



2026 RETAIL RESOURCE GUIDE

Inside

PW
PROVEN
WINNERS®
The #1 Plant Brand.™

FREE TOOLS & RESOURCES

PROBLEM-SOLVING PROGRAMS

MARKETING STRATEGIES FOR GROWTH

Succeed WITH SOLUTIONS

As we strive to stay relevant in a world with so many demands on consumers' time, wallets and energy, Proven Winners® is your partner in championing the value of plants.

How people choose to enjoy plants is constantly evolving and many newer garden center customers identify more as decorators and less as diggers. While there are droves of plant-lovers who want to know every detail of every variety in their garden, there are customers who just want the easiest way to enhance their outdoor space. However your customers choose to enjoy nature, we're here to support you, and them, with the plants and products that will help them succeed.

Proven Winners is dedicated to providing garden solutions for your customers, but we're also hyper focused on developing marketing and merchandising solutions for your independent garden center. Because a successful customer turns into a repeat customer, and a repeat customer turns into a lifelong brand enthusiast!

And gardeners know, just like we do, that IGCs are the place to go for the best plants and the most knowledgeable staff. Axiom's 2025 Gardening Outlook Study found that consumers think **IGCs are the No. 1 most trusted source for answers to garden questions, the source of the highest quality plants and the second most important place to learn about new plants and gardening supplies.**

As you start to think about your next spring, we hope that you'll allow us to join you in spreading the joy of gardening. To all of our existing partners, we want to express our gratitude. And to those we haven't met yet, we hope you'll let us learn more about your business and show you the many comprehensive ways Proven Winners can support you, your mission and your success. We can't wait to get growing with you!



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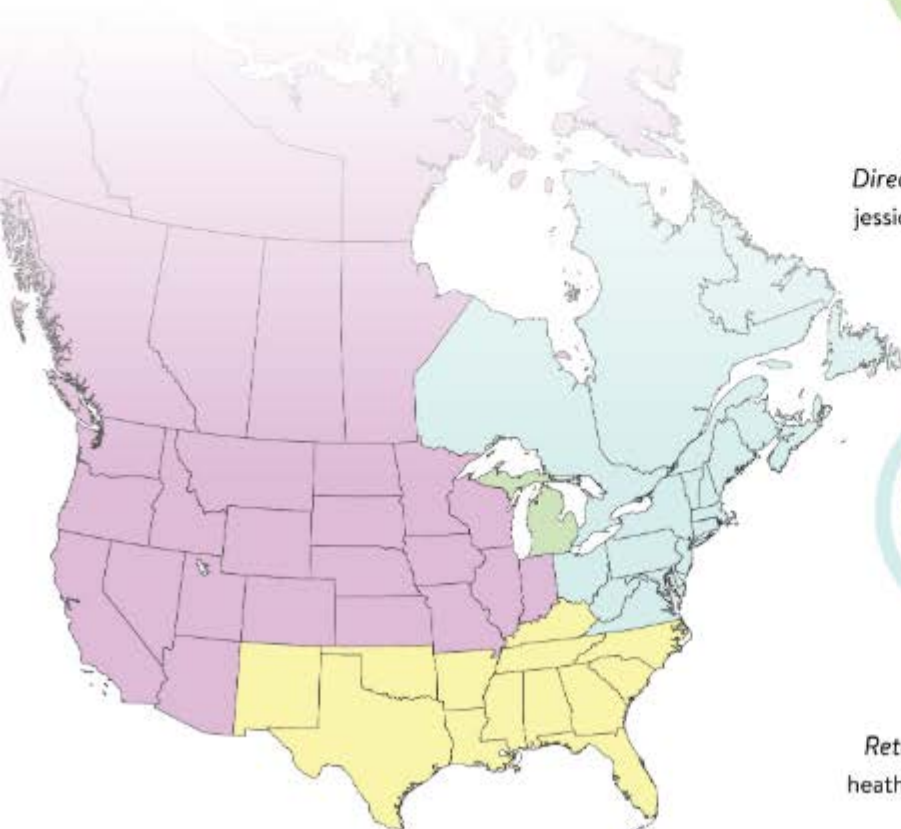


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At Proven Winners, we're not just a plant brand; we're your partner for success. Whether you're a longtime Proven Winners partner, a newer customer or just looking for retail solutions, we're here to help.

