

# Complete Package Program



**PW**  
PROVEN  
WINNERS®  
SUPERTUNIA®  
MINI VISTA INDIGO



PART SUN TO SUN

*Petunia hybrid*



Download FREE app for more  
planting ideas and information at  
[www.provenwinners.com/scan](http://www.provenwinners.com/scan)

**PW**  
PROVEN  
WINNERS®  
The #1 Plant Brand.®

1.56 pt  
740 mL

Grown Locally.  
Think Globally™

Recycle  
It's The Natural  
Thing To Do.™

A Better Plant Deserves  
A Better Package



**PW**  
PROVEN  
WINNERS®

# A Brand You Can Trust

For more than two decades Proven Winners® has built a brand that is committed to bringing the best performing plants to our grower and retail partners, and ultimately to the home gardener. Proven Winners has become the best-selling plant brand in North America — built by award-winning genetics and supported by millions of dollars in marketing each year.

It is the amazing genetics and intense trialing of Proven Winners varieties that growers trust to perform in the greenhouse, on the bench and in the garden. This outstanding performance sets our plants apart, and the marketing investment in the Proven Winners brand has made it a trusted household name — one that consumers go looking for at their local garden center. When they see the signature white branded container, consumers instantly know they are getting an authentic, dependable plant that will bring them season-long performance. Proven Winners is dedicated to working for you to create consumer demand for a leading national brand that will help grow your profits.





**PW**  
PROVEN  
WINNERS®  
SUPERTUNIA®  
VISTA BUBBLEGUM  
  
FULL SUN 16-24"  
Petunia hybrid

**PW**  
PROVEN  
WINNERS®  
SUPERTUNIA®  
VISTA BUBBLEGUM  
  
FULL SUN 16-24"  
Petunia hybrid  
QR CODE

**PW**  
PROVEN  
WINNERS®  
SUPERTUNIA®  
VISTA BUBBLEGUM  
  
FULL SUN 16-24"  
Petunia hybrid  
QR CODE

**PW**  
PROVEN  
WINNERS®

**PW**  
PROVEN  
WINNERS®

**PW**  
PROVEN  
WINNERS®

**PW**  
PROVEN  
WINNERS®

# Bringing Customers to Your Door

## Proven Winners® Delivers Over 10 Billion Impressions!

This powerful branded container is instantly recognized by consumers. They see it in print and digital ads, on billboards and social media, and they hear about it on the radio. Every single day, we're reaching out to consumers to share our brand promise and build the demand that is so critical to our customers' success. Though the campaign runs all year, it is most heavily weighted during peak selling seasons to motivate new consumers and remind loyal fans to choose Proven Winners®.

**The container consumers are looking for!**



## Pandora® & Radio

Reaches 119 million listeners



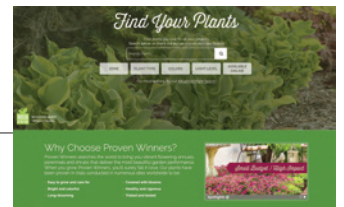
## Billboards

250 million impressions



## ProvenWinners.com and GardenDesign.com

32 million impressions



## E-Newsletter & Sponsorships

20 million impressions



## Gardener's Idea Book and Magazines

51 million viewers



## Google and Facebook Ads

9 billion impressions

## Social Media including Garden Answer

1 billion impressions



# The Complete Package

## New for 2022 – Annuals Join the Complete Package Program

Since its introduction, Proven Winners® has demonstrated that branding works. When offered in the signature white branded container, all other Proven Winners product lines have experienced double digit sales growth. Consumers have come to equate the Proven Winners name with exemplary garden performance and have shown they are willing to pay more for a quality product that makes them successful.



### Proven Winners® ColorChoice® Shrubs & Proven Harvest®

100% sold in the  
Complete Package

### Heart to Heart® Caladiums & Proven Winners® Perennials

100% sold in the  
Complete Package

## Proven Winners® Annuals NOW SOLD in the Complete Package

## Why is Branded Packaging Important?

Think about the branded products you use on a daily basis. The iPhone in your pocket came boxed in slick packaging that was easily recognizable as an Apple® product. Coca-Cola® wouldn't taste quite the same to you if you weren't positive it was actually Coke®. The way a product is packaged helps form our impression of a brand in a matter of seconds. Presenting product in the Proven Winners signature branded container helps home gardeners easily identify them as authentic Proven Winners plants, making it a more confident buying decision.

