



***Rooted to Grow®***

## **2022 Merchandising Programs**



***Ways to be creative and add color and interest all season  
for your customers.***

We are excited to partner with you and the top brands in the industry to help you with updated marketing and merchandising support. Studies show a good display will drive sales and attract consumers to these exciting plants. We know that it can be challenging to set up these displays and keep them looking good, so we want to help you with great resources.

Our sales team can help you get started in these promotions and get the supplies needed to get started for 2022.



# THE AMERICAN BEAUTIES NATIVE PLANTS® PLAYBOOK

American Beauties Native Plants® is the most unique and inspiring plant brand offered to IGC's...period. Its story is compelling but still needs to be told and understood. Telling the story and having it understood by IGC customers will result in them selling lots of native plants that they are currently not selling. It also results in lots of IGC customers feeling satisfied and empowered to make a difference in their own backyard and, ultimately, helping to create a better world.

## Why American Beauties Native Plants®?

1. Sell more native plants to an increasingly native plant hungry consumer
2. Empowering consumers to make a difference in their own backyard.
3. Better staff experience - making it easier for IGC's to sell native plants
4. Opportunity for Event Marketing for IGC's around Pollinators, Birds, Habitat Restoration, Bee Keeping, etc.
5. The only IGC brand on the market whose message is all about plant solutions for a better world
6. American Beauties Native Plants® is the Easy Button for you to capitalize on the biggest trend in the gardening world today, native plants!

## Why Display American Beauties Native Plants®?



1. **It is absolutely proven that displaying your AB plants will equate to increased sales.** This has been proven by the increased sales figures for AB native plants by IGC's that have been participating in the Pay to Display program over the last 2 seasons. In just 2020, IGC's who set up AB displays sold 83% as compared to sales of AB plants the previous year without the display.
2. **The AB display facilitates the Easy Button for IGC customers** that want to buy native plants because it allows them to find everything they need in one place.
3. **The AB display facilitates the challenge of selling native plants** for the IGC sales team that may have a limited knowledge of native plants.

## Essential Rules of the Road for Licensed Growers to help facilitate successful AB displays and Program Level Purchasing from your IGC's

1. **Effective merchandising is critical and the number one goal is collaborating where to place the AB display with your IGC customer.**

The goal is a prominent, high customer traffic location. The timing of when to create the display can be tricky. Too early in the spring season and there simply will not be enough "retail ready" plants to make the display shine and sell. In the northeast, the timing to create the most interest and most sales is to get the AB display up in a prominent location



starting in Mid-May. The goal is to have the display up and full for June so the IGC customer can take full advantage of the widespread publicity for Pollinator Month in June. Even better, there are lots of great looking AB plants to fill and refill the display during that time period. Southern growers may find that their ideal time for set up of the AB display could be up to a month earlier. It is important to remember that customers are more likely to set up their displays and more likely to make it important if you make it important. **\*\*For IGC's setting up AB displays for the first time, it is absolutely imperative that a sales team member from the AB licensed grower is on the ground at the IGC to assist with selecting the location for the display, helping train and inform the IGC sales staff and to actually assist in setting up the display.\*\*** For those IGC's with previous AB display experience, it is still important for the AB licensed grower to work closely with the IGC staff to make sure there is a plan for a display location and a plan for setting up the display even if they are not on the ground assisting the IGC team with setup.

2. **Keeping the display full and looking good is a challenge.** This is the ultimate success problem. Lots of sales of AB plants from the display means there must be a strong plan to replenish. Recruiting an AB Captain for each of your IGC customers is a great solution for this success problem and it helps the busy IGC buyer get insight as to what is needed to keep the display full and selling. There is often a person working at IGC's that strongly believes in AB/native plants and can champion the brand. Remember, without a strong plan to replenish, the power of the AB display and AB message will be diluted. Garden centers will fill the empty AB display with non-AB brand natives or non-native plants just to keep what they consider to be vital selling space full. The only way to prevent that is by frequent refills with new AB product!
3. **What plants to ship and when.** A definitive unique feature of this brand is that many IGC's will give their growers' lots of flexibility of what AB plant to ship. As a result, it is imperative that each grower's salesforce has an up to date availability of which AB plants look good on a daily/weekly basis. **\*\*We strongly believe that a separate AB availability should be created by each licensed grower with AB plant images to promote the best AB plants available that week.\*\*** Creating this will help your sales team facilitate the fulfillment goals set by the customer through this very busy time while also helping the IGC buyer focus on the needs of their AB display.

4. **Cross merchandising to increase the power of the AB brand.** There are opportunities to create more dynamic display partnering with like-minded products that could include bee keeping and birding products. This cross merchandising synergy creates added importance at the IGC which leads to more sales of AB plants in the display and more sales opportunities for the supplying AB licensed grower.

5. **Pay to Display Program.** AB is committed so strongly to the 'store within a store' AB display strategy that we have partnered with each AB licensed grower to essentially pay garden centers to set up a display of AB plants. IGC's have responded very favorably to this program so it is important that AB licensed growers hold them accountable to their sales goals and Pay to Display program obligations. This means:



- a. We want only AB plants in the display.
- b. **\*\*The AB licensed grower must develop accurate reporting so they can monitor Pay to Display customer sales and hold the IGC's accountable to their sales goal.\*\*** The ability for the AB grower to communicate progress toward the sales goal to the IGC is essential to making the IGC successful with their display and getting them to participate fully in future years!
- c. We ***must have*** images of the display after it is set up in order for the IGC to get paid. This is non-negotiable!
  - i. Image should be taken when the display is first set up. It is important to have an image that is full of product and fully dressed with POP materials. The best time to make that happen is when the display is first set up.
  - ii. Images are important for the AB website to spread the AB brand message
  - iii. Images, along with figures of how many more native plants were sold as compared to the previous season without the AB display, are going to be a great tool for you to sell more AB displays to your IGC customers next year.
  - iv. Please be sure the image submitted has only AB plants in the display. AB will not reimburse a customer for their AB display if the image submitted shows black pot plants or other branded plants other than AB plants in the display.

This American Beauties Native Plants® playbook for setting up displays at IGC customers is a great starting point for your sales teams to continue to build success with the AB program. Even better, your input will help your IGC partner be more successful at empowering their customers to make a difference and to improve their world, a goal that is very strong and growing with consumers. Thanks for your hard work for American Beauties Native Plants®! Your feedback on what is working for you is always welcome!



