

2026 Certified Script

Intro



Hi, I'm Jessica DeGraaf. Welcome to the 2026 Proven Winners® Certified Garden Center Training Program.

I'm so glad you are joining us here today to prepare for your upcoming spring season.

We talk with consumers every day, capturing data from many areas of the industry to identify overarching trends, gardener needs, and how to capture the new and emerging customer, all to provide solutions that you can incorporate into your garden center.

We want you to think of us as your partner throughout the year.

As our Retail Solutions team talks with staff at independent garden centers large and small the sentiment out there is positive – it's going to be a great year!

Axiom's latest gardening report says that 89% of consumers say they plan to spend as much or more on gardening compared to last year.

So, it's time to get ready! Let's...

DIG into some free resources to help prepare your staff for the customers who will soon be arriving at your door.

PLANT the seeds of knowledge, improvement and inspiration with your team and customers ... and

GROW your outreach, loyalty and average ticket through the amazing plants, products and services you' ll be offering this year.

Today, you will be hearing from our team about some exciting new annuals, perennials, shrubs, and houseplants you may be offering in your store this year – as well as important other reasons you will be excited to sell Proven Winners – like how we' ve doubled down on our sustainability efforts, and the new solutions we' re providing to garden centers so you can better serve your customers.

As you prepare for the new season, we look forward to joining you in spreading the joy of gardening.

To those of you who have participated in our Certified Garden Center Training Program before, welcome back!

And to those who are new, we look forward to helping you understand our brand a little better so we can, in turn, support your success.

Now, let' s get growing!

Sustainability



Sustainability is important to Proven Winners. Did you know 84% of consumers reported that poor environmental practices would alienate them from a brand or company.

More than a decade ago, we set out to make some revolutionary changes to our traditional plastic containers – starting with our Grande.

Fast-forward to 2026 and it's looking to be our greenest year ever.

Since the launch of Eco+, We have cut our single use plastic by 1.2 million pounds – that's equal to the weight of 120 adult elephants! We are just getting started and hope you will join us in our commitment to sustainable plant packaging.

Add in BloomPrint grow bags using 80% less plastic, and our new 100% recycled tags and containers, and we have a solid start.

However, we know sustainability is more than just packaging.

Marketing

Proven Winners aims to be everywhere your customers are - in the car, on their phones, and on their computers, - the end goal is to bring buyers into your store because we believe you are best equipped to help local gardeners with their inspirations and desires.

But even with these efforts, we've all been asked for plants we don't carry - so let's start with how we can help eliminate this and better align our marketing efforts with your sales.

Our National Plant of the Year promotions have shown continued growth, and we continue to expand the categories based on grower and retailer feedback.

The next level of marketing presses into the fact that friends buy from friends. Our network of content creators is creating friendships in your backyard.

Which is why it's important to know what they're talking about and the plants they're recommending.



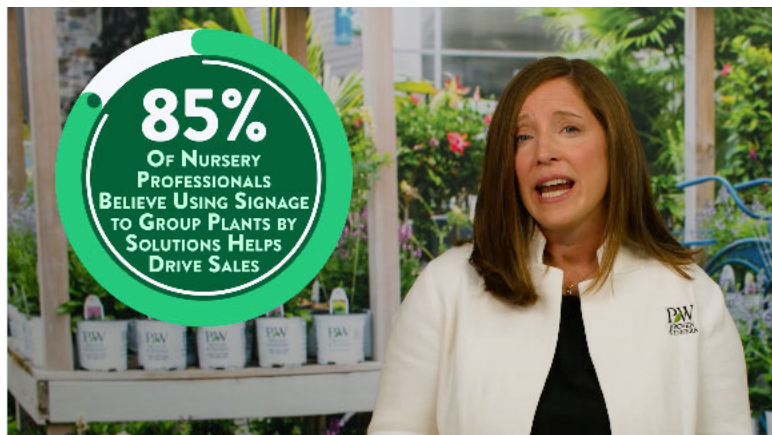
However, 73% of customers say they rely on the expertise of the staff at their local garden center - having the most informed, knowledgeable and solution-oriented staff can assure customers are getting the best plants for their application.

While our “find a retailer locator” tool helps customers locate you, but the next step is letting us share what you’re carrying each season.

here’ s where you can really shine!

When your customers come to your store looking for the national plants of the year, or a plant their favorite content creator suggested, let’ s make sure you have the proper signage and social posts that make the most sense for your business.

Then merchandise plants in an easy to shop display featuring a single variety, a collection, or a solution.



In our recent survey of nursery professionals, we found over 85% noticed that using signage to group plants by solutions like deer resistance, native or non-invasive.

Help customers make purchasing decisions faster.

Reduced returns and replacements.

Increased customer satisfaction and loyalty.

And supported better in-store education and merchandising efforts.

At the end of the day, our marketing efforts are simply prompts to encourage engagement and sales at your store - let us help you make that last step in securing additional sales.

2026 National Plants of the Year



let's talk about the National Plants of the Year as these marketing promotions really do move the needle for garden center sales.

Annual of the Year - Safari Dusk Jamesbrittenia – may not be a plant you know yet, but it might just become one of your favorites this year.

This plant is related to Bacopa but is far more heat and humidity tolerant and weather resistant, plus its color palette is much broader.

Recommend it as a filler and spiller for hanging baskets, window boxes and upright containers in full sun to part sun.

Next, you'll be able to point your customers to this distinctive petunia from across the store. Petunia of the Year – Supertunia Hoopla Vivid Orchid is a flashy orchid purple variety with prominent, bright white petal edges.

Vigorous growth makes it suitable for landscape plantings, large containers and hanging baskets. Like all Supertunias, it is self-cleaning and blooms non-stop from spring until frost.