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GROW

KEEP AN EYE OUT FOR THESE ICONS:



Issues facing garden centers like yours



Proven Winners products and programs that can help



Consumer trends and insights



Real-life experiences from fellow IGCs

Make the Most **OF YOUR PARTNERSHIP**



I don't know how to make the most of my partnership with Proven Winners.



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

- Education and training
- Signage and POP
- Marketing support
- Assistance finding the right plants



Heather Poire, left, Bert, Jameson and Allie Bast, and Laura Robles at Bast Brothers Garden Center in Mullica Hill, New Jersey

We know each and every independent garden center is unique, so we're dedicated to providing you with resources and solutions that fit your operation. To help you navigate all we have to offer, our team of Retail Solutions Managers is standing by to assist you.



WHAT IS A RETAIL SOLUTIONS MANAGER?

No matter who you buy your Proven Winners plants from, your Retail Solutions Manager, or RSM, is your advocate for marketing and merchandising solutions. They're standing by to help you make the most of your partnership with Proven Winners.

IS AN RSM A SALESPERSON?

Your RSM is NOT a salesperson. They're your dedicated partner, working hand-in-hand with your broker or propagator rep to provide guidance, not just on plants and products, but on tools and strategies that can help your garden center thrive. From merchandising to marketing to in-store support, they're your guide to maximizing the value of the Proven Winners brand.

HOW CAN THEY HELP ME?

A **true partner** who's ready to listen, offer ideas and support your goals, your RSM will connect you to resources, customize solutions for your store and help you turn opportunities into outcomes.

HOW DO I GET STARTED?

All you have to do is reach out to the RSM dedicated to your area and they'll do the rest! Find your RSM on page 2 or at:

provenwinners.com/Retail_Solutions_Team

The Path To Success With A Retail Solutions Manager



**MORE THAN 70% OF
PROVEN WINNERS' BUSINESS
IS IN THE IGC CHANNEL.**

START

Contact your regional Retail Solutions Manager.

Develop a regular communication plan with your RSM.

Evaluate your program performance and discuss future opportunities for growth.

2

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

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

6

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



"Proven Winners' support has been tremendous. As a smaller garden center and a fairly new garden center, Proven Winners has really **given us our own brand recognition** by teaming up with them. So that's been great for us in terms of growth and being able to **separate ourselves** from other people."

LOWELL WEINSTEIN
Reston Farm Garden Market



Alissa Votroubek, left, Caitlin Hupp and Grace Pinkston at Franz Witte in Nampa, Idaho



"Proven Winners is the **best partnership I've ever had**. ... I have never felt more support from any vendor or distributor. They really care about me succeeding. They have **gone beyond any company**, not in the plant world, but even in the business world. I've never met a company like this that that wants to see me succeed and wants people to succeed. **It's the company with heart.**"

SANDY RICHTER, Sandy's Back Porch Gardens



In-Store SUPPORT



I want to revitalize my store and improve the shopping experience, but I don't know where to start.



Take advantage of in-store support from Proven Winners.

At Proven Winners, we're here to help you inspire, educate and delight your customers. With tools like our **Find a Retailer** listing and **free inventory upload**, we're here to help you connect with new customers and stay in touch with loyal fans. But that support doesn't stop at driving customers to your store.

Let your Retail Solutions Manager help you create eye-catching branded spaces and leverage **POP programs** that showcase in-demand solutions and must-have varieties that make shopping easy and enjoyable.



Our partner, Judy Sharpton of Growing Places Marketing, has been consulting with IGCs for years, helping them improve store layout, increase sales and create a unique brand. Contact your RSM to see how Judy can help you.



"Proven Winners and Growing Places Marketing have been partners in the development of our garden center for more than 15 years. RSM Heather Poire and Judy Sharpton from Growing Places tag team on continuous improvement to our store layout, product offerings and in-store marketing."

RICK CORDREY
East Coast Garden Center





"Over the years, **the final thing that drives us to do what we do is sales.** We're in the retail business. And year after year, customers return and ask about something in the Proven Winners line."

DUSTY GIBBS, Gibbs Garden Center



Amp Up YOUR SILENT SELLERS



I don't have enough staff to help each customer with simple questions.



The right signage can answer customers' questions, help them solve problems, inspire new ideas and direct them to the right plants. They not only help increase sales, but offer simple daily training for your seasonal employees while they work.

