



# Spring 2023 PREVIEW

**PW**  
**PROVEN**  
**WINNERS®**  
 The Brand Gardeners Trust™



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 The Brand Gardeners Trust™

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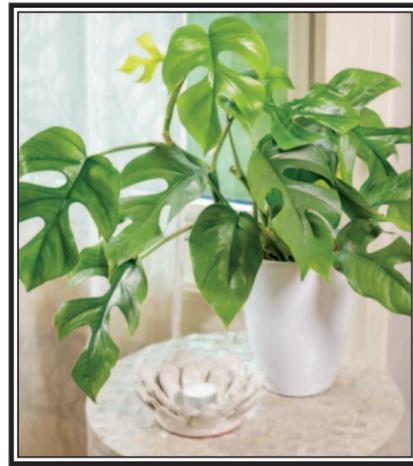
# INTRODUCING LEAFJOY™

## Bring Nature Inside™



### PREMIUM

Available to all customers



### BOUTIQUE

Exclusive to IGCs,  
premium label included



### COLLECTOR'S EDITION

Exclusive to IGCs,  
premium label included

## Why Houseplants?

Houseplants have never been hotter, yet IGCs are struggling to find clean, premium genetics in reasonable quantities to fill their displays. We've searched long and hard for the perfect propagator who could provide what our customers need and consumers want. By adding houseplants to our lineup, people can now garden with Proven Winners year round.

We are proud to announce our newest partner, The Plant Company nestled in the Blue Ridge Mountains of Stuarts Draft, Virginia. Together, we are bringing over 100 varieties of premium quality houseplants to market – all backed by the Proven Winners consumer marketing program.

## How Does it Work?

Our new leafjoy program will work a bit differently than our other partnerships in that The Plant Company will be delivering retail-ready plants directly to retail stores. Those who've already seen the product can attest to the amazing quality. These are well-grown, healthy, virus-indexed plants with a polished retail presentation. Three finished container sizes are offered (pictured at far right) and optional cache pots are available. Low single pallet minimums make these plants affordable and accessible for our IGC customers.

The leafjoy line is divided into three product groups: Premium, Boutique and Collector's Edition. This allows retailers to offer a range of price points on classic and more rare varieties. The Premium group includes popular varieties that are available to all Proven Winners customers. The more unusual, collectable

varieties that command higher retail prices are found in our Boutique and Collector's Edition groups which are available exclusively to independent garden centers.

## What Makes Leafjoy Different?

This program starts with the very best genetics available, all grown in brand new, state-of-the-art greenhouses. This controlled environment enables The Plant Company to produce higher quality, more durable plants than what retailers and consumers have come to expect from traditional houseplant suppliers.

Next, we are providing variety-specific labels with every plant shipped. You won't find generic labels that simply state "Houseplant – for bright light" on our plants. Leafjoy varieties will be clearly identified by name and photo, and proper care instructions will be included on every label.

Additionally, consumers have told us they struggle with knowing the best place to grow houseplants in their homes. To address that issue, we have developed the four collections you'll find on the next few pages: Atrium, Cocoon, SpaScene and WorkLife. Recommended lighting conditions and placement are noted for each collection to make it easy for consumers to find the plants that will be the best fit for their situation. POP is available to support each leafjoy collection.

## How Do I Order?

The entire leafjoy line of houseplants can be purchased directly from The Plant Company. Four Star Greenhouse and Pleasant View Gardens will also soon be adding this line. Get started today by contacting The Plant Company at [customerservice@theplantcompany.com](mailto:customerservice@theplantcompany.com) or 540.487.4043.

## Leafjoy Plants, Packaging and POP

Retailers can count on the same premium quality genetics and retail presentation they've come to expect from all Proven Winners plants with our new leafjoy houseplant collection. These are beautifully grown and packaged plants that you will be proud to sell.

**Sizing** – To allow for flexibility in sizes and price points for retailers, our entire leafjoy line is available in three container sizes:

- 12 cm / 4.72 in
- 17 cm / 6.69 in
- 21 cm / 8.27 in

**Container Upgrade** – Multiple styles of decorative cache pots are available as an upgrade to retailers looking to merchandise them alongside or package with their leafjoy plants.

**Labels** – Premium leafjoy varieties come with our standard style, variety-specific label. Boutique and Collector's Edition varieties come with premium, variety-specific labels.

Labels are currently under development and are subject to change.

**Supporting POP** – Leafjoy posters and benchcards are now available to help retailers merchandise our new houseplants. Find them at [provenwinners.com](http://provenwinners.com).



Left to right:  
12cm container  
17cm container  
21cm container



Tag design for Premium group



Tag design for Boutique and Collector's Edition groups



Metal Medallion for  
Collector's Edition  
Varieties

## Leafjoy Hydroponics: H2O Minis and H2O Bowls

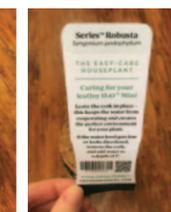
In addition to potted plants, the leafjoy plant line also includes an innovative line of hydroponic houseplants sold as H2O Minis and H2O Bowls. No soil or fertilizer is needed – they are clean living at its finest.

H2O Minis and Bowls require virtually no care other than adding a little more water about once per month when you see the container is almost empty. They can be grown almost anywhere – on a windowsill, desk, nightstand, or anywhere else you might imagine. Plus, they make thoughtful gifts for friends and family, co-workers and teachers, whether they are a novice or experienced at growing plants.

**Availability** – Leafjoy H2O Minis and Bowls are sold as assortments; 20 per box for Minis and 12 per box for Bowls. They ship directly to retailers on racks with variety-specific labels included. No assembly required; these plants are ready to be merchandised with leafjoy POP and kiosks. Contact The Plant Company directly to place your order.



Above, left to right: leafjoy H2O™ Mini Princess *Clusia rosea*, leafjoy H2O™ Mini Grey Star *Ctenanthe setosa*, leafjoy H2O™ Bowl Bambino *Alocasia*, leafjoy H2O™ Bowl Friedrichsthalii *Monstera adansonii* and leafjoy H2O™ Bowl Golden Allusion *Synagonium*





## LEAFJOY™ ATRIUM™ COLLECTION

### High light plants for bright spaces

Lovers of bright, airy, south- or west-facing rooms, these plants enjoy basking in the sun streaming in from windows. In the summertime, take them on a siesta to relax with you on your patio.

#### Popular varieties:

- Ficus elastica* 'Tineke' – Variegated rubber tree
- Monstera deliciosa* – Swiss cheese plant
- Philodendron* 'Birkin' – Philodendron
- Philodendron* 'Lemon Lime' – Philodendron
- Syngonium* 'White Butterfly' – Arrowhead Vine



Bambino *Ficus lyrata* – Dwarf Fiddle Leaf Fig

*Rhaphidophora tetrasperma*

PRISMACOLOR™ *Philodendron* 'Birkin' – Philodendron

PRISMACOLOR™ *Philodendron* 'Red Diamond' – Philodendron

TATOO™ *Clusia rosea* 'Princess' – Autograph Tree

COLOR FULL™ *Calathea leopardina* – Zebra Plant

COLOR FULL™ *Calathea makoyana* – Peacock Plant

SWEET DREAMS™ *Ctenanthe setosa* 'Grey Star' – Never Never Plant

*Alocasia lauterbachiana* – Purple Sword Elephant Ears

LIVING LACE™ *Asplenium antiquum* 'Hurricane' – Japanese Bird's Nest Fern

*Alocasia dwarf amazonica* 'Polly' – Dwarf Elephant Ears

For versatility in merchandizing and sales, most leafjoy varieties fall under two or more of the four collections described here. Just a small sampling of each collection is pictured. Learn more at [provenwinners.com](http://provenwinners.com).



