardeners looking to plant quick containers in the spring or refresh tired baskets or landscapes in the summertime, our 30-Second Planter® boosts grower and retailer profits all season.

New this year, Four Star Greenhouse and Pleasant View Gardens will offer **three sizes** of 30-Second Planters in a wide variety of container recipes. They may be used in conjunction with their kit programs and recipe-specific tags. Order by November 1 to ensure availability. Additionally, both propagators will offer a number of 30-Second Planter recipes in their finished program. Contact them directly for complete details.



- NEW 30-Second Planter® 7.5
- 30-Second Planter® 9.5
- NEW 30-Second Planter® 10.5

Branded Container Options Expand

Options for individual small container production are expanding again this year to include a total of 21 types of Proven Winners branded containers. Newer styles include a 4.50 Square Vacuum Press Fit container and Eco+ Elite™ quart-sized, plastic-free container. Additionally, we've updated the material for our Eco+ Grande™ to be sturdier, yet still industrial compostable (see p.3).



NEW! We are proud to introduce a new 100% post-consumer recycled version of our popular injection-molded Grande™ container for 2026. It's a more sustainable option for growers who use Grandes and consumers who are looking to make their gardening experience more eco-friendly.

Bloomprint™ Packages

Further supporting our sustainability initiatives, new Bloomprint grow bags from Proven Winners ColorChoice Shrubs use 80% less plastic than traditional nursery pots and allow for higher density packing per truckload. Their design reduces water needs in production and allows for natural air pruning which prevents root girdling. Growers will experience a faster finish for large shifts and less frustration as the bag's wider base greatly reduces blow-over.



GROWER-RETAILER INFORMATION & INSPIRATION

Let's partner together for your success with Proven Winners. We are proud to provide the following additional resources to aid in growers' and retailers' success.

Proven Winners Roadshows

Nashville - Nov 12th • Philadelphia - Nov 19th

Join our team of plant and retail experts as they share their insights on growing the newest Proven Winners varieties and provide information on the latest industry trends at our free fall Roadshows. Choose from our grower or retailer education tracks and enjoy lunch on us! Learn more and register at provenwinners.com/roadshows.



Proven Winners University

Find hundreds of short, topic-specific training videos on a broad array of topics ranging from ways to increase your average ticket to designing containers and plant picks for pollinators at Proven Winners University, provenwinners.com/PWU_Video_Library.

Retail Webinar Series

Ready to brush up on your business management, marketing or merchandising skills? Browse our archive of IGC retail webinars or check back in late fall to see our guest speakers for the upcoming winter sessions at provenwinners.com/IGCwebinarseries.



Online Grower Resources

Learn from our growers so you're sure to have premium quality product ready to sell next spring. For annuals, head to provenwinners.com to find the desired plant, then tap Professional Growing Information to see details like recommended pH and EC rates, growing temperatures and more. For perennials, head to waltersgardens.com and search Simple Sensible Solutions for general perennial production information or find variety-specific grower tips on each plant record.



PROFESSIONAL GREENHOUSE WATER SOLUBLE FERTILIZERS

Our professional-grade, water-soluble fertilizers are designed to help growers manage issues that arise due to high pH levels and cold weather growing. We'll help you select which one of our eight formulas best suits your greenhouses' needs after testing your water. Each formula contains EDDHA iron - the best form of chelated iron available - for improved iron uptake and deficiency correction. Learn more at provenwinners.com/professional-fertilizers.

