

Grower Programs

GROWER



Building Sales with Branded Containers

Consumers are looking for the white Proven Winners container. To make it easier for them to find and easier for retailers to take advantage of the power of branding, many of our plants automatically come with our branded containers, as you can see below. Contact your propagator regarding delivery.

Plants That Come with Containers

Picasso series Supertunia® and all four Señorita and Pequeña Cleomes automatically come with the white branded container size of your choice. Hanging basket labels may be purchased instead of containers for all Picasso Supertunias. Hello!™ series Gerberas automatically come with your choice of 1.0 GL Royale™ containers or hanging basket labels. We also automatically ship containers and labels with all Proven Winners perennials.



Proven Winners® Containers

ANNUALS						
	4.25 Grande™ Self-Symetricize® Container 440 units per case 40 cases per pallet	4.50 Classic™ Self-Symetricize® Container 1050 units per case 40 cases per pallet	1.0 Quart Container 475 units per case 33 cases per pallet	6.5 Container 240 units per case 48 cases per pallet	1.0 GL Royale™ Container 128 units per case 48 cases per pallet	8.5 Jumbo Container* 130 units per case 60 cases per pallet
	Proven Winners Self-Symetricize® Grasses Grande™ Container 440 units per case 40 cases per pallet	Proven Winners Grasses 1.0 Quart Container 475 units per case 33 cases per pallet	Proven Winners Self-Symetricize® Fall Color Grande™ Container 440 units per case 40 cases per pallet	Proven Winners Fall Color Royale™ Container 128 units per case 48 cases per pallet	Proven Winners Fall Color 6.5 Container 240 units per case 48 cases per pallet	Proven Winners Hello! Garden Gerbera Royale™ Container 128 units per case 48 cases per pallet

Early Ordering Opportunities:

Your choice for orders placed by Oct 15, 2017 for immediate delivery, either a 2% Discount for 10 Day Terms or Delayed Payment – March Terms.

* Customers can order a minimum of 10,000 pieces with order deadlines of April 15 and November 1. For orders outside of the deadlines, an order minimum of 25,000 pieces will apply.

What's in your container?

This container holds 1/2 billion impressions

Let them work for you! For 25 years, Proven Winners® has invested in research and consumer marketing to capture home gardeners' attention and create strong demand. Consumers get the message and instantly recognize the iconic white Proven Winners container. They look for it because they know it holds plants with outstanding beauty and proven garden performance.

Are you growing in it?



11 Canadian Billboards – 14 million impressions



Garden AnswerYouTube – 268 million views



Website – 11.6+ million page views
13% Canadian views



Gardener's Idea Book – 350,000 requests
45,600 sent to Canadians



Print ad campaign – 1 million Canadian subscribers






Social Media – 303,000+ followers



How? It’s easier than you think.

Earn points for every liner purchased

With as little as 1,900 – 3,800 sq. ft. of growing space and multiple turns, you can qualify.
Each level of Key Accounts offers more toward large discounts on products and services.

Key Account Grower Reward Levels	 BRONZE KEY	 SILVER KEY	 GOLD KEY
	Liners Needed	Liners Needed	Liners Needed
Liners Needed	20,000 – 49,999	50,000 – 99,999	100,000+
Greenhouse Space Needed	3,800 sq. ft.	9,400 sq. ft.	18,900 sq. ft.
Points Earned	1/4 per liner (5,000-12,499) Approximately \$50-124.99	1/2 per liner (25,000-49,999) Approximately \$250-499.99	1 per liner (100,000+) Approximately \$1000+

2018 points accumulate from July 1, 2017 to June 30, 2018.

 All points earned by Canadian customers can roll for a second year.

Self Propagation Program

Purchase seed, rooted liners or unrooted cuttings of the following varieties from an outside supplier and we will add it to your purchase volume in order to achieve key account status:

- Surefire® Begonia
- Boldly® Pelargonium
- Timeless™ Pelargonium
- All Proven Selections® varieties purchased from Nordic Nurseries and Ed Sobkowich Greenhouses

How does it work?

Use your Self Propagation purchases to achieve key account status and become eligible for this program.

Nordic Nurseries and Ed Sobkowich Greenhouses will automatically ship 4.25 Grande™ branded containers for all Self Propagation orders unless you request another size branded container.

*Program fees with this option include marketing fee, tag fee and Self Propagation program fee.
Branded container and tray costs are not included in the program fee.*

Contact your propagator for complete program details.