# 2022 DISPLAY-TO-PAY GARDEN CENTER PROGRAM

## SALES TEAMS GUIDE TO GARDEN CENTER SUCCESS

**YOU ARE RESPONSIBLE FOR SIGNING UP EACH OF YOUR CUSTOMERS THAT PARTICIPATE IN 2022!!**

This year we have created customized Display-to-Pay sign up forms for each grower. Customers are instructed to return the file back to you. We have created a google form that mimics the paper form and we are asking that each of you hop online and enter your customers info into the form. That way you have the hard copy you can keep for your records and the first question on the form is for an email address (Your Email) that way you will get a digital copy as well. And if we have any questions we can follow up you directly.

**Here is a link to the google form:** <https://forms.gle/nPjp3HdjTdRAhA22A>

It is also easy to access from the website [abnativeplants.com](http://abnativeplants.com) - just scroll to the very bottom and click on "Garden Center Resources"



### PLAN FOR DISPLAY SETUPS

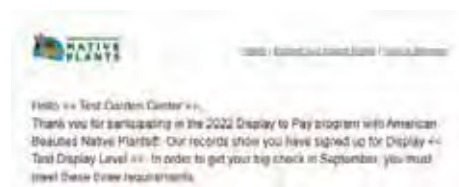
Have a plan in place before Spring starts for getting the AB POP material your customers need and be ready to help them set up a great display. First time Pay To Display participants will need more help, than veteran IGC's. It is imperative that you provide strong advice to help them choose a location to set up their display and offer them assistance setting the display up to give them the best chance of success. Don't forget to bring your tool box!

### FREQUENT DELIVERIES ARE KEY

Consider making your own "Must Have" lists weekly to give your customers the inside scoop on what is really looking great - frequently deliveries of peak material are the key to IGC's reaching their sales goals.

### COMMUNICATION

American Beauties has built custom emails that will be sent out to the IGC's you have signed up for the program based on the information you have added to the Google sheet sign up. Through this email we can relay the total number of plants sold on a monthly basis to keep them informed about how close they are to reaching their goal.



### HOW TO SET UP A DISPLAY

- Use what the IGC has - We have seen great displays created with pallets and cinder blocks or custom created benching.
- A waterproof brochure holder is good to display the consumer handouts that are part of the POP package for each participating IGC.
- The most successful displays are those where the plants are off the ground and easy to shop.
- Consider grouping like plants together on the display to make it easier to shop and to give the display a pleasing, organized look
- Be sure to find an American Beauties Captain, someone other than the buyer at the IGC that loves natives and is fired up about keeping the display full and making it look great. This captain is your eyes and ears on the ground and will be helpful for you to get frequent reorders.

For more information on IGC Display to Pay Success refer to the American Beauties Playbook that is attached.

**[abnativeplants.com](http://abnativeplants.com)**



# 2022 DISPLAY-TO-PAY GARDEN CENTER PROGRAM



## STEPS FOR PARTICIPATING IN THE PROGRAM

- 1 - Sign up for the Display Program by filling out the form below. Sign up by Feb. 25th
- 2 - Set up a great looking display in your garden center with free posters, benchtape and handouts sent from the Grower!
- 3 - Take a picture of your great looking display and submit to the American Beauties Native Plant Team by July 15th  
CONTACT: emily@abnativeplants.com
- 4 - Purchase the minimum amount of American Beauty Products from the Grower by July 30th
- 5 - Collect the check from your grower in September!

## PROGRAM DETAILS

### CHOOSE YOUR LEVEL:

- ☐ Level 1 - Purchase **400** American Beauties Native Plants by July 30, 2022 receive \$250\*

FREE POP: 1 large poster, 50 of each of the Best Plants for Bees, Butterflies & Birds Handouts, and Benchtape to wrap your display. Listed as an ELITE GARDEN CENTER at abnativeplants.com

\* Check amounts will be based off the level registered for.

- ☐ Level 2 - Purchase **750** American Beauties Native Plants by July 30, 2022 receive \$500\*

FREE POP: 1 large poster, 3 Small posters, 100 of each of the Best Plants for Bees, Butterflies & Birds Handouts, and Benchtape to wrap your display. Listed as an ELITE GARDEN CENTER at abnativeplants.com

### WHO IS YOUR WILLOWAY NURSERIES SALES REP?

- |                                     |                                   |                                    |                                       |                                        |
|-------------------------------------|-----------------------------------|------------------------------------|---------------------------------------|----------------------------------------|
| <input type="radio"/> Mike Sclater  | <input type="radio"/> Dave Lendon | <input type="radio"/> Jeanne Hicks | <input type="radio"/> Mike Guidosh    | <input type="radio"/> Gerry Dockstader |
| <input type="radio"/> Craig Hallman | <input type="radio"/> Brad Lokai  | <input type="radio"/> Andrea Dumm  | <input type="radio"/> Charlie Plonski | <input type="radio"/> Tom Eaton        |

### IS THIS YOUR FIRST YEAR PARTICIPATING IN THE AMERICAN BEAUTIES DISPLAY-TO-PAY PROGRAM?

- ☐ YES - First timer here!
- ☐ NO - Last year rocked and we are ready to knock it out of park for 2022

## CONTACT

**MAIN CONTACT INFO** - We will be sending emails throughout the growing season to keep you updated on your progress in the program.

**FIRST NAME:** \_\_\_\_\_ **LAST NAME:** \_\_\_\_\_

**EMAIL:** \_\_\_\_\_

### SIGN UP FOR THE MONTHLY NEWSLETTER FROM AMERICAN BEAUTIES:

- ☐ YES - I love learning more about native plants
- ☐ NO - I know everything

## GARDEN CENTER

Help us spread the word on your display by filling out the info below - The info below will be added to the "Find a Local Garden Center" link on the abnativeplants.com website - please submit accurate address and contact info

**GARDEN CENTER NAME:** \_\_\_\_\_

**WEBSITE ADDRESS:** www. \_\_\_\_\_

**STORE PHONE NUMBER:** (\_\_\_\_) \_\_\_\_-\_\_\_\_

**STREET ADDRESS:** \_\_\_\_\_

**CITY:** \_\_\_\_\_ **STATE:** \_\_\_\_\_

**ZIPCODE:** \_\_\_\_\_



Please return your completed form to your Willoway sales team

## TIPS FOR DISPLAY PROGRAM SUCCESS



• Choose a prominent, high traffic location

• June is National Pollinator Month, be sure to have your display popping with great looking natives

• Fill your bench with color - frequent orders keep your bench looking fresh and full!

• Rely on your Willoway team to choose the plants that look the best and will fly off your display!

# abnativeplants.com



Endless  
Summer®

FIRST®  
EDITIONS

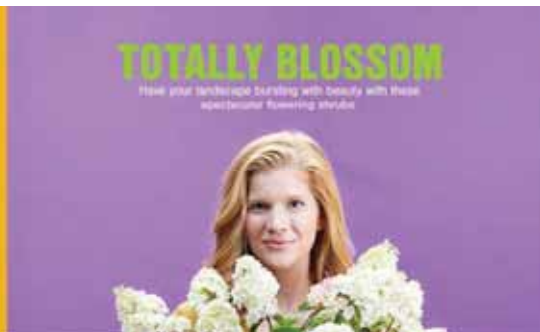
easy  
elegance®

PARTNERSHIP THAT GOES BEYOND  
PLANTS.