Nearly every product consumers purchase at garden centers is branded, and branded packaging informs their purchasing decisions. We have proven that using the signature white branded container increases sell-through at higher prices and margins for growers, retailers and landscapers. And, it allows retailers to capitalize on the tremendous value of the 10 billion brand impressions generated each year by the Proven Winners national consumer advertising campaign.

## What Does This Change Mean to Me?

All Proven Winners annuals will now be sold in the signature white branded container, joining all other Proven Winners plant programs, which have been sold in branded containers for years. Beginning this growing season, all Proven Winners annual liners scheduled for shipment on or after November 1 will be sold in the Complete Package. If you are selling Proven Winners annuals in combinations, you can continue to use our tag exchange program.



We know that the demand for Proven Winners exists, we just need to ensure that it is easy for consumers to find and identify Proven Winners plants. The addition of Proven Winners annuals to the Complete Package Program will further drive consumer recognition and demand, while providing a consistent and distinctive display. We feel a better plant deserves a better package. Let the power of the brand work fully for you!

**Curt Varsogea**

Vice President of Sales & Business Development

The way a product is packaged helps form our impression about a brand and directly influences our buying decisions. Brand recognition is why consumers go looking for plants sold in the signature white branded container. We know you will be successful with this new program, and we are here to make it easy for you.

**Angie VanWashenova**

Sales & Business Development Manager



## Proven Success

For years, all other Proven Winners® plant programs have included branded containers, and we are excited to announce that annuals will join the program. Each of these Proven Winners plant programs has seen significant increases in sales growth since being offered in the signature white branded container.

Proven Winners Perennials, ColorChoice® Shrubs and Heart to Heart® *Caladiums* have outpaced sales growth of Proven Winners annuals for several years. The signature white branded container is a recognizable staple in the garden center, and consumers go looking for it because they know it holds a premium product that will be successful in the garden. The addition of Proven Winners annuals to the Complete Package Program will make them easy for consumers to find, increasing your profitability and your bottom line.

Over 50% of Proven Winners annuals are already being sold in the branded container. We are excited to begin selling Proven Winners annuals in the Complete Package — so all growers can realize the power of the brand.



## How the Program Works

All Proven Winners annual liners scheduled for shipment on or after November 1, 2021 will require a branded container or container style tag. Choose the ordering option that best suits your growing plans.

### Single Pot Production

Any size Proven Winners branded container may be used for Proven Winners annuals, except the 3.5" containers that are used exclusively with Proven Accents® plants. If a container size is not specified at the time of your order, all annuals for single pot production will automatically ship with a Grande™ Co-Ex container. You may select any Grande or larger Proven Winners container that fits your production needs when planning your Complete Package program.

### Combinations

**Bundled Combination Kits** — Kits ordered before November 1 will receive a combination-specific tag. Orders placed after this date may arrive with a standard container style tag.

**Custom Combinations / Tag Exchange** — When using Proven Winners annuals in custom combinations, you can use the tag exchange program option. In this case, you will receive a large Proven Winners container style tag in place of branded containers, while reducing the number of stake tags.

### Multi-Option

When ordering trays with plants to be split between single pot production and combinations, you will receive one branded container for every two liners and one stake tag per liner. To qualify, your order must have an average of two trays or less per variety.

### Landscape Option

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.

#### Single Pot Production

##### Default Container



4.25 Grande™ Co-Ex

##### Select your Container



Grande™ or larger

#### Combinations



Combination-Specific  
Container Style Tag



Container Style Tag

# Complete Package Options

There is no denying the power of branding and how it directly influences our buying decisions. Product packaging helps form our impression of a brand in a matter of seconds. That recognition leads to brand trust and confident buying decisions at the garden center and success at home.

For years, all other Proven Winners® plant programs have included branded containers, and we are excited that annuals will join the program in 2022. All Proven Winners plants that ship on or after November 1, 2021 will require a branded container or container style tag. Containers can be ordered according to your growing plans when placing your plant order.

## Complete Package Options

### Single Pot Production

- Select from Grande™ or larger containers when placing your plant order.
- If a container style is not selected at the time of your annuals plant order, a Grande™ Co-Ex container will automatically ship.
- Self-symmetrized trays are highly encouraged for optimal container display and will automatically accompany your containers unless direction is provided to remove.
- Proven Winners perennials ship with a 1 Quart container.

