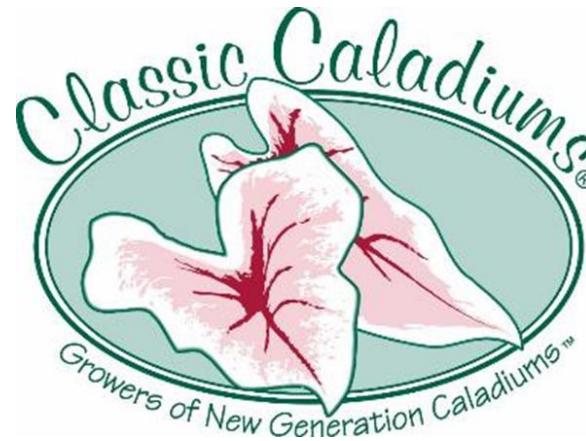
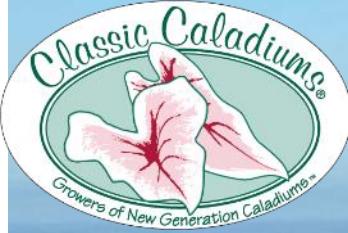




The #1 Plant Brand®







# Avon Park – Home of Classic Caladiums



# No insurance



# Insurance



**The whole farm is planted on 8" raised plastic beds to ensure crop safety during a weather event**



2.5 Acres of Idea Gardens in Avon Park



**Dr. Robert D. Hartman, Ph.D.  
President  
Classic Caladiums, LLC**

# Micropropagation – Selected Clones



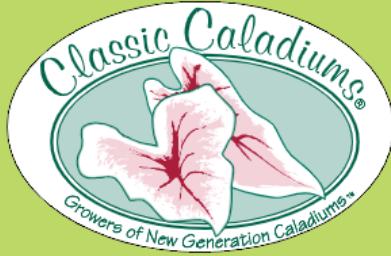
**Some of the caladium varieties have been vegetatively propagated for more than 150 years.**

To ensure that our customers are receiving true to name vigorous tubers Classic Caladiums employs a certification program to make sure our starting stock, based on the results of specific tests, is of the highest quality. Classic certifies its starting stock to be; 1) true to name 2) free of specific diseases and 3) rejuvenated.

## Virus Indexing – Keeps Original Vigor & Color



# COLOR without flowers



## Cultured

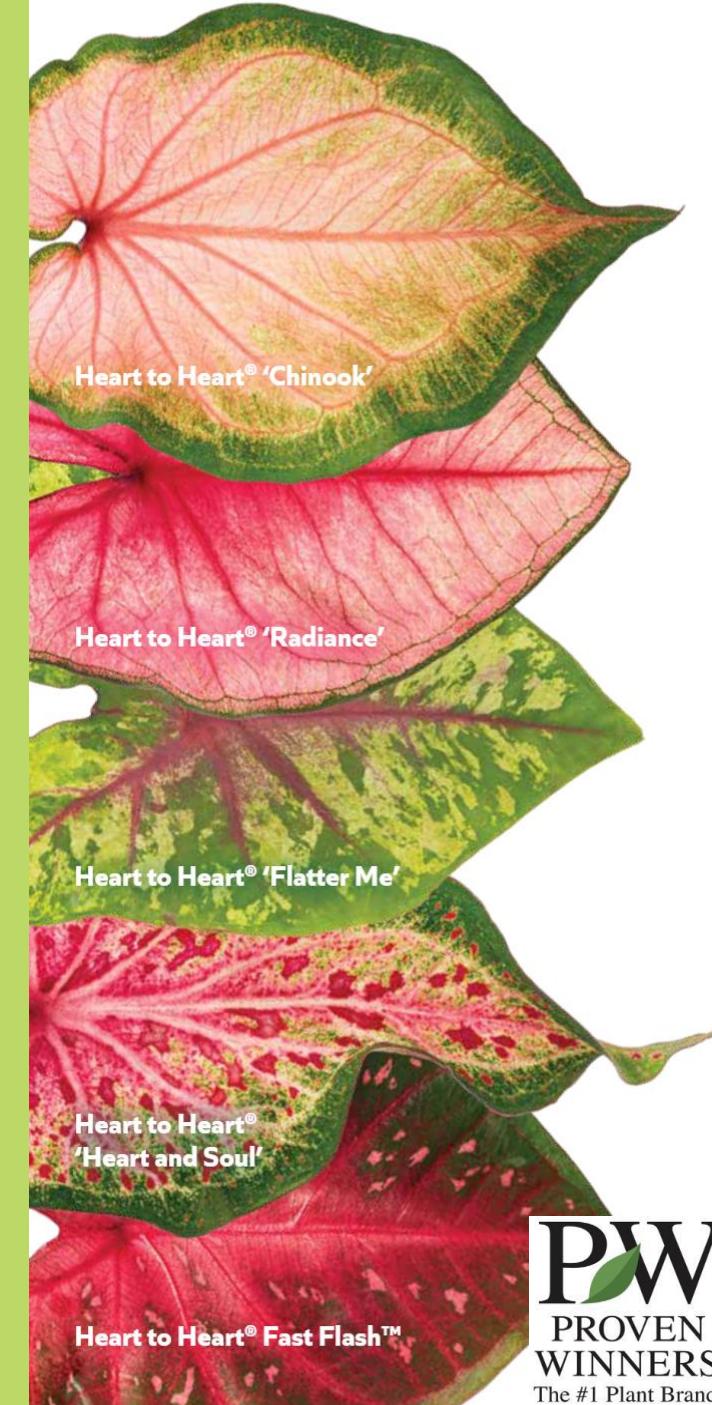
The world's #1 producer of caladium bulbs is constantly developing new cultivars with unique genetic profiles like no one else.

## Colorful

Scarlet. Rose. Bronze. Burgundy. Violet. Classic Caladiums offers over 100 caladium varieties in a rainbow of colors ranging from subtle to sensational.

## Constant

A caladium's bold color comes from its gorgeous, variegated foliage. Bloom time, what's that? Caladiums are always in color, all season.



**PW**  
**PROVEN**  
**WINNERS**  
The #1 Plant Brand®

# Proven Winners

## Heart to Heart

### Caladiums

- All de-eyed and painted bulbs
- Planting instructions English & Spanish
- Winterized boxing- Temp control trucking
- Instant & Long-lasting color
- Combo component Thriller to Filler
- Excellent in Shade or Sun
- Not a water hog
- Displays on carts for good shelf life
- Versatility, Unique and Different - a Win for Consumers

# PREDICTABLE PERFORMANCE

No more guesswork with **painted** and **de-eyed** bulbs.



### Heart to Heart™ Caladiums

Sometimes predictability is a good thing. Take uncertainty out of the production equation and insert the confidence to produce full finished crops every time when you start with our painted and de-eyed bulbs grown by renowned supplier, Classic Caladiums. We're proud to offer twenty of their most unique, top performing selections new this year.



De-Eyeing is the removal of the dominant eye which promotes growth of multiple lateral eyes that generate more leaves, less stretching and fuller pots.

### DE-EYEING PROVIDES:

- Table top crops
- Better pull ratios
- Fit more plants per rack
- Better sell through at retail level



Painting bulbs with non-toxic paint allows for rapid and accurate bulb orientation during the potting process.

Painting provides:

- Increase throughput on the potting line
- Bench row running when shipping
- Less shrink at retail due to better proportioned pots





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WINNERS®  
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Classic Caladiums®  
Growers of New Generation Caladiums®

### Rooted

Classic Caladiums is rooted in the science of growing caladiums. We are constantly developing new genetic lines, resulting in varieties that are hardier, more sun tolerant, and faster growing. We've already introduced more than 90 new caladium varieties over the past 25 years and have hundreds more in development.



