

SPRING IT ON

Pleasant View Gardens' 2011 through 2012 Season Preview

You asked. We listened.
Change is coming!



Introducing the
Edible Collection™



A Perennial
Partnership
that Delivers




Pleasant
View

INNOVATIONS IN FLORICULTURE

PW
PROVEN
WINNERS®

The #1 Plant Brand.®



Pleasant View Gardens A Family Affair

When Jonathan and Eleanor Huntington brought their sons, Henry and Jeff, to New Hampshire from Connecticut in 1976, building a nationally recognized liner and finished plant business and helping to create a leading plant brand were the furthest things from their minds. They simply wanted a better life and more opportunity for their family.

Over three decades, Pleasant View Gardens has marked many milestones, including becoming a founding partner of Proven Winners® in 1992, and, in 2002, purchasing a share of Ticoplant, an offshore stock plant facility in Costa Rica.

Today Pleasant View has two facilities covering nearly thirty acres, including fourteen acres under cover and fourteen acres of outdoor production. It supplies over 3,000 growers and retail garden centers with millions of plants each year, and employs more than 120 full-time and nearly 250 part-time employees during the busy growing season.

Jonathan and Eleanor's sons, Henry and Jeff, carry on the family legacy today, with a third generation of their five sons beginning to fill the ranks of the business.

A Twenty-first Century Company

Pleasant View Gardens' tagline—Innovations in Floriculture—reflects our business philosophy as a whole. Always seeking to improve upon the plants we grow and our customer's experiences, Pleasant View has adopted its now familiar motto: You ask. We Listen.

In an ever-changing world, listening means making ourselves aware of and responsive to our customer's needs, as well cultivating forward-thinking technologies that make plant propagation methods efficient – all with the goal of making your work easier, and our world more beautiful.

Evolution In Technology

PVG Fires Up A Second Biomass Boiler System In Loudon

In January 2011, nearly one year to the day after a fire destroyed an acre of greenhouse space at its Loudon facility, Pleasant View Gardens fired up its second biomass burner. "That was one fire I wanted to burn," said Henry.

Pleasant View's new system—a Vyncke biomass boiler manufactured in Belgium—produces green and clean energy with wood harvested within forty-five miles of Loudon.

With the Vyncke system, there is zero waste; the system breaks down, utilizes and burns the tops of harvested trees, including limbs. The wood is harvested responsibly through selective cutting in dense New Hampshire forests. The trunks of the trees are used to make furniture, floor planks and other building supplies, and the tops are transported to the Loudon facility in the form of wood chips.

While the Vyncke biomass boiler did not come cheap, it could not have come at a better time. "With oil prices skyrocketing, and an extremely insecure Middle East," said Henry, "the investment for this state-of-the-art burner reduces our foreign oil dependency by nearly 100%. And we're employing people from our local economy. The investment is responsible on many levels."

The people who make it happen

No company exists without a team of dedicated professionals to serve you, the customer. This page presents just a few of the Pleasant View folks you may come in contact with most often, and the invaluable behind-the-scenes people that bring Pleasant View's superior plants to market.

Founders



Eleanor Huntington



Jonathan Huntington

Owners

Jeff and Henry Huntington



Sales Team



Michael Kennedy



Valerie Rollins



Heather Poire



Andy Aiken



Heather Callahan



Paul Hartnett

Inside Sales and Customer Relations Team



*Back, 1 to r, Katrina Wright, Linda Snow, Elizabeth O'Neill, Ruth Couture
Front, 1 to r, Alicia Connolly, Deb Lemere, Linda Chartier*

