

The image is a promotional graphic for Proven Winners perennials. It features a background photograph of a garden with several tall, purple flowering stalks in the foreground, likely Salvia. Behind them are clusters of red flowers and a white garden bench. The background is softly blurred. In the top left corner, the Proven Winners logo is displayed in white. The logo consists of the letters 'PW' in a large, stylized font, with a leaf-like shape integrated into the 'W'. Below this, the words 'PROVEN WINNERS' are written in a smaller, all-caps serif font, followed by a registered trademark symbol. Underneath that, the tagline 'The #1 Plant Brand.' is written in a smaller, sans-serif font.

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

New Proven Winners® Perennials

2023-2024 SEASON



# Walters Gardens

## Your Exclusive Home for Proven Winners® Perennials

For more than a decade Walters Gardens has served as the primary supplier of Proven Winners Perennials. Walters Gardens covers everything from supplying the plug liners, bare root plants, tags, and containers, to overseeing trialing and selection of new perennials for the brand. Proven Winners lends its support as the most recognized plant brand with the largest annual consumer marketing campaign. The partnership between Walters Gardens and Proven Winners has created a top destination for horticulture professionals looking for premium perennials in a consumer supported brand.







## New Plant Development at Walters Gardens

Our customers look to us for our exceptional genetics which have proven themselves over the years, from our distinctive hostas to our fabulous hardy Hibiscus and many others. The top exclusive genetics from our own hybridizing program and hybridizers worldwide are trialed and selected for the Proven Winners® line.

New Item Introductions are trialed every step of the way. Plants in selection first undergo **Landscape Trials** where they are evaluated against similar new plant selections and industry standards. Varieties that excel in this category are then moved to **Container Trials** for further evaluation and on to **Production Trials**. At each stage we are looking for plants that distinguish themselves against other offerings and will benefit our customers and end consumers.







## Hans Hansen

### Director of New Plant Development

Hans has been the Director of New Plant Development at our company for over a decade and the driving force behind our numerous plant introductions. Under Hans' guidance, our New Plant Development department now works with over 80 genera of plants (more than just perennials!) and is even pioneering new genera like Mangave. From the truly unique to improvements in durability, Hans is always working on something new to benefit growers, retailers, consumers, and satisfy even the most eclectic.

To see the latest plants that have caught Hans' eye, head to Instagram and follow [@plantsplantsen](#)



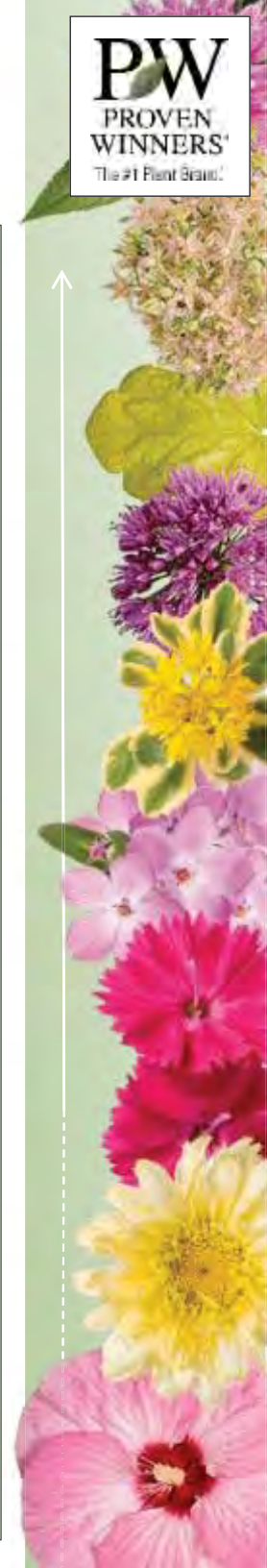
### Goal Oriented Approach

In addition to the expectation of better landscape and production performance, each breeding project is approached with **genus specific goals**. By honing specific characteristics through multiple generations of breeding, we are able to find new and unique introductions that improve upon market standards.

### Over 80 Active Projects

Each year our New Plant Development department works on projects involving more than 80 plant genera. From these projects we will make and evaluate **more than 35,000 unique crosses**. While many seedlings are quickly eliminated at the onset, thousands make their way to landscape trials.

In addition to our internal hybridizing efforts, New Plant Development also evaluates cultivars and species submitted by outside sources for consideration.





# The Proven Package

We believe in the power of the Proven Package and all of the research that stands behind it. Perennials sold in Proven Winners branded containers sell more plants with brand awareness and consumer success. Our customers are showing us every year with their repeat orders and order increases that Proven Winners Perennials are some of their top sellers.