## PRIVACY PLEASE!

Our trees and shrubs provide a beautiful barrier for your yard in minutes.



## TOTALLY BLOSSOM

Have your landscape sparkling with beauty with these spectacular flowering shrubs.



## CONTAIN YOUR ENTHUSIASM

Shrubs and trees that are the perfect for your favorite pots, containers, and crates.

FIRST<sup>®</sup>  
EDITIONS  
SHRUBS & TREES

ALL ABOUT  
**THE BRAND**



## GET TWIGGY WITH IT

Choose between various sizes and colors to fit your space.



## LET'S DIG IN

Have fun selecting the perfect plant for your space at the moment! We make it easy to search by plant type, height, region and more.

[Shop Now](#)



## SHRUB AT FIRST SIGHT



# FIRST EDITIONS®

SHRUBS & TREES

For those who don't want to work it too hard,  
but want good-looking landscaping,

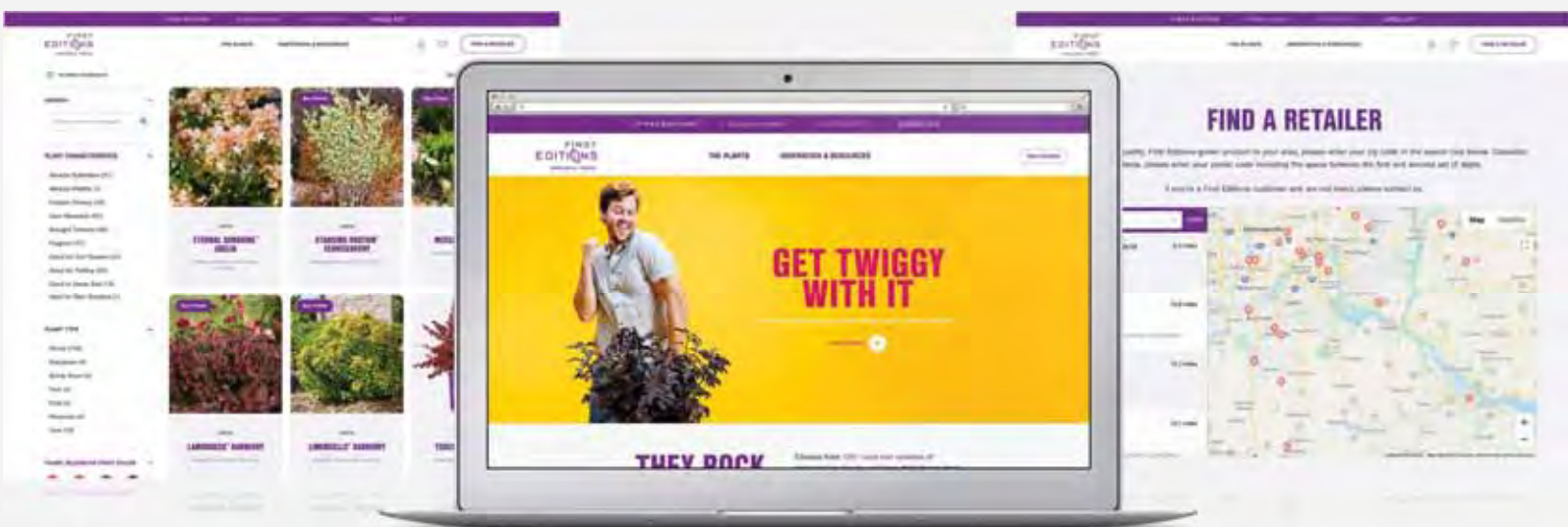
First Editions® is the hardworking  
brand of undeniably fine trees and shrubs,

For handsome landscaping in the real world.

# CONSUMER BRAND WEBSITE

A fresh online experience from beginning to end.

- Gardening know-how
- Product inspiration
- Retail locators
- Interaction with consumers through Q&A and videos

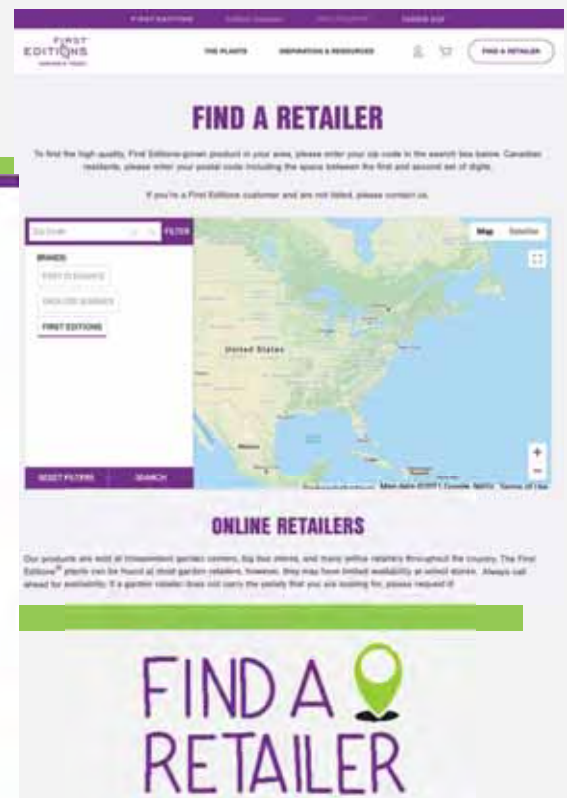




DIY projects, screensaver images, and inspirational content offers a variety of ways for home gardeners to engage with the brands.



We offer constantly updated blog posts, videos, and tips making our websites and social media a go-to resource that instills trust with consumers.



# SUPPORT

Social media content is committed to providing tips, ideas, and resources through beautiful imagery and video. Dedicated community managers provide ongoing support to home gardeners with questions and work to drive shoppers from considering purchase to retail sale.



ORGANIC  
SOCIAL MEDIA



DIGITAL +  
**VIDEO CAMPAIGNS**



# CONSUMER SUPPORT

A handy memo booklet is available to retailers for consumers to find inspiration, take notes, and drive product-focused sales. Copies are available upon request.



# RETAILER SUPPORT

We've created a playbook full of tips on how to create irresistible endcaps, leverage signage programs, utilize a merchandising planner, build seasonal displays, and more!