## LEAFJOY™ COCOON™ COLLECTION

### Low light plants for calming spaces

These plants are homebodies, preferring to spend their time in the lower light levels of interior rooms or those with smaller windows. Their sanctuary is a room that faces north or east.

#### Popular varieties:

- Alocasia dwarf amazonica* 'Polly' – Dwarf elephant ears
- Calathea lancifolia* – Rattlesnake plant
- Clusia rosea* 'Princess' – Autograph tree
- Asplenium antiquum* 'Hurricane' – Japanese bird's nest fern
- Epipremnum aureum* 'N'Joy' – Variegated pothos



## LEAFJOY™ SPASCENE™ COLLECTION

### Plants for warm, humid spaces

Warm air filled with humidity keeps the leaves of these plants looking fresh and radiant. The spa-like atmosphere of powder rooms, sunporches or even the windowsill behind your kitchen sink are all ideal locations.

#### Popular varieties:

- Alocasia reginula* 'Black Velvet' – Black Velvet alocasia
- Calathea orbifolia* – Prayer plant
- Ctenanthe setosa* 'Exotica' – Never never plant
- Asplenium antiquum* 'Crissie' – Japanese Bird's Nest fern
- Microsorium musifolium* 'Crocodyllus' – Crocodile fern



COLOR FULL™ *Calathea rufibarba* – Velvet Calathea

LIVING LACE™ *Asplenium antiquum* 'Crissie' – Japanese Bird's Nest Fern

*Alocasia cucullata* – Buddha's Hand

COLOR FULL™ *Calathea orbifolia* – Prayer Plant

COLOR FULL™ *Calathea roseopicta* 'Dottie' – Prayer Plant

*Alocasia x amazonica* 'Bambino' – Dwarf Elephant Ears



COLOR FULL™ *Calathea concinna* 'Freddie' – Prayer Plant

LIVING LACE™ *Phlebosia 'Nicolas Diamond'* Hybrid Fern

SIESTA™ *Zamioculcas zamiifolia* – ZZ Plant

*Alocasia reginula* – Black Velvet Alocasia

SWEET DREAMS™ *Ctenanthe setosa* 'Grey Star' – Never Never Plant

COLOR FULL™ *Calathea lancifolia* – Rattlesnake Plant



## LEAFJOY™ WORKLIFE™ COLLECTION

### Space-saving plants for desks, shelves and tabletops

When space and time are at a premium, choose these low-maintenance, compact and vertical plants to occupy just a sliver of your work desk, bookshelf or tabletop.

#### Popular varieties:

- Alocasia x amazonica* 'Bambino' – Dwarf elephant ears
- Calathea makoyana* – Peacock plant
- Epipremnum aureum* 'Hawaiian' – Golden Pothos
- Ficus lyrata* 'Bambino' – Dwarf fiddle leaf fig
- Zamioculcas zamiifolia* – ZZ plant

## 2023 NATIONAL PLANT OF THE YEAR PROGRAM

Wondering where to start building your orders for next season? Begin with our eight National Plants of the Year. All will be marketed extensively to build excitement and demand among consumers, and your customers will be looking to you for these items. Now is the time to plan to have these strong sellers on hand for 2023.

Learn more at [www.nationalplantoftheyear.com](http://www.nationalplantoftheyear.com).



TRUFFULA™ Pink  
*Gomphrena*



HEART TO HEART®  
'Scarlet Flame'  
*Caladium*



DOLCE® 'Wildberry'  
*Heuchera*



SHADOWLAND®  
'Empress Wu'  
*Hosta*



LET'S DANCE CAN DO!®  
*Hydrangea macrophylla*  
*x serrata*



RINGO ALL-STAR™  
*Rosa*



LIMELIGHT PRIME®  
*Hydrangea paniculata*



PURPLE PILLAR®  
*Hibiscus*

## 2023 NATIONAL RECIPES

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



**Acapulco Sun**  
SUPERBELLS® Coralina *Calibrachoa*  
SUPERTUNIA® BERMUDA BEACH® *Petunia*  
SUPERBENA® Peachy Keen *Verbena*  
SUGGESTED THRILLER:  
STRATOSPHERE™ White *Gaura*



**Misty Seas**  
SUPERTUNIA MINI VISTA® Indigo *Petunia*  
SUPERTUNIA MINI VISTA® Violet Star *Petunia*  
SUPERTUNIA MINI VISTA® White *Petunia*  
SUGGESTED THRILLER:  
GRACEFUL GRASSES®  
BLUE MOHAWK® *Juncus*



**Rockin' Rush**  
GOLDILOCKS ROCKS® *Bidens*  
SUPERTUNIA® RASPBERRY RUSH™ *Petunia*  
SUPERBENA® WHITEOUT™ *Verbena*  
SUGGESTED THRILLER:  
GRACEFUL GRASSES®  
'Sky Rocket' *Pennisetum*

# NEW PROVEN WINNERS ANNUALS FOR 2023



SUREFIRE® CHERRY CORDIAL™ *Begonia*

SUREFIRE® White *Begonia*

SUPERBELLS® Double Yellow *Calibrachoa*

SUPERBELLS® PRISM™ Pink Lemonade *Calibrachoa*

SUPERBELLS® Yellow Improved *Calibrachoa*

GRACEFUL GRASSES® 'Ogon' *Acorus*

GRACEFUL GRASSES® QUEEN TUT™ *Cyperus*

GRACEFUL GRASSES® 'Curly Wurly' *Juncus*

## SUREFIRE® CHERRY CORDIAL™ *Begonia x hybrida*

A color expansion for the series, this striking selection features deep chocolate foliage with vividly contrasting red flowers displayed beautifully above the upright mounded form. Thrives in both sun and shade.

- Self-cleaning flowers reduce the incidence of botrytis
- Thrives in a wide range of soils and climates
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, monocultures and landscapes
- 12-2" height; 18-24" spread
- Sun or shade
- Vigor 4

## SUREFIRE® White *Begonia x benariensis*

Another color expansion for the series, this vigorous, broadly mounded, green-leaved begonia produces showy white flowers held above the foliage for maximum flower power. Thrives in both sun and shade.

- Self-cleaning flowers reduce the incidence of botrytis
- Thrives in a wide range of soils and climates
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, monocultures and landscapes
- 12-24" height; 18-24" spread
- Sun or shade
- Vigor 4

## SUPERBELLS® Double Yellow *Calibrachoa*

\*\*\*\* USPPAF CanPBRAF US Utility 7786342

This essential new addition to our Superbells Double line features fully double, sunshine yellow blossoms on robust, well-branched plants. Makes a delightful Grande™ and glows in container recipes.

- Abundant, rose-shaped blossoms appear early
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes, recipes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2

## SUPERBELLS® PRISM™ Pink Lemonade *Calibrachoa*

\*\*\*\* USPPAF CanPBRAF

This dynamic bicolor calibrachoa changes through the seasons with the blossoms first opening lemon yellow and then transitioning to vibrant pink. Easy to design and mix with other medium vigor plants.

- Large flowers on full, mounded plants
- Changes color through the seasons as it reacts to varying light levels and daylength
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes, recipes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2

## SUPERBELLS® Yellow Improved *Calibrachoa*

\*\*\*\* USPPAF CanPBRAF

Improved rooting means a consistent supply of top-quality liners for growers looking to produce a picture-perfect crop of yellow calibrachoa. A more upright habit makes it a snap to mix with in recipes.