#### Default Container



4.25 Grande™ Co-Ex

#### Select your Container



Grande™ or larger

*See the complete selection of branded container styles on page 220.*

## Combinations

### Bundled Combination Kits

- Containers will not ship with these orders.
- Bundled Kits ship with a large combination-specific tag. See page 32 for details.
- Bundled Kits can be included with your single pot or tag exchange orders.
- Choose from over 350 beautiful, trialed and tested combinations.



### Combination-Specific Container Style Tag

### Custom Combinations / Tag Exchange

- Containers will not ship with these orders.
- Custom combinations receive one container style tag and one variety-specific tag for approximately every 6 plants. See page 219 for details.
- Combinations must include at least 75% Proven Winners or Proven Selections® varieties.
- Minimum of two trays per variety per order.
- Tag exchange orders can be included with Bundled Kit orders.
- Showcase your combinations with a large recognizable Proven Winners tag.



Container Style Tag

### Multi-Option

- Orders must average two trays or less per variety.
- Receive 50% of the branded containers and 100% of the variety stake tags.
- Container style tags are not provided, but are available for purchase.
- Must be booked as a separate order.



### Landscape Option

- Growers who sell directly to professional landscapers are eligible.
- Containers will not ship with these orders.
- Plants can be grown in any size landscape tray.
- Reduced number of stake tags.
- Must be booked as a separate order.



# The Power of the Proven Package

## A better plant deserves a better package.

Consumers are looking for the signature white branded container that they see and hear about through extensive Proven Winners® marketing efforts. They know it holds plants with distinguished beauty and proven garden performance. All Proven Winners varieties automatically come with the branded container to help them stand out on the bench. Here's what to expect with your order:

### Proven Winners® Annuals

#### 4.25 Grande™ Containers and Trays

- Proven Winners Annuals
- Proven Harvest® Fruits and Vegetables
- Proven Accents® Tip Cutting Program plants
- URC varieties



4.25 Grande™

Other container sizes are available for substitution, and container-style tags can be purchased when ordering.

### ColorChoice® Shrubs

#### Premium 1 Gallon Containers



Premium 1 Gallon

### Proven Winners Caladiums and Callas

Bulbs are ordered by the finished container size and shipped with the corresponding container.

#### Heart to Heart® Caladiums

- 200 – 1.0 QT
- 100 – 6.5 QT
- 50 – 8.5 QT

#### Be My™ Callas

- 175 – 6.5 QT



1.0 QT

### Tags

All Four Star liners come with variety-specific stake tags\* containing a mixture of home gardener growing information and legal information needed to sell each variety.

When producing large containers with multiple varieties, choose our Tag Exchange program to reduce excess tags and give Proven Winners combinations higher visibility.

\* The only exceptions are Bundled Combination Kits, which come with 52 combination-specific tags and 465-count trays of *Begonias*, which arrive with one bundle of 72 tags.



# Tag Solutions

Make your tags work for you! Choose the option that works best for your production.

## One Plant = One Tag

- Each plant automatically arrives with one variety-specific stake tag.
- When using one liner per container in small containers such as Grandes™ and Royales™.



## Tag Exchange

- Showcase combinations with a large, recognizable Proven Winners® container style tag. Proven Selections® container style tags are also available.
- Use tag exchange when planting non-bundled kit combinations in hanging baskets and upright containers, which use more than one liner per container.
- This option is free but must be requested when ordering. Tag exchange orders can be included with Bundled Kit orders.
- Receive one variety-specific stake tag and one container style tag for approximately every six plants. Tags come in 26-count bundles.
- Reduces tag waste with fewer stake tags.
- Each container must still include one stake tag for each variety. Minimum of 2 trays per variety to be eligible.

### Monoculture Planter



### Combo Planter



## Combination Tags

- Hundreds of combinations are available in large container style tags when ordered before November 1st.
- Customized combination tags are available by special order before November 1st.
- Contact your Four Star regional sales representative for more information on pricing and minimum quantities.

### Combo Planter



# Branded Container Options

Bring customers to your door with the signature white branded container that is instantly recognizable by consumers. Proven Winners® year-round marketing campaign will help you move product at peak selling seasons. Choose from a wide range of sizes and styles.

**The container consumers are looking for!**

## ANNUALS



3.5 Accents Co-Ex  
12-count tray



4.25 Grande™ Co-Ex\*  
10-count tray



4.25 Grande™\*\*  
10-count tray



4.5 Classic™\*\*  
8-count tray



1.0 QT\*  
Co-Ex available\*  
8-count tray



6.50\*  
Co-Ex available\*  
6-count tray



1.0 GL Royale™ Co-Ex\*  
3-count tray



1.0 GL Royale™\*\*  
3-count tray



Special Order containers are also available. Visit [pwfourstar.com](http://pwfourstar.com) for more information. \*Also available in Proven Selections® container style.