MUST-HAVE ROCKSTARS  
**COOL CLIMATES**



Little Hottie®  
Panicle Hydrangea



Vanilla Strawberry™  
Panicle Hydrangea



Neon Burst™  
Dogwood



French Cabaret™  
Blush Hibiscus



Amber Jubilee™  
Ninebark



Fireside®  
Ninebark



Little Devil™  
Ninebark



Iceberg Alley™  
Sageleaf Willow

**FIRST  
EDITIONS**  
SHRUBS & TREES



## MERCHANDISING **SUPPORT**

Gone are the days of retailing plants by grouping them by Latin name in alphabetical order, relegating shrubs and trees to the back of the lot, and letting annuals get all the attention! We make it easy to create eye catching displays that have plants flying off the shelves and into customers carts.

MERCHANDISING  
**SUPPORT**







NEXT STEPS

2022 MERCHANDISING PROGRAM  
SIGN-UPS

BAILEY® | Endless  
Summer® | FIRST®  
EDITIONS | easy  
elegance®

**Thank you**

# STANDARD 2022 POINT-OF-PURCHASE ORDER FORM

**ORDERS DUE BY 12/31/21**

## A-frame Coreflute Sign

First Editions® pot not included.  
For size reference only.

23"



First Editions® Collection  
A-frame (65230)



First Editions® Hydrangea  
Collection A-frame (65232)



First Editions® Distylium  
Collection A-frame (65233)



First Editions® Hibiscus  
Collection A-frame (65231)



First Editions® Ninebark  
Collection A-frame (65236)



First Editions® Gardenia  
Collection A-frame (35355)

ITEM #	A-FRAMES	PRICE**	QUANTITY
65230	First Editions® Collection A-frame Coreflute Sign	\$35.00	
65231	First Editions® Hibiscus Collection A-frame Coreflute Sign	\$35.00	
65232	First Editions® Hydrangea Collection A-frame Coreflute Sign	\$35.00	
65233	First Editions® Distylium Collection A-frame Coreflute Sign	\$35.00	
65236	First Editions® Ninebark Collection A-frame Coreflute Sign	\$35.00	
35355	First Editions® Gardenia Collection A-frame Coreflute Sign	\$35.00	

Continued ► ► ►

\*\*Prices and designs are subject to change.

# STANDARD 2022 POINT-OF-PURCHASE ORDER FORM

First Editions® Brand Corex Sign - Single Sided - 16.5" x 23.5"



23.5"

16.5"

(33833)



23.5"

16.5"

(33873)



23.5"

16.5"

(33880)



23.5"

16.5"

(33883)



23.5"

16.5"

(33834)



23.5"

16.5"

(33878)



23.5"

16.5"

(33882)



23.5"

16.5"

(65378)

ITEM #	CAMPAIGN COREX	PRICE**	QUANTITY
33833	First Editions® Shrub at First Sight Corex 16.5" x 23.5"	\$17.95	
33873	First Editions® Totally Yard Core Corex 16.5" x 23.5"	\$17.95	
33880	First Editions® You Grow Girl Corex 16.5" x 23.5"	\$17.95	
33883	First Editions® Let's Be Buds Corex 16.5" x 23.5"	\$17.95	
33834	First Editions® Let's Be Ground Breaking Corex 16.5" x 23.5"	\$17.95	
33878	First Editions® Get Twiggy With It Corex 16.5" x 23.5"	\$17.95	
33882	First Editions® Can You Dig It Corex 16.5" x 23.5"	\$17.95	
65378	First Editions® Collection Corex 16.5" x 23.5"	\$17.95	

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\*\*Prices and designs are subject to change.

## VARIETY SPECIFIC BILLBOARDS

**(35340) Billboard 11" x 7"**

\$3.45 Each



11"

7"

VARIETY SPECIFIC BILLBOARDS	PRICE**	BILLBOARD - QTY
First Editions® Above and Beyond™ Rose	\$3.45	
First Editions® Amber Jubilee™ Ninebark	\$3.45	
First Editions® Amber Jubilee™ Ninebark - Tree Form	\$3.45	
First Editions® Autumn Inferno® Cotoneaster	\$3.45	
First Editions® Autumn Revolution™ Bittersweet	\$3.45	
First Editions® Bali™ Hibiscus	\$3.45	
First Editions® Bali™ Hibiscus - Tree Form	\$3.45	
First Editions® BananAppeal® Small Anise Tree	\$3.45	
First Editions® Baton Rouge™ Dogwood	\$3.45	
First Editions® Berry White® Panicle Hydrangea	\$3.45	
First Editions® Berry White® Panicle Hydrangea - Tree Form	\$3.45	
First Editions® Blue Puffball™ Chastetree	\$3.45	
First Editions® Bubblegum Pink™ Phlox	\$3.45	
First Editions® Cabernet® Barberry	\$3.45	
First Editions® Campfire Rose	\$3.45	
First Editions® Candy™ Coralberry	\$3.45	
First Editions® Cayenne Dogwood	\$3.45	
First Editions® Centennial Blush Star Magnolia	\$3.45	
First Editions® Chapel View™ Japanese Cedar	\$3.45	
First Editions® Chubby Hubby™ Japanese Holly	\$3.45	
First Editions® Cinnamon Girl® Distylium	\$3.45	

Continued ► ► ►

\*\*Prices and designs are subject to change.

## VARIETY SPECIFIC BILLBOARDS

VARIETY SPECIFIC BILLBOARDS	PRICE**	BILLBOARD - QTY
First Editions® Cobalt-n-Gold™ Hypericum	\$3.45	
First Editions® Cool Glow® Lime Nandina	\$3.45	
First Editions® Cool Glow® Peach Nandina	\$3.45	
First Editions® Cool Glow® Pomegranate Nandina	\$3.45	
First Editions® Cool Splash® Dwarf Bush Honeysuckle	\$3.45	
First Editions® Coppertone™ Distylium	\$3.45	
First Editions® Cotton Candy™ Phlox	\$3.45	
First Editions® Coral Crème Drop™ Phlox	\$3.45	
First Editions® Coral Magic Crapemyrtle	\$3.45	
First Editions® Crème Brûlée™ Potentilla	\$3.45	
First Editions® Crimson Fire™ Fringe Flower	\$3.45	
First Editions® Daybreak Barberry	\$3.45	
First Editions® Delta Blues™ Chastetree	\$3.45	
First Editions® Diamond Rouge® Panicle Hydrangea	\$3.45	
First Editions® Double Mint Gardenia	\$3.45	
First Editions® Electric Lights™ Double Pink Azalea	\$3.45	
First Editions® Electric Lights™ Red Azalea	\$3.45	
First Editions® Eternal Sunshine™ Abelia	\$3.45	
First Editions® Fiber Optics® Buttonbush	\$3.45	
First Editions® Fiji™ Hibiscus	\$3.45	
First Editions® Fiji™ Hibiscus - Tree Form	\$3.45	
First Editions® Flip Side® Chastetree	\$3.45	
First Editions® Firedance™ Dogwood	\$3.45	
First Editions® Firegold® Spirea	\$3.45	
First Editions® Fireside® Ninebark	\$3.45	
First Editions® French Cabaret™ Blush Hibiscus	\$3.45	
First Editions® French Cabaret™ Blush Hibiscus - Tree Form	\$3.45	
First Editions® French Cabaret™ Red Hibiscus	\$3.45	

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\*\*Prices and designs are subject to change.