Proven Winners is your partner in finding the perfect signage solutions for your store, no matter what your needs are. From ready-made to semi-custom to fully custom options, we'll create something to fit your needs.

Some popular options include:



Color-blocking



EZ Scapes™



Co-branded



"Proven Winners has done custom bench tape and co-branded signs for us. We even have a sign holder that's a special size and **they've been really willing and able to help us** with those for all of our locations, which has been a **huge help**."

JENNIFER HATALSKI, Calloway's Nursery & Cornelius Nursery



Solutions



Plant Series



Region-specific



To create store signage in your signature style, contact your dedicated Retail Solutions Manager.



Scan to view our online POP catalog

Get Certified FOR SPRING SUCCESS



Getting my team trained for the spring season is daunting and time-consuming.



Certified Training is easy, free and takes less than an hour.



98% OF IGC EMPLOYEES WHO TAKE CERTIFIED TRAINING SAY THAT THEY WOULD DO IT AGAIN AND THAT THEY WOULD RECOMMEND IT TO A COWORKER.

Empower your employees with the knowledge and tools they need to sell more Proven Winners plants by completing our free annual Certified Garden Center Training. You can find full Certified instructions at provenwinners.com/training, but getting started is easy!



When you Certify, you don't just give your staff the knowledge and confidence to sell more plants; you also get:

- **Priority listing** on the Proven Winners website
- Access to our professional **photo library**
- A **pizza party** for your team
- The official Proven Winners **T-shirt, hat or POP credit**

STEP 1:

DIG INTO RESOURCES

The Certified Training Program is part of the Proven Winners Connect+® marketing solutions program, so begin by logging in and signing up. While you're there, explore all Connect+ has to offer!

STEP 2:

PLANT THE SEED OF KNOWLEDGE

Watch the Certified video with your team and complete the short questionnaire.

STEP 3:

GROW YOUR GARDEN CENTER

Enjoy free priority listing on provenwinners.com, making it easy for consumers in your area to find you when they're looking for Proven Winners plants. You can even list your inventory to help them shop.



"When people go to Proven Winners' website, **they can find us even one or two hours away**. That's been huge for us. People know us for being more expensive and they know that Proven Winners is in our store. And that's what they come back for — because **they are successful every single year**."

JASON RYMER, *The Gardens at Elder's*

Grow Knowledge & INCREASE SALES

DIG



IGCS ARE THE #1 RESOURCE FOR GARDENING QUESTIONS AND THE #2 SOURCE OF INFORMATION FOR NEW PLANTS AND GARDENING SUPPLIES,

according to the Axiom 2025 Gardening Outlook Report.



“For me, as a salesperson, I don’t want a customer to just hear me say, ‘You should buy this and that,’ **I want to teach them.** That’s how you get a customer that respects your opinion and comes back with the knowledge to make educated decisions going forward on their own. And **I think that’s how you build a lifelong customer** — by teaching them about what they’re doing rather than just telling them what they need.”

ROBERT WEAVER, *Corso’s Flower & Garden Center*



Proven Winners University

You asked for more education, and we delivered! The online Proven Winners University contains hundreds of short training videos on a variety of topics ranging from ways to increase your average ticket with hard goods to container design tips to plant picks for pollinators.



Scan to visit Proven Winners University



List Your Inventory

Thanks to Proven Winners’ marketing, consumers are often looking for a specific plant they’ve seen or grown to love. When they Google where to buy, make sure they find your store by listing your inventory on **provenwinners.com**. This feature is part of the Connect+ program, so reach out to your RSM to learn more.



Free TOOLS & RESOURCES

Your success is our success, so we're proud to offer a variety of free tools that can help you stretch your marketing dollars. They're the perfect place to dig in and start leveraging your partnership with Proven Winners.



"When we started Creekside, we had three small children, and I did not have time to create all this marketing material. So, what do I do? Well, Proven Winners offers just **thousands upon thousands of photos and videos** and information about the plants. I was able to grab all of that and seamlessly put it on to our social media and our marketing material, and just go out there and **make a big splash** for people to let them know about these plants."