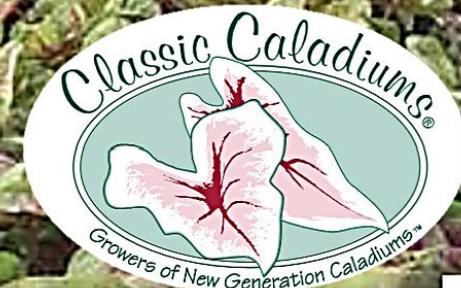
### Reliable

Every crop is at the mercy of nature, and caladiums are no different. From better irrigation to protect against drought to unique-to-the-industry raised beds that guard against flooding, we've taken measures to ensure we can reliably fill orders no matter how turbulent a growing season might be.



### Resourceful

We are actively building the caladium industry through constant innovation. Our team has regular brainstorming meetings to come up with new ideas: new varieties, new partnerships, new growing techniques. Our willingness to experiment and try new things keeps us on the cutting edge of our industry.



# Why count on the largest caladium grower in the world?

# Opportunities



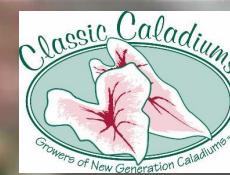
# Prefinished Program – Shipping from Avon Park, FL



## 10 Shelf Rack

Sizes	Product	Pre-Finished Per Shelf/Per Rack
Quart	Caladiums	80/800
6.5 Inch	Caladiums	42/420
8.5 Inch	Caladiums	25/250





**Va Va Violet :**  
**The first ever lilac to purple color variety of caladium**



**PW**  
**PROVEN**  
**WINNERS**  
The #1 Plant Brand®

Classic Caladiums®  
Growers of New Generation Caladiums™

# Colors to fit any pallet

## Bulb Container Recommendations

For full containers and faster sales, grow according to these guidelines. Caladium bulbs come in various sizes based on the diameter of the bulb.



No. 2 Bulbs  
(1" to 1 1/2")



No. 1 Bulbs  
(1 1/2" to 2 1/2")



Jumbo Bulbs  
(2 1/2" to 3 1/2")

### 1 QT CONTAINER



2  
No. 2 Bulbs



1  
No. 1 Bulbs

### 2.5 QT CONTAINER



4  
No. 2 Bulbs



2  
No. 1 Bulbs



1  
Jumbo Bulb

### 6.5" CONTAINER



4  
No. 2 Bulbs



2  
No. 1 Bulbs



1  
Jumbo Bulb

### 8" CONTAINER



4  
No. 1 Bulbs



2  
Jumbo Bulbs

### 10" PLANTER



6  
No. 1 Bulbs



3  
Jumbo Bulbs

### 12" PLANTER



7-8  
No. 1 Bulbs



3-4  
Jumbo Bulbs

### 14" PLANTER



8  
No. 1 Bulbs



4  
Jumbo Bulbs

# Easy to Produce Production Crops





- Always in Color
- No Leaf drop
- No Bloom Drop
- Colorful display
- Unique patterns
- Minimal watering

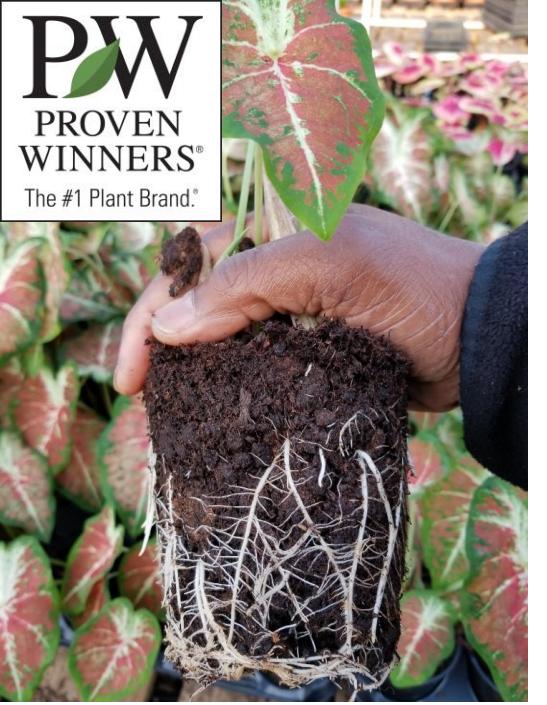




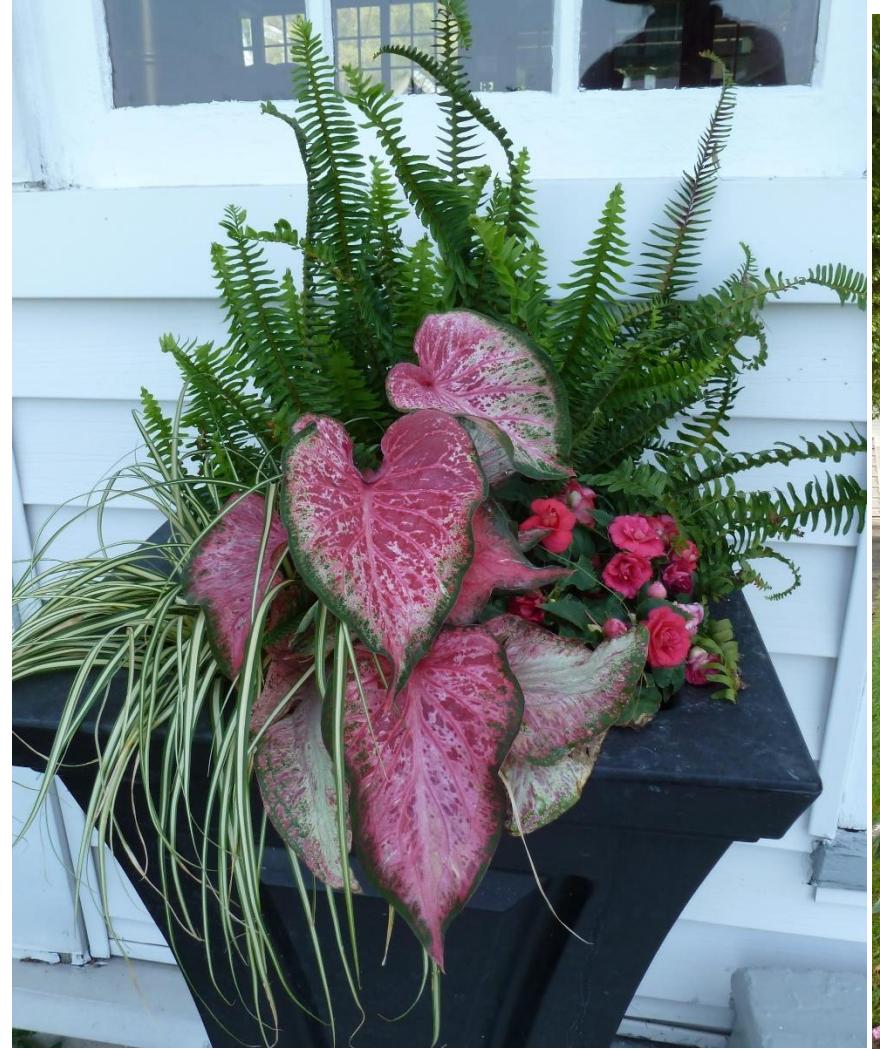
**PW**  
PROVEN  
WINNERS®  
The #1 Plant Brand®

**Predictable**  
**quality**  
**process**









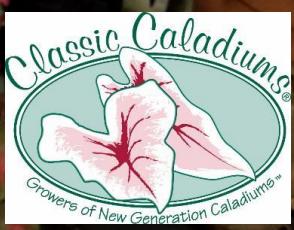
**Blushing Bride has  
many uses &  
colors**