## VARIETY SPECIFIC BILLBOARDS

VARIETY SPECIFIC BILLBOARDS	PRICE**	BILLBOARD - QTY
First Editions® French Cabaret™ Purple Hibiscus	\$3.45	
First Editions® Funky Fuchsia™ Butterfly Bush	\$3.45	
First Editions® Galactic Pink® Chastetree	\$3.45	
First Editions® Galaxy™ Snowberry	\$3.45	
First Editions® Gladiator™ Crabapple	\$3.45	
First Editions® Grape Lollipop™ Phlox	\$3.45	
First Editions® Groovy Grape™ Butterfly Bush	\$3.45	
First Editions® Hawaii™ Hibiscus	\$3.45	
First Editions® Honeybelle™ Honeysuckle	\$3.45	
First Editions® Iceberg Alley® Sageleaf Willow	\$3.45	
First Editions® Jade Parade® Sand Cherry	\$3.45	
First Editions® Jetstream™ Hydrangea	\$3.45	
First Editions® Lambrusco™ Barberry	\$3.45	
First Editions® Lemon Burst™ Arborvitae	\$3.45	
First Editions® Lemon Meringue™ Potentilla	\$3.45	
First Editions® Light-O-Day® Hydrangea	\$3.45	
First Editions® Limoncello™ Barberry	\$3.45	
First Editions® Linebacker™ Distylium	\$3.45	
First Editions® Little Devil™ Ninebark	\$3.45	
First Editions® Little Devil™ Ninebark - Tree Form	\$3.45	
First Editions® Little Hottie® Panicle Hydrangea	\$3.45	
First Editions® Little Lady™ Lilac	\$3.45	
First Editions® Little Spark® Spirea	\$3.45	
First Editions® Lotty's Love® Rose	\$3.45	
First Editions® Lotus Moon™ Pearlusbush	\$3.45	
First Editions® Love Child® Sweetspire	\$3.45	
First Editions® Love & Peace® Rose	\$3.45	

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\*\*Prices and designs are subject to change.

## VARIETY SPECIFIC BILLBOARDS

VARIETY SPECIFIC BILLBOARDS	\$3.45 PRICE**	BILLBOARD - QTY
First Editions® Lunar Magic® Crapemyrtle	\$3.45	
First Editions® Majestic Skies™ Northern Pin Oak	\$3.45	
First Editions® Mandarin Tango® Potentilla	\$3.45	
First Editions® Marmalade® Potentilla	\$3.45	
First Editions® Matador™ Maple	\$3.45	
First Editions® Matcha Ball® Ash Leaf Spirea	\$3.45	
First Editions® Moonlight Magic™ Crapemyrtle	\$3.45	
First Editions® Moscato™ Barberry	\$3.45	
First Editions® Neon Burst™ Dogwood	\$3.45	
First Editions® Opening Day™ Doublefile Viburnum	\$3.45	
First Editions® Parkland Pillar® Birch	\$3.45	
First Editions® Patriot Dream Rose	\$3.45	
First Editions® Pink Frost Florida Anise	\$3.45	
First Editions® Pink Sparkler™ Birchleaf Spirea	\$3.45	
First Editions® Pinktini™ Lilac	\$3.45	
First Editions® Planet Earth™ Arborvitae	\$3.45	
First Editions® Plum Magic Crapemyrtle	\$3.45	
First Editions® Psychedelic Sky™ Butterfly	\$3.45	
First Editions® Pumpkin Hypericum	\$3.45	
First Editions® Purple Magic Crapemyrtle	\$3.45	
First Editions® Purple Sunset™ Pomegranate	\$3.45	
First Editions® Rainbow Sensation™ Weigela	\$3.45	
First Editions® Red Fame Hypericum	\$3.45	
First Editions® Red Star Hypericum	\$3.45	
First Editions® Ruby Tears™ Crabapple	\$3.45	
First Editions® Ruffled Red Magic™ Crapemyrtle	\$3.45	
First Editions® Sapphire Surf™ Bluebeard	\$3.45	

Continued ► ► ►

\*\*Prices and designs are subject to change.

VARIETY SPECIFIC BILLBOARDS	PRICE**	BILLBOARD - QTY
First Editions® Shining Sensation™ Weigela	\$3.45	
First Editions® Snow White™ Mockorange	\$3.45	
First Editions® Snowdance™ Japanese Tree Lilac	\$3.45	
First Editions® Sparkling Sangria™ Fringe Flower	\$3.45	
First Editions® Spot On™ Spirea	\$3.45	
First Editions® Spring Lace Viburnum	\$3.45	
First Editions® St Croix™ American Elm	\$3.45	
First Editions® Standing Ovation™ Serviceberry	\$3.45	
First Editions® Straight & Narrow® Japanese Holly	\$3.45	
First Editions® Straight Talk® Privet	\$3.45	
First Editions® Strawberry Sundae® Panicle Hydrangea	\$3.45	
First Editions® Summer Cascade™ Wisteria	\$3.45	
First Editions® Summer Ruffle™ Hibiscus	\$3.45	
First Editions® Sundrop™ Spirea	\$3.45	
First Editions® Sunset Magic™ Crapemyrtle	\$3.45	
First Editions® Superstar™ Spirea	\$3.45	
First Editions® Sweet Cherry Pie™ Cherry	\$3.45	
First Editions® Sweet Star® Gardenia	\$3.45	
First Editions® Sweet Tea™ Gardenia	\$3.45	
First Editions® Swing Low® Distylium	\$3.45	
First Editions® Tahiti™ Hibiscus	\$3.45	
First Editions® Tahiti™ Hibiscus - Tree Form	\$3.45	
First Editions® Tall Guy™ Arborvitae	\$3.45	
First Editions® Tawara Asian Pear	\$3.45	
First Editions® Technito® Arborvitae	\$3.45	
First Editions® Technito® Globe Arborvitae	\$3.45	
First Editions® The Finest™ Rose	\$3.45	

Continued ► ► ►

\*\*Prices and designs are subject to change.