- Large flowers on full, mounded plants
- Screened for Thielaviopsis resistance
- Grow in 4.25 Grande™ containers, hanging baskets, window boxes, recipes and monocultures
- 6-12" height; 12-24" spread
- Part sun to sun
- Vigor 2

## GRACEFUL GRASSES® 'Ogon' *Acorus gramineus*

This bright gold and green variegated, evergreen grasslike plant jazzes up moist landscapes, containers and water gardens with its evergreen foliage. A longtime classic, now elevated to the Proven Winners brand.

- Variegated foliage appears brilliant yellow from a distance
- Grows in moist soil or standing water up to 4" deep
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, monocultures, landscapes and water gardens
- 6-14" height; 10-12" spread
- Part sun to sun; needs afternoon shade in climates with hot summers
- Perennial in zones 5-11
- Vigor 1

## GRACEFUL GRASSES® QUEEN TUT™ *Cyperus prolifer*

This petite-yet-vigorous umbrella grass makes a fun thriller for container recipes paired with other moisture-loving plants. Finer texture with smaller but more plentiful umbels compared to Baby Tut®.

- Bright green, starburst-like umbels
- Versatile in sun or shade containers and landscapes
- Heat tolerant with excellent vigor
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, monocultures, landscapes and water gardens
- 18-24" height; 12-18" spread
- Part sun to sun
- Vigor 3

## GRACEFUL GRASSES® 'Curly Wurly' *Juncus effusus*

Fun and distinctive corkscrew twisted foliage in shades of dark green spirals out in all directions from a dense central crown. A whimsical accent plant for containers, landscapes and water gardens.

- Often sold as a water plant, but also works well in gardens with consistent irrigation
- Selection of a native species
- Perennial in zones 5-9; evergreen in mild winters
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, monocultures, landscapes and water gardens
- 12-18" height; 16-20" spread
- Part sun to sun
- Vigor 2



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Sweet Caroline UPSIDE™  
BLACK COFFEE™ *Ipomoea*

Sweet Caroline UPSIDE™  
Key Lime *Ipomoea*

LUSCIOUS®  
Basket TANGELO™  
*Lantana*

LUSCIOUS® Royale  
LEMON TART™  
*Lantana*

LAGUNA® Compact Blue  
with Eye Improved *Lobelia*

AROMANCE®  
Mulberry *Nemesia*

BRIGHT LIGHTS™ HORIZON™  
Sunset *Osteospermum*

**Sweet Caroline UPSIDE™ BLACK COFFEE™ *Ipomoea batatas* \*\*\*\* USPPAF CanPBRAF**

This new well-branched form of climbing *Ipomoea* quickly forms a robust mass of deep burgundy purple, dissected foliage. A dramatic accent for baskets; presents well in Royale™ containers with trellis.

- Best habit and branching of any climbing *Ipomoea* series on the market
- Use as a twining vine (recommended) or long trailing plant
- Climbs/trails longer in the South where the growing season is warmer and longer
- Grow in 1.0 Royale™ containers with trellis, monocultures, in combination with other vigorous varieties, or in landscapes
- 36-72" height; 18-36" spread
- Part sun to sun
- Vigor 4

**Sweet Caroline UPSIDE™ Key Lime *Ipomoea batatas* \*\*\*\* USPPAF CanPBRAF**

This new well-branched form of climbing *Ipomoea* quickly forms a robust mass of bright chartreuse, dissected foliage. A dramatic accent for baskets; also presents well in Royale™ containers with trellis.

- Best habit and branching of any climbing *Ipomoea* series on the market
- Use as a twining vine (recommended) or long trailing plant
- Climbs/trails longer in the South where the growing season is warmer and longer
- Grow in 1.0 Royale™ containers with trellis, monocultures, in combination with other vigorous varieties, or in landscapes
- 36-72" height; 18-36" spread
- Part sun to sun
- Vigor 4

**LUSCIOUS® Basket TANGELO™**

*Lantana camara* \*\*\* USPPAF CanPBRAF  
Created to shine in hanging baskets, this dynamic new mounded trailing lantana bears large clusters of vivid yellow flowers that transition into tropical coral colors. Exhibits superb heat and humidity tolerance.

- A new form of *Lantana* for our longstanding Luscious® series
- Versatile in hanging baskets and uprights as a filler and spiller
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, baskets, recipes, monocultures and landscapes
- 12-26" height; 12-24" spread
- Full sun
- Vigor 2

**LUSCIOUS® Royale LEMON TART™**

*Lantana camara* \*\*\* USPPAF CanPBRAF  
Replacing Luscious® Bananarama™, this new cultivar forms a more compact and polished, upright globe-shaped mound covered in bright lemon yellow flowers. It shines as both a monoculture and in recipes.

- Aligns well with all other Luscious Royale varieties in its tidy habit
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, upright monocultures and landscapes
- 12-26" height; 12-24" spread
- Full sun
- Vigor 2

**LAGUNA® Compact Blue with Eye Improved**

*Lobelia erinus* \*\*\* USPPAF CanPBRAF  
This upgraded lobelia exhibits stronger color impact due to its larger, tightly packed, electric blue flowers with a bright white eye. Bred for increased heat tolerance, it holds a month longer in the summer heat.

- Improved densely branched habit full of flowers
- Grow in 4.25 Grande™ containers, monocultures, baskets, window boxes and landscapes
- 8-12" height; 10-12" spread
- Part sun to sun
- Vigor 2

**AROMANCE® Mulberry *Nemesia fruticans* \*\*\*\* USPPAF CanPBRAF**

Intensely fragrant, rich plum-fuchsia and lavender bicolor blooms on bushy, upright plants appear early for use in spring recipes. Withstands summer heat and rains admirably compared to common market varieties.

- Showy, scented blossoms have exceptional appeal at retail
- Sets no seed; no deadheading needed for continuous bloom
- Grow in 4.25 Grande™ containers, color bowls, baskets, window boxes and landscapes
- 10-18" height; 12-18" spread
- Part sun to sun
- Vigor 2

**BRIGHT LIGHTS™ HORIZON™ Sunset**

*Osteospermum* \*\*\*\* USPPAF CanPBRAF  
Ideal for spring and fall hanging basket recipes, this mounded-spreading *Osteospermum* dazzles with orange sherbet-colored flowers with a lavender purple glow emanating from the center.

- A new habit for Bright Lights, ideal for hanging basket recipes
- Longer sales window due to increased heat tolerance
- Grow in 4.25 Grande™ containers, hanging baskets, recipes, grab 'n go pots, monocultures
- 8-12" height; 10-18" spread
- Part sun to sun
- Vigor 2



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**SUPERTUNIA® Persimmon Petunia** \*\*\*\* USPPAF CanPBRAF

A thrilling new color for Supertunia! Coral-orange blossoms with a gold throat blanket this extra-vigorous selection all season without deadheading. Trailing habit; an ideal spiller for recipes.

- One of the most vigorous standard Supertunias
- Trailing habit with little height
- Perfect for creating long trailing baskets
- Grow in 4.25 Grande™ containers, baskets, window boxes, recipes and landscapes
- 4-8" height; 24-36" spread
- Part sun to sun
- Vigor 3

**SUPERTUNIA MINI VISTA® Midnight Petunia** \*\*\*\* USPPAF CanPBRAF

Finally, a near-black petunia that lives up to Supertunia standards! It's loaded with flower power all season without deadheading and its dense habit makes an exquisite Grande™ for retail.

- Durable petunia that tolerates adverse growing conditions
- Near-black to deep velvety purple flowers with a black eye
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, baskets, monocultures and landscapes
- 6-12" height; 18-24" spread
- Part sun to sun
- Vigor 3

**SUPERTUNIA MINI VISTA® Scarlet Petunia** \*\*\*\* USPPAF CanPBRAF

A useful color addition to the Mini Vista line; perfect for creating patriotic-themed, summer recipes. Scarlet red flowers bloom all season without deadheading on attractive globe-shaped plants.