JENNY SIMPSON
Creekside Nursery

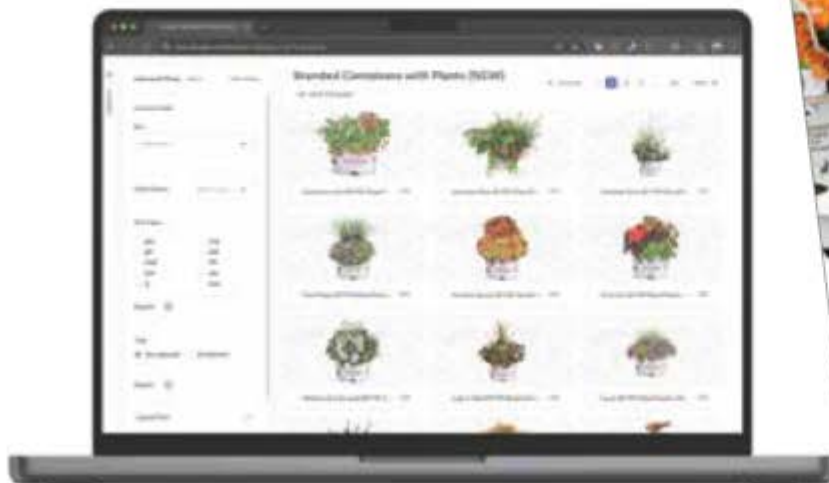


Newsletters

Stay in the loop about all things Proven Winners with our Grower and Retailer newsletters. Each is chock-full of advice, tips, inspiration and news. Sign up today at: provenwinners.com/professionals/newsletters.

Brandfolder

This image repository makes it easy to find professional, high-quality photos and videos you can use in your own marketing, signage, social media or POP. Visit bit.ly/PWBrandfolder to learn more.



State & Province Marketing Reports

Each year, Proven Winners compiles data about consumers in your state or province to create reports that can help you plan your orders for 2026. Inside, you'll find the top sellers in your area, plant trial results, content creators to follow, consumer insights, marketing info and much more. Find your report at provenwinners.com/professionals/localmarketing.



Join the Proven Winners COMMUNITY

Proven Winners' Gorgeous Gardens Facebook group allows us to interact with more than 187,000 members. Join us to see what questions consumers are asking, learn what plants and products they're looking for and share your expertise. Just search Proven Winners Gorgeous Gardens to find us.



Constant Connection

We inspire and educate customers on a variety of social media platforms every day.



Each season, we provide timely content like:

SPRING	SUMMER
Find A Retailer Tool	Plant Foods
Heat-tolerant Containers	Patriotic Recipes
Recommended Plants By Region	Late Season Flowering Perennials
FALL	WINTER
Fall Planting Projects	Pre-orders For Spring Delivery
Plants With Winter Interest	How Do Plants Get Their Names?
Winter Annuals For Frost-free Regions	Online Container Recipe Tool

Unrivaled Support

Every Proven Winners container includes our toll-free customer care number. We're dedicated to supporting consumers, which increases buying confidence. During the busy season, we answer nearly **900** phone calls and **100s** of emails every week.



"People come in and **ask for Proven Winners by name**, and I think that's the value of Proven Winners. There's a following and **people trust that brand**. They'll leave before they'll actually substitute. Customers are coming in looking for a specific plant, so they're not coming in looking for a pink petunia or a purple perennial. They're usually coming through for a **specific variety**."

JESS STOUT, Heyden's Gardens

Boost Your Marketing WITH CONNECT+®



I want to increase my marketing, but don't have the time or resources.



The Connect+® program is an easy way to make your marketing dollars go farther. **We'll cover 2/3 of the cost of the tools, campaigns and content.**



WHAT IS CONNECT+?

Connect+ is a marketing program that pairs the power of Proven Winners' multi-million-dollar national marketing campaigns with your local brand.

HOW MUCH DOES IT COST?

You can choose the level of support and price that's right for your IGC by selecting one of three tiers.

HOW DO I GET STARTED?

Get started by taking the Connect+ Quiz today at provenwinners.com/connect-plus_quiz or reach out to your regional Retail Solutions Manager to create a custom program.

Connect+ Tools

When you join Connect+, you'll get access to solutions that can save you time and money.

PROMOBOXX SOCIAL MEDIA MARKETING PLATFORM

Post ready-made and customizable content and paid ads tailored to your location straight to your accounts with Promoboxx.



"Because of the recognition of Proven Winners, the following that Proven Winners has and the **amount of people that have been driven to our garden center looking for Proven Winners**, being a part of the Connect+ program has really been beneficial to us."

