

Complete Package Program FAQs

What is the Proven Winners® Complete Package?

The Complete Package Program was designed to provide a better package for a better plant! The program makes it easy to fully maximize the potential with Proven Winners plants — providing all the supporting elements needed to sell these premium plants. Proven Winners Annuals will now join Proven Winners ColorChoice® Shrubs, Perennials, Heart to Heart® *Caladiums* and Proven Harvest® Veggies and Herbs that are already grown 100% in branded containers, to be grown in the signature white branded container or with the container style tags.

Why is branding packaging important?

Branding packaging helps inform consumers' purchasing decisions while also allowing retailers to capitalize on the 10 Billion marketing impressions that Proven Winners delivers every year. Our targeted campaigns help drive consumers to garden centers and make the plants an easily recognizable product for a confident buying experience.

Will this national branding take away from customers who promote their own brand?

No, we see this as a move to help strengthen the customer's own brand. Consumers have a choice in what garden center they shop, and they will continue to support the garden center they have come to know and trust, while also easily identifying Proven Winners material for a confident buying experience!

When does the Proven Winners Complete Package Program go into effect?

The Complete Package Program goes into effect for the 2021-2022 season and has a start date of November 1st. All Proven Winners plants shipped after that date will require the branded container or Proven Winners container style tag.

What product lines need to go into a Proven Winners branded container?

All Proven Winners Annual varieties used for single pot production will now require a Proven Winners branded container. While we encourage the use of a Proven Selections® container to fully maximize its potential, Proven Selections varieties do not require a branded container.

Are branded containers required for Proven Selections varieties?

No, Proven Selections do not require a branded container.

What product types of Proven Winners Annuals are included in the Complete Package Program?

All Proven Winners Annuals, including rooted liners, URCs, seeds or tip cuttings are a part of the program and need to be grown in a branded container or with a Proven Winners container style tag.

Do URCs and Proven Accents® Tip Cuttings require a branded container?

Yes, we will continue to require all plants purchased as a URC or Tip Cutting (exclusive to the Proven Accents program) be sold in the Proven Winners branded container.

Will Proven Harvest varieties continue to require a branded container?

Yes, all Proven Harvest items, including liners, seed and URCs, will continue to require being sold in the Proven Winners branded container.

What is the default container?

The East Jordan Plastics Co-Ex Grande™ will be the default container.

Is there an opportunity for co-branded containers for customers using their own proprietary containers?

No, while we have an array of co-branding opportunities available within our marketing program, we do not offer co-branding on the branded container.

Are self-symmetrized trays required?

No, while the self-symmetrized tray is highly recommended to effectively display the Grandes with the most visual impact for branding, the tray can be removed upon request.

Who are the container vendor partners for the Proven Winners Annual branded container?

Proven Winners branded container partners are East Jordan Plastics and The HC Companies.

How can Proven Winners guarantee adequate supply of pots for the season?

We have worked very closely with both East Jordan Plastics and The HC Companies over the past year to ensure we would be able to supply the branded containers as needed.

Are there options for customers who have leftover branded containers? Can they be used the following year?

We have aligned the container quantities to closely match the liner quantities. However, in the instance where a customer has additional unused containers at the end of the growing season, we will work with them on the possibility of applying them to the following year's container needs.

If there is a Cannot Supply on plants and the branded containers have already shipped, will customers be charged for the containers?

We will make every effort to work with the customer and provide a suitable substitution. If we are unable to substitute, the customer will not be charged for the branded containers.

Will credit be issued on the branded containers, should a claim on the plant be approved?

Similar to all Proven Package items, reimbursements will not apply to the containers or trays on a claim. However, in instances where customers have a large quantity of unused branded containers, we will work with them to apply them to the next year.

Will additional branded containers ship with replacement material?

No, when replacement material is shipped, we will not send additional branded containers.

If a customer purchases a Proven Winners branded container, are they required to grow the plant in the pot? Example: Customer has a client they are custom growing for who has specified a different pot.

Unless the plant is going into a combination, the plant must be grown in the Proven Winners branded container.

What happens when plants arrive before pots arrive?

The goal is to have the containers arrive 1-2 weeks before the plants arrive, or when able, on the truck with the plants.

What are the options for professional landscape use?

Proven Winners varieties thrive in the landscape and we've expanded options for that application. Growers who sell directly to professional landscapers can grow in any landscape tray size and these orders will not require a Proven Winners branded container, and will come with a reduced tag offering. Professional Landscape orders need to be on their own exclusive order.

Will the cost of the pot be competitive with what the customer is using now?