**PW**  
PROVEN  
WINNERS  
The #1 Plant Brand®





Heart and  
Soul





White Wonder



Raspberry Moon



CALADIUM  
OF THE YEAR™  
2022





# CALADIUM OF THE YEAR<sup>™</sup>

2024



## Lemon Blush





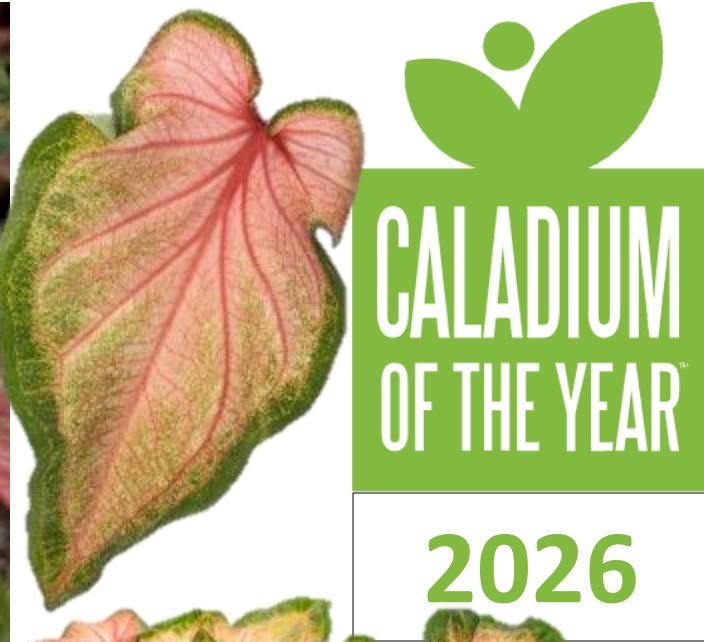
**CALADIUM  
OF THE YEAR™**

**2025**



**Blushing Bride**







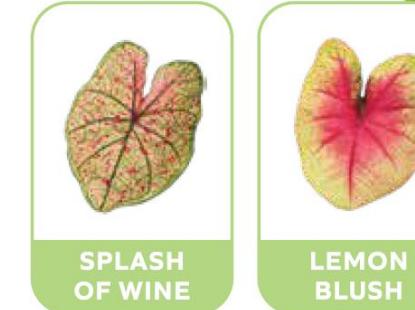
# HEART TO HEART® CALADIUMS



## 2026

# Kindness

Combine Proven Winners  
**'SPLASH OF WINE'** and  
**'LEMON BLUSH'**  
to achieve this recipe



SPLASH OF WINE      LEMON BLUSH



FIND MORE HEART TO HEART® RECIPES  
AT PROVENWINNERS.COM

1 INSTINCT | 2 TO DIE FOR | 3 STRAWBERRY STAND

PW PROVEN  
WINNERS®  
HEART TO HEART®  
CALADIUMS

CALADIUM  
RECIPE  
OF THE YEAR

# HEART TO HEART<sup>®</sup> CALADIUMS

# Strawberry Stand

2025

CALADIUM  
RECIPE  
OF THE YEAR

Combine Proven Winners  
**'WHITE WONDER'**  
**'SCARLET FLAME'** and  
**'VA VA VIOLET'**  
to achieve this recipe

1

2

3



**WHITE  
WONDER**



**SCARLET  
FLAME**



**VA VA  
VIOLET**





# New this year!! Proven Winners, Heart to Heart; Crème Brûlé!

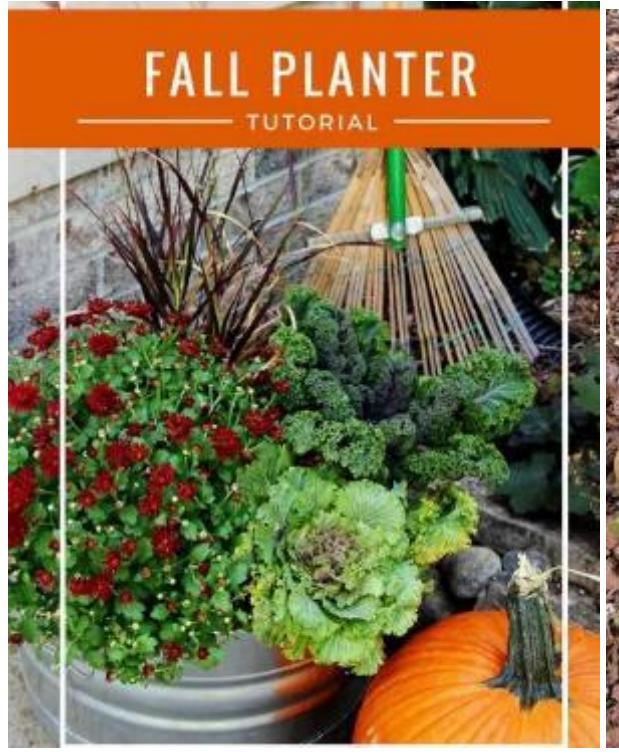


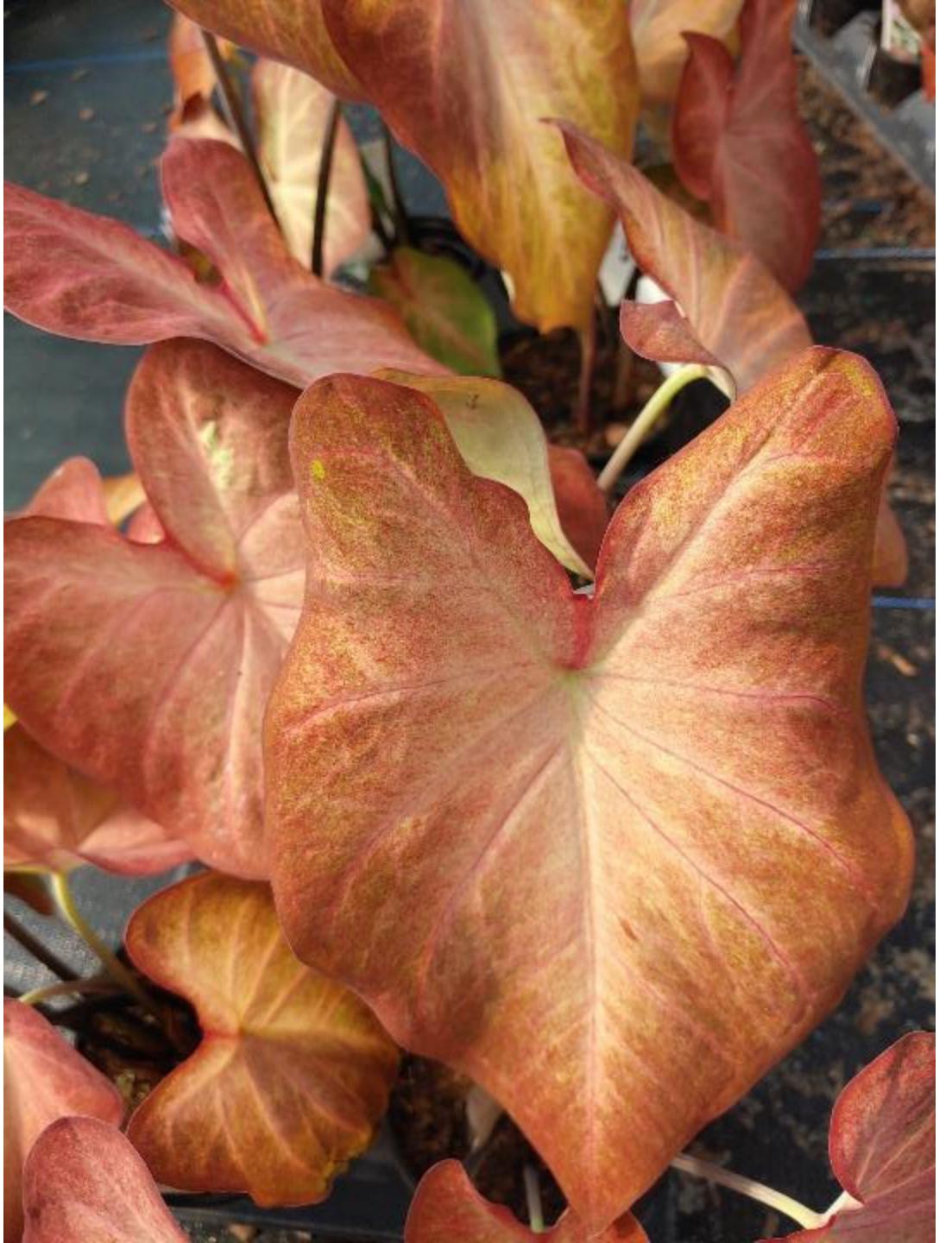
# Crème Brûlée



- Crème veining is consistent
- Reddish-bronze highlights
- Large heart shape foliage
- Best in part sun or shade
- Great for thriller or filler
- Great fall color mono or combo