Our Landscape Annual of the Year this year is a classic – Senorita Rosalita cleome. It's gorgeous planted in mass, and easy to make a huge splash of color with only a few plants.

Unlike many cleomes, this seedless, thornless form stays neat and tidy all season.

The warm salmon pink coloring of Caladium of the Year – Heart to Heart Chinook – is unique among caladiums, and you'll find the color intensifies in direct sun.

This distinctive, durable variety grows in both sun and shade and thrives both in containers and landscapes.

Our Perennial of the Year – – has been selling out from the moment it was introduced by our perennial partner, Walters Gardens.

It's dramatic, nearly matte black foliage really draws the eye, and it's the first astilbe ever with the combination of dark foliage and colorful, rosy, purple flowers.

If the soil stays consistently moist, it can tolerate full sun except in the warmest climates, where it will need some afternoon shade.

Limelight Prime panicle hydrangea caused quite a stir when it came onto the market as an improved version of the classic Limelight a few years back.

It's incredibly sturdy habit, large lime green flowers that blush to a richer punch pink, and vigorous growth have earned it this year's Landscape Shrub of the Year title.

Superb black spot resistance, dazzling fragrance and a long bloom time have earned Rise Up Lilac Days climbing rose this year's Rose of the Year award.

Your customers will love its strong, nearly thornless canes and clusters of semi-double blossoms that pollinators also find attractive.

Reaching up to 8 feet tall, it's a perfect rose for scrambling over arches, doors and fences. Some of our other National Plants of the Year include:

Hosta of the Year – Shadowland Hope Springs Eternal

Landscape Perennial of the Year – Decadence Lemon Meringue Baptisia.

Hydrangea of the Year – Let's Dance Lovable bigleaf hydrangea.

Have you ever had a customer ask, "Do you have another one of these hanging baskets?" or a customer who's frustrated they cannot find 2 identical planters to flank their front door?

Our national recipes can help customers decide quickly and be suitable for their setting.

Rather than looking at a sea of uprights and hanging baskets that are all different, consider creating an additional display that features our sun and shade National Recipes.

Each of these recipes has been grown at our locations and, more importantly, at many of our grower customers across North America, assuring that not only do these plants work well together, but they also have the season-long appeal and performance gardeners expect.

This year, we have two National Recipe options for sun and two for shade.

Moonlit Lavender



Saffron Sunrise



Pixie Powder



Kindness



30-Second Planter®



One trend we continue to see gaining momentum is new gardeners starting out as decorators.

They're not interested in building their own container gardens or simply don't have the time, space, or knowledge to do so.

That's why we're recommending utilizing our National Recipes in our 30-second planter.

The 30-Second Planter has seen strong sell-through as an entry-level price point for price-conscious customers looking for an instant, polished look.

But they're also excellent for Refreshing tired containers

Creating shoulder-season and holiday promotions

And for Cash 'n Carry gifting endcaps.



Meagan Zerrusen, owner of Potted Charm boutique garden center in Central Illinois, has built a reputation for her gorgeous container combinations.

Her customers are loving the new 30-Second Planters she's offering.

You'll find a wide variety of recipe kits available for 30-second Planters, including our National Recipes of the Year.

To further support your customers' success, place them in conjunction with AquaPots containers and inserts and Proven Winners' soil and plant foods so their new plants will flourish.

Annuals



Annuals have been the core of our brand for over 30 years, and our current lineup encompasses the broadest variety of genera ever. Proven Winners annuals have earned a reputation for:

Outstanding garden performance

Extremely long blooming

Prolific, brightly colored flowers

And are Easy to grow and maintain

Proven Winners® annuals continue to earn top honors from independent plant trials across North America.

Supertunia® Vista Bubblegum® alone has won 499 awards in the past 20 years! That's why we promote our plants as being Tried. Tested. Proven.

New this year, award-winning varieties will be easier to spot.

Look for the bold Award Winner banner on plant tags or online tap the Award Winner icon to view trial locations where each plant has been recognized.



Our #1 best-selling Supertunia Vista® series leads the way, with 39 colors now available.

These petunias deliver nonstop blooms from spring to frost, with vigorous growth, weather tolerance, and self-cleaning flowers.

Their unmatched track record makes them a confident recommendation for gardeners of all levels.



Known for extraordinary garden performance, Superbells bloom from spring into fall while others fade.

With self-cleaning flowers, strong disease resistance, and 44 colors— including doubles and patterns— they shine in containers.

Just remember: calibrachoa perform best in well-drained soils and are less suited for in-ground planting.



Once overlooked, Superbena has exploded in popularity, boosted by Garden Answer's success stories online.

With large blooms, mildew resistance, and vigorous growth, they thrive in containers or landscapes as edging or groundcover.

The series now features 15 vibrant colors.

Since annuals drive a large portion of spring sales, here are a few more unique classes to feature:

Sweet Caroline Ipomoea



These versatile sweet potato vines elevate any container with bold foliage, unique leaf shapes, and saturated colors.

Proven Winners selections branch better and resist stringiness, staying full and attractive all season.

Luscious® Lantana

Perfect for hot, sunny spots, Luscious lantanas provide nonstop color and pollinator appeal without the need for deadheading.

Many cultivars are sterile, ensuring season-long bloom without seed set.

Rockin'® & Unplugged® Salvias



Beloved by hummingbirds and social media alike, these salvias are heat-tolerant, floriferous, and offered in eight colors.

They're reliable performers in both landscapes and containers.

Heart to Heart® Caladiums



With over 30 varieties available, these caladiums bring dramatic foliage to both sun and shade.