## VARIETY SPECIFIC BILLBOARDS

VARIETY SPECIFIC BILLBOARDS	PRICE**	BILLBOARD - QTY
First Editions® Tianshan® Seven-son flower	\$3.45	
First Editions® Tickled Pink® Panicle Hydrangea	\$3.45	
First Editions® Tiger Eyes® Cutleaf Staghorn Sumac	\$3.45	
First Editions® Toscana™ Barberry	\$3.45	
First Editions® Twilight Magic™ Crapemyrtle	\$3.45	
First Editions® Vanilla Brandy™ Abelia	\$3.45	
First Editions® Vanilla Strawberry™ Panicle Hydrangea	\$3.45	
First Editions® Vanilla Strawberry™ Panicle Hydrangea- Tree Form	\$3.45	
First Editions® Vintage Jade Distylium	\$3.45	
First Editions® Virtual Violet® Lilac	\$3.45	
First Editions® White Diamonds® Panicle Hydrangea	\$3.45	
First Editions® Wildfire™ Winterberry	\$3.45	

Continued ► ► ►

\*\*Prices and designs are subject to change.

**Corex Fixture 49" Tall (65382)**

Holds up to two 16.5" x 23.5" corex

**Autopop Display (65408)**

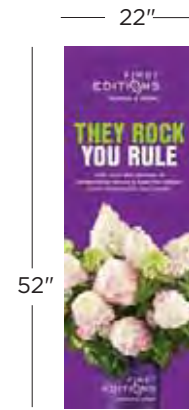
First Editions® Collection

**Windbanner & Cross Base Kit 8' Tall (65383)**

First Editions® Collection

**Collection Cart Banner (65259)**

First Editions® Collection

**Collection Display Vinyl Banner (65358)**

First Editions® Collection

**Consumer Memo Books**

First Editions® Collection



68914 = Zone: 3-4

68916 = Zone: 5-6

68917 = Zone: 7-9

**Bench Tape 6" x 50' (65384)**

First Editions® Collection



\*\*Prices and designs are subject to change.

ITEM #	MISCELLANEOUS	PRICE**	QUANTITY
65384	First Editions® Bench Tape 6" x 50'	\$20.00	
68914 = Z3-4 68916 = Z5-6 68917 = Z7-9	First Editions® Memo Books	\$1.00	
65382	Corex Fixture 49" Tall	\$34.95	
65383	First Editions® Wind Banner & Cross Base Fixure Kit 8' Tall	\$249.00	
65259	First Editions® Collection Cart Banner 22" x 52"	\$25.00	
65358	First Editions® Collection Display Banner 96" x 42"	\$60.00	
65408	First Editions® Autopop Display	\$40.00	

For any questions, please contact your First Editions® brand representative.

**ORDER INFORMATION - ORDERS DUE BY 12/31/21**

Customer Name: \_\_\_\_\_

Acct #: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Ordered By: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Shipping Address: \_\_\_\_\_

P.O. #: \_\_\_\_\_ Order Date: \_\_\_\_\_ Preferred Ship Date: \_\_\_\_\_

**ORDERS DUE BY 12/31/21**

**CHOOSE EITHER** *(Based on qualifying approval) and fill in the form below:*

☐ **TIER 1: Endcap Program (400 FE plants required)** - Includes:

- 2 - First Editions® Freestanding A-frame Coreflute Signs
- 2 - First Editions® Corex Brand Signs & Holders
- 1 - First Editions® Vertical Banner

*First Editions® Memo Book and Bench Tape available upon request.*

☐ **TIER 2: Arbor Set Program (1500 FE plants required)** - Includes:

- 1 - First Editions® Garden Arbor
- 2 - First Editions® Freestanding A-frame Coreflute Signs
- 2 - First Editions® Corex Brand Signs & Holders
- 1 - First Editions® Horizontal Brand Sign
- 2 - First Editions® Vertical Banners
- 1 - Merchandising visit from a First Editions® brand representative

*First Editions® Memo Book and Bench Tape available upon request.*

*First Editions® retail training program is for garden centers that have signed up for the First Editions® merchandising programs. Please email [heather.poire@baileynurseries.com](mailto:heather.poire@baileynurseries.com) to schedule.*

For any questions, please contact Heather Poire, First Editions® Brand Representative.

## ORDER INFORMATION - ORDERS DUE BY 12/31/21

Garden Center Contact Name: \_\_\_\_\_

Acct #: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Ordered By: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Shipping Address: \_\_\_\_\_

P.O. #: \_\_\_\_\_ Order Date: \_\_\_\_\_ Preferred Ship Date: \_\_\_\_\_

# 2022 MERCHANDISING PROGRAM ORDER FORM

## A-frame Coreflute Sign

First Editions® pot not included.  
For size reference only.



First Editions® Collection  
A-frame - 65230



First Editions® Hibiscus  
Collection A-frame - 65231



First Editions® Hydrangea  
Collection A-frame - 65232



First Editions® Ninebark  
Collection A-frame - 65236



First Editions® Distylium  
Collection A-frame - 65233



First Editions® Gardenia  
Collection A-frame - 35355

ITEM #	A-FRAMES	PRICE**	QUANTITY
65230	First Editions® Collection A-frame Coreflute Sign	FREE!*	
65231	First Editions® Hibiscus Collection A-frame Coreflute Sign	FREE!*	
65232	First Editions® Hydrangea Collection A-frame Coreflute Sign	FREE!*	
65236	First Editions® Ninebark Collection A-frame Coreflute Sign	FREE!*	
65233	First Editions® Distylium Collection A-frame Coreflute Sign	FREE!*	
35355	First Editions® Gardenia Collection A-frame Coreflute Sign	FREE!*	

Continued ► ► ►

\*\*Prices and designs are subject to change.

# 2022 MERCHANDISING PROGRAM ORDER FORM

First Editions® Brand Corex Sign - Single Sided - 16.5" x 23.5"



23.5"

16.5"

**33833**



23.5"

16.5"

**33873**



23.5"

16.5"

**33880**



23.5"

16.5"

**33883**



23.5"

16.5"

**33834**



23.5"

16.5"

**33878**



23.5"

16.5"

**33882**



23.5"

16.5"

**65378**

ITEM #	CAMPAIGN COREX	PRICE**	QUANTITY
33833	First Editions® Shrub at First Sight Corex 16.5" x 23.5"	<b>FREE!*</b>	
33873	First Editions® Totally Yard Core Corex 16.5" x 23.5"	<b>FREE!*</b>	
33880	First Editions® You Grow Girl Corex 16.5" x 23.5"	<b>FREE!*</b>	
33883	First Editions® Let's Be Buds Corex 16.5" x 23.5"	<b>FREE!*</b>	
33834	First Editions® Let's Be Ground Breaking Corex 16.5" x 23.5"	<b>FREE!*</b>	
33878	First Editions® Get Twiggy With It Corex 16.5" x 23.5"	<b>FREE!*</b>	
33882	First Editions® Can You Dig It Corex 16.5" x 23.5"	<b>FREE!*</b>	
65378	First Editions® Collection Corex 16.5" x 23.5"	<b>FREE!*</b>	

Continued ► ► ►

\*\*Prices and designs are subject to change.

