

GROWERTALKS

GT in Brief

12/20/2011

Get Free PW Branded Containers & Trays

Jennifer Zurko

Last year, 364 growers participated in Proven Winners' branded containers sampling program. Now the company is looking to expand that number by offering growers this opportunity for the second year in a row. When placing their liner order with a Proven Winners propagator, growers just need to request a case of free Grande containers and trays. Each participant will receive 440 containers and the trays they need to go with them. At the end of the season, those participating will be asked to complete a survey. Those who have previously participated in this offer cannot do so again. This offer only applies to Proven Winners annuals and free containers cannot be used to fulfill Complete Package program container requirements as stated on the website.

Proven Winners wants customers to compare how their branded white container sells when placed side-by-side with a plain container on a retailer bench.

Proven Winners also has a second branded container program in place again this year. For customers not participating in the trialing program, Proven Winners will guarantee that their containers will help sell more plants. If the extra cost of the Proven Winners and Proven Selections packaging does not help sell plants faster and more profitably, then Proven Winners will refund the difference—5 cents for every 1.0 GL container and 2 cents for all other branded containers. This is one more way the company wants to help growers and retailers try the branded white container and trays with confidence.

For more information, visit www.pwcertified.com/free. **GT**