## FLOWERING SHRUBS



Premium 1 Gallon



Premium 2 Gallon



Premium 3 Gallon

## ECO POTS



EcoGrande+™

The EcoGrande+ container by Proven Winners is an environmentally friendly alternative to the single-use plastic pot. This compostable container made from starchy renewable plants, can go directly into the soil, while built-in nutrients help plants grow bigger and faster all season.

# Ordering Your Branded Containers

Any size Proven Winners branded container may be used for Proven Winners annuals, while 3.5" containers are used exclusively with Proven Accents® plants. We offer many different container sizes, tray configurations and container styles to give our grower partners many options when planning their Complete Package programs.

## How to Purchase

All container orders can be booked through your broker with Four Star as your propagator. The Four Star team is available to answer any questions you have about branded containers and the Complete Package Program.

## How they Arrive

### 159 cases or less will ship directly from Four Star

- Truck delivery: When possible, branded containers will be delivered with your plants via truck.
- Ground shipping via carrier: Containers will ship 1 – 2 weeks prior to plant arrival.
- We will work with customers on an individual basis when their production needs require that their containers arrive earlier in the season, in advance of plant material.
- Four Star will ship the East Jordan Plastics Grande™ Co-Ex 4.25" containers in quantities of 840, 700, 600, 500, 400, 300, 200 and 100.
  - Based on the number of liners in your order, we will round up to the next case size.
  - Upon request, customers can round down to eliminate overages.
- 10-count trays will be sent in increments of 100 with each order.

### 160 cases or more will ship directly from an approved container supplier

- East Jordan and The HC Companies are Proven Winners approved container vendors.

## Complete Package Exemptions

Proven Winners branded containers are not required for botanical gardens, public gardens, conservatories or trial sites that purchase from a broker and have plants shipped directly from Four Star. Proven Winners annuals that are grown and sold for professional landscape application will not require branded containers or hanging basket tags and will come with reduced tags.

## Cannot Supply and Claims

**Cannot Supply** – When a cannot supply situation occurs and we are unable to make a suitable substitute, we will not charge for the containers that have already been sent.

**Claims** – Credits will not be issued on containers if there are issues with the plants.



Use the Self-Symetricize® Injection Tray for optimal branding display.

**Due to the unpredictable nature of plastic prices, we cannot guarantee container prices will remain consistent throughout the year. Container prices are locked in when you place your order.**

# Your Four Star Team



From left:

**Sheryl Langton**  
Account Support Supervisor  
734-654-7460  
slangton@pwfourstar.com

**Curt Varsogea**  
Vice President of Sales & Business Development  
734-654-7458  
734-735-1899 (cell)  
cvarsogea@pwfourstar.com

**Angie VanWashenova**  
Sales & Business Development Manager  
734-654-7454  
734-512-8411 (cell)  
avanwashenova@pwfourstar.com

## Sales Team

### West

1) **Doug Parkinson**  
330-806-8785 (cell)  
dparkinson@pwfourstar.com

### Central

2) **John Antonelli**  
734-654-7457  
734-493-2139 (cell)  
jantonelli@pwfourstar.com

### Midwest

3) **Amanda Hagyard**  
734-654-7465  
248-860-2263 (cell)  
ahagyard@pwfourstar.com

4) **Micheala Kielbasa**  
734-654-7452  
734-288-6460 (cell)  
mkielbasa@pwfourstar.com

### Northeast

5) **Valerie Rollins**  
734-625-8506 (cell)  
vrollins@pwfourstar.com

### Southeast

6) **Ericka Filonczuk**  
734-654-7456  
734-799-1792 (cell)  
efilonczuk@pwfourstar.com

### Michigan

7) **Julie Bergmoser**  
734-654-7455  
734-493-2253 (cell)  
jbergmoser@pwfourstar.com

### Indiana & Ohio

8) **Celena Lomas**  
Interim Sales Representative  
734-654-7461  
734-755-8887 (cell)  
clomas@pwfourstar.com

9) **Melisa Brancheau**  
734-654-7538  
mbrancheau@pwfourstar.com



Four Star Greenhouse, Inc.  
The #1 Supplier of Proven Winners® in North America

1015 Indian Trail Road, Carleton, Michigan 48117  
Phone: 734.654.6420 | Fax: 734.654.2795 | mail@pwfourstar.com | pwfourstar.com