Research and Development Team



Jessica Boldt

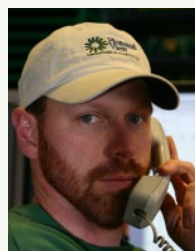


Jim Putman



Maryanne Martin

Transportation, Shipping and Grower-On-Call



Jason Lamb



Matthew Glasser

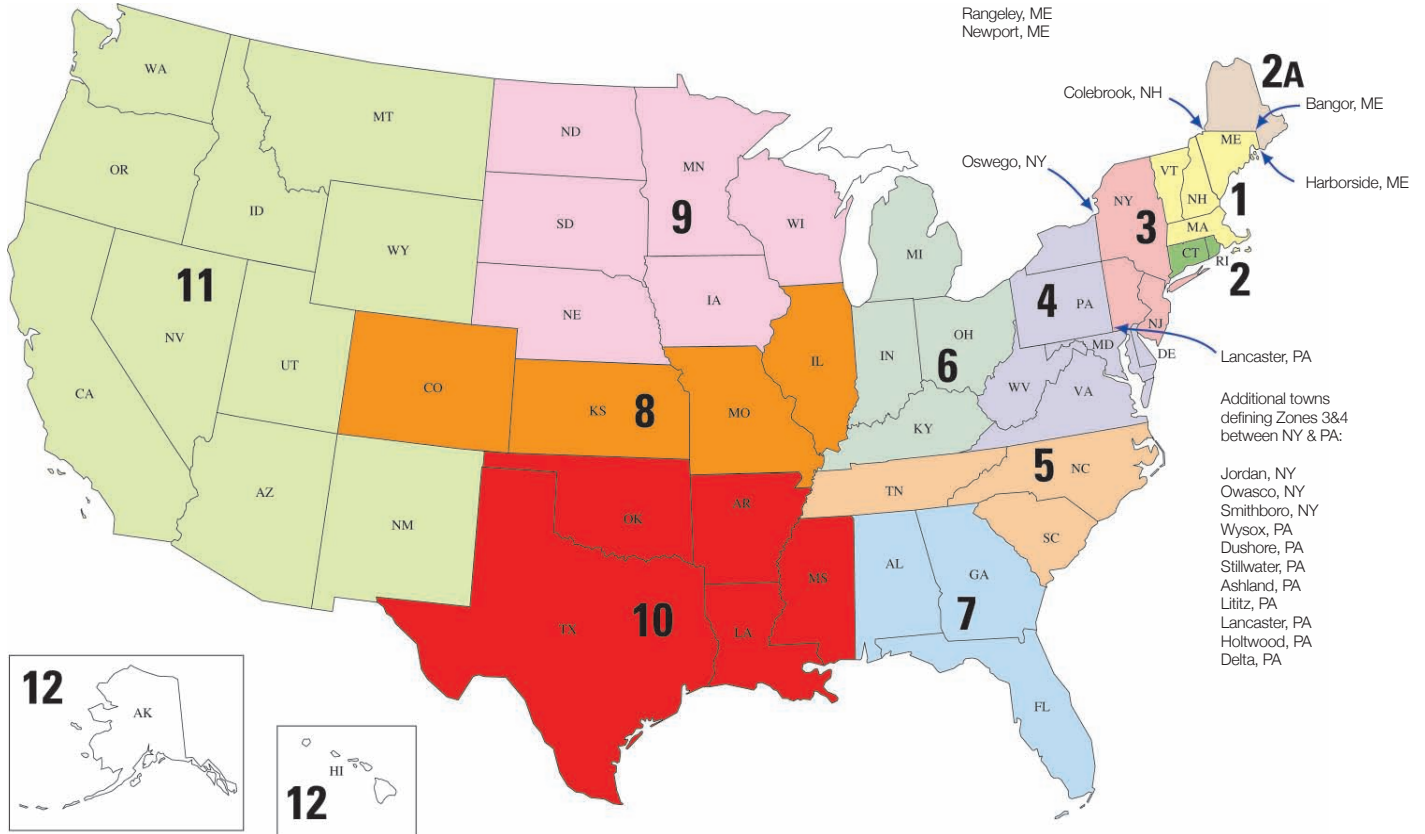


Veronica Lende

The places we go

Towns defining Zones 1 & 2A
between Colebrook, NH &
Bangor, ME:

Rangeley, ME
Newport, ME



How to reach us

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Grower-On-Call

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Proven Winners[®], Walters Gardens & Pleasant View Gardens

A partnership that delivers.

Walters Gardens, the top source for unique and exclusive perennials in North America, joins with Proven Winners, the leading consumer plant brand in the United States, to market superior perennial varieties under the Proven Winners name.

“Proven Winners has long been impressed with Walters Gardens’ strong perennial plant varieties, dedication to breeding, and superior production practices,” said Mark Broxon, executive director of Proven Winners. “By bringing the leading perennial supplier into the Proven Winners family, consumers will be able to find top-quality perennials under a single brand they know and trust, resulting in a stronger brand for growers and retailers.”



Pennisetum
Desert Plains

Pleasant View is pleased to offer the following
Proven Winners[®] perennials for the 2011/2012 selling season.



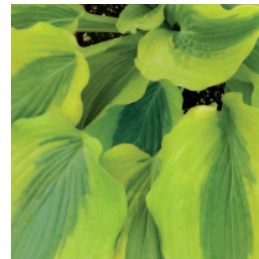
Echinacea
Little Annie



Hosta
Autumn Frost



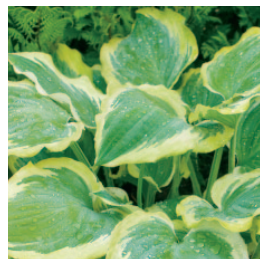
Hosta
Empress Wu



Hosta
Goodness Gracious



Hosta
Hudson Bay



Hosta
Seducer



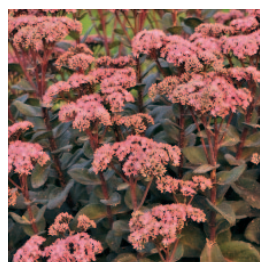
Hosta
Wheee!