LOWELL WEINSTEIN, Reston Farm Garden Market

CONNECTSPACE™ INTRANET HUB

Created by John and Souny Kennedy, ConnectSpace gives your employees the resources and information they need at their fingertips. This fully customizable intranet hub houses all of your garden center's most important information in one easy-to-navigate spot, including:

- Training & education
- Human Resources
- Schedules
- Promotions & ads
- News & updates

Learn more at: yourconnectspace.com.



"I like ConnectSpace because it bridges the generations, it bridges all my different third-party communications and it gives me a space where I can send my employees. I'm not just dropping them off to fend for themselves. It has support and access to everything. I now have one place to put information."

MCKENZIE LAIN, Watters Garden Center



"The leading reason we have any level of success is through our marketing and Connect+ has been great to **extend that budget**."

BERT BAST, Bast Brothers Garden Center



GARDENER'S IDEA BOOKS

Customize our popular inspirational design book with your brand, logo and coupons.



GARDEN ANSWER VIDEOS

Harness the power of social media superstar Laura LeBoutillier from Garden Answer! With Connect+, you can receive custom videos from Laura.



The Plants Gardeners Ask for **BY NAME**



I have a small marketing budget and need help driving customers to my store.



Proven Winners is building demand at the national level for you.

Gardeners know and love the Proven Winners name because it stands for quality above all else. And we're constantly growing that following through diverse and expansive marketing campaigns that drive gardeners right to your doors.

Billboards

Each spring, Proven Winners billboards inspire gardeners to choose the plants in the white branded containers. The 2026 billboard campaign is expected to include:



US	CANADA
65 billboards	77 billboards
51 markets	18 markets
104 M impressions	111.9 M impressions

Winners Circle

Subscribers look forward to garden inspiration each month from our popular Winners Circle newsletter. Full of timely tips, education, how-to info and more, it has been a hit for years.



570,000+
SUBSCRIBERS



"I can't tell you how many times the phone rings and someone asks us, **'Do you have Supertunias?'** Do you know how much money we would have had to spend to get that person in our door? But they know that plant exists, **they want it** and they know we have it in our store."

TYLER CERBO
Cerbo's Nurseries



Content Creators

With content creators based in a wide variety of climates and gardening zones, there's a brand ambassador in every area showing consumers how to succeed with Proven Winners plants.

Learn more at:
provenwinners.com/Content_Creators



The Power OF THE NATIONAL PLANTS OF THE YEAR



There are too many plants to pick from and I don't know which ones to add to my program.



The National Plants of the Year program makes it easy to choose the most heavily marketed plants for maximum sales.

Each year, Proven Winners National Plants of the Year receive extensive marketing attention, which means gardeners know all about them before they even walk through your doors. Be sure to stock the varieties consumers will be clamoring for!

The National Plants of the Year are featured in:

GARDENER'S IDEA BOOKS

340,000+ print copies mailed

800,000 consumers reached digitally

SOCIAL MEDIA FEATURES

Our content creator partners feature the National Plants of the Year throughout the year, inspiring their followers with ways to incorporate them into their own gardens.

WEATHER-TRIGGERED BILLBOARD ADS

31 markets across the US feature National Plants of the Year during peak planting times.

**Numbers reported from the 2025 campaign*



See our perennial, caladium, flowering shrub, houseplant of the year and more at:
bit.ly/2026-NPOTY



top **SAFARI® DUSK™** *Jamesbrittenia*

bottom **SUPERTUNIA® HOOPLA®**
VIVID ORCHID™ *Petunia*



ACCORDING TO OUR LATEST SURVEY, CONSUMERS' FAVORITE COLOR OF PLANT IS BICOLOR OR MULTICOLOR.

Our Annual of the Year and Petunia of the Year are both on trend!

Problem-Solving PROGRAMS

Choosing the right plants for the right place can be a daunting task, but Proven Winners has tools to help even the most novice gardener feel confident in their designs.



52% OF BEGINNER GARDENERS SAY LACK OF KNOWLEDGE IS AN ISSUE THEY FACE IN THE GARDEN, ACCORDING TO OUR MOST RECENT CUSTOMER SURVEY.



My customers don't know what to plant where or how many plants to buy for their landscapes.



EZ Scapes™ designs and signage make it easy for customers to create the landscapes of their dreams.