The Proven Package is essential for brand awareness—consumers know to look for the white Proven Winners branded container when they shop. That is why the white Proven Winners branded container and label are required for all Proven Winners Perennials.



**Performance** in the landscape is the reason these perennials have been chosen for Proven Winners. Consumers trust Proven Winners because the product is proven.

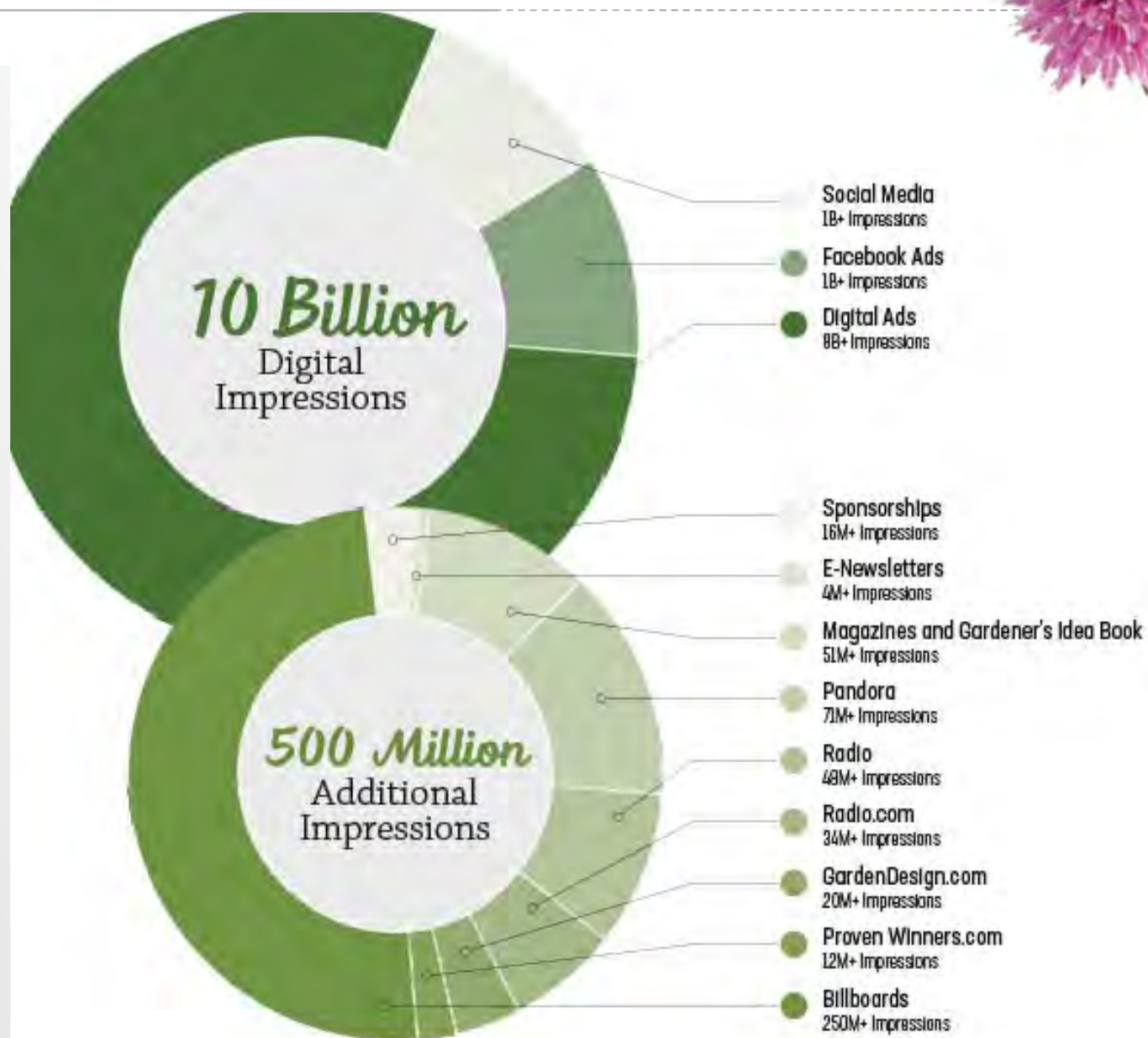
**Recognized** more by consumers than any other plant brand, the white container adds millions of marketing impressions to your business with only its presence.



# 10+ Billion Impressions Planned for 2023

Great plants make a great plant brand. But it also takes an incredible amount of resources to build brand awareness among trade and consumer audiences. Millions of dollars are spent each year on one of the most extensive marketing campaigns of any plant brand.