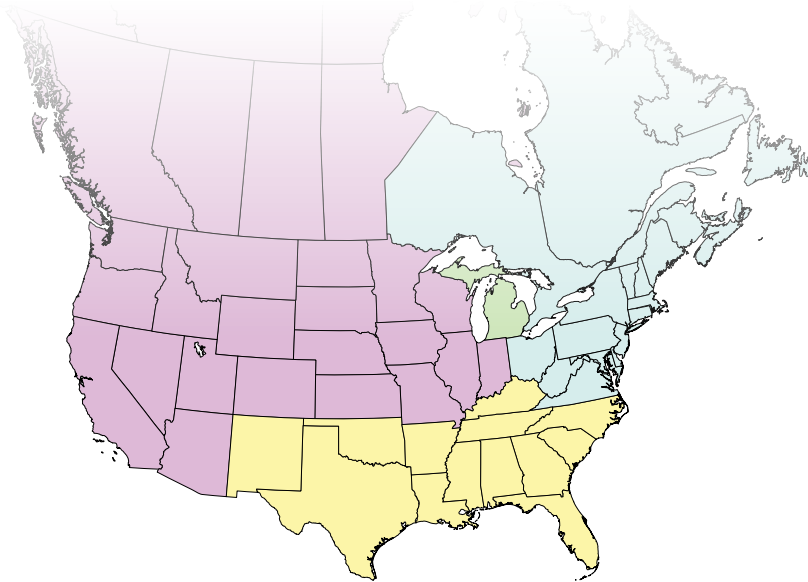


SUPPORT IGCs CAN RELY ON

We know each independent garden center and its market is unique, which is why we are dedicated to helping them find the resources and solutions that best fit their needs. To navigate the extensive list of marketing services we offer, our team of Retail Solutions Managers is standing by, ready to help.

Talk to a Retail Solutions Manager and they'll create a plan to help IGCs take advantage of resources like:

- Education and training
- Professional images
- Marketing support
- Signage and POP



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Caitlin Hupp
Retail Solutions Manager
 caitlin@provenwinners.com
 C: 785.766.5726

START

1 Contact your regional Retail Solutions Manager (RSM).

2

Share what makes your IGC and market unique. Discuss your goals, needs and opportunities for growth.

3

Your RSM will provide you with recommendations for marketing, merchandising and staff training based on your needs.

4

Develop a regular communication plan with your RSM.

5

Evaluate your program performance and discuss future opportunities for growth.

6

Plan for more growth, education and solutions for the following season.

CONNECT+[®] MARKETING SUPPORT

We believe in helping independent garden centers succeed. That's why we developed Connect+ marketing services - to offer IGCs easy, affordable ways to capture new customers, retain existing ones, and grow their presence. We help retailers' marketing dollars go further by covering 2/3 of the cost of the tools, campaigns and content provided. They choose which of our marketing services best fit their business. A few of the available options are listed below; find them all at provenwinners.com/connect-plus.



Promoboxx[®] Digital Marketing Platform

IGCs post readymade and customizable content as well as paid ads tailored to their location straight from their social media accounts through PromoBoxx.

ConnectSpace[™] Intranet Hub

This fully customizable intranet hub houses an IGC's most important information, including resources and information for staff, all in one easy-to-navigate location.



Garden Answer Videos

Harness the power of social media superstar Laura LeBoutillier from Garden Answer. What Laura likes, millions of fans want.



Customized *Gardener's Idea Book*

IGCs may choose to customize our popular idea guide annually with their brand, logo and store coupons.

Looking for marketing support for your IGC?

Get started by taking our Connect+ quiz today at provenwinners.com/connect-plus_quiz or contact your Retail Solutions Manager to customize a plan that best fits your business.

CREATIVE, CUSTOM SIGNAGE FOR IGCs

Effective signage is a silent seller. It answers customers' questions, helps them to find solutions to common garden challenges, inspires their designs and much more. Signage also guides garden center staff when assisting customers, which can be critical help for new employees. Proven Winners offers an array of signage options from readymade posters, benchcards and benchtape, to semi-custom or fully customized signage of all kinds. A few of our most popular signage options are pictured below; explore further at provenwinners.com/professionals/pop-search.