Low-maintenance and versatile, they thrive in containers or mass plantings in warm climates, delivering reliable summer impact.

The first Top Pick for 2026 is Superbells Magic Double Grapefruit. Similar to the very popular Superbells Magic Pink Lemonade, but in a double flower form.

This dynamic color-shifting calibrachoa opens lemon yellow, then takes on soft pink tones when exposed to UV sunlight, creating an overall effect like two pastel varieties co-mingling into one captivating combination.



Superbells Magic Double Grapefruit is stunning in hanging baskets, window boxes and upright recipes where its slightly looser habit allows it to mix beautifully with other medium vigor companions.

Try it mixed with Superbena® verbena, Goldilocks Rocks® bidens or Double Delight® Blush Rose begonias. Like all Superbells® calibrachoa, Superbells Magic® Double Grapefruit blooms from spring into fall, requiring no deadheading to keep it in color, and it has been screened specifically for resistance to Thielaviopsis.



Another Top Pick for 2026 is Superlophus Sunglow. Formerly known as Ladybird Sunglow, we renamed this variety to emphasize its bold, standout performance in hot climates, given its native Texas roots.

Superlophus Sunglow has, for years, proven to thrive in trials in hot, arid, sunny conditions from the deep south, the west and in the hot humid summers in northern climates.

The resilient, bright yellow flowers cover the finely textured foliage and attract beneficial pollinators, making Superlophus Sunglow a durable annual for both commercial and residential

applications in containers or landscapes, similar to how many use the extremely popular and durable Blue My Mind *evolvulus*.

One tip is to not over-water or over-feed as the finely textured foliage helps to slow down transpiration dramatically, even in 100-degree weather.



Our last Top Pick for the 2026 season is an addition to our most popular series... Supertunia Vista Cool Jazz.

Supertunia Vista petunia varieties go through the most rigorous development and trialing process to make sure they meet the high standards set for extreme weather tolerance, vigorous growth, incredible flower coverage, and industry-leading all-season performance.

The new Supertunia Vista Cool Jazz matches Supertunia Vista Jazzberry in vigor, habit and size, but with a cool orchid-pink flower color.

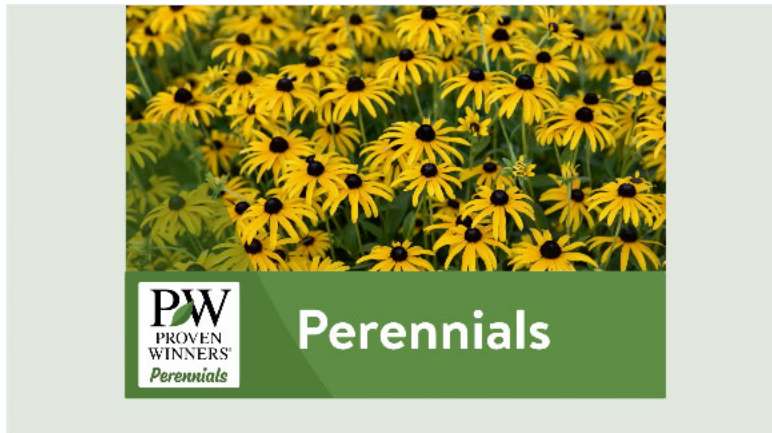
Not a day goes by without a consumer asking if more colors of Supertunia Vista are coming, so we know Supertunia Vista Cool Jazz is going to be a massive hit!



Introducing a new expansion to our popular Surefire begonia line, Surefire Cascade Red is a unique new trailing begonia that holds similar appeal as Surefire Red, but with expanded applications for large hanging baskets and container recipes where it acts as a spreading filler.

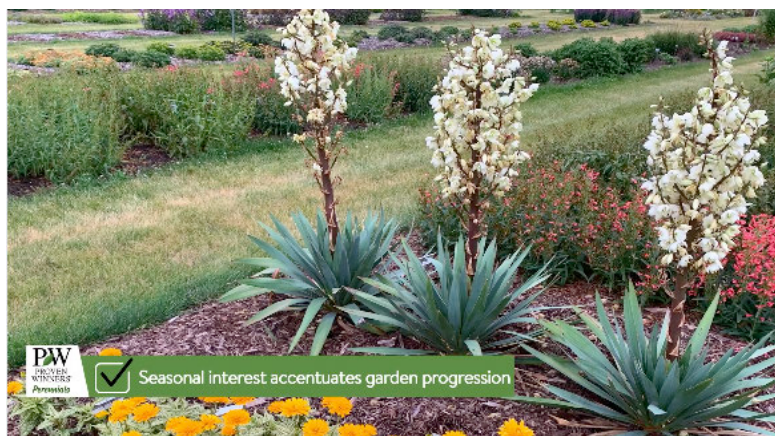
Well-branched, with glossy green foliage and vibrant red flowers that appear all season with no deadheading, Surefire Cascade Red is impressively weather tolerant, resisting leaf and petal drop in wind or rain.

Perennial Introduction

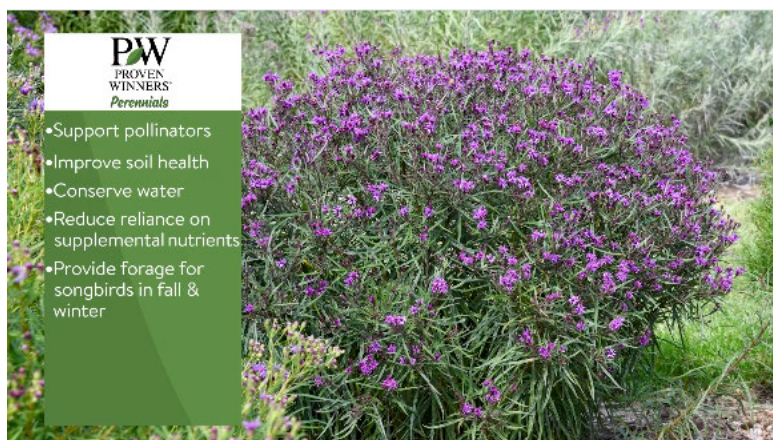


Proven Winners continues to invest in its perennial line as perennials continue to be a high value product for gardeners. Perennials are a cost-effective, long-term investment in beauty and a fundamental part of any functioning landscape. Their seasonal interest accentuates garden progression through the year, always offering something new in Bloom.