# New this year!! Proven Winners, Heart to Heart; Midnight Oil!





# Midnight Oil



# Midnight Oil



- ❖ Loves the full sun
- ❖ Better in the full sun
- ❖ Thai blood (thicker foliage)
- ❖ Black appearance
- ❖ Wider leaves full 10 to 15in
- ❖ Great filler or groundcover
- ❖ New combo look

# Midnight Oil



**6.5in container**



**10in container**





# SUMMER



# FALL





FALL

# Our Partner Disneyworld builds Caladium Trees with our varieties.



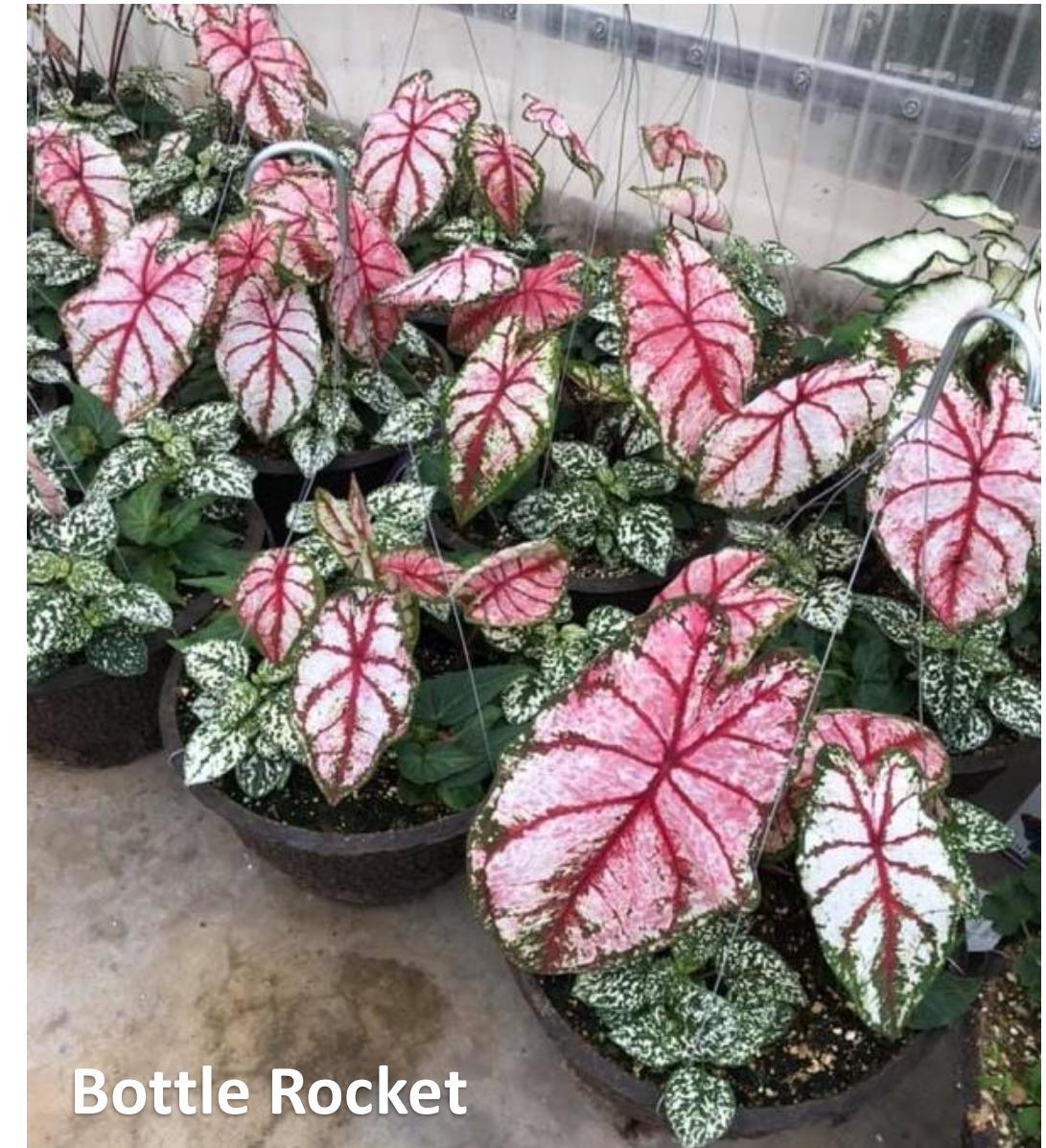
# White Wonder- thriller, filler, sun or shade



# Many uses & applications will boost sell-thru



White Wonder



Bottle Rocket



Showing the versatility of the Heart-to-Heart collection, these photos had over 2,000 Facebook likes within hours of posting



**PW**  
PROVEN  
WINNERS®  
The #1 Plant Brand®



# Predictable Performance



**Scarlet  
Flame**

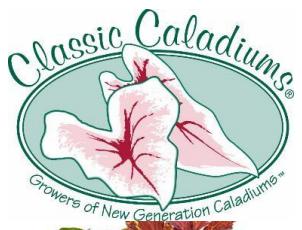


**White Wonder**





Named Recipes, Provided through Proven Winners



**The unique “Wow” Factor** No other plant in the industry has instant color and last all Summer!!





I've spoken a lot about unique and different and staying relevant.... If we could get away with doing the same thing over and over and be successful, there would be no need for M & M's to reinvent themselves...

*Deck the Halls with Proven Winners, Heart to Heart Christmas Caladiums!*



**Create a New Holiday Tradition!**



Heart to Heart®

*Christmas  
Caladium™*



The perfect giftable, Proven Winners® Heart to Heart® Christmas Caladium™ is a festive addition to indoor holiday decor.

# Deck the Halls

WITH CHRISTMAS CALADIUMS



Consumers love choices and color options, so they shouldn't be limited to just Poinsettias as a classic Christmas gift. Let's give consumers exciting new options and start a new tradition with Heart to Heart® Christmas Caladiums. Stunning foliage in shades of red, white, and green, Christmas Caladiums offer a festive alternative. These plants make less fussy houseplants, are easier to care for, will last well through the season, and have tremendous impulse appeal with consumers looking for new ways to decorate for the holidays.

Our Christmas Caladiums pilot program over the past two years has demonstrated strong demand and sell-through. Ready to join us as we begin to offer a new holiday tradition to consumers?



- Great supplement for the season of Christmas
- Stunning foliage patterns
- Several unique holiday colors
- Unique ornament tag shape
- Crop time advantages for grower
- Using cooler stored bulbs





# Christmas Caladiums



It does not stop here, We have had numerous partners; after seeing these photos, saying “we can do that”!

This supplier has already submitted next years order, and it has doubled!!

This is the FUTURE!!



