

# Proven Winners Tag Exchange Program

Are you growing Small Pots?



Or are you growing in Baskets or Upright Containers?

If you are growing baskets and upright combinations, but not participating in the free tag exchange program, you are missing an exciting opportunity!



The Tag Exchange program allows you to trade excess stick tags for a large container garden tag for free.

## Why?

The Tag Exchange Program helps you let consumers know that the basket or planter they are purchasing is a Proven Winners or Proven Selections container.

You are identifying the #1 Plant Brand

## How does it work?

It's very simple.

- ✓ Separate your small pot order from your hanging basket/upright planter order.
- ✓ Tell your broker salesmen you want to participate in the tag exchange program for your basket/upright order(s).
- ✓ Receive 1 stick tag and 1 container garden tag for every 4 or 5 plants ordered.
- ✓ When planting, place 1 stick tag for each unique variety in the planting.
- ✓ Place 1 container garden tag in each planter.
- ✓ Watch your sales increase as customers see that your planter contains Proven Winners, the #1 Plant Brand!

Please note that the tag exchange works for both combination and monoculture plantings. As long as you are using more than one plug of a variety in the planting, the tag exchange program can work for you.