Leucanthemum
Banana Cream



Phlox
Shockwave



Sedum
Maestro



Veronica
Hocus Pocus



Veronica
Sweet Lullaby

PW
PROVEN
WINNERS[®]
The #1 Plant Brand.[®]

Must-Have New Proven Winners® 2011-2012

PW
PROVEN
WINNERS®

The #1 Plant Brand.®

Impatiens New Guinea Infinity®
Salmon Bisque



Calibrachoa Superbells®
Cherry Star



Calibrachoa Superbells®
Grape Punch



Calibrachoa Superbells®
Miss Lilac



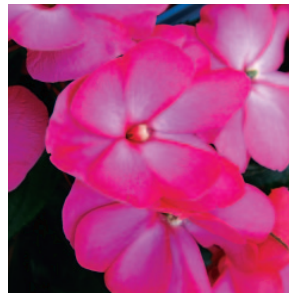
Calibrachoa Superbells®
Sweet Tart



Calibrachoa Superbells®
Tequila Sunrise Imp.



Impatiens Rockapulco®
Coral Reef



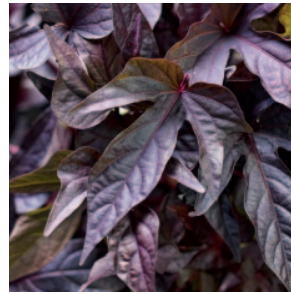
**Impatiens New Guinea
Infinity®** Electric Cherry



**Impatiens New Guinea
Infinity®** Electric Coral



**Impatiens New Guinea
Infinity®** Lavender Imp.



Ipomoea
Sweet Caroline Raven



Ipomoea
Sweet Caroline Bewitched Imp.



Ipomoea
Illusion® Garnet Lace



Petunia Supertunia®
White Russian



Solenostemon (Coleus)
Colorblaze® Velvet Mocha®



Verbena Superbena®
Royale Iced Cherry



Verbena Superbena®
Royale Peachy Keen

Proven Winners® Drops

Calibrachoa Superbells® Coral

Impatiens: New Guinea Infinity® Lavender

Nemesia Safari® Plum

Calibrachoa Superbells® Tequila Sunrise

Impatiens: New Guinea Infinity® Pink Kiss

Nemesia Safari® White

Calibrachoa Superbells® Trailing Light Blue

Impatiens: New Guinea Infinity® Scarlet

Osteospermum Peach Symphony

Calibrachoa Superbells® Trailing Plum

Ipomoea Sweet Caroline Bewitched Purple

Osteospermum Vanilla Symphony

Calibrachoa Superbells® Lavender

Ipomoea Sweet Caroline Purple

Osteospermum Soprano® Lilac Spoon

Cuphea Totally Tempted™

Nemesia Sunsatia® Pear

Phlox Intensia® Neon Pink

Heuchera Dolce® Mocha Mint

Nemesia Safari® Pink

Torenia Catalina® Blue



Must-Have New Proven Selections® 2011-2012



Solenostemon (Coleus)
Cocoa Mint



Solenostemon (Coleus)
Burgundy Lace

Lantana
Bandana™ - Lemon Zest



Alcea
Carmine-Rose



Alcea
Lemon



Alcea
Lilac



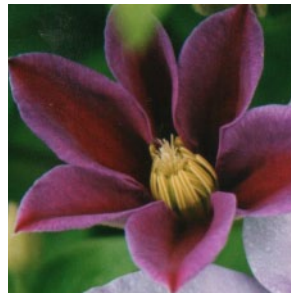
Alcea
Crimson



Clematis
H.F. Young



Clematis
Hakuba



Clematis
Kaunitar



Clematis
Mrs. Yuki



Clematis
Niobe



Clematis
Silmakivi™



Clematis
The President



Coreopsis Coloropsis™
Salsa



Fuchsia Tassel™
Dark Salmon



Fuchsia Tassel™
Salmon Pink



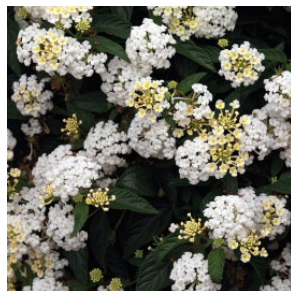
Lantana Bandana™
Cherry Sunrise



Lantana Bandana™
Pink



Lantana Bandana™
Red



Lantana Bandana™
White



Nemesia Safari®
Plum



Nemesia Safari®
White



Oxalis
Cottage White



Pelargonium Caliente®
Coral



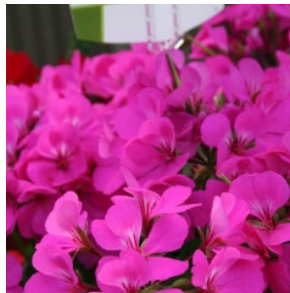
Pelargonium Caliente®
Deep Red



Pelargonium Caliente®
Fire



Pelargonium Caliente®
Hot Coral



Pelargonium Caliente®
Lavender



Pelargonium Caliente®
Orange



Pelargonium Caliente®
Pink



Pelargonium Calliope™
Rose



Pelargonium Calliope™
Dark Red



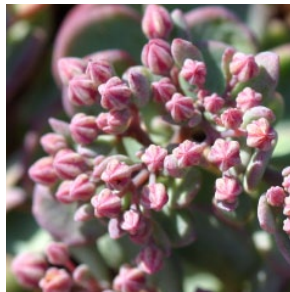
Pelargonium Calliope™