- Durable petunia that tolerates adverse growing conditions
- Pair with Supertunia Mini Vista White and Indigo or Violet Star for patriotic recipes
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, baskets, monocultures and landscapes
- 6-12" height; 18-24" spread
- Part sun to sun
- Vigor 3

**SUPERTUNIA MINI VISTA® Yellow Petunia** \*\*\*\* USPPAF CanPBRAF

Our very first yellow Mini Vista petunia! This strong growing cultivar bears clear yellow flowers on an attractive globe-shaped habit. A compact form loaded with flower power all season without deadheading.

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

**COLORBLAZE® MINI ME™ Watermelon Plectranthus**

A new small but mighty form for ColorBlaze. Feathery textured, watermelon red leaves edged in chartreuse grow vigorously to form a compact, highly branched plant with no pinch or PGRs needed.

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

**MOJAVE® Yellow Improved Portulaca umbraticola** \*\*\*\* USPPAF CanPBRAF

An improved selection, offering greater color coverage due to larger, golden yellow flowers that open earlier in the morning and remain open until late in the day. A durable and captivating flowering succulent.

- Fits the popular succulent trend, now with even showier flowers
- A foolproof plant for warm climates and poor, dry soils
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, baskets, monocultures and landscapes
- 4-8" height; 12-16" spread
- Full sun
- Vigor 2

**ROCKIN'® Deep Purple Improved Salvia** \*\*\*\* USPPAF CanPBRAF

We've improved this popular salvia by giving it a more compact and floriferous habit; now a good match for the top-selling Rockin' Fuchsia. Large, deep purple flowers with black calyxes are a strong draw for pollinators.

- Darker flowers, stems and foliage give this improved selection a richer look
- Denser flower coverage draws in more buyers and bumblebees
- Grow in 4.25 Grande™ containers for early season sales and 1.0 Royale™ containers for summer sales
- Now right-sized for recipes, also great for monocultures and landscapes
- 24-36" height; 24-36" spread
- Full sun
- Vigor 4

# NEW PROVEN ACCENTS FOR 2023



Needlepoint  
*Hedera helix*

Goldilocks  
*Lysimachia*

WAIKIKI SUNSET®  
*Lysimachia*

ILLUSION®  
PENNY LACE™  
*Ipomoea*

Big Leaf Creeping Wire Vine  
*Muehlenbeckia*

Swedish Ivy  
*Plectranthus*

'Purple Queen'  
*Tradescantia*

## Needlepoint *Hedera helix*

This finely textured ivy features dark green leaves with 3 to 5 sharply pointed lobes, including an elongated center lobe. Short internodes keep the leaves tightly spaced on the trailing stems.

- Attractive evergreen foliage
- Easy to grow and drought tolerant
- Deer and rabbit resistant
- A classic spiller for containers
- Grow in 4.25 Grande™ containers, recipes, baskets, window boxes and topiaries
- 3-6" height; 10-14" spread
- Sun or shade
- Vigor 1

## Goldilocks *Lysimachia*\*

This brilliant gold to chartreuse, trailing plant for container recipes retains its vivid coloring all season. Complements everything it's paired with, from bright to pastel color palettes.

- Strictly trailing habit; won't take up extra space in a recipe
- Deer resistant
- A classic spiller for containers
- Grow in 4.25 Grande™ containers, recipes, baskets and window boxes
- Not recommended for in-ground plantings
- 2-4" height; 12-14" spread; 24" trailing
- Part sun to shade
- Vigor 3

## WAIKIKI SUNSET® *Lysimachia congestiflora*

This versatile spiller for sun and shade container recipes features dynamic gold and green variegated foliage accented by occasional yellow blossoms that bring in the pollinators. Easy to grow and use in designs.

- Primarily grown as a fun foliage plant; yellow flowers are a bonus
- Variegation shifts slightly with environmental conditions; occasionally accented with a hint of sunset orange
- Perennial in zones 7 and warmer
- Grow in 4.25 Grande™ containers, recipes, baskets, window boxes and landscapes
- 2-10" height; 10-12" spread
- Sun or shade
- Vigor 2

## ILLUSION® PENNY LACE™ *Ipomoea batatas* \*\*\* USPPAF CanPBRAF

This improved cultivar features deeper red, highly dissected foliage and a more spherical, less trailing habit than its predecessor, Garnet Lace. Pairs beautifully with scarlet, orange, gold and white in recipes.

- Highly branched, rounded habit with lacy textured foliage
- An essential container component
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, baskets, monocultures and landscapes
- 6-10" height; 24-36" spread
- Part sun to sun
- Vigor 3

## Big Leaf Creeping Wire Vine *Muehlenbeckia complexa*

Looking for new spiller ideas? This unique trailing vine is similar to Vinca, but fuller with an airier texture. Use it in any medium vigor recipe for baskets or uprights in sun or part shade.

- Uncommon in the trade, but deserves wider use
- Branding adds value to commodity spillers for premium recipes
- Grow in 4.25 Grande™ containers, recipes, baskets
- 4-6" height; 18-24" spread; trails to 24"
- Part sun to sun
- Vigor 2

## Swedish Ivy *Plectranthus coleoides variegata*

This versatile, vigorous spiller for sun and part shade container recipes features highly fragrant, variegated lime green foliage with bright cream, scalloped edges. Easy to grow and eye-catching at retail.

- Keeps up with our most vigorous annuals in sun and shade recipes
- Cascading fountain-like habit
- Fragrant foliage is not favored by deer
- Grow in 4.25 Grande™ containers, recipes, baskets and monocultures
- 6-18" height; 18-30" spread
- Part sun to sun
- Vigor 4

## 'Purple Queen' *Tradescantia pallida*

Purple continues to rank as the most popular color among consumers, and this tropical purple trailer always sells. Elevate it in your lineup with Proven Winners branding for premium container recipes.

- Deep saturated color all season
- Versatile in sun and shade
- Heat and drought tolerant
- Deer resistant
- Grow in 4.25 Grande™ and 1.0 Royale™ containers, recipes, baskets and landscapes
- 12-18" height; 12-24" spread; trails to 24"
- Sun or shade
- Vigor 3

# PROVEN HARVEST®

We entered the food market with our Proven Harvest® Collection with one simple goal in mind. We want to offer incredibly flavorful, high yielding, disease resistant food crops to a new generation of gardeners that is eager to grow their own nutritious fruits, veggies and herbs. Join us in supporting the healthy food movement.



**PEPPER POTS™ SUGAR KICK™**  
*Capsicum annuum* (Sugar)  
This sweet, crunchy snack pepper grows vigorously to produce 3" long, tapered, yellow to orange fruits. Grow it in patio pots or in the garden where it exhibits good disease resistance. 20-30" height, 16-20" spread, full sun, vigor 2

NEW



**TEMPTING TOMATOES® 'Garden Treasure Improved'**  
*Solanum lycopersicum*  
Improving on an exemplary tomato is tough, but this high yielding variety adds late blight resistance to its list of accolades. Indeterminate slicer tomato with heirloom flavor, developed in Florida for exceptional heat tolerance. 34-48" height, 12-20" spread, full sun, vigor 4

NEW



**Dragon Tongue Bush Bean**  
*Phaseolus vulgaris*  
This tasty heirloom bush bean produces long, bright purple streaked, yellow beans on 2-3' tall plants. They can be picked young and eaten fresh or left to mature and harvest the shelled beans. 24" height, 12-18" spread, full sun, vigor 3

NEW



**TEMPTING TOMATOES® Patio Sunshine**  
*Solanum lycopersicum*  
One of our highest yielding determinate patio tomatoes, producing 100+, bright yellow, 1" round tomatoes early in the season on disease resistant plants. Fruits have a mildly sweet, slightly acidic flavor. 15-18" height, 18-20" spread, full sun, vigor 4

NEW



**TEMPTING TOMATOES® Bellini**  
*Solanum lycopersicum*  
This high sugar, low acid cocktail tomato has amazing flavor fresh from the vine. Resistance to cracking and good disease resistance keeps the harvestable fruits coming all summer on this indeterminate variety. 34-48" height, 24-36" spread, full sun, vigor 4

NEW

# Reduce Single Use Plastic!

## INTRODUCING THE NEW ECO+ GRANDE™ CONTAINER

### 100% MADE FROM PLANTS

- COMPOSTABLE
- NO MORE PLASTIC WASTE!