Perennials also continue to resonate with ecologically minded consumers. Beyond supporting pollinators, a thoughtfully planted perennial bed can improve soil health, conserve water, reduce reliance on supplemental nutrients, and provide forage for songbirds in fall and winter – all without compromising the high standards our customers expect for ornamental appeal.



This year, we're introducing 24 new perennial varieties, including six new genera. Here are some of the standout selections from this exciting class:



Perennial Plant Features



Rudbeckia 'Treasure Trove'

The first plant is a new Rudbeckia, or black-eyed Susan, called 'Treasure Trove'. This is one of the perennials we are most excited about adding to the lineup.

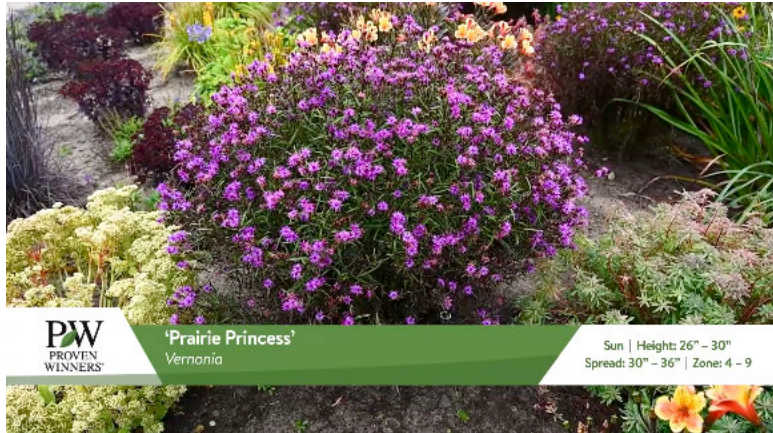
Rudbeckia are a classic garden perennial. They are both ornamentally beautiful, as well as native and highly beneficial to our local ecosystems. These long blooming perennials are a food source for a wide variety of insects, and create a significant amount of seed for foraging songbirds in late fall and winter. I

Unfortunately, some traditional varieties and species of Rudbeckia have shown to be extremely vulnerable to a fungus called septoria leaf spot. Septoria causes premature decay of the plant, cutting their flowering performance short and inhibiting their benefit as a food source for wildlife.

'Treasure Trove' is an interspecific hybrid, aimed at getting that classic Black-eyed Susan look, without the susceptibility to disease. 'Treasure Trove' has been trialed for seven years prior to introduction and has never shown signs of leaf spot damage, despite exposure.

'Treasure Trove' grows to a moderate size of about three feet tall and wide. Each stem contains an incredible amount of branching, with new flowers rising up to bury spent ones and extending the length of time in bloom.

Plant in drifts for bold impact or use mid-border to brighten the late summer garden.



Vernonia 'Prairie Princess'

An excellent complement to 'Treasure Trove' in the late summer garden and a new genus for Proven Winners Perennials is Vernonia 'Prairie Princess'.

Vernonia is an underutilized perennial genus but offers tremendous benefits to gardeners. These North American native perennials are members of the Aster family and can be found growing in competitive prairie settings and ditches. Deep root systems make Vernonia tough, earning them the common name Ironweed for their ability to handle clay soils, heat, and drought.

'Prairie Princess' takes the ranginess found in the species and condenses it down to a garden friendly plant. Where some of the native species can reach eight feet tall, 'Prairie Princess' presents as a dense 30-inch ball in the landscape.

'Prairie Princess' blooms in late summer and fall, about a month earlier than the species. For most of the season, 'Prairie Princess' will be a fantastic foliage plant. The narrow, dark leaves have a thick substance and are not usually bothered by deer and rabbits. Most importantly, the foliage is very mildew resistant, helping keep a clean presentation through the end of the season.



Yucca 'Dragon Slayer'

Another durable perennial option debuting within the perennial collection is 'Dragon

Slayer' Yucca. Rosettes of sword-like powdery-blue leaves are impervious to browsing deer and rabbits. Similarly, heat and drought have little effect on this plant. This is a tough perennial for tough garden spaces.

Chandeliers of creamy white flowers appear in midsummer and are proportionate to the overall size of the plant.



Hibiscus SUMMERIFIC® 'Garnet Globes'

Summerific Hibiscus are known for bold tropical color and head-turning late summer displays. New to the collection is one of our most compact selections yet: 'Garnet Globes'. At just 3.5 feet tall and wide, its short internodes create a dense, tidy habit. But only the size has been scaled down - 'Garnet Globes' still delivers those signature dinner plate-sized blooms that blanket the plant in summer.

Like all Summerific varieties, it features indeterminate blooming, producing flowers along the entire stem rather than just at the top. This results in earlier bloom time and a more floriferous show.





Nepeta 'Catwalk Queen' & 'Lemon Purrfection'

The Proven Winners Perennial line already features two standout Catmints: the sturdy, space-filling 'Cat's Meow' and the compact, super-floriferous 'Cat's Pajamas'. This year, we're introducing two exciting additions.