### Bench Tape 6" x 50' - 65384

First Editions® Collection



6"

### Consumer Memo Books

First Editions® Collection



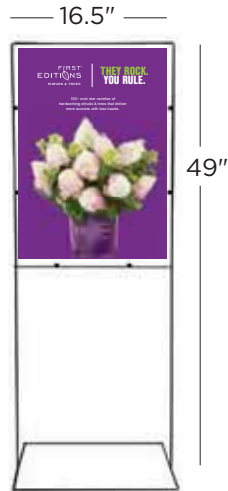
68914 = Zone: 3-4

68916 = Zone: 5-6

68917 = Zone: 7-9

### Corex Fixture 49" Tall - 65382

Holds up to two 16.5" x 23.5" corex



16.5"

49"

### Windbanner & Cross Base Kit 8' Tall - 65383

First Editions® Collection



8'

### Collection Display Vinyl Banner - 65358

First Editions® Collection



42"

96"

### Collection Corex Sign - 36001

First Editions® Collection

22"



48"

### Tier 2

Vertical Banner 2 sided - 36102

First Editions® Collection

TBD



TBD

### Tier 2

Horizontal Brand Sign - 40725

First Editions® Collection



3'

5'

\*\*Prices and designs are subject to change.

ITEM #	MISCELLANEOUS	PRICE**	QUANTITY
65384	First Editions® Bench Tape 6" x 50'	FREE!*	
68914 = Z3-4 68916 = Z5-6 68917 = Z7-9	First Editions® Memo Books	FREE!*	
65382	Corex Fixture 49" Tall	FREE!*	
65383	First Editions® Wind Banner & Cross Base Fixure Kit 8' Tall	\$249.00	
65358	First Editions® Collection Display Vinyl Banner 96" x 42"	\$60.00	
36001	First Editions® Collection Corex 22" x 48"	FREE!*	
36102	First Editions® Vertical Banner (2 sided - vinyl) Size: TBD	FREE!* in Tier 2	
40725	First Editions® Horizontal Brand Sign - 5' x 3'	FREE!* in Tier 2	

CERTIFIED TO THRIVE



As a key member of the IGC channel you can take ownership in selecting and marketing exceptional, higher profit margin plants for your region!

- Enhance consumer gardening success by featuring plants that are best suited for your area - as determined by you.
- Better differentiate your garden center as the local plant expert.
- Empower your staff to recommend the best plants for your customers.
- Achieve stronger retail margins through greater customer confidence.
- Overcome consumer fear of failure amidst the overwhelming amount of plant choices.
- Gain early access for trialing, evaluating and selling new plants sourced from around the world.
- Participate in a flexible marketing process that respects your independence.
- Collaborate with a community of growers exclusively dedicated to your success as a market leading local garden center.

Handpicked for You® is a plant certification program, organized by a team of breeders, growers, and top independent retailers to rigorously identify top performing perennials and shrubs in specific regional markets. We are committed to helping consumers become more successful with outdoor gardening by alleviating the fear of failure. The Handpicked for You® trustmark was developed and is managed by SynRG®, LLC. There are five founding growers for SynRG® - Overdevest Nurseries, Prides Corner Farms, Saunders Brothers, Sheridan Nurseries and Willoway Nurseries. More information can be found at [handpickedplants.com](http://handpickedplants.com).



## Join the Handpicked for You® Community!

- ✓ Yes, count us in as a participating Handpicked for You® Garden Center!

We want to promote locally tested and regionally grown plants to our customers.

We agree to:

1. Set up and maintain a dedicated display of at least 50 **Handpicked for You®** plants with certified plant tags throughout the season. Plants can be secured from any SynRG grower partner.
  - It is recommend to stock at least 6-10 varieties and maintain 50 plants in back stock.
2. Pay a one-time commitment fee of \$50
 

This fee includes the Marketing Package:

  - **Handpicked for You®** plant tags provided on all certified plants.
  - 2' x 3', double-sided poster provided for your dedicated **Handpicked for You®** display.
  - Bench Tape provided if the dedicated display area allows.
  - Garden Center location listed on the Retailer Search feature on [handpickedplants.com](http://handpickedplants.com).
3. Schedule a training session for your staff, led by a SynRG representative.
4. Identify a member of staff who is responsible for the **Handpicked for You®** display.

- ✓ Yes, we want to help select which new plants receive the Handpicked for You® Certification

We want to help identify the best new plants for our local area.

In addition to the above, we agree to:

1. Sell a selection of new plants in our garden center.
  - **Handpicked for You®** garden centers receive priority access to order new plants - including those only available in limited quantities!
2. Encourage our customers to visit the website listed on the “New” plant tag and share their feedback.
3. Evaluate plant performance and consumer success with the new plants throughout the season.
4. Complete an online evaluation of the new plants, emailed to the primary contact 2-3 times per year.



## Commitment Form

### ✓ Yes, count us in as a participating Garden Center!

We want to promote locally tested and regionally grown plants to our customers. We agree to:

1. Set up and maintain a dedicated display of at least 50 **Handpicked for You®** plants with certified plant tags throughout the season. Plants can be secured from any SynRG grower partner.

- It is recommended to stock at least 6-10 varieties and maintain 50 plants in back stock.

2. Pay a one-time commitment fee of \$50.

This fee includes the Marketing Package:

- **Handpicked for You®** plant tags provided on all certified plants.
- 2' x 3', double-sided poster provided for your dedicated **Handpicked for You®** display.
- Bench Tape provided if the dedicated display area allows.
- Garden Center location listed on the Retailer Search feature on [handpickedplants.com](http://handpickedplants.com).

3. Schedule a training session for your staff, led by a SynRG representative.

4. Identify a member of staff who is responsible for the **Handpicked for You®** display.

Signature: \_\_\_\_\_ Name: \_\_\_\_\_

### ✓ Yes, we want to help select which new plants receive the Handpicked for You® Certification

We want to help identify the best new plants for our local area. In addition to the above, we agree to:

1. Sell a selection of new plants in our garden center.

- **Handpicked for You®** garden centers receive priority access to order new plants - including those only available in limited quantities!