With designs for any garden goal, EZ Scapes make it easy to give consumers a plan they can feel good about. The stunning POP educates shoppers and helps these perennial combos sell themselves.



"When we put in the EZ Scapes program, I saw an **80% increase in 1-gallon Proven Winners perennials**. With the EZ Scapes program, you're giving the consumer solutions-based gardening. You're telling them what they can plant together. Our customer is pretty well educated coming into the garden center, but **they're still looking for those answers**. The program did that. It also **lended itself to selling multiples**, which is what we're all trying to do."

JERRY SCHMITT, Stein's Garden & Home



My customers want to reduce their reliance on single-use plastics.



Eco+ plastic-free containers



COMING SOON!

Our new and improved Eco+ Containers will feature a formulation that's better for shipping and overall durability. Available in Grande and Elite sizes, they are no longer plantable, but still all natural, plastic free and industrial compostable.



PROBLEM

The deer pressure in my area makes it hard for our customers to enjoy what they've planted.



SOLUTION

Deer Proof™ shrubs



The Deer Proof collection is full of shrubs that have been University A-rated as "Rarely Damaged by Deer." Help customers enjoy a nibble-free landscape with these 30+ Proven Winners® ColorChoice® shrubs grown in the Deer Proof container.



PROBLEM

My customers struggle to find plants that can withstand the heat in my area.



SOLUTION

The Heat Is On® collection

We tested and trialed some of our most heat-tolerant cultivars in the hot, humid Florida summer to bring you a collection of plants with virtually bulletproof performance in even the most brutal climates. Trialed by southern garden specialist Norman Winter, they're tough enough to endure southern heat and humidity.



Norman Winter "The Garden Guy"

Annuals



My average ticket sales aren't as high as I'd like.



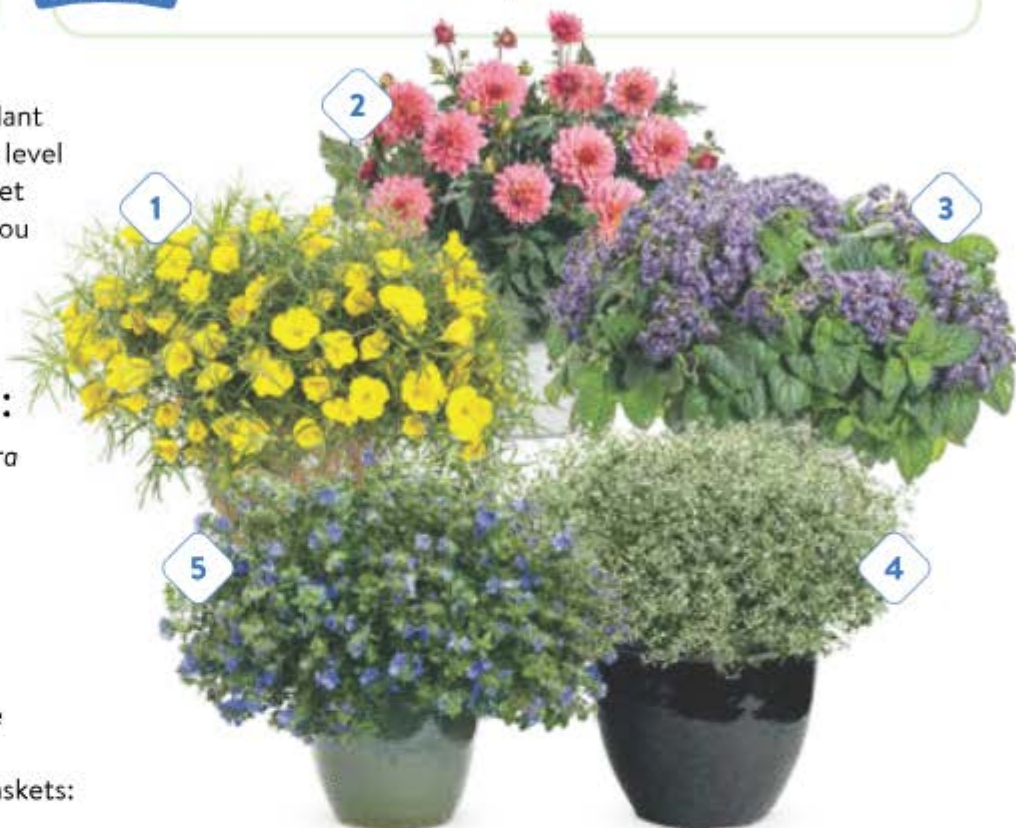
Increase revenue by offering more varieties within key series customers already know and trust.