'Catwalk Queen' is a low, wide selection ideal for front-of-border planting. Unlike the rounded habit of 'Cat's Pajamas', this variety spreads flatter—perfect for weaving between other perennials and garden features. It's exceptionally floriferous, with some of the largest blooms we've seen on a Catmint. Long flower scapes extend each bloom cycle, meaning fewer cutbacks and more consistent color.

'Lemon Purrfection' brings vibrant chartreuse foliage and near-continuous bloom to the mix. This mounding selection produces clusters of flowers all summer long. Unlike traditional Catmints, it doesn't require summer pruning. After the primary bloom in spring, the plant may look a little tired, but will quickly rebound and rejuvenate itself into a dense mound of foliage and flowers.



Delphinium elatum 'Violets are Blue'

Arriving in 2026, 'Violets are Blue' marks the first Delphinium in the Proven Winners Perennial line.

Unlike seed-grown varieties, it's propagated by tissue culture, ensuring uniform plants

with consistent size and flower color.

'Violets are Blue' features strong branching for secondary blooms and improved rebloom. Its sturdy stems support flower weight without flopping. However, gardeners may still want to consider staking if siting this plant in part shade or windy areas where stem strength is tested.

Violets are Blue is a midsize selection around three feet tall. This height, coupled with its excellent branching, provides plenty of stems for use as a cut flower plant.



We're expanding one of our most popular collections with the addition of 'Sultry Night' to the Dolce® Series. It's the darkest selection yet, featuring black, ruffled foliage with a rich purple overlay that mirrors the undersides of the leaves and stems.

Leaves emerge glossy in spring and maintain their deep tones all season. Short petioles create a dense, compact habit, while the semi-evergreen foliage adds winter interest and requires no annual cutback.

'Sultry Night'—like other dark-leaved Heuchera—is ideal for challenging light conditions, thriving in full sun to full shade without fading or color shift.

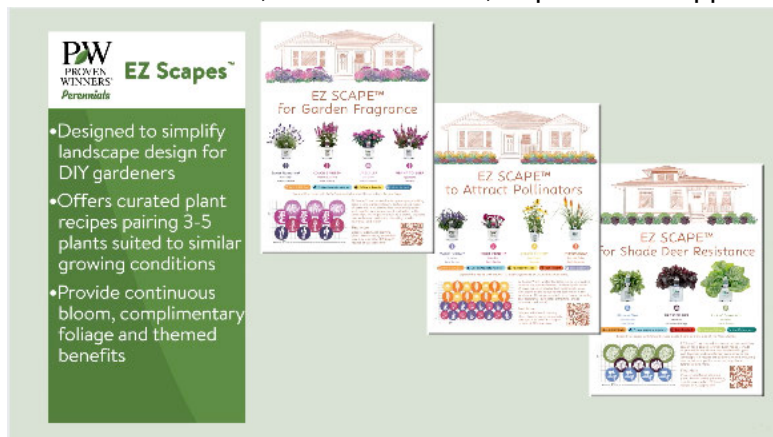
Perennial Themed Content



EZ Scapes

EZ Scapes is one of our most popular and effective programs featuring Proven Winners Perennials. You may have already used this program at your garden center.

Designed to simplify landscape design for DIY gardeners, EZ Scapes offers curated plant “recipes” that pair 3–5 varieties suited to similar growing conditions. These combinations provide continuous bloom, complementary foliage, and themed benefits like deer resistance, shade tolerance, or pollinator support.



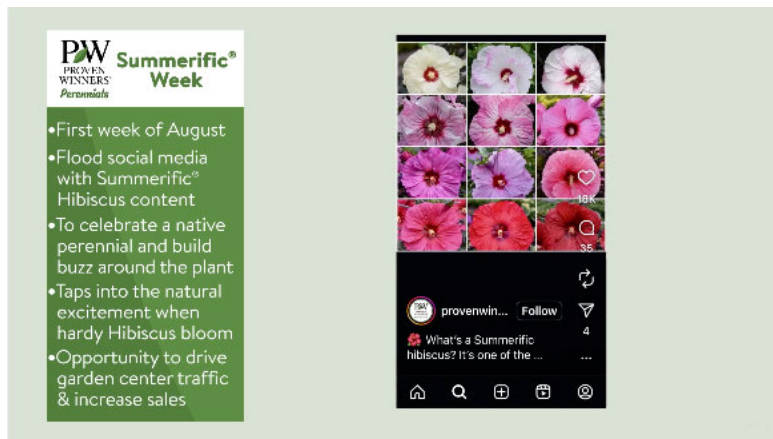
The EZ Scapes program is getting a big change for 2026. Previously focused on perennials for front and mid-border planting, the program will now include ColorChoice®

Flowering Shrubs. Recipes will feature perennials, shrubs, or a mix of both—giving gardeners more complete solutions for their landscape projects.

Updated point-of-purchase materials will be available in 2026, showcasing each recipe’s members, seasonal interest, companion plants, and a planting plan with spacing and placement guidance.

A renovated EZScapes.com website has also launched with a new, cleaner feel and

nearly 100 recipes for inspiration. The addition of a more advanced filtering tool will make it easier to find the perfect combination for your garden.



Summerific Week

Summerific Week is an annual social media campaign from Proven Winners pushing one of our hottest perennials during one of the hottest times of the year.

During the first week of August, we flood social media with fun Summerific Hibiscus content to engage garden centers, creators, and home gardeners. The goal is to celebrate a standout native perennial and build buzz around a plant often overlooked during spring visits to garden centers—simply because it hasn't bloomed yet.

With massive, tropical-style flowers in vibrant colors and improved, compact habits, Summerific Hibiscus is a perennial worth posting about.