### ECO+ GRANDE CONTAINER

A GAME-CHANGING COMPOSTABLE\* POT MADE FROM PLANTS.



### PLANT NUTRIENTS BUILT INTO THE WALLS OF THE CONTAINER

- NUTRIENTS ARE SUPPLIED TO THE PLANT DIRECTLY FROM THE CONTAINER
- HELPS CONSUMERS TO BE SUCCESSFUL ALL SEASON

### PULL TABS

- REMOVABLE TABS FACILITATE STRONG ROOT DEVELOPMENT

### CAN BE PLANTED OR COMPOSTED

- CAN BE PLANTED DIRECTLY INTO THE SOIL
- CONTAINERS BREAK DOWN AND BECOME INERT, ORGANIC COMPOUNDS
- EASE OF PLANTING IMPROVES CONSUMER EXPERIENCE
- NO MICRO-PLASTICS OR ADDITIONAL WASTE BY-PRODUCTS



\*ASTM D6400 CERTIFIED INDUSTRIAL COMPOSTABLE

Contact your preferred Broker or Proven Winners annuals propagator to learn more today!

# HEART TO HEART®

GROW THE BEST CALADIUMS ON THE MARKET TODAY

When you need to yield premium quality crops of caladiums, it pays to start with the best genetics expertly produced using refined techniques. Led by world-renowned *Caladium* breeder Dr. Bob Hartman and backed by a team of skilled growers, you won't find better quality caladiums on the market today.

We make it easy for your planting crew by painting and de-eying every bulb we ship, resulting in predictably strong crops every time. Choose from 28 versatile sun and shade tolerant cultivars.



**HEART TO HEART® 'Snow Flurry'** USPP31569  
*Caladium hortulanum*

Sharply contrasting deep green and snowy white tones set this eye-catching new fancy leaf caladium apart. It thrives in the shade where its large leaves brighten up the landscape under tall tree canopies.

- Intermediate to taller, upright habit
- Sprouts and finishes quickly in production
- Bulbs come de-eyed and painted for quick and easy planting
- Grow in 1QT, 6.5" or 8.5" containers, window boxes, recipes, monocultures and landscapes
- 15-20" height; 10-14" spread
- Part shade to shade
- Vigor 2

### Heartfelt Wonder –

HEART TO HEART®  
'Scarlet Flame' *Caladium*  
HEART TO HEART®  
'White Wonder' *Caladium*

HEART TO HEART®  
'Scarlet Flame' *Caladium*

### Caladiums for Christmas

Poinsettias are a classic Christmas tradition, but not necessarily a profitable one for growers and retailers. Plus, they aren't an easy or long-lasting plant for consumers. Let's start a new tradition – Heart to Heart® Christmas Caladiums.

With stunning foliage in perfect shades of red, white and green for the holidays, Christmas Caladiums offer a festive alternative that holiday decorators will love. These plants are far easier to care for than poinsettias, last longer through the season, and will give consumers something new and exciting to decorate their homes with this Christmas.

Our pilot program over the past two seasons has demonstrated strong demand and sell-through for these plants. Contact your preferred broker today to learn how you can start a new revenue stream with Heart to Heart Christmas Caladiums this year.

# BE MY® *Calla Lilies*



Left to right: BE MY® First Love Calla Lily, BE MY® Heart Calla Lily, BE MY® Princess Calla Lily, BE MY® Prince Calla Lily, BE MY® MAIN SQUEEZE™ Calla Lily and BE MY® Sunshine Calla Lily

## 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 six 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.

# EZ SCAPES™ PERENNIAL RECIPE PROGRAM

## What is an EZ Scape?



CURATED PERENNIAL RECIPES



PROVIDING FROST TO FROST GARDEN INTEREST



PAIRED BY SIMILAR GROWING NEEDS

We've created EZ Scapes to simplify the selling process for growers and retailers, and to take the guesswork out of how to pair perennials together for home gardeners. Each EZ Scape plan can be packaged and sold as a set – as a rack program for growers or on endcaps at retail merchandized with available POP. Since the plans are based on series and collections, the specific plants used can be curated to fit your inventory.

## Benefits for Retailers



- Create colorful, long lasting displays by pairing flowering and foliage plants
- Focus on concepts as well as plants
- Help customers make decisions on which perennials pair well together
- Picked by collection/series to allow flexibility in building and maintaining displays

## Benefits for Growers



- New product offering to boost your total perennial sales
- Easily offered as a rack program with quick turnaround
- Picked by Collection/Series to allow flexibility in fulfilling orders
- Ship plants in color with those out of color

Point of purchase materials and flyers are available for the EZ Scapes program. Contact your preferred Proven Winners broker or Walters Gardens sales representative to learn more and book your EZ Scapes order today.

[www.ezscapes.com](http://www.ezscapes.com)



Browse this new mobile-friendly website to explore EZ Scape recipes that solve common issues homeowners face like deer pressure, clay soil, shade and more. Each recipe combines three to four perennials that grow well together to create easy, elegant landscapes. Planting schematics and care information included with every design.

### EZ Scapes were created with these principles in mind:

- **Multiple Seasons of Interest** – providing color or textural interest throughout the season
- **Successive Blooming** – pairing perennials that bloom in succession
- **Complementary Foliage** – using plants with foliage interest to complement what's in bloom
- **Similar Growing Conditions** – matching up plants with similar cultural requirements

This new program is brought to you by Walters Gardens, home of Proven Winners Perennials. Continually working to support consumers with The Brand Gardeners Trust.™

# READY FOR BUSINESS



Now in its twelfth year, our Proven Winners Perennials program led by Walters Gardens has never been more diverse and primed to meet growers' and retailers' needs. Three new genera are represented in this year's Spring Preview – some of the 80 genera we are pursuing in our perennial hybridizing program. They were selected from over 35,000 seedlings that are evaluated in any given year, bringing our total number of Proven Winners perennial varieties to 200.

Walters Gardens has secured ample supply of all of your top-selling Proven Winners perennials and is continually expanding and upgrading their operations. Four acres of new greenhouse production space is being added this year for a total of twelve acres under cover. Field production has increased to 383 acres of bare root growing space. Perennial liners and bare root plants are shipped across North America year round. Find a Proven Winners perennial broker at [provenwinners.com/professionals/brokers](http://provenwinners.com/professionals/brokers).

# NEW PROVEN WINNERS PERENNIALS FOR 2023



2023 MUST HAVE

### MEANT TO BEE™ 'Queen Nectarine' Agastache USPPAF CanPBRAF

A profusion of sweet peach blossoms held by mauve calyxes line the tall, sturdy stems of this full, upright Agastache from midsummer to early fall. A wonderful perennial for drawing pollinators near but keeping deer at bay. Members of this new collection were selected for their large, robust habit, significant landscape presence and cold hardiness.