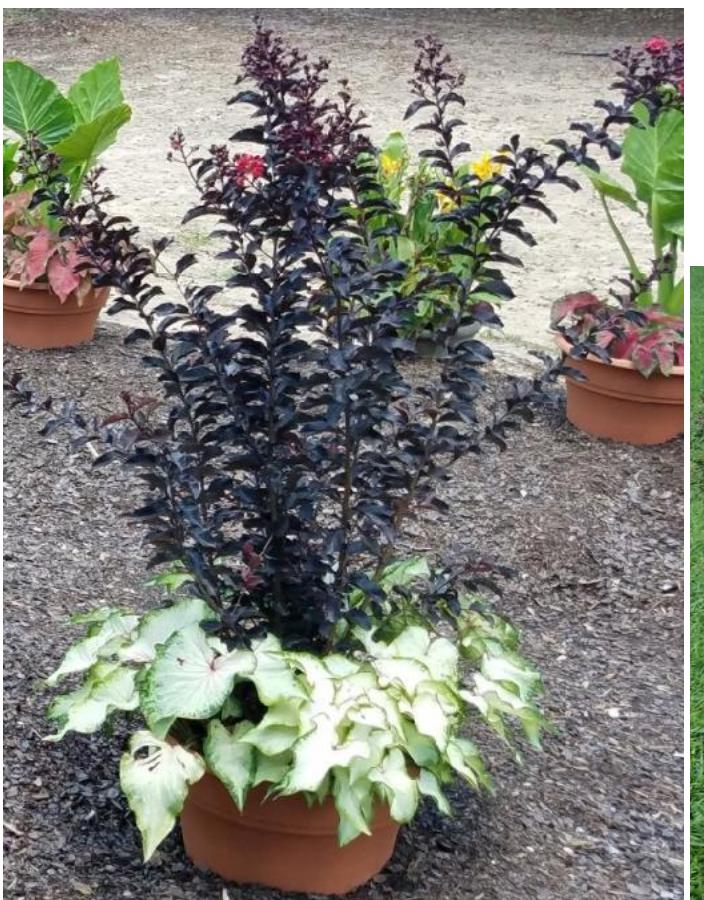


# Upright Elephant Ear Production at our Florida farm





# Ideas & Concepts





# Dallas Arboretum



**ABI**  
ABBOTT IPCO INC



*WHEN YOU WANT TO GO FAST GO ALONE,  
WHEN YOU WANT TO GO FAR, GO TOGETHER!*

-UNKNOWN



The Brand Gardeners Trust®



# Emerald Isle Alocasia



- **Very strong foliage and branching**
- **Bold green coloring**
- **Better pronounced serration or lacy foliage**
- **Great in Full sun and partial shade (tolerates shade)**
- **Upright & compact habit**
- **Great for combos or monoculture**
- **Patios and landscapes.....game changer for containers**
- **Liners or (bulbs?) for 8in, 10in, 12in & 16in plus containers**
- **Unique look in Proven Winners combos**





**Vaughn Fletcher**

1h ·

**Alocasia Emerald Isle- Proven Winners**  
Incredible architectural component for  
large beds and patio containers  
Costa trial today!



2

**Like**

**Comment**

**Send**



**Write a comment...**



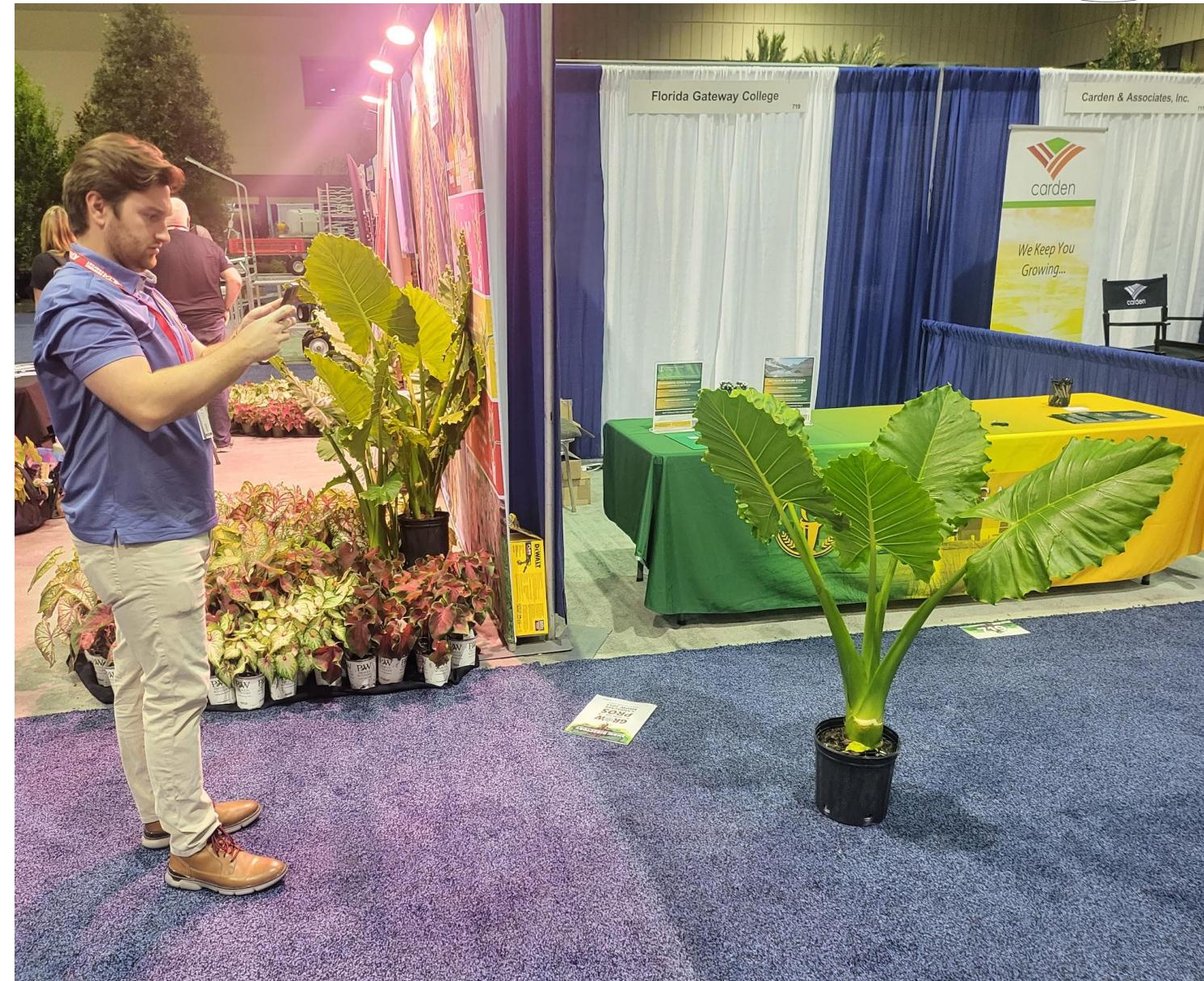
**Retired Vaughn  
Fletcher of Vaughn's  
sees potential for  
 combos**



**Proven Winners  
Only! Patented  
Emerald Isle  
Alocasia**



# Alocasia Emerald Aisle



## Stages - Emerald Isle(Grown in Central Florida)

1. 4.5" Starter Young Plant
2. 1g 2-3 wks after planting 4.5"
3. 1g 4-5 wks after planting 4.5"
4. 2g 7-8 wks after planting 4.5"  
\*\*Clay Wallace is 6'5"