Summerific Week taps into the natural excitement when Hardy Hibiscus bloom in late July and early August. This moment creates an opportunity to drive garden center traffic and increase sales during a traditionally slower season. In 2025, Summerific posts generated over 10 million organic impressions on social media.

Help us make 2026 even bigger! Summerific Week runs August 2-8. However, we encourage you to post when Summerific Hibiscus are blooming for you.

To add some fun, we host a competition called Stars of Summerific Week, recognizing the most creative and engaging posts. Awards include Post of the Year and the Entrepreneur Award for the best post by an independent garden center, along with recognition for finalists. Be sure to tag Proven Winners and Walters Gardens to be Considered.

Add Summerific Week to your social media calendar and join us in 2026! For tips, campaign details, and more Summerific varieties, visit SummerificWeek.com.

Shrubs Top Picks





Shrubs Intro



Proven Winners® ColorChoice® flowering shrubs are known for combining beauty, performance, and reliability—and this year’s introductions are no exception. Shrubs are the backbone of the landscape, and when they bring innovation along with dependable performance, they become even more valuable.

This season, we’re excited to share a few standout cultivars: two exceptional hydrangeas that raise the bar on strength and flower power, plus a premium line of boxwood joining the Proven Winners ColorChoice collection. Each of these introductions is designed to give gardeners confidence, satisfaction, and long-term success in their gardens and landscapes.

Let’s take a closer look at what makes them special and how you can use their unique traits to spark interest and boost sales.

Proven Winners® ColorChoice® NewGen Boxwood

We're thrilled to announce that NewGen® Freedom and NewGen® Independence boxwood have joined the Proven Winners® ColorChoice® Shrubs family.

Though they've been around for a few years now, NewGen boxwood meet our criteria for superior looks and performance, so including them in our line was a natural fit.



Due to the long production cycle of boxwood in 2026, plants will likely be in NewGen pots with Proven Winners diamond care tags. In 2027 and beyond, plants will be in the signature white Proven Winners containers as well, making them even easier for gardeners to spot and recognize as part of a trusted collection of healthy, resilient shrubs.



Let's take a closer look at these beautiful selections, starting with Proven Winners ColorChoice NewGen Independence® boxwood.

This variety features glossy, vibrant green foliage, similar in growth habit to 'Green Beauty,' but with improved resistance to boxwood leafminer and good resistance to boxwood blight with proper care.

It's naturally dense and rounded, so minimal pruning is needed, maturing at around 3 feet tall and wide and hardy in zones 5b–8.



Next is Proven Winners ColorChoice NewGen Freedom® boxwood. It's faster growing than Independence®, offering the same excellent resistance to boxwood leafminer and boxwood blight when cared for properly.

New Gen Freedom boxwood performs best when lightly pruned to maintain a tight, neat habit, that will reach about 3.5 feet tall and wide and is hardy in zones 5–8.

Both varieties have a “wow factor” in the landscape that other varieties lack.

When your customers ask about boxwood that performs reliably, are more resistant to the maladies that can befall the species, and look fantastic while doing it, you can confidently recommend NewGen Independence or NewGen Freedom, now in the Proven Winners ColorChoice lineup.

Same great plants, trusted performance, and now even easier for shoppers to spot.

Incrediball Storm Proof™ Smooth Hydrangea



It's here! The strongest, most floriferous smooth hydrangea on the market: Incrediball Storm Proof. We're proud to welcome this powerhouse to the Incrediball series, delivering the same exceptional blooms, stronger stems, and proven performance gardeners trust, but in a versatile smaller size.

Now when it comes to hydrangeas, we know there's a lot of buzz around new cultivars every season. But how can you know which ones truly stand out? With Incrediball Storm Proof™ smooth hydrangea, the proof is in the patent.

Like all new woody plant introductions, Incrediball Storm Proof has been trialed, tested, and patented—and that patent uses data to show the facts beyond marketing claims.

[Cut to graphic showing patent data comparison chart]

Plant patents aren't just for exclusivity—they provide objective information about a plant's features, performance, and parentage. By reviewing the patent, anyone can see how a new cultivar compares to other plants in the same genus. And in this case, the numbers clearly show why Incrediball Storm Proof is exceptional.

PATENT DATA COMPARISON		
Hydrangea arborescens cultivar comparison	Incrediball Storm Proof™	Comparison new variety
Inflorescens number	1 per lateral stem (40 lateral stems)	1 per lateral stem (35 lateral stems)
Inflorescens size	15cm depth x 20cm diameter	5cm depth x 15cm diameter
Floret number - sterile	2000 - 3000	500
Floret number - fertile	4000 - 6000	250
Lateral branch diameter	1 cm	0.5 cm

PW PROVEN WINNERS INCREDBALL STORM PROOF™ has 16 times as many fertile florets

When compared to a popular new variety, here's what the patent reveals:
<Please use the bolded section of each bullet point for on-screen bullet points>

- Incrediball Storm Proof has **more lateral stems**, each holding a bloom – meaning more blooms overall.
- Incrediball Storm Proof has **four times as many sterile florets** – meaning bigger, fuller flower heads.
- Incrediball Storm Proof has **16 times as many fertile florets** – meaning this native hydrangea cultivar is a real boon to pollinators.
Note: we have b-roll of the plant covered in pollinators
- Finally, Incrediball Storm Proof has **twice the lateral branch diameter** – meaning, thicker, stronger stems that hold all those beautiful flowers up under rain and wind.

And these aren't just numbers—they translate to real-world benefits:

- **Growers:** benefit from more robust plants that ship and handle well.
- **Retailers:** can build stronger, show-stopping displays that attract customers.
- **Consumers:** can plant a beautiful, long-lasting, pollinator-friendly hydrangea that thrives in the garden.