Height: 30-36" Spread: 32-36"  
Zones: 5-9 Exposure: Full sun



2023 MUST HAVE

### MEANT TO BEE™ 'Royal Raspberry' Agastache USPPAF CanPBRAF

Eye-catching rosy purple flowers with burgundy calyxes are produced in abundance on this full, upright Agastache from midsummer to early fall. A deep purple cast on the foliage is a bonus in spring. The perfect color for attracting hummingbirds; use in patio-side plantings. Members of this new collection were selected for their large, robust habit, significant landscape presence and cold hardiness.

Height: 28-32" Spread: 28-32"  
Zones: 5-9 Exposure: Full sun



2023 MUST HAVE

### 'Darkside of the Moon' Astilbe USPPAF CanPBRAF

This thrilling new selection is the only Astilbe on the market that combines dark chocolate foliage with rich rosy purple flowers that burst forth from raspberry red buds. The contrast is striking in late summer. New foliage emerges yellow with a dark margin and glossy sheen in spring before darkening up completely. Attractive foliage extends the sales window for this plant through the entire selling season.

Height: 28-34" Spread: 24-28"  
Zones 4-9 Exposure: Full sun to full shade



2023  
MUST  
HAVE

**CANDELIGHT™ Coreopsis**\*\*\*\* USPPAF CanPBRAF

This robust improvement over 'Moonbeam' features far greater resistance to powdery mildew, increased vigor and an extremely floriferous habit. Forms a full, upright vase-shaped clump of dark green, threadleaf foliage covered in lemon yellow flowers from summer into fall. Easy to produce as an annualized perennial; requires no vernalization to bloom. Another terrific Coreopsis introduction from Darrell Probst.

Height: 18-24" Spread: 30-36"  
Zones: 5-9 Exposure: Full sun



**FRUIT PUNCH® 'Funky Fuchsia'**

*Dianthus* USPPAF CanPBRAF

Boasting some of the largest flowers of the series, this new cultivar bears florist-quality, 1½ to 2" wide blossoms on strong stems in early summer and early fall. The fully double, fragrant, fuchsia purple flowers are a unique shade that is notably less red than similar cultivars, offering new pairing possibilities in landscape designs. The glaucous blue-green foliage is semi-evergreen.

Height: 8-10" Spread: 14-16"  
Zones 4-9 Exposure: Full sun to part sun



**COLOR CODED® 'One in a Melon'**

*Echinacea* USPPAF CanPBRAF

A new color addition to the series, this unique cantaloupe melon colored coneflower bears huge 5 to 5½" wide blossoms with horizontally held and overlapping petals for maximum color effect. They are perched atop stout stems for months beginning in midsummer. Members of this series exhibit excellent basal branching and exceptional flowering performance with large blossoms that open flat.

Height: 24-26" Spread: 18-20"  
Zones 4-8 Exposure: Full sun to part sun



**'Bit of Honey'**

*Heliopsis helianthoides* USPPAF CanPBRAF

We're expanding our line of native cultivars that attract pollinators. This improved variegated Heliopsis forms a compact mound of consistently patterned deep green and white foliage. Showy, large 3 to 3 ½", semi-double blossoms with multiple rows of golden yellow petals and a gold cone appear from midsummer into early fall. Also makes a great cut flower and container component.

Height: 24-28" Spread: 26-30"  
Zones: 4-9 Exposure: Full sun to part sun



2023  
MUST  
HAVE

**DOLCE® 'Frosted Berry'**

*Heuchera* USPPAF CanPBRAF

A sport of our top-selling Dolce 'Wildberry', this new selection forms a dense mound of very broad, 5 to 6", silver leaves with charcoal veining. Newest leaves have a slight pink blush. Charcoal stems carry white flowers with rosy pink calyxes in midsummer. A perfect match to 'Wildberry' in habit, leaf size and exceptional landscape performance; also works beautifully in container recipes.

Height: 10-14" Scape: 26-28" Spread: 16-20"  
Zones: 4-9 Exposure: Full sun to full shade

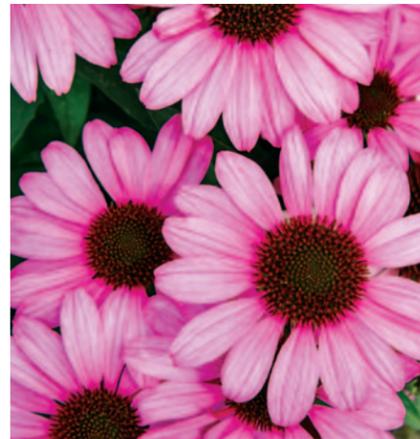


**PRIMO® 'Pistachio Ambrosia'**

*Heuchera* USPPAF CanPBRAF

Replacing 'Pretty Pistachio' this year is this improved variety with a similar robust landscape presence and large, full habit but a greater resistance to burning and leaf discoloration. Brightest chartreuse yellow foliage color will come with filtered shade or morning sun. Light pink flowers on upright scapes add to this perennial's appeal and draw in pollinators in midsummer.

Height: 10-12" Scape: 28-32" Spread: 28-32"  
Zones: 4-9 Exposure: Full shade to part shade



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

*Echinacea* USPPAF CanPBRAF

Another new color for the series, this selection bears large 4½" wide, fuchsia pink flowers with overlapping, horizontally held petals from midsummer to early fall. They are perched atop dark stems which match the dark cones and make the vibrant flower color really pop. Members of this series exhibit excellent basal branching and exceptional flowering performance with large blossoms that open flat.

Height: 20-22" Spread: 16-18"  
Zones 4-8 Exposure: Full sun to part sun



2023  
MUST  
HAVE

**DOUBLE CODED™ 'Butter Pecan'**

*Echinacea* USPPAF CanPBRAF

Soft honeydew melon, 4" wide, fully double blossoms with broad, horizontal ray petals appear in abundance from midsummer through late summer. Members of this new series are selected for their prolific production of double flowers atop low, wide, dense rosettes of deep green foliage, allowing for use along the front of the border. A perfect complement to our single-flowered Color Coded coneflowers.

Height: 18-20" Spread: 16-18"  
Zones 4-8 Exposure: Full sun to part sun



2023  
MUST  
HAVE

**DOUBLE CODED™ 'Raspberry Beret'**

*Echinacea* USPPAF CanPBRAF

Intense raspberry pink, fully double, 4" wide blossoms with slightly lighter pink ray petals appear in abundance from midsummer through late summer. Members of this new series are selected for their prolific production of double flowers atop low, wide, dense rosettes of deep green foliage, allowing for use along the front of the border. A perfect complement to our single-flowered Color Coded coneflowers.

Height: 18-20" Spread: 22-24"  
Zones 4-8 Exposure: Full sun to part sun



**DRESSED UP™ 'Ball Gown'**

*Heuchera* USPPAF CanPBRAF

The second introduction in a new series which features varieties selected for their large, intensely ruffled leaves and excellent landscape performance; a striking complement to the near-black Dressed Up 'Evening Gown'. Bright chartreuse yellow leaves bear heavily scalloped, slightly serrated margins and are topped with dense scapes of creamy white flowers in midsummer.

Height: 10-12" Scape: 26-30" Spread: 24-28"  
Zones: 4-9 Exposure: Full shade to part shade



**SUMMERIFIC® 'Lilac Crush'**

*Hibiscus* USPPAF CanPBRAF

A color expansion for the series, this selection bears huge, 7 to 8" wide, lilac blossoms with thick, overlapping petals over the rich green foliage from midsummer to early fall. The flowers have cooler undertones in colder temperatures. Like all 'Crush' cultivars, its habit is upright and columnar with sturdy stems that resist lodging. Looks fantastic at retail and maintains its compact form in the landscape.

