



# Prides Corner Farm

*SOMETHING FOR EVERYONE*

*Prides Corner is a family owned, regional grower that serves the Independent Garden Centers of the northeastern United States from Maine south to Virginia and west to Ohio and Michigan. We have built our business over the past 30+ years on these strong principals:*

## **A Winning Partnership**

The only way we succeed is to provide you with everything you need to succeed. Our goal is to get you the products, resources and flexibility to make your life easier and to grow your bottom line.

## **Diverse Product Line**

Prides Corner has the most diverse selection of shrubs, trees, perennials, roses and herbs available. We currently grow over 2000 varieties with (300+) new selections for the 2013 season alone!

## **A Focused Sales Team**

We don't skimp on the people you need to get the right plants at the right time! (8) road sales leaders each with at least one dedicated inside sales person creating (8) sales teams that are ready to serve you. Their focus: Making sure you get everything you need to keep your business humming!

## **Logistics That Work!**

Our industry best ability to deliver on a weekly or even more frequent basis means that you can have fresh product in the right quantities to turn quickly. Our ability to turn around small, weekly orders allows us to help you control your inventory, reduce overbuying and consolidate vendors.

## **Branded Programs**

Prides Corner is the industry leader in providing selling packages that help make your customers' buying decisions easier! Our membership in every major national growing group coupled with our own in house brands means that we always have the best new plants on the market and the most innovative ways to help you sell them!



Located in scenic Lebanon, CT



1 of the 2000+ varieties grown at Prides



Busy spring loading dock



Danny Summers, Community Manager  
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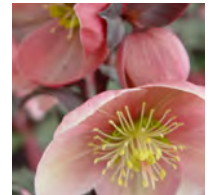
## Prides Corner Farms Branded Programs



### Pink Ribbon Plants

The Pink Ribbon Plants™ brand brings distinctive, superior landscape plants together to help find a cure for breast cancer. Pink Ribbon Plants™ offer you:

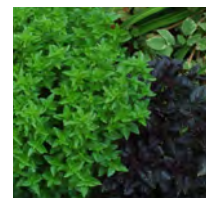
- (40) varieties mean a constantly changing plant destination in your garden center
- Distinctive point of purchase materials to create a high visibility selling display
- Appeal to women of all ages who make up 70% or more of your customer base
- The tools to create a 'Pink Day' at your garden center that will make you a community hero!
- An outstanding charity partner, The Breast Cancer Research Foundation



### Sara's Superb Herbs

Sara's Superb Herbs® will turn your herb section from a garden center afterthought to a garden center destination! Sara's Superb Herbs® will provide your garden center:

- Unique tags and point of purchase materials combine to make a destination selling display
- Big, beefy, #1 container sized plants
- Over (65) varieties that will enhance the selection and salability of the rest of your herbs
- Website support that will drive customers to your garden center
- Increased profit margin for a category that has traditionally been a commodity
- A charity partner in Easter Seals that resonates with your customers. Prides Corner donates .50 for each plant sold



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## White Flower Farm

Making Your Gardening Dreams Come True



### White Flower Farm

Bring the power and profit of the White Flower Farm brand to your garden center. White Flower Farms offers you and your customers:

- A brand name recognized by consumers for its quality and landscape success
- Big, beautiful plants in the newest, cutting edge selections at the peak of their appeal
- All the point of purchase materials needed to build a killer garden center display
- Merchandising support at your garden center for program level purchasers
- Prominent garden center dealer listing on the White Flower Farm website
- Frequent email blasts to White Flower Farm catalog customers in your area to drive business to your garden center



### American Beauties Native Plants®

American Beauties Native Plants® puts your garden center on the cutting edge of the backyard wildlife habitat movement while providing successful landscape solutions for your customers!

- Outstanding point of purchase materials that consolidates your native plants into an impressive selling display.
- Merchandising support for program level purchasers
- The ability to make your garden center a certified wildlife habitat by using American Beauties Native Plants®.
- The ability to help your customers make their yards a certified wildlife habitat by using American Beauties Native Plants®
- The support of the National Wildlife Federation with local ties and national website power
- Support on the [abnativeplants.com](http://abnativeplants.com) website, driving customers to your garden center



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## David Austin Roses

David Austin Roses® are internationally recognized for quality, sophistication and landscape distinction and Prides Corner is the exclusive regional finished plant provider giving you:

- Beefy leaf and bud plants potted in distinctive, branded David Austin Rose® pots
- Point of purchase materials to make a David Austin® destination in your garden center
- Website support on the Prides Corner website to drive customers to your garden center
- Great selection of the newest, hottest varieties you can only find at Prides Corner



## Endless Summer® Hydrangeas

The Endless Summer® brand has revolutionized the plant world by bringing you Hydrangea that bloom and thrive all summer into Zone 4. Prides Corner offers you:

- Locally grown, high quality, quick turnaround Endless Summer® plants for your garden center!
- Bud and Bloom Endless Summer® plants for Mother's Day to help kick off the season right!
- Striking point of purchase materials that allow you to create a destination selling display
- National advertising along with strong website presence to drive Endless Summer® sales at your garden center
- (4) outstanding Endless Summer® selections!



