

# GROWERTALKS

## GT in Brief

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## Overdevest Nurseries Earns Innovation Award

*Jennifer Zurko*

Proven Winners ColorChoice presented its 2009 Innovation Award to New Jersey's Overdevest Nurseries. The annual award recognizes forward thinking and excellence in the marketing of Proven Winners ColorChoice branded shrubs.

Overdevest Nurseries is a wholesale-only grower based in Bridgeton, New Jersey, offers 55 Proven Winners ColorChoice shrub varieties, and is well-known in the industry as a high-quality grower.

As part of the award, Overdevest won the Innovation Award Trophy, a replica of Rodin's famous "The Thinker" sculpture. Some have dubbed the trophy as the "Stanley Cup of Branded Shrubs" due to the physical rotation of the trophy to the most recent winner and because of the engraved names of previous winners, similar to the famous trophy of the National Hockey League.

Tim Wood, product and marketing manager for Proven Winners ColorChoice, and Gary Nienhuis, licensing and brand manager, presented the Innovation Award Trophy to Ed Overdevest at a special reception at the recent Mid-Atlantic Nursery Trade Show (MANTS).

Spring Meadow Nursery, Inc., a market leader in flowering shrubs, potted liners and starter plants, and the developer of Proven Winners ColorChoice branded shrubs, recognizes just one licensed partner each year with an Innovation Award. Overdevest will also be awarded with a free 4-color advertisement placement in a regional publication, as well as receiving top listing among Proven Winners ColorChoice's Gold Key growers over 2010. **GT**