EZ Scapes™



Series-focused



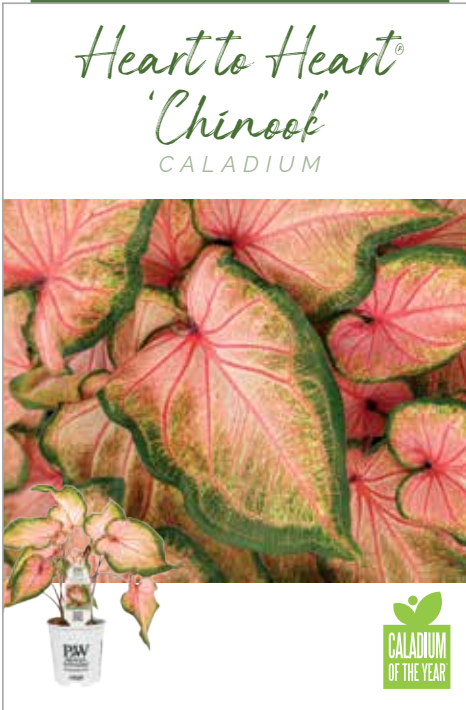
Region-specific



Garden Solutions



National Plants of the Year



Co-branded Signage

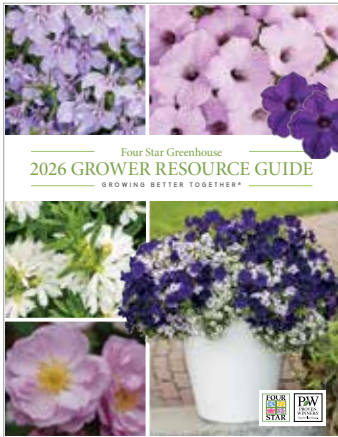


Looking for store signage assistance for your IGC?

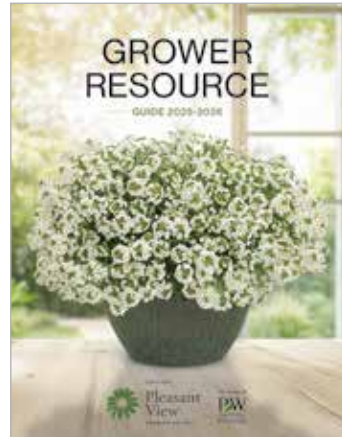
Contact Tabatha Gainey at:
tabatha@provenwinners.com or 601.527.5213.

CATALOGS AVAILABLE FROM OUR PARTNERS

Scan to request catalogs



Annuals and More
Four Star Greenhouse
 mail@pwfourstar.com



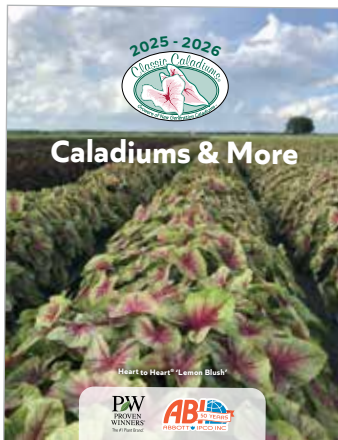
Annuals and More
Pleasant View Gardens
 sales@pwavg.com



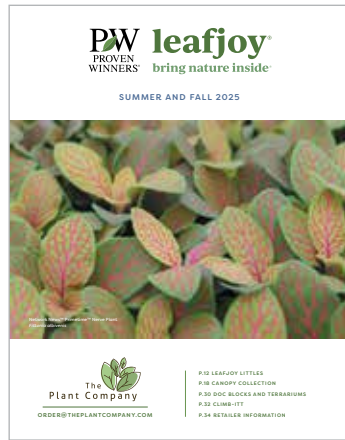
Shrubs and Trees
Spring Meadow Nursery
 tony@springmeadownursery.com



Perennials and More
Walters Gardens
 sales@waltersgardens.com



Caladiums and More
Classic Caladiums
 sales@abbott-ipco.com



leafjoy Houseplants
The Plant Company
 sales@theplantcompany.com



Premium Bulbs
Netherland Bulb Company
 contactus@netherlandbulb.com



Hollywood Hibiscus
Spring Meadow Nursery
 tony@springmeadownursery.com



The #1 Plant Brand.®

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The 2026 Collection for Canada

Annuals - Western Canada
Nordic Nurseries
 info@nordicplants.com

Annuals - Eastern Canada
Ed Sobkowich Greenhouses
 info@sobkowich.com