



Proven Winners® is the leading brand of high quality flowering plants in North America, sold under the Proven Winners name.

The Proven Winners brand is comprised of two leading U.S. plant propagators - Four Star Greenhouse in Carleton, Michigan; and Pleasant View Gardens in Loudon, New Hampshire. These companies "founded" Proven Winners in 1992, and, together with two licensees in Canada – Nordic Nurseries and Ed Sobkowich Greenhouses, produce superior liners under the Proven Winners name. Liners are then sold to wholesale growers to "finish" and sell to retailer garden centers across North America.

Proven Winners has formed partnerships with strong companies such as Spring Meadow Nursery (which acts as the brand manager for Proven Winners ColorChoice Flowering Shrubs), Walters Gardens (Proven Winners Perennials), and Classic Caladiums (Proven Winners Heart to Heart™ caladiums), broadening their collection of plants to include a vast array of plants for home gardeners and professionals to enjoy. Proven Winners is now a global brand and can be found in many countries throughout the world.

The Proven Winners group also sells a complementary brand, Proven Selections®, which consists of regional favorite varieties that complement Proven Winners.

On a retail sales level, Proven Winners and Proven Selections sales are greater than a half-billion dollars annually. The plants are available from just about every garden center in North America.

The goals of Proven Winners are to introduce the best, most unique, high performing plants, to produce them under the highest quality standards, and to market the plants innovatively. Proven Winners plants are unsurpassed in terms of flowering, growth habit, disease resistance, and garden performance.

No other plant line goes through the same rigorous plant selection process, which takes 2-3 years and occurs at facilities in the U.S. and Canada, as well as at trial stations in Europe, South Africa, and Japan. Every Proven Winners variety is protected by U.S. and Canadian patents. What also separates Proven Winners is its viral control process, which is second to none.

Besides producing better flowering plants, Proven Winners® is also credited with creating the "container gardening" craze and making new plant genera known. Most consumers had never heard of Bacopa, Nemesia, Scaevola, etc. until Proven Winners introduced these varieties.

In terms of innovative marketing, Proven Winners has created a consumer plant brand that means value to home gardeners. Some groundbreaking marketing programs from Proven Winners include the industry's only Certification program for garden centers across North America; the industry's only on-line photo library; and introduction of Proven Winners branded premium soils, plant foods and WaterWise kits for home gardeners.

Proven Winners searches the world to bring you vibrant flowering annuals, perennials and shrubs that deliver the most beautiful garden performance. When you grow Proven Winners, you'll surely fall in love. Our plants have been proven in trials conducted in numerous sites worldwide to be:

- Easy to grow and care for
- Covered with blooms
- Bright and colorful
- Healthy and vigorous
- Long-blooming
- Trialed and tested

Marshall Dirks, Director of Marketing and Public Relations

As director of marketing and public relations, Dirks combines his 25+ years of horticultural experience and marketing skills to create awareness of the Proven Winners brand, including developing and maintaining a consistent, recognizable image for Proven Winners. Marshall manages Proven Winners' consumer advertising, trade collateral and marketing materials, the consumer and industry websites in addition to social media platforms, and Proven Winners' national public relations efforts.

Prior to joining Proven Winners® in February 2000, Dirks worked as product manager for 7 years at Ball Seed Company where he was responsible for handling multiple lines of vegetative product, including Proven Winners. He gained hands-on nursery experience by working as a greenhouse/nursery assistant while pursuing a bachelor of science in management from Northern Illinois University.

Marshall is well known throughout the floriculture industry as an expert on “trends.” In his role at Proven Winners, he is constantly watching trends in his efforts to solve problems for and keep focus on the consumer. Proven Winners has an extensive consumer following and is known for their commitment to seeking input from the consumer through their surveys.

Marshall recently returned from giving lectures in China and has lectured in 15 countries over the past 16 years.

<https://www.provenwinners.com/>