

SILVER KEY GROWER- YOUR SILVER LINING

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DO YOU HAVE THE EQUIVALENT OF 4 GREENHOUSES (20X100) TO GROSS \$100,000 TO \$200,000 IN? THEN YOU CAN BE A SILVER KEY GROWER!

Not certain you can achieve Gold Key Status? At Four Star Greenhouse, our focus is to aid you in reaching whatever level you desire. Achieving the Silver Key status with Four Star Greenhouse is a great accomplishment, and deserves rewards and additional benefits. We have assembled this program to do just that: reward you with additional materials to aid you in being successful and profitable with Proven Winners® and Proven Selections® brand plants.



ACHIEVABLE WITHIN THE SPACE YOU HAVE AVAILABLE!

All you need is 8,334 Square feet inside and/or out to dedicate to the Proven Winners®/Proven Selections® program

Every Proven Winners®, Proven Selections®, Proven Winners® ColorChoice® liner you purchase brings you one point closer to Silver Key Status, and your choice for FREE marketing materials. It only takes 50,000 points to be a Silver Key Grower! You might say "Only?" as this sounds like a large number...please don't count yourself out. Following we have broken down an example showing how much space it could take to achieve this level, the possibility of Silver Key is within your reach.

How much space is 50,000 liners?

At 4 liners per square feet (based on our 8-count, Proven Winners® / Proven Selections® 4.50 symetricized containers and tray program), 50,000 liners equal about 12,500 square feet of space (approx. 1/4 acre+)

By utilizing our SuperNova® Liners for your 4.50 container, you'll also benefit by having shorter crop times, thus increasing the number of turns you can achieve it that season.

For this example, let's use a very safe number of turns. At 1-1/2 turns of product you only need about 8,334 square feet of greenhouse space for this material.

This all very conservative regarding space, as we have not even taken into consideration, hanging baskets, upright containers, 1.0 GL containers, etc. We have also not taken advantage of outdoor growing space for plants which can tolerate cooler temperatures.

Here is an example of a production plan utilizing these different sizes...

Container Size	# Of Plants	Quantity Of Each Plants	# Of Liners Per Unit	Crop Total	Total # of Liners
4.50 Containers	30	125 Trays	8 Per Tray	3,750 Trays	30,000
1.0 GL Containers	25	90 Containers	3 Per Gallon	2,250 Containers	6,750
Hanging Baskets	12 Combos	100 Baskets	9 Per Basket	1,200 Baskets	10,800
Upright Combo	15 Combos	25 Uprights	7 Per Upright	375 Uprights	2,625
				Total	50,175

There you have it...you just achieved Silver Key! Still intimidated by these numbers? Consider the following...

- Four Star Greenhouse offers over 400 plants to include in your selections.
- We recommend having staggered plantings, which means that you would plan for fresh production every two weeks.
- New programs like Spring Magic®, Summer Celebrations®, & Fall Magic® help to extend your season even further and all count towards your Gold Key volume.
- Proven Winners® ColorChoice® also counts towards this volume, these varieties open up a whole new world of marketing opportunities and product offerings for growers.
- Haven't offered Perennials to your customers, try our SuperNova® 18's which includes a list of the most popular perennial plants which can be grown right alongside your annual production with the same timing.

The bottom line is, we are interested in your success!

Whatever level you are at, or would like to be at, we are committed to helping you achieve these goals. We realize and have seen many great examples of growers who are achieving great profits by embracing the Proven Winners® and Proven Selections® programs and all that it has to offer. We enjoy what we do, not only because of our love of plants, but also because of our passion and the rewards of helping others have success. This partnership between Yourself - Proven Winners® - and Four Star is simply a Win-Win-Win environment which we invite you to take full advantage of.

PERSONALIZED SERVICE

Silver Key growers are an elite group, and we believe they deserve extra attention and service. We assign a designated Key Specialist to each Silver Key account, ensuring you receive the personalized attention you deserve as a supporter of the Proven Winner® brand.

SILVER KEY BENEFITS

Silver Key growers will earn ½ of a point for every liner purchased. Points can be redeemed for items, such as: Spring Magic®, Summer Celebrations®, Fall Magic® and Proven Winners® ColorChoice® POP kits and POP components, Gardener Idea Books and Container Design Books, Weather Channel and Regional Magazine Advertising, Bench Systems Benching Displays, Container Garden Tags and Fertilizer Kiosk Packages

EASY QUALIFICATION

50,000-99,999 liners

Total Liners purchased between July 1, 2007 & June 30, 2008

All liners, including Proven Winners®, Proven Selections®, Proven Winners® & Proven Selections® Perennials, Fall Magic® & Proven Winners® ColorChoice® count towards achieving Silver Key and Gold Key.

WHAT ARE SILVER KEY GROWERS SAYING?

"Becoming a Silver Key has dramatically changed our business. After this year's sales, though, we will definitely make Gold Key next year. The customer service has been exceptional and has guided us in the expansion of our product line. The Proven Winners® name has really picked up in the Deep South and so many customers have looked us up on the Proven Winners® website. And because we were Silver Key, our name was at the top."

Jimmy Jones

Ferns Unlimited
Semmes, AL

The Silver Key Program is subject to change at any time without notice.