2. Encourage our customers to visit the website listed on the "New" plant tag and share their feedback.

3. Evaluate plant performance and consumer success with the new plants throughout the season.

4. Complete an online evaluation of the new plants, emailed to the primary contact 2-3 times per year.

Signature: \_\_\_\_\_ Name: \_\_\_\_\_

## Handpicked for You® Garden Center Details

\_\_\_\_ New Garden Center Sign Up - \$50 Commitment Fee

\_\_\_\_ Returning Garden Center - no cost

Garden Center Name: \_\_\_\_\_

Grower who gave you this form: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_ Training Date: \_\_\_\_\_

Address: \_\_\_\_\_

Website: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**New Garden Center Sign Ups - Please return this form with check to the grower who gave you the form.**



Emily Chung, Executive Director  
P.O. Box 10252 | Raleigh, NC 27605  
888-440-3122 | [emily@synrgplants.com](mailto:emily@synrgplants.com)  
[handpickedplants.com](http://handpickedplants.com)

# The WorryFree® Collection

## Problem Solving Plants



Brought to you by Syn-RG®, The WorryFree® Collection allows your customers to spend less time worrying and more time enjoying their landscape!

- ✓ WorryFree® Barberry and Grasses are seed free and non-invasive!
- ✓ New in 2021, WorryFree® Junior Giant Arborvitae is a more compact, refined grower, maturing at 15-20', and deer resistant. Better for smaller space landscape screens than any other Arborvitae!

**WorryFree® = Less Worry & More Success!**

**WorryFree®**  
**Solutions for Success**

Brought to you by

**SynRG®**  
An Independent Retailer-Grower Collaboration

See the entire WorryFree® Collection at  
[www.worryfreeplants.com](http://www.worryfreeplants.com)

Join our community of Handpicked for You® garden centers. Learn more at [www.handpickedplants.com](http://www.handpickedplants.com) and sign up with one of our charter growers:

Overdevest Nurseries | Prides Corner Farms | Saunders Brothers | Sheridan Nurseries | Willoway Nurseries



# Shrubs of the Year

## MEET THE BEST OF THE BEST

The Shrubs of the Year enjoy an extra-bright spotlight through the year in the form of special print and digital promotion to retailers and consumers alike. Now's the time to plan ahead and incorporate these varieties into your production schedule so you can capitalize on increased demand next year. With 2¼", 4", and Quick Turn™ (one quart) sizes available, you select the perfect fit for your system, schedule, and budget.

Call your account manager today to add the 2020 Plants of the Year to your mix: 800-633-8859 • 616-846-4729



LANDSCAPE  
SHRUB OF  
THE YEAR

GEM BOX®  
*Ilex glabra*



ROSE OF  
THE YEAR

OSO EASY DOUBLE RED®  
*Rosa*



HYDRANGEA  
OF THE YEAR

INVINCIBELLE® Ruby  
*Hydrangea*



FLOWERING  
SHRUB  
OF THE YEAR

Blue CHIFFON®  
*Hibiscus*

# 2021 Shrubs of the Year



KODIAK® Orange  
*Diervilla*



OSO EASY ITALIAN ICE®  
*Rosa*



TUFF STUFF AH-HA®  
*Hydrangea*



PUGSTER BLUE®  
*Buddleia*

# 2022 Shrubs of the Year



INCREDIBALL®  
*Hydrangea*



SUÑORITA™  
*Rosa*



Little QUICK FIRE®  
*Hydrangea*



DOUBLE PLAY DOOZIE®  
*Spiraea*



## EXCLUSIVE MARKETING SOLUTIONS FOR IGCS

Marketing your garden center has never been easier! Subscribe to our Proven Winners Connect+ marketing service at your preferred level to put the power of the Proven Winners brand to work for you.

Both free and paid plans are available – select the one that best fits your business’ needs. You’ll see all the potential benefits listed for each plan below along with the yearly subscription cost. Simply looking for some readymade social media graphics and a listing on our Find a Retailer page? Our free Getting Started plan may be all you need. If you’d like to go further to receive customized Facebook graphics and targeted ads, Pandora internet radio ads, custom Garden Answer videos and more, one of our paid plans may be a better opportunity for your business.

No matter which plan you choose, our Connect+ marketing specialist, Kara, will guide you through the process to ensure you maximize your subscription benefits. **Get started today at [www.provenwinners.com/connect](http://www.provenwinners.com/connect) or contact Kara at 815-895-0104 or [connectplus@provenwinners.com](mailto:connectplus@provenwinners.com).**

BENEFIT	GETTING STARTED	BASIC	ENHANCED	ELITE
Become a Certified Proven Winners Retailer	X	X	X	X
Enhanced Find a Retailer Listing	X	X	X	X
Proven Winners University	X	X	X	X
Free Pizza Party	X	X	X	X
Free Proven Winners T-Shirt or Hat (for all Certified employees)	X	X	X	X
Proven Winners Photo Library Access	X	X	X	X
Subscription to Retailer Newsletter	X	X	X	X
Access to IGC Connect Google Drive	X	X	X	X
<i>Gardener's Idea Books</i> with your logo (To include your logo, sign up by January 1)		2 cases/200 books	5 cases/500 books	10 cases/1,000 books
Professional Store Merchandise		\$75 coupon	\$150 coupon	\$200 coupon
PowerPoint Presentations (Choose from 10 topics)		1 Presentation	3 Presentations	6 Presentations
Exclusive Facebook Graphics with Your Logo		15 graphics with your logo added	25 graphics with your logo added	45 custom graphics
Connect+ Video System			X	X
Canva Subscription			3 mo. subscription	6 mo. subscription
Targeted Facebook Ad Campaign			5 week campaign	8 week campaign
Customized Pandora Ad Campaign (US only)			3 wks – 15K impressions	6 wks – 30K impressions
Eligible for Inventory Listing on <a href="http://provenwinners.com">provenwinners.com</a>			X	X
Custom Garden Answer Videos				Up to 5 videos
Garden Design Retailer Listing			X	X
Subscription cost <b>BEFORE</b> Jan 1, 2021	FREE	Before: \$400	Before: \$1,100	Before: \$2,100
Subscription cost <b>AFTER</b> Jan 1, 2021	FREE	After: \$500	After: \$1,300	After: \$2,500

Prices shown in U.S. dollars.



For those with multi-store locations, we’d highly recommend you supplement your efforts. For \$250 per additional store, we will craft custom Facebook and Pandora campaigns and include each respective store in the Garden Design Retailer Listing.

# 2022 Shrubs of the Year



LANDSCAPE  
SHRUB OF  
THE YEAR™

**INCREDIBALL®**  
Hydrangea



ROSE OF  
THE YEAR™

**SUÑORITA™**  
Rosa



HYDRANGEA  
OF THE YEAR™

**Little QUICK FIRE®**  
Hydrangea



FLOWERING  
SHRUB  
OF THE YEAR™

**DOUBLE PLAY DOOZIE®**  
Spiraea