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Front Lines

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Proven Winners Adds Pottery Line

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We heard some details about this at Cultivate, but now it's official—Proven Winners is adding the full line of Michael Carr Designs Pottery to its stable of products, including the new AquaPots that won a Retailer's Choice Award from the Garden Center Group at Cultivate'19. The new line will be branded as Michael Carr Designs by Proven Winners, while all AquaPots will be branded as AquaPots by Proven Winners. Proven Winners will work with BFG Supply Co., the exclusive distributor of Michael Carr Designs Pottery and Michael Carr Designs to manage consumer marketing efforts for the line.

Ellen Wells talked to Marshall Dirks directly to get the scoop on the AquaPots and what makes them so unique. Here's her report:

As far as they're aware, it's the first ceramic self-watering pot and it's frost-resistant, too ("We don't recommend people fill it with water and leave it out for the winter," Marshall joked). Lots of benefits to it—it's not plastic, it's self-watering, which means less water and fertilizer waste and leaching, it doesn't leave ring marks on porches, and the plants inside require less frequent attention, and so on.

Landscape designer Jack Barnwell holds the patent and long-time pottery designer Michael Carr has done the pot designs. There are eight or so styles, and several sizes, too. They'll have two lines—one for the home gardener and one for commercial or municipal (or very large residential) use. Available via BFG and they're taking orders from folks for Spring 2020. **GP**