Plus, everyone benefits from the name recognition of the best-selling smooth hydrangea world-wide: Incrediball.

So next time your customer asks which new smooth hydrangea is 'better than the rest,' remember: the proof is in the patent, the numbers, and the performance.

With Incrediball Storm Proof you get a smooth hydrangea that's scientifically shown to be stronger, more floriferous, better for pollinators - truly the best choice for your garden center and your customers' gardens.

Let's Dance Sky View Continuously Blooming Hydrangea



If your customers are frustrated by hydrangeas that take forever to bloom—or worse, don't bloom at all—they're not alone. Sure, it was a boon to the industry when reblooming hydrangeas were introduced. But late frosts, unpredictable weather, and poorly planned pruning often left gardeners staring at a big ball of green leaves, wondering if they'd ever see flowers. Then, when a few blooms finally did emerge, it would be so late in the season there'd hardly be time left to enjoy them!

Well now there's Let's Dance Sky View® a Continuously Blooming Hydrangea that actually delivers on the promise of season-long blooms. You heard right, continuously blooming. I know, that's a hefty promise. But boy, does it keep that promise. Now, you can recommend a hydrangea that brings a steady supply of sky-blue mophead flowers from early summer through fall. And best of all? They're so easy to grow.

Here's why: It's a hybrid of bigleaf hydrangea (*Hydrangea macrophylla*) and mountain hydrangea (*Hydrangea serrata*). Mountain hydrangeas are a lacecap species that enjoy more overall hardiness than their showy bigleaf cousins. By creating a hybrid of the two, we get the hardy qualities of the mountain hydrangeas plus the gorgeous mophead blooms of the bigleaf species. This results in beautiful mophead blooms on a hydrangea that is extra hardy, down to USDA zone 4. Even after harsh winters, this hydrangea bounces back with strong growth and an abundance of flowers.

I know what you're thinking... Hardiness is fine and dandy, but the weather is becoming more unpredictable. Early warmups followed by a late frost or freeze used to happen once every few

years – but it seems to be the new normal. And weather aside, a pruning mishap is a pruning mishap, and it can't be fixed by hardiness. I got you.

What makes Let's Dance Sky View hydrangea extra special *and different from standard rebloomers* is that it sets flower buds at the base of the stems —not just at the tips. Even if the top buds are lost to inclement weather, pruning, or even deer grazing, the lower old wood buds will still bloom.

It has backup buds!

Not only that, it produces flowers on new wood much faster than those old rebloomers. The result? **A continuous display of blooms, all season long.**

Also, with Let's Dance Sky View hydrangea, it's easier and faster to shift the blooms to blue by adjusting the soil pH. Generally, to get a hydrangea to shift to blue in alkaline soil, you'd treat them with aluminum and an acidifier at the beginning of the season and wait for them to turn blue the next year. But with Let's Dance Sky View hydrangea, you can add the soil treatment in the spring, and by mid-summer, those hydrangeas will start to turn shades of blue!

But honestly, even without any amendments, the flowers are stunning ranging from icy pink to soft lavender, to sky blue.

Here are my top three reasons to recommend Let's Dance Sky View Continuously Blooming Hydrangea:

1. Nonstop Blooms from Early Summer to Fall

- o Even if the top buds are lost, the lower old wood buds will still flower.
- o New wood delivers flowers faster - no more waiting until late summer—this hydrangea delivers steady color all season.

2. Gorgeous, Soft Color

- o Faster and easier to turn blue with soil amendments, but beautiful in pink or lavender as well.

3. Hardy and Reliable, Neat and Tidy

- o Trialed across USDA **zones 4-9** and proven to thrive in a variety of climates.
- o A compact, rounded shape makes it perfect for garden beds and containers.

I know how disappointing it is for your customers to have to wait for hydrangea blooms that never arrive. That's why they'll love **Let's Dance Sky View**—it's the first hydrangea that truly **delivers nonstop color from early summer all the way to fall.**

Hard Goods

It's our goal to create an all-encompassing brand that supports customer success from start to finish.

Let's focus on the three most essential things that plants need to grow, and what garden centers can do about those to increase their average ticket: soil, fertilizer, and water.

According to our latest survey, 32% of gardeners deal with soil quality issues, and 26% face challenges with watering.

And let's not forget how important it is to encourage them to feed their plants. YOU can offer them solutions for all three!



Soil: Proven Winners® Premium Potting Soil offers professional-grade performance with excellent drainage and aeration.

Available in 1.5 cu. ft. bags for outdoor containers and 16 qt. bags for indoor or small pots.



Fertilizer: Once customers try Proven Winners® plant foods, enhanced with chelated iron they see the difference— more blooms, stronger growth— and a reason to keep coming back for more.



Water: AquaPots® Inserts turn any container into a self-watering container, reducing watering to just 1– 2 times per week.

They save time, conserve water, and make container gardening possible in more places.

Stock these essentials near checkout and train staff to suggest them— it' s the easiest way to increase both customer success and sales.

leafjoy, Better Plants



Leafjoy® by Proven Winners brings premium houseplants to life through superior growing by The Plant Company.

Partnering with top breeders worldwide, they source unique genetics and exclusive Collector' s Edition varieties found only at Proven Winners®.

Each plant is propagated from tissue culture and virus-indexed for a clean, uniform, and stress-resistant start.

Grown in state-of-the-art European-style greenhouses, Leafjoy plants thrive in optimal conditions, producing vigorous growth and vibrant foliage.

With Leafjoy, you can stay connected to beautiful, reliable houseplants year-round.

Many customers love houseplants yet often struggle to keep them thriving. It's not their fault—it's a common pain point.