Ever wonder what impact Proven Winners marketing is making in your area? Select your State/Province at [www.provenwinners.com/professionals/localmarketing](http://www.provenwinners.com/professionals/localmarketing)







PW  
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WINNERS®  
The #1 Plant Brand.



# National Plant of the Year®

CURRENT AND UPCOMING PERENNIAL WINNERS



# National Perennial of the Year®



DOLCE® 'Wildberry'  
*Heuchera*



'Pink Profusion'  
*Salvia nemorosa*



'Jack of Diamonds'  
*Brunnera macrophylla*





# National Hosta of the Year®



**HOSTA**  
**OF THE YEAR®**  
2 0 2 3

SHADOWLAND® 'Empress Wu'  
*Hosta*



**HOSTA**  
**OF THE YEAR®**  
2 0 2 4

SHADOWLAND® 'Hudson Bay'  
*Hosta*



**HOSTA**  
**OF THE YEAR®**  
2 0 2 5

SHADOWLAND® 'Miss America'  
*Hosta*





# National Landscape Perennial of the Year™



'Storm Cloud'  
*Amsonia tabernaemontana*



'Cat's Meow'  
*Nepeta faassenii*







**PW**  
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WINNERS®  
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# New Perennials

ARRIVING AT RETAIL IN 2024





## ‘Silver Lining’ *Artemisia* PPAF CBRAF

Artemisia, White Sagebrush

Height: 12-16" (foliage), 36" (flowers) | Width: 32-36" | Zones: 4-9

Sizes: 20 & 72ct Liners



- Interspecific cross between two species – best of both worlds in leaf shape and habit
- Silvery leaves are broadly dissected
- Not floriferous – which in Artemisia is a good thing – intended for fresh planting







Container Exceptionalism





Mixed Perennial and Annual Containers





Mixed Perennial and Annual Containers





Early vs. late season size





## DECADENCE® DELUXE 'Periwinkle Popsicle' *Baptisia* PPAF CPBRAf

False Indigo

Height: 4-4½' | Width: 3½' | Zones: 4-9

Size: #1 Grade Bare Root, 72ct Liners



- Late to bloom, an option to extend retail or garden color for Baptisia
  - Starts bloom after 'Lemon Meringue' has finished
- 'Periwinkle Popsicle' is taller than it is wide and shows its legs more than your typical DECADENCE® Baptisia, perfect for underplanting
- Indigo blue 16" flower scapes
- Compared with the light blue 'Blue Bubbly', 'Periwinkle Popsicle' blooms a dark shade of blue





## ‘Peppermint Patty’ *Bergenia* PPAF CPBRAf

Heartleaf Bergenia, Pigsqueak

Height: 22" | Width: 16-18" | Zones: 4-9

Size: 20 & 72ct Liners



- Very unique look to flowers. White flowers with a pink throat, star-shaped pink pattern in the middle. Edged with a thin pink picotee edge.
- Large individual flowers, 1¼"
- By the flowers, stems are bright rose pink. Near the base of the plant, the stems are green
- Wavy, serrated leaves are extra thick with prickly toothed edges





## ‘Stand By Me Pink’ *Clematis* PPAF CPBRAf

Bush Clematis

Height: 38-42" | Width: 24-36" | Zones: 3-7

Size: #1 Grade Bare Root



- New color for the growing popularity of ‘Stand by Me’ Clematis – lavender pink
- Non-vining, herbaceous clematis dies back to the ground; needs support
- Long season of flowering (Late May - June with some rebloom)
- Attractive seed heads





Stand By Me Pink, Lavender, and the Original





## CROWNING GLORY™ 'Princess Bride'

*Eucomis* PPAF CPBRAf

Pineapple Lily

Height: 18" | Width: 24" | Zones: 6-9

Sizes: #1 Grade Bare Root



- Members of this collection are notably compact, perfect for the front of the border or for use as a thriller in a mixed container
- 'Princess Bride' delights with numerous stalks of pink and cream flowers. The first color to show is a citron yellow, before turning a soft pink and yellow blend
- The habit is prostrate, comprised of arching leaves that emerge burgundy before turning a deep green in summer





## CROWNING GLORY™ 'Purple Reign'

*Eucomis* PPAF CPBRA F

Pineapple Lily

Height: 18-20" | Width: 24" | Zones: 6-9

Sizes: #1 Grade Bare Root



- Members of this collection are notably compact, perfect for the front of the border or for use as a thriller in a mixed container
- 'Purple Reign' gets its name from the deep burgundy color of its spring foliage. The foliage holds its dark color well into summer when the flowers begin to come up
- Star-shaped flowers open blush pink and darken to a deep mauve, lasting for many weeks