Proven Winners offers the perfect plant picks for any price point, experience level or application. No matter what market you're in, there are options to help you grow sales.

Top 5 Recommended Varieties For Your IGC:

1. Superlophus™ Sunglow *Oenothera*
2. Virtuoso® Pinkerific™ *Dahlia*
3. Aromagica® Purple *Heliotrope*
4. Diamond Frost® *Euphorbia*
5. Blue My Mind® *Evolvulus*

Proven Winners annuals are available in a wide variety of sizes perfect for landscapes, containers or hanging baskets:



Perennials

Proven Winners perennials are the perfect way to help your customers create easy-care landscapes with minimal effort. Dramatic options like the stunning Art & Sol® Mangave and the massive flowers of Summerific® Hibiscus inspire gardeners, while EZ Scapes™ designs make it easy for gardeners to create the landscapes of their dreams.

GROW



Art & Sol®
Mangave



Scan to view the Proven
Winners Perennial
Program Guide



Proven Winners®
ColorChoice®
shrubs coming
soon!

EZ Scapes™



Summerific® Hibiscus

**FOR ANNUAL
AND PERENNIAL
ORDERING**

Work with your dedicated Retail Solutions Manager to find the best booking options for you. Grower-retailers can contact their preferred broker to place orders.

Shrubs

Proven Winners® ColorChoice® shrubs are the landscape solution your customers are looking for. From the Deer Proof™ collection that won't get nibbled to Hollywood Hibiscus® that offer a tropical feel to the non-invasive In Check® program, these shrubs are designed with garden success in mind.

Work with your dedicated RSM to find the best booking option for you. Grower-retailers can contact Spring Meadow Nursery or their preferred grower for booking options.

Scan here to download the
Proven Winners ColorChoice
Shrubs Solutions Guide



Deer Proof™
Collection

Hollywood
Hibiscus®

In Check®
Program

Houseplants

Proven Winners® leafjoy® Houseplants

Plant lovers can bring nature inside with the many options from leafjoy®. Low-care options both in soil and hydroponic containers allow customers to customize their indoor gardens with ease.



Canopy Collection™



DocBlock® Anthuriums



Terraform™ Terrariums



H2O® Collection



In Soil



littles™

Work with your dedicated Retail Solutions Manager to find the best booking options for you or order from The Plant Company at theplantcompany.com or 540.425.0087.

Bulbs

Flowering and foliage options make it easy to expand your retail offerings and boost sales in spring and fall.

1. Individual Flowering Bulbs
2. Be My® Calla Lillies
3. Heart to Heart® Caladiums
4. Emerald Isle™ Alocasia
5. Caladium Bulbs
6. Flowering Bulb Combinations



1



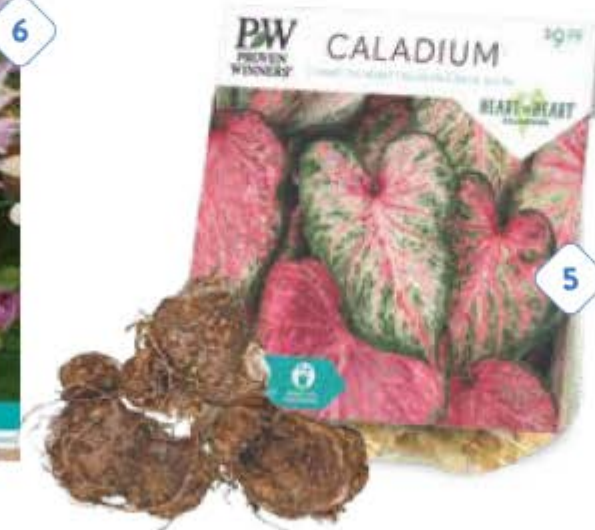
2



3



6



5



4

To order caladiums and Be My callas, email sales@abbott-ipco.com. For spring and summer flowering bulbs, email contactus@netherlandbulb.com. Order Emerald Isle from your preferred broker or propagator.

Grow Sales & SUPPORT GARDENERS



I want to provide garden solutions and increase sales.



Offer hard goods that support customer success.



32% OF GARDENERS FACE SOIL QUALITY ISSUES, according to our latest consumer survey.