Proven Winners® leafjoy® offers simple solutions with clear tags for care, placement, and watering, helping houseplant lovers succeed and enjoy healthier plants.

Let's start with our two (2) easiest problem solvers: H2O vessels and Terraform Terrariums



The leafjoy® H2O Mini and H2O Bowl are perfect for beginners and seasoned plant lovers alike.



Virtually care-free, they thrive in any light and need only occasional watering— just every few months. Testing shows they can flourish for a year or more with minimal attention.

Under and over-watering? Solved.



The new Terraform™ Terrariums are the easiest way to bring nature indoors.

These self-contained ecosystems need no pruning, watering, or fertilizing— making them foolproof for plant lovers of all ages.

Perfect as gifts or décor for homes, offices, classrooms, and dorms, they're sure to spark joy anywhere.

Small spaces or browsing pets? Solved.

Don' t let plants just survive— let them thrive with leafjoy® H2O and Terraform™ Terrariums.

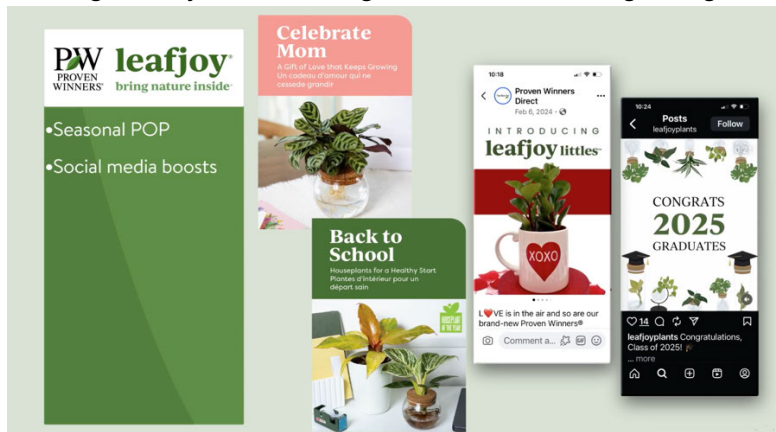


Marketing Promotions for Gift Weeks



Gift-giving happens year-round, and leafjoy® makes the perfect choice.

Unlike cut flowers that fade in days, a living houseplant thrives for months or even years, offering beauty and a lasting reminder of a thoughtful gesture.



Proven Winners® supports these opportunities with seasonal POP, social media boosts, and tagged items for key holidays like Valentine's Day, Mother's Day, and Graduation— helping you capture sales when customers are searching for meaningful gifts.



Climb-itt

New this year are 100% plastic- and chemical-free Climb-itt™ Plant Supports.



Made from elephant grass and potato skins, these bark-like supports last for years indoors and fully biodegrade when replaced.

Climb-itt supports will be available in new retail kit displays, giving you an easy way to promote sustainable solutions in-store.

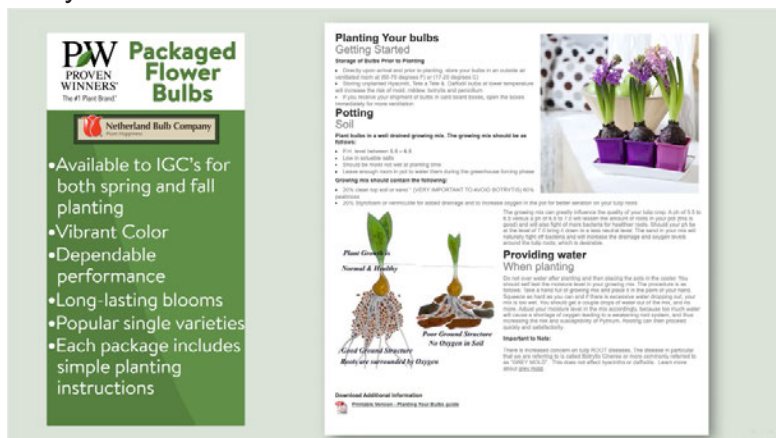
Netherland Bulb



Our partnership with Netherland Bulb Company brings Proven Winners® packaged flower bulbs to independent garden centers nationwide for both spring and fall planting.

These curated collections feature premium bulbs selected for vibrant color, dependable performance, and long-lasting blooms—plus, popular single varieties perfect as focal points in any garden.

Each package includes simple planting instructions, making success easy for gardeners at every level.



With Proven Winners and Netherland Bulb Company, you can confidently offer a fresh, inspiring program that delivers results season after season.



Outro

That wraps up the 2026 Certified Garden Center Training.

Thank you for spending your time with us to learn about our new plants, programs, and— most importantly— solutions designed to help you and your customers succeed.

If you are looking for additional support or just not certain where to start, our Retail Solutions Managers are here to help.

Collectively, our retail team has over 80 years of retail experience, and we' re passionate about supporting garden centers like yours.

Think of your Retail Solutions Manager as a concierge.

We are standing by to help you maximize your partnership with Proven Winners and take advantage of all our brand has to offer.

Our primary focus is helping your garden center maximize the benefits of our partnership.

We are passionate about your success and look forward to strengthening our relationship.

Don' t forget— complete your Certification survey and turn it in by May 1st to earn your free pizza party and Proven Winners swag.

You will be asked for a code to verify you've completed the survey. Please indicate the word **PARTNERSHIP** when prompted.

We know you have many options when it comes to what you carry in your garden center, and we are truly grateful you've chosen to partner with Proven Winners.

On behalf of the entire Proven Winners family, thank you for your business.

We value your trust and look forward to growing together in the weeks, months, and years ahead.

Here's to an amazing season! We'll see you on the road or right back here next year.