**1**

**2**

**3**

**4**



Portora Alocasia



Calidora Alocasia

# Comparisons?

**Regular common  
Alocasia**



**Emerald Isle  
Alocasia**

**Common Colocasia  
Regular elephant  
ear**



**Emerald  
Isle  
Alocasia**

# Emerald Isle Alocasia



# Perfect for 1.00-G and 2.00-G Production



# Works well within Combination Planters or in the Landscape!



# Emerald Isle Alocasia



# Be My™ Calla Collection

**Be My™ Sunshine**



**Be My™ First Love**



**Be My™ Prince**



**Be My™ Princess**



**Be My™ Heart**



**Be My™ Main Squeeze**



**Be My™ Destiny**



# Why Be My™ Calla?



- Newest and greatest hand selected genetics
- Bolder, non-fading colors
- Larger bloom size than existing varieties
- Long lasting continuous flowers
- Larger bulb size with more eyes, for a more robust crop and more flower stems
- Attractive maculated foliage
- Multiple uses: garden beds, upright containers, indoor décor, cut flower, thoughtful gift
- Ideal for Mother's Day, late Spring through Fall Decorating
- Multi-faceted Opportunity: the ideal indoor décor item for homes and offices
- Backed by the Proven Winners brand and 10-Billion Consumer Marketing Impressions



**Be My® Princess  
& Raspberry Moon**

**PW**  
**PROVEN**  
**WINNERS®**

Blend  
Proven Winners  
Be My® Callas with  
Heart to Heart®  
Caladiums for a  
captivating statement  
piece in any space

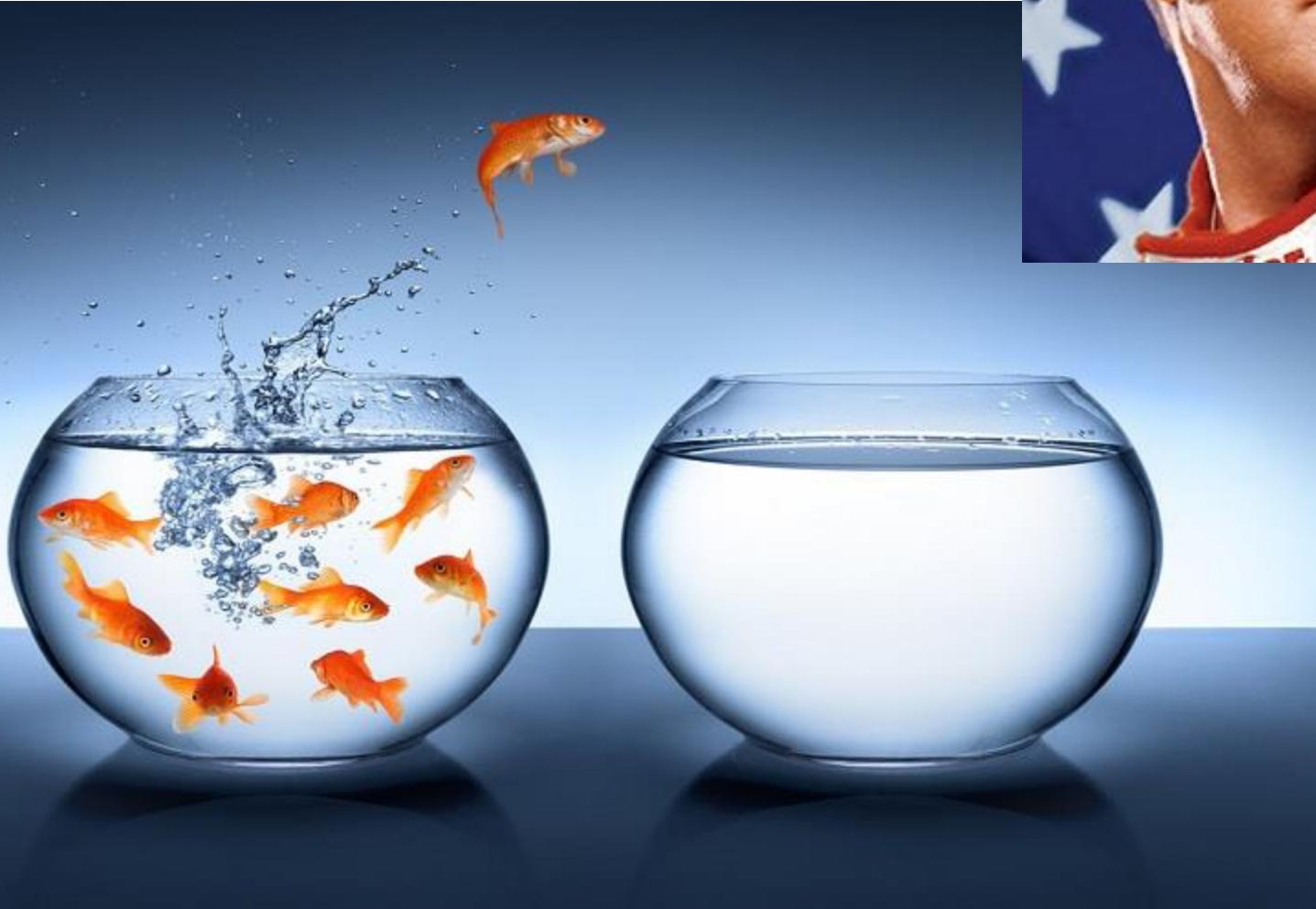


**Be My® Sunshine  
& Burning Heart**





Somebody has  
got to take the  
lead?

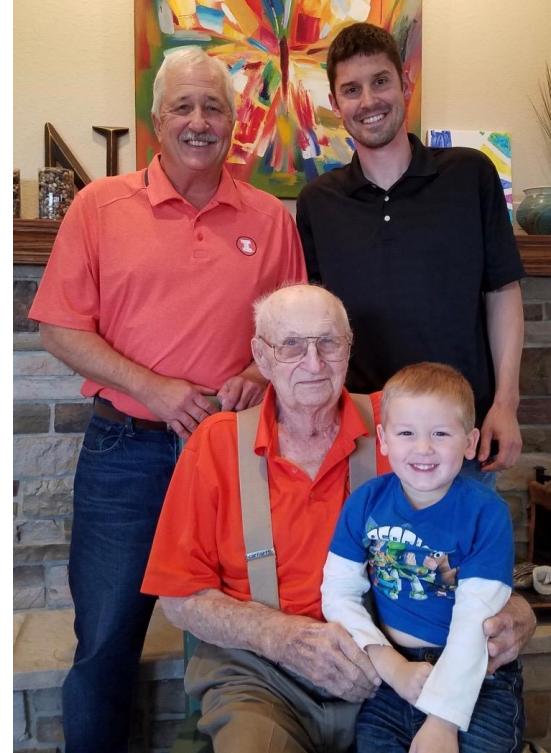


Thank  
You!!

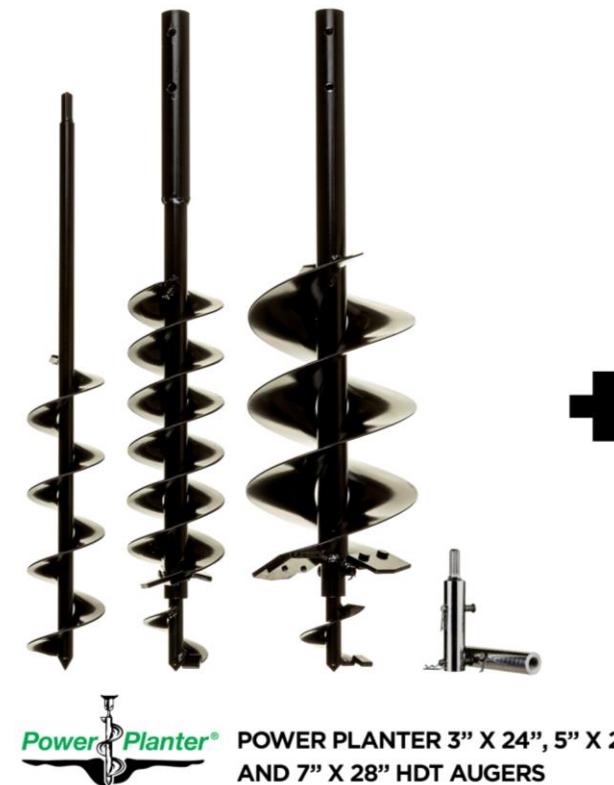


# Who am I, and why are you listening?

- Why you're listening...***great question!*** But I hope to educate and give a little inspiration in this short session.
- 8-year high school teacher of all things hands-on...I was a **DOING** teacher.
- 3<sup>rd</sup> generation auger manufacturer, and 6<sup>th</sup> generation grain farmer.
  - Manage 10-15 employees
  - Grown auger company 4,400% percent since taking over in 2015, including internationally.
- More than anything else, husband of Lisa, and father to 4 amazing kids (Ainsley, Luke, Kate, and Henry)!