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## Goodness Grows Edibles

A distinctive program of edibles from Fruit Trees to Heirloom Vegetables chosen with the success of your customers in mind. Goodness Grows™ Edibles offers you and your customers:

- Distinctive, exciting varieties that make growing success easier for your customers.
- Plant forms that fit easier into the smaller spaces of most suburban yards.
- Distinctive point of purchase materials to build a selling destination in your garden center.
- Informational tags that take the mystery out of edible growing for your customers.
- An outstanding charity partner, Plant a Row For The Hungry, with proceeds donated by Prides Corner that can help make a difference in your community.
- Website and merchandising support for program purchasers that will drive customers to you.



## Jeepers Creepers

The Jeepers Creepers® brand features groundcover plants that you have grown for years and packages them to sell! Jeepers Creepers® and Prides Corner offers you:

- Unique point of purchase materials that make common plants look uncommon, desirable and fun!
- The ability to take commodity plants and package them for a higher margin sell.
- A chance to create a groundcover destination at your garden center.
- The ability to sell landscape success to your customers.
- Prides Corner and Jeepers Creepers® website support to drive customers to your garden center.



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## Flower Carpet® Roses

Flower Carpet® Rose is the most recognizable product brand in roses. With outstanding plants and great advertising firepower Flower Carpet Roses offer you:

- The original environmentally friendly rose that requires no spraying and little care to thrive.
- The best groundcover rose available with 20 years of documented success.
- (9) outstanding varieties that provide landscape solutions for your customers
- Season long bloom...the easiest rose your customers will ever grow!
- 8" pink pots or #2 black pots available to customize the brand to your needs
- The best national advertising and promotional support of any plant brand in the world



## Proven Winners®/Color Choice®

Proven Winners® is the most recognizable plant brand name in your garden center. Prides Corner is the most successful Proven Winners®/Color Choice® grower in the industry offering you:

- The widest selection of PW perennials and Proven Winners®/Color Choice® plants available.
- The ability to create a destination, selling PW display within your store.
- The only customized 5 step program in America that offers you the best PW plants at the right time to sell.
- Merchandising support for program level buyers.
- Prides Corner website support driving customers to your garden center.



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## Volcano® Phlox

The Volcano® Phlox brand has revolutionized the world of Garden Phlox by offering you:

- The original environmentally friendly rose that o A shorter, denser, more floriferous, mildew resistant Garden Phlox than anyone can offer!
- Distinctive pots and tags to build a selling destination display.
- (5) garden changing colors available exclusively from Prides Corner for your independent garden center!
- National and regional advertising and publicity for the Volcano® Phlox brand.
- Website support from Prides Corner to drive customers to your garden center.



## Knockout® Roses

Prides Corner and Knockout® Roses offer you:

- Beefy, colorful, high quality Knockout® Roses in (6) varieties all season long
- The best, easy care, landscape blooming shrub that you can sell your customers
- A distinctive, eye catching tag and container that customers will gravitate to
- Prides Corner website support to drive customers to your garden center



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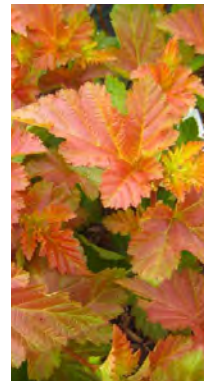
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## First Editions®

Prides Corner and First Editions® offer you and your garden center customers:

- Outstanding new genetics
- Distinctive plants that are easy to grow
- Long season of color in the garden center and landscape
- Outstanding tags and point of purchase materials to build a selling display
- First Editions® and Prides Corner web support that drives customers to your garden center



## Brazelberries®

New for 2013!! Bring a fruiting revolution to your garden center with Brazelberries®!

- Revolutionary plant forms with (3) new selections
- Developed by commercial fruit breeders to give high yields and great taste
- Easy to grow and perfect for landscape or deck containers
- Exclusive to IGC's
- Outstanding POP and tags for a great garden center show
- Brazelberries® and Prides Corner website support to drive customers to your garden center



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## *Fall is Fantastic*

A unique, Prides Corner exclusive program that will bring guaranteed, high margin fall sales back to your garden center. Fall is Fantastic gives you:

- The ability to look full and alive with great plants... customers think most garden centers have given up selling plants by September (see 2011 CNLA focus group findings)
- The ability for you to sell better margin items than mums and pumpkins
- The ability to segregate plants you might want to close out from earlier in the year without making your garden center look like a low end discount outlet.
- A selling display that will be set up by the Prides Corner merchandising experts.
- The ability to take advantage of the best planting conditions of the year for your customers.



## **Contact Prides Corner Farms**

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Lebanon, CT 06249

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