Height: 5-5½' Spread: 4-4½'  
Zones: 4-9 Exposure: Full sun to part sun



2023  
MUST  
HAVE

**SUMMERIFIC® 'Valentine's Crush'**

*Hibiscus* USPPAF CanPBRAF

Replacing long-standing favorite 'Cranberry Crush' this year is this improved cultivar that has the same upright columnar habit that looks so good in containers, but with an upgraded flowering performance. Brighter red, 7 to 8" wide flowers open fully and flat for best display, and the large, ovate leaves have a dark bronze cast when grown in full sun. Delivers a strong garden performance into early fall.

Height: 5' Spread: 3½'  
Zones: 4-9 Exposure: Full sun to part sun



**SHADOWLAND® 'Above the Clouds'**  
*Hosta* USPPAF CanPBRAF

This beautiful new addition to our hosta collection is a large, very thick-leaved, cloudy blue selection. Compared to 'Diamond Lake', its leaves have very smooth edges and take on cupped, puckered characteristics as the plant matures. Pale lavender flowers appear in midsummer on proportional scapes above the broadly mounded foliage. Pairs perfectly with our 'Crested Surf' painted fern. Height: 25" Scape: 30-38" Spread: 54-60" Zones 3-9 Exposure: Part shade to full shade



**SHADOWLAND® 'Echo the Sun'**  
*Hosta* USPPAF CanPBRAF

Chartreuse sells, especially in shade plants, and this brilliant hosta has it in spades. In fact, its yellow foliage brightens as the season progresses unlike many hostas of this type which turn green in summer. Like 'Diamond Lake', this low, broadly mounded hosta has similar thick, wedge-shaped leaves with intensely rippled margins. Lavender flowers appear just above the foliage in midsummer. Height: 19" Scape: 18-27" Spread: 42-48" Zones 3-9 Exposure: Part shade to full shade



**SHADOWLAND® 'Voices in the Wind'** *Hosta* USPP33265 CanPBRAF

This sophisticated blue-green and creamy yellow variegated hosta will catch your customers' attention with its notably rippled margins. It emerges in spring as an energetic mass of ruffled foliage, then matures into a broad, stately mound, bringing terrific texture to the shade garden. Pale lavender flowers attract pollinators from midsummer to late summer. Height: 17" Scape: 24-29" Spread: 46" Zones 3-9 Exposure: Part shade to full shade



**2023  
MUST  
HAVE**

**PRAIRIE WINDS® 'Niagara Falls'**  
*Panicum virgatum* USPPAF CanPBRAF

This interesting addition to our native Panicum collection stands out from the crowd due to its extra-wide, cascading, powder blue foliage. Though its strong stems are strictly upright, its strappy blades arch like a waterfall, creating a feeling of movement in the landscape. Masses of cream seed heads pack the top half of the plant in the fall. Valued for its easy constitution and wildlife benefits. Height: 4" Spread: 4" Zones: 4-9 Exposure: Full sun



**2023  
MUST  
HAVE**

**LUMINARY™ 'Sunset Coral'**  
*Phlox paniculata* USPPAF CanPBRAF

Expanding the color palette in the series, this new fragrant, coral pink flowered selection has a notable orange tinge to the petals, especially when compared to true pink phlox. Luminary tall garden phlox are selected for their improved resistance to powdery mildew and ability to rebloom that keeps them in color from midsummer through late summer. They are perfectly sized to shine in the middle of the border. Height: 30-32" Spread: 30-32" Zones: 3-8 Exposure: Full sun to part shade



**'Pink-a-Blue' Pulmonaria** USPPAF CanPBRAF

This deer and rabbit resistant perennial is a must-have for the shade garden and is one of the first perennials to welcome pollinators back each year. Pink buds open to mid-blue flowers in early spring, with both buds and blooms appearing at once. The robust mound of mildew resistant, narrow, dark green leaves with silver speckles brightens up the shade garden all season. Height: 16-18" Spread: 22-24" Zones: 3-9 Exposure: Part shade to full shade



**UPSCALE™ 'Lavender Taffeta'**  
*Monarda* USPPAF CanPBRAF

A new series of Monarda for Proven Winners focused on taller hybrids with vibrant masses of large flowers and excellent mildew resistance. 'Lavender Taffeta' bears dark lavender purple flowers with speckled petals that cover the top half of the plant from midsummer through late summer. Spreads slowly to create a dense clump. A must-have for every pollinator garden. Height: 22-26" Spread: 28-30" Zones 4-8 Exposure: Full sun to part sun



**UPSCALE™ 'Pink Chenille'**  
*Monarda* USPPAF CanPBRAF

Large 3½", two-toned fluorescent and light pink flowers lend a two-tone effect to this floriferous bee balm when it's in bloom from midsummer through late summer. Though it is the shortest of the Upscale series, it is notably taller than 'Pardon My Pink', standing about knee high. Its flowers cover the top half of the healthy, rich green foliage which spreads slowly to create a dense clump. Height: 20-22" Spread: 18-22" Zones 4-8 Exposure: Full sun to part sun



**2023  
MUST  
HAVE**

**UPSCALE™ 'Red Velvet'**  
*Monarda* USPPAF CanPBRAF

Standing taller than its companions in this new series, this cherry red flowered selection bears large blossoms that pollinators adore on the top half of the plant from midsummer through late summer. The newly emerging and youngest leaves have a bronze cast which complements the blossoms. The best red Monarda we've trialed in years and a must-have for every perennial collection. Height: 32" Spread: 36" Zones 4-8 Exposure: Full sun to part sun



**2023  
MUST  
HAVE**

**ROCK 'N ROUND™ 'Bright Idea'**  
*Sedum* USPPAF CanPBRAF

This low maintenance sedum looks like the groundcover *Sedum kamschaticum* with a key difference being its non-spreading, polished rounded mounding habit of deep green, serrated foliage. This tough perennial stays where you plant it and thrives in hot, dry areas of the landscape or in troughs. Clusters of bright yellow, star-shaped flowers held on red stems are a delight for pollinators in early to midsummer. Height: 10-12" Spread: 16-20" Zones: 3-9 Exposure: Full sun to part sun



**2023  
MUST  
HAVE**

**MAGIC SHOW® 'Ever After'**  
*Veronica* USPPAF CanPBRAF

This unique new cultivar produces some of the longest flower scapes we've ever seen on a Veronica, reaching nearly 12" in length. Icy blue spikes cover the top 2/3 of the plant over the glossy green, mounded foliage beginning in early summer and lasting most of the summer. They elongate for many weeks and shed the spent flowers cleanly as new ones open. Vernalization is required for best flowering performance. Height: 14-16" Spread: 16-20" Zones: 4-8 Exposure: Full sun to part sun

# HEAT IS ON™ – BULLETPROOF PLANTS FOR HOT CLIMATES

Whether you're working with southern growers or expanding summer programs in more northern regions, our Heat Is On program will be a valuable asset for you. Our new plant development team has been ultra-focused on bringing more heat tolerant plants into our lineup that you can confidently recommend in warm climates like the Southeast, Florida and Texas.

The Heat Is On program was created with the input from experts in the South including those on our trial team, at independent trial locations, and lifelong plantsmen like Norman Winter. These varieties have been proven to be virtually bulletproof in the southern heat. Expect this program to grow as additional trial results come in and new varieties are introduced.