Now...the fun stuff!  
Show of Hands....



**Power Planter®**

POWER PLANTER 3" X 24", 5" X 28"  
AND 7" X 28" HDT AUGERS



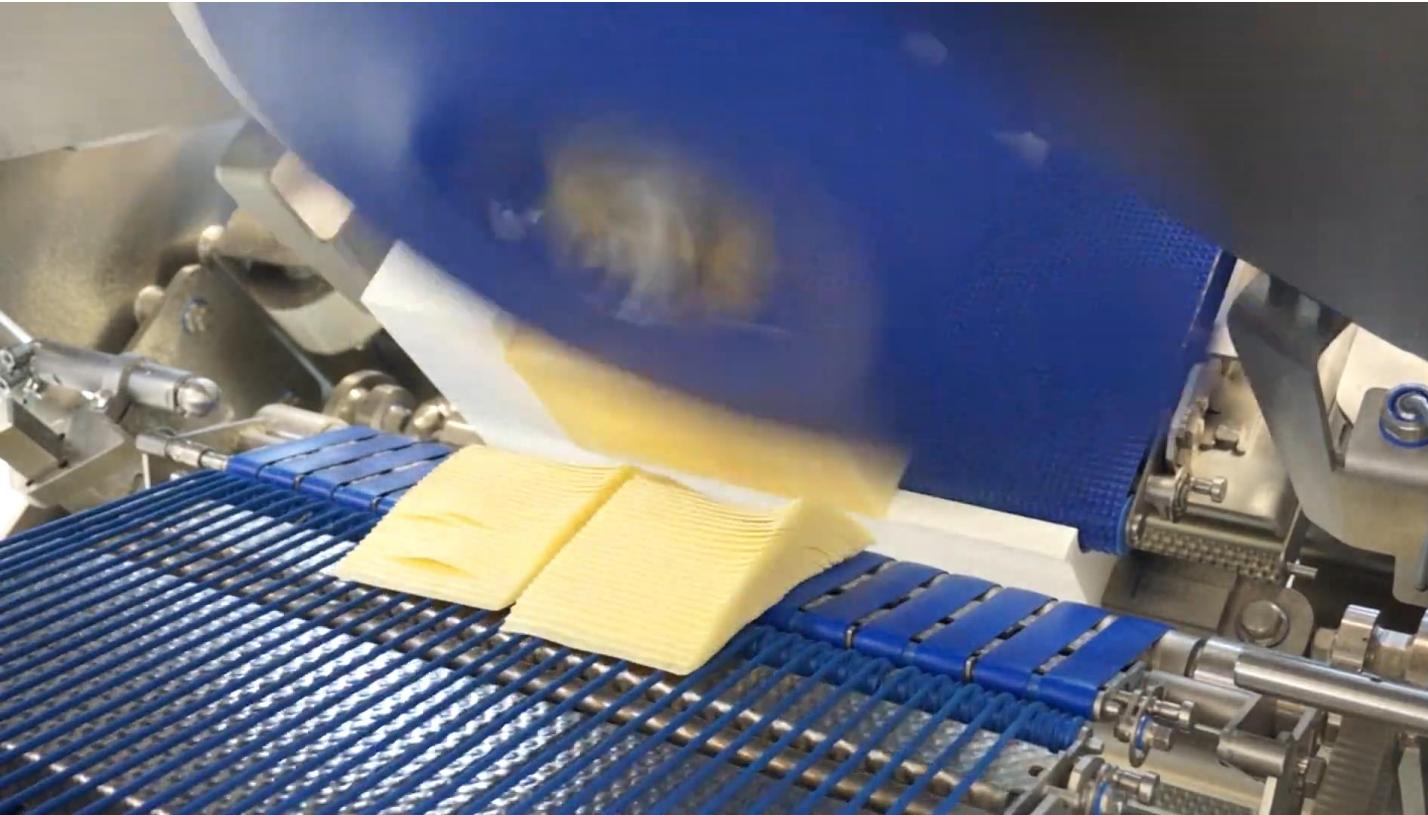
DEWALT DCD130T1, DCB606,  
DCB609, DWST08204

# An Auger vs a Shovel is SCIENCE!!

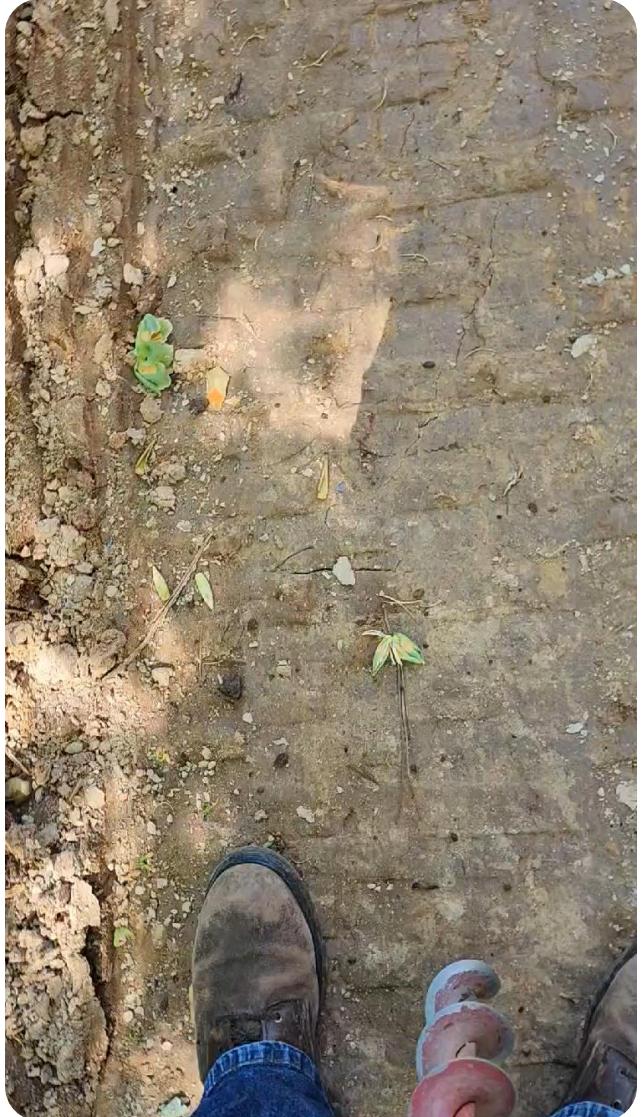
This is you for every install!



This is an auger! We slice...you jab and poke



But this is Southern Illinois/Missouri....



WE HAVE CLAY, REALLY  
TOUGH CLAY!



### Twist 'n Plant™ ORIGINAL

The Twist 'n Plant ORIGINAL auger makes planting flowers and bulbs easy and fun! Let this durable steel tool do the work for you. It drills the perfect sized hole to plant up your containers or landscape. You'll have all your flowers planted in no time.

#### **Use this handy tool to:**

- Plant 4" potted flowers and vegetables
- Plant flower bulbs
- Bore holes in soil up to 11" deep
- Prepare soil in your containers
- Till soil in the garden



**ORIGINAL**  
**3" x 12"**  
**.08 x .30 M**

### Twist 'n Plant™ JUMBO

This new Twist 'n Plant JUMBO auger makes planting your landscape and large planters quicker and easier! Let this durable steel tool do the work for you. It drills the perfect sized hole to plant up your landscape. You'll have all your plants installed in no time.