While we recognize the cost of the branded container will be more than what customers currently pay for a generic non-branded container, we know the additional cost brings additional value. With material costs rising, pricing adjustments will likely be necessary across the board, and not exclusive to Proven Winners branded containers. We see this as an opportunity to not only capture the additional costs of the container, but increase pricing for you to ultimately make more money.

Are there any eco-friendly container options available?

The EcoGrande+™ container (plantable and compostable with nutrients) will be available for sale during the 2021-2022 season.

Can Proven Winners branded containers for Annuals be reused?

As an exception, a grower retailer who takes back Proven Winners Annuals containers from consumers may reuse the containers if they are clean and in good condition with logo(s) and printed information that is still easily visible. Grower-retailers should ask their plant broker for an exemption (for approval by the Proven Winners propagator) and be prepared to send a photograph(s) of the branded containers planned for reuse when asked.

Combinations

Are branded containers required for material used for combinations?

No, liners that will be used in hanging baskets or any combination planter can use a Proven Winners container style tag or a combination-specific hanging basket tag in place of a branded container when a combo consists of 75% Proven Winners plants.

Will branded containers apply to Bundled Combination Kits?

No, branded containers will not apply to liners purchased as part of our Bundled Kits program. The eye-catching combination-specific hanging basket tag will automatically ship with the kit. With over 350 combinations to choose from, this option is the easiest way to plan and order for your combination needs. Bundled kits can be booked on any order, and containers will automatically be exempt.

Is there a hanging basket tag option for custom combinations other than the Bundled Combination Kit program?

Yes, to accommodate custom combinations, customers have the ability to order liners as part of a tag exchange order. Branded containers will not apply. With an approximate ratio of 6:1, a beautiful universal Proven Winners container style tag and a reduced amount of variety-specific stake tags will be included, at no additional cost for Key Accounts. Tag exchange orders need to be on their own exclusive order, and containers will automatically be exempt.

Will additional universal Proven Winners container tags be available?

Yes, customers can directly purchase 26-count bundles of universal Proven Winners container tags.

When you choose tag exchange, will that include variety-specific tags or just the container style tag?

Tag exchange orders will contain one Proven Winners container style tag and approximately one variety-specific stake tag for every six plants.

What is the requirement to use the Proven Winners universal container tag (tag exchange program)?

At least 75% of plants in a combination must be Proven Winners or Proven Selections, or a combination of both, to use a Proven Winners container style tag.

What are the options for customers who use partial trays for both combinations and single pot production?

We have a Multi-option program built specifically for customers who are ordering smaller tray quantities for multi-use, split between single pot production and combinations, reducing the branded container quantity in half. Customers will receive one branded container for every two liners and one stake tag per liner. To qualify, the order must have an average of two trays or less, per variety. Multi-option orders need to be on their own exclusive order.



Ordering

How do customers book their branded containers?

Branded containers will automatically be added to the liner order placed through your broker, with the exception of Bundled Kits, tag exchange or landscape orders.

Will Four Star inventory all Proven Winners branded containers?

Yes, Four Star will inventory top-selling Proven Winners containers, and when the container need is beyond our stock, we'll work with you and the container vendor to meet your needs.

How will the container quantities align with liner quantities?

The Co-Ex Grande™, our default container, will ship in increments of 840, 700, 600, 500, 400, 300, 200 and 100. Orders shipping from Four Star will ship to the closest increment of 100, always rounding up. Upon customer's request, we will round down. All other container sizes will ship in full cases.

Where will branded containers ship from?

Orders of 159 cases or less will typically ship directly from Four Star. Larger orders may ship direct from the vendor.

How will orders purchased directly from container suppliers be tracked?

We will continue to work directly with the container supplier on verification, associating Four Star liner and branded container quantities.

Do customers have the option to pre-order and have all containers delivered in the Fall of 2021?

Branded containers will be ordered along with plants, when booked through Four Star. We will work with customers, on a case-by-case basis, if they need to pre-order or pre-ship containers separate from the plants.

Can customers order more branded containers than needed, for the current season, in order to maximize price or to lower shipping costs?

Yes, customers can do this with prior approval from the propagator.

Exceptions

Will there be exceptions made for cut flower growers, particularly for perennials?

No, there will not be additional exceptions made for cut flower growers. The majority of items this would pertain to, Proven Winners Perennials and ColorChoice Shrubs, have been in the complete package for years.

Are botanical gardens, public gardens, conservatories or trial sites, where liners are shipped directly to the entity from Four Star, exempt from the branded container requirement?

Yes, they are exempt from the program, with confirmation that the plants are not being resold.

Will exceptions be made for customers who have already ordered their pots for 2022?

The program has a start date of November 1st. All Proven Winners plants shipped after that date will require the branded container or Proven Winners container style tag.

The information in the Frequently Asked Questions is subject to change without notice.