## Annuals



ANGELFACE® *Angelonia* series  
SUREFIRE® *Begonia* series  
HEART TO HEART® *Caladium* series  
LADYBIRD® *Calylophus* series  
TOUCAN® *Canna* series  
FAIRY DUST® Pink *Cuphea*



VERMILLIONAIRE® *Cuphea*  
GRACEFUL GRASSES® *TUT Cyperus* series  
DIAMOND *Euphorbia* series  
BLUE MY MIND® *Evolvulus* series  
HEAT IT UP® *Gaillardia* series  
TRUFFULA™ Pink *Gomprena*



SUNCRECIBLE® *Helianthus* series  
AUGUSTA® Lavender *Heliotropium*  
HIPPO® *Hypoestes* series  
Sweet Caroline *Ipomoea* series  
SAFARI™ *Jamesbrittenia* series  
LUSCIOUS® *Lantana* series



SUNSTAR® *Pentas* series  
GRACEFUL GRASSES® *Pennisetum* series  
SUPERTUNIA VISTA® *Petunia* series  
COLORBLAZE® *Plectranthus* (Coleus) series  
MOJAVE® *Portulaca* series  
MACHU™ Morado *Ruellia* series



ROCKIN® *Salvia* series  
UNPLUGGED® *Salvia* series  
WHIRLWIND® *Scaevola* series  
LEMON CORAL® *Sedum*  
CATALINA® *Torenia* series  
CAKE POPS® *Verbena* series

## Perennials



'String Theory' *Amsonia*  
FALL IN LOVE™ 'Sweetly' *Anemone*  
DECADENCE® *Baptisia* series  
COLOR CODED® *Echinacea* series  
RAINBOW RHYTHM® *Hemerocallis* series  
SUMMERIFIC® *Hibiscus* series



SHADOWLAND® *Hosta* series  
PYROMANIA® *Kniphofia* series  
Leading Lady *Monarda* series  
'Midnight Masquerade' *Penstemon*  
'Denim 'n Lace' *Perovskia*  
LUMINARY™ *Phlox* series

## Shrubs



PERFECTO MUNDO® *Azalea* series  
PUGSTER® *Buddleia* series  
DOUBLE TAKE® *Chaenomeles* series  
PARAPLU® *Hibiscus* series  
LIMELIGHT PRIME® *Hydrangea paniculata*  
SCENTLANDIA® *Itea*



CENTER STAGE® *Lagerstroemia* series  
JAZZ HANDS® *Loropetalum* series  
AT LAST® *Rosa*  
DOUBLE PLAY® CANDY CORN® *Spiraea*  
YIN® and YANG® *Viburnum*  
BLUE DIDDLEY® *Vitex*

# PROFESSIONAL GREENHOUSE WATER SOLUBLE FERTILIZERS

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

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

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

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



## Recommended replacements for dropped annual varieties for 2023

DROPPED VARIETY	RECOMMENDED REPLACEMENT
VANILLA BUTTERFLY® <i>Argyranthemum</i>	GOLDEN BUTTERFLY® <i>Argyranthemum</i>
SUPERBELLS® Double Orchid <i>Calibrachoa</i>	SUPERBELLS® Pink <i>Calibrachoa</i>
SUPERBELLS® Yellow <i>Calibrachoa</i>	SUPERBELLS® Yellow Improved <i>Calibrachoa</i>
TOUCAN® Dark Orange <i>Canna</i>	TOUCAN® Scarlet <i>Canna</i>
Sweet Caroline KIWI™ <i>Ipomoea</i>	Sweet Caroline MEDUSA™ Green <i>Ipomoea</i>
PATTI'S PINK™ <i>Isotoma</i>	BETH'S BLUE® <i>Isotoma</i>
LUSCIOUS® BANANARAMA™ <i>Lantana</i>	LUSCIOUS® Royale LEMON TART™ <i>Lantana</i>
LAGUNA® Compact Blue with Eye <i>Lobelia</i>	LAGUNA® Compact Blue with Eye Improved <i>Lobelia</i>
SUPERTUNIA® Trailing Strawberry Pink Veined <i>Petunia</i>	SUPERTUNIA® Rose Veined <i>Petunia</i>
SUPERTUNIA® White <i>Petunia</i>	SUPERTUNIA MINI VISTA® White <i>Petunia</i>
COLORBLAZE® Royale ALLIGATOR TEARS® <i>Plectranthus</i>	COLORBLAZE® Royale PINEAPPLE BRANDY™ <i>Plectranthus</i>
MOJAVE® Yellow <i>Portulaca</i>	MOJAVE® Yellow Improved <i>Portulaca</i>
ROCKIN'® Deep Purple <i>Salvia</i>	ROCKIN'® Deep Purple Improved <i>Salvia</i>

## Recommended replacements for dropped perennial varieties for 2023

DROPPED VARIETY	RECOMMENDED REPLACEMENT
'Firefly Amethyst' <i>Achillea</i>	'Firefly Peach Sky' <i>Achillea</i>
DOLCE® 'Appletini' <i>Heuchera</i>	DOLCE® 'Spearmint' <i>Heuchera</i>
PRIMO® 'Pretty Pistachio' <i>Heuchera</i>	PRIMO® 'Pistachio Ambrosia' <i>Heuchera</i>
SUMMERIFIC® 'Cranberry Crush' <i>Heuchera</i>	SUMMERIFIC® 'Valentine's Crush' <i>Heuchera</i>

# NEW FOR 2023 – 100% BRANDED PACKAGING FOR ALL PROVEN WINNERS

Just as our Complete Package program debuted in the U.S. for the 2022 season, it is now rolling out across Canada for 2023. All Proven Winners annuals will be sold in our signature white branded container, joining all of our other plant lines for which branded containers are already being utilized. Customers selling our annuals in hanging baskets and upright patio-ready recipes may continue to use our branded Container Garden tag.

Contact your preferred propagator for complete details on our Complete Package program.

## Annuals Join the Complete Package Program



Proven Winners  
ColorChoice® Shrubs

**100%**  
sold in complete  
package

Proven Winners  
Perennials

**100%**  
sold in complete  
package

Proven Harvest  
Veggies and Herbs

**100%**  
sold in complete  
package

Heart to Heart  
Caladiums

**100%**  
sold in complete  
package

Proven Winners  
Annuals

**100%**  
now to be sold  
in complete  
package

## 2023 MUST-HAVE VARIETIES



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

### Annuals:

SUPERBELLS® PRISM™ Pink Lemonade *Calibrachoa*  
Sweet Caroline UPSIDE™ BLACK COFFEE™ *Ipomoea*  
Sweet Caroline UPSIDE™ Key Lime *Ipomoea*  
AROMANCE® Mulberry *Nemesia*  
SUPERTUNIA MINI VISTA® Midnight *Petunia*  
SUPERTUNIA MINI VISTA® Scarlet *Petunia*  
SUPERTUNIA MINI VISTA® Yellow *Petunia*

### Perennials:

MEANT TO BEE™ 'Queen Nectarine' *Agastache*  
MEANT TO BEE™ 'Royal Raspberry' *Agastache*

'Dark Side of the Moon' *Astilbe*  
CANDLELIGHT™ *Coreopsis*  
DOUBLE CODED™ 'Butter Pecan' *Echinacea*  
DOUBLE CODED™ 'Raspberry Beret' *Echinacea*  
DOLCE® 'Frosted Berry' *Heuchera*  
SUMMERIFIC® 'Valentine's Crush' *Hibiscus*  
UPSCALE™ 'Red Velvet' *Monarda*  
PRAIRIE WINDS® 'Niagara Falls' *Panicum*  
LUMINARY™ 'Sunset Coral' *Phlox*  
ROCK 'N ROUND™ 'Bright Idea' *Sedum*  
MAGIC SHOW® 'Ever After' *Veronica*