## RAINBOW RHYTHM® 'Blazing Glory' *Hemerocallis*

Daylily

Height: 32" | Width: 18-24" | Zones: 3-9

Size: #1 & #2 Grade Bare Root



- 'Blazing Glory' has 6" golden yellow flowers with a bold burgundy red eye and matching picotee edge
  - Where traditional cultivars have picotee edges that bleed or fade, 'Blazing Glory' remains consistent with a wide margin that extends the length of the petal
- Well-branched scapes and high bud count will ensure a blazing display of color
- AHS Characteristics: Midseason, Rebloomer, Fragrant, Tetraploid







‘Blazing Glory’ in the field





## RAINBOW RHYTHM® ‘Blood, Sweat and Tears’ *Hemerocallis*

Daylily

Height: 28" | Width: 18-24" | Zones: 3-9

Size: #1 & #2 Grade Bare Root



- 6" dark raspberry flowers with rosy pink watermark and narrow white edge above yellow throat
- AHS Characteristics: Midseason, Rebloomer, Fragrant, Tetraploid
- AHS Honorable Mention 2010





‘Blood, Sweat and Tears’ in the field





## RAINBOW RHYTHM® 'Persian Ruby'

### *Hemerocallis*

Daylily

Height: 30" | Width: 18-24" | Zones: 3-9

Size: #1 & #2 Grade Bare Root



- Deep purplish red, spoon-shaped flowers are massive—nearly 8" across
- Compared to 'Ruby Spider', flowers are more purple in color
- AHS Characteristics: Early-Midseason, Tetraploid, Dormant
- AHS Award of Merit 2008; AHS Honorable Mention 2005, AHS Extra Large Diameter Award 2009





## FUN AND GAMES® ‘Capture the Flag’ *Heuchera* PPAF CPBRAf

Foamy Bells

Height: 8-10" | Scape: 20-22" | Width: 16-18" | Zones: 4-9

Sizes: 20 & 72ct Liners



- Compared to ‘Eye Spy’: more pronounced burgundy center & veining, yellow leaves (compared to the amber of ‘Eye Spy’)
- High impact spring plant
- White flowers







## SUMMERIFIC® 'All Eyes on Me'

### *Hibiscus* PPAF CPBRA

Hardy Hibiscus, Rose Mallow

Height: 3½' | Width: 3½' | Zones: 4-9

Size: #1 Grade Bare Root & 72ct Liners



- 8" heavily overlapping petals look almost double, especially at the bud/unfurling phase
- Light pink flowers
- More compact habit – dark green leaves





## SHADOWLAND® 'Love Story'

*Hosta* PPAF CPBRAf

Hosta

Height: 14-16" | Scape: 22-31" | Width: 36-42" | Zones: 3-9

Size: 20ct & 72ct Liners



- White centers, chartreuse color jetting out; medium green margins
- Gentle piecrust edges and long leaf tips
- White flowers
- AHGA Size Classification: Medium





## LUMINARY™ 'Prismatic Pink'

*Phlox paniculata* PPAF CPBRAf

Tall Garden Phlox

Height: 32-34" | Width: 24-28" | Zones: 3-8

Size Bare Root & 72ct Liners



- New color for the series – bubblegum pink flowers have dark pink eyes
- Later to flower; season extender
- LUMINARY™ Tall Garden Phlox offer clean foliage and high resistance to powdery mildew











## PRAIRIE WINDS® 'Brush Strokes'

*Schizachyrium scoparium* PPAF CPBRAf

Little Bluestem

Height: 32-36" | Width: 22-26" | Zones: 3-9

Size: 30 & 72ct Liners



- Low, wide habit of powdery blue foliage
  - Compared with 'Blue Paradise', 'Brush Strokes' has a ring of foliage "skirting" around the base of the plant. This give the plant a fuller, broader appearance.
- Later to flower
- Rigidly upright





‘Brush Strokes’



‘Blue Paradise’







## ROCK 'N GROW® 'Midnight Velvet'

*Sedum* PPAF CPBRAf

Stonecrop

Height: 22-26" | Width: 30-32" | Zones: 3-9

Size: #1 Grade Bare Root & 72ct Liners



- Dark purple leaves on a dome-shaped habit
- Mauve buds open to rosy red flowers, very floriferous
- Compared to Back in Black: taller, more rosy red than burgundy red, denser habit







‘Midnight Velvet’ in the field





‘Midnight Velvet’



‘Back in Black’







## Walters Gardens

Home of Proven Winners® Perennials

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