#### **Use this handy tool to:**

- Plant large potted perennials and shrubs
- Plant flower bulbs en masse
- Bore 5-8" wide holes in soil up to 11" deep
- Prepare soil in your containers
- Till soil in the garden by turning auger on its side



**JUMBO**  
**5" x 15"**  
**.13 x .38 M**

## 4 sizes to choose from:



### Twist 'n Plant™ EXTENDED

This new 24" long, Twist 'n Plant EXTENDED gardening auger makes planting flowers and bulbs easy and fun! Let this durable steel tool do the work for you. It drills the perfect sized hole to plant up your containers or landscape. You'll have all your flowers planted in no time.

#### **Use this handy tool to:**

- Plant 4.25 Grande or 1-gallon potted flowers, vegetables, perennials, and shrubs
- Plant flower bulbs
- Bore holes in soil up to 24" deep
- Prepare soil in your containers
- Till soil in the garden
- Mix up Proven Winners Premium Water Soluble Plant Food
- Mix paint and mortar compound



**EXTENDED**  
**3" x 24"**  
**.08 x .61 M**

# Twist 'n Plant PRO



## Twist 'n Plant™ PRO

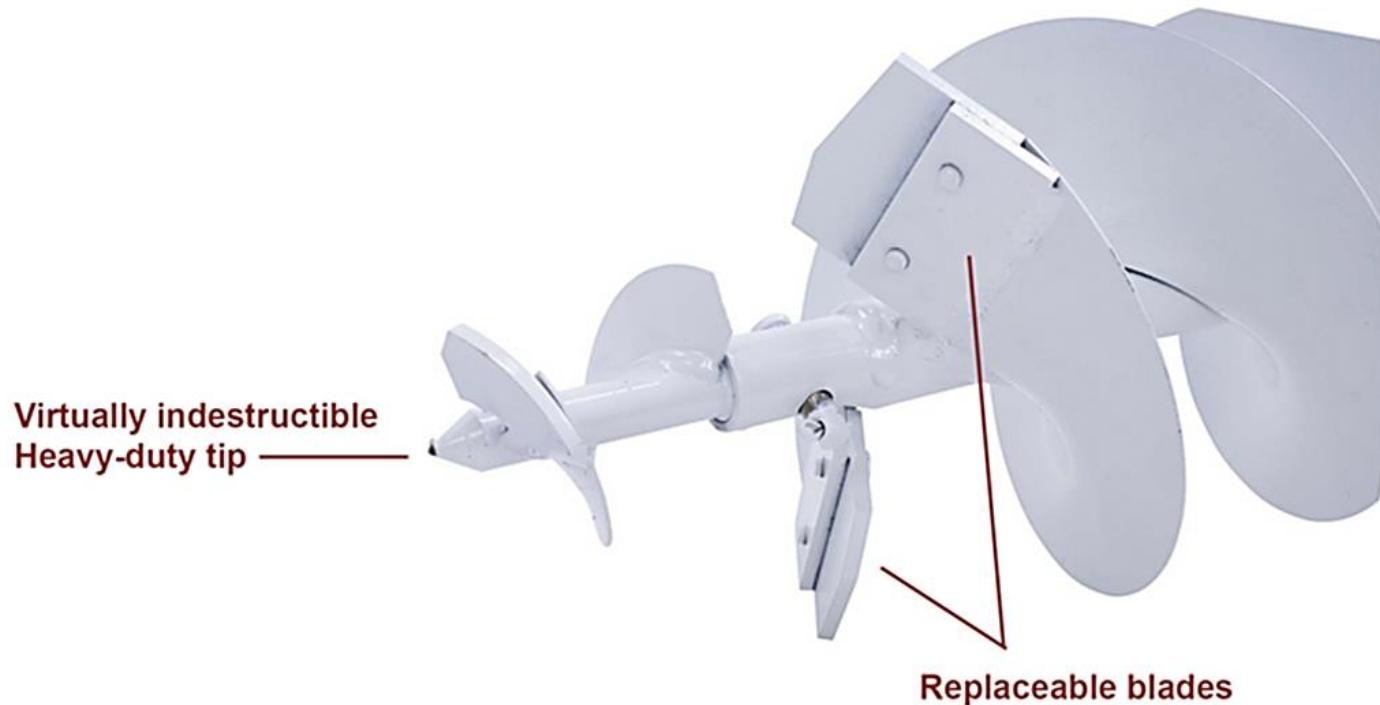
The new Twist 'n Plant Professional Series x28 auger is the professional landscaper's & homeowner's go-to choice when planting gallon potted plants or shrubs. It's perfect for 4 x 4 fence post hole digging, too. The auger is designed to leave room for cement around the post when digging holes.

### **Use this handy tool to:**

- Plant gallon-sized annuals, perennials and shrubs
- Bore 7" wide holes in soil up to 28" deep
- Plant 3- or 5-gallon plants by drilling multiple holes or reaming the hole.



# Heavy Duty Pilot Hole Auger and AR-500 Steel Blades help in tough soil



## Includes:

- Replaceable 1/2-inch hex aluminum adapter
- 2 replaceable blades (installed)
- 1 replaceable heavy duty tip (installed)

Pair with our gas-free, battery operated Drill for quiet and easy installations.



All are available through [ProvenWinners.com](http://ProvenWinners.com)



Make potting mix

Till garden beds

Drill irrigation trenches

Install termite stations

Remove plumbing clogs

Drill horizontally

Mix paint or cement

Drill post holes

Drill holes for beach umbrellas

Plant potted plants and bulbs

and MORE!



## DIAMETER

		HEIGHT	BEST USE
2"		7", 24", 30", 36", 48", 54"	Aeration, Plug Planting, Small Annuals, Termite Bait
3"		7", 12", 24", 30", 36", 48"	Beach Umbrella, Bedding Plants, Bulbs, Vegetables
4"		28" *	Small Annuals, 1 Quart Pots
5"		28" *	Annuals, Bedding Plants, Quart Pots, Gallon Pots
7" Heavy Duty		28" *	1 Gallon Pots, 2 Gallon Pots, 4" x 4" Post
9"		28" *	Shrubs 6" x 6" Post

Heavy Duty Size Available

Heavy Duty Only

\* - Optional Length Extender

## ULTIMATE PROFESSIONAL LANDSCAPER KIT

This special combination includes a complete DeWALT 60V kit, a set of 3 heavy duty augers and 2 additional backup batteries.

- 3" x 24"
- 5" x 28"
- 7" x 28"



# Only for Planting? NO!

- Termite Bait Station Installs
- Lighting installation around trees/
- Beach Umbrella Install
- Post Holes/Deck Footings
- Mixing mortar for Hardscapes
- Boring for sleeves under a sidewalk
  - (irrigation, gas, and lighting)!
- Deep root aerate/fertilize trees



# Don't take our word for it...ask these folks what they think...

## The pros weigh in



### Can Power Planter earth augers dig through rocky clay soil?

Stuart Moore from Landscape Rescue and Integrity Landscaping finds out if a Power Planter heavy-duty drill auger and a 40-volt drill can withstand the rocky clay soil of Missouri.



### Elderberry Farms reviews the 60V Heavy Duty Tip Bundle

In this video, you'll hear why Elderberry Farms hasn't used a shovel for planting since they began using Power Planter's Heavy Duty Auger bundle paired with a 60V DEWALT® DCD130T1 drill. See the bulb and earth auger drill combo in action after the review.



### Garden Answer discusses earth auger sizes

Laura from Garden Answer shares some great digging tips as she walks us through her collection of Power Planter garden augers.



The #1 Plant Brand®

