

## Front Lines

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### Proven Winners Now Offers Bulbs

*Ellen C. Wells*



Proven Winners will be offering a new and exclusive flower bulb program to retailers with the help of Garden State Bulb Company of Vineland, New Jersey. Garden State Bulb is a wholesale supplier of premium Dutch flower bulbs (and bareroot perennials, too) with almost 50 years of knowledge and expertise. It's Proven Winners' first foray into flower bulbs (beyond caladiums, that is) and Garden State's first launch into making premium bulb combinations accessible at retail.

These will be carefully selected multi-genus bulb combos for spring and fall assortments, as well as premium single varieties that are meant to be a focal point in landscapes or home gardens. All programs will feature unique packaging created solely for this collaboration, which were still in the works as of press time. All bulbs sold by Garden State Bulb under the partnership will be branded and packaged as Proven Winners. Garden State Bulb Co.

will continue to sell its existing bulb programs under the Garden State Bulb brand.

Dave Konsoer, vice president of sales at Proven Winners, said this about the partnership: "This brand license partnership gives both companies the ability to expand sales and brand awareness in new areas, making this a natural brand extension." **GP**