Help your customers get results that will keep them coming back year after year with Proven Winners premium potting soil and plant food.



26% OF GARDENERS FACE CHALLENGES WITH WATERING, according to our latest consumer survey.

Take the guesswork out of watering and reduce water use with AquaPots® Lite self-watering containers and inserts.

NEW Water Indicator

NEW Mini and Large inserts

Mini: 11"W | 7"H | 1.3 GAL

Classic: 13"W | 7.5"H | 2.0 GAL

Large: 18"W | 12"H | 5.8 GAL



Scan here to order



"Proven Winners is a big part of our selection. It's a brand that people will walk into the garden center and ask for. It's probably the **most in-depth brand** you can find when it comes to plant material and hard goods that make it easy to be successful for the customer."

JERRY SCHMITT, Stein's Garden & Home



Strengthen YEAR-ROUND SALES



Sales slow down after the spring rush, and I would like to boost year-round profits.



Work with your RSM to create early spring, summer and fall programs utilizing all of our plant categories.

30-Second Planter®

The 30-Second Planter is a great option for spring, but it's also the perfect way to refresh tired garden beds, containers or hanging baskets during the dog days of summer.

Order yours at: provenwinners.com/Professionals_30secondplanter



"This year, we did the 30-Second Planters and they were amazing — super easy. You just take them out of the container and put them in their place. The reviews from these are incredibly successful and **the feedback from customers has been wonderful.**"

MEAGAN ZERRUSEN, Potted Charm



IN-CONTAINER PLANTING STEPS



PICK YOUR PLANT

PICK A
CONTAINER



DROP IN & ENJOY

leafjoy® houseplants

WHY TRY LEAFJOY?

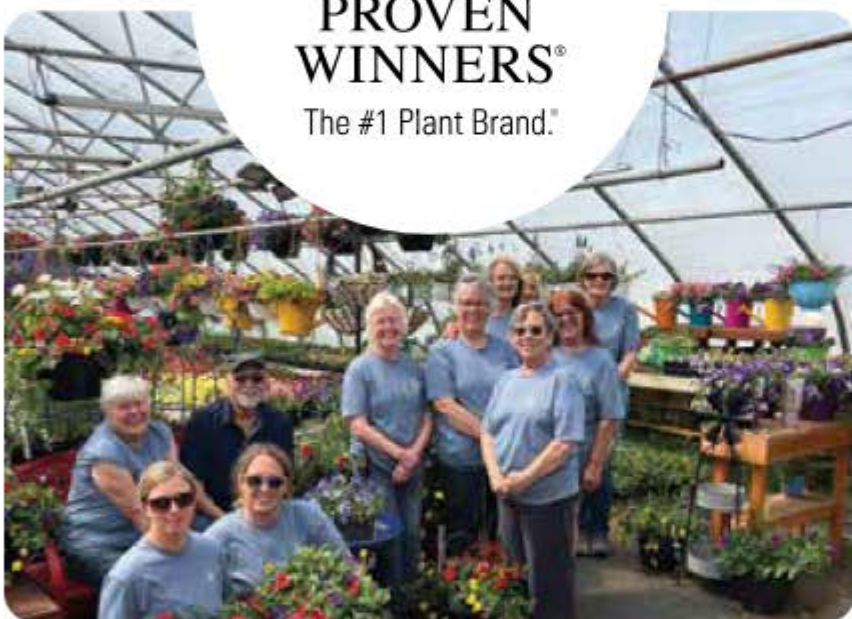
- Ever-changing inventory
- Trendy options for collectors
- High-impact displays
- Low minimum orders
- Large, informative tags
- Premium greenhouse-grown assortments



"We love how wide the selection is because it gives us something new to offer for each round of reordering, and it keeps our **guests returning again and again** to see what's new. This aspect really helps us stay relevant as a brick-and-mortar store in a digital world where nearly everything you buy can be delivered directly to your doorstep. Proven Winners has clearly taken the time to painstakingly select plants for the leafjoy program which contain **premium genetics that boast low maintenance requirements, coupled with strong resilience, and stunning beauty.**"

MITCH ELLIS, Eckert's Country Store & Farms





**WE'RE HERE TO HELP YOU WITH
YOUR NEEDS**

1600 E. Lincoln Highway, Suite F
DeKalb, IL 60115

815.895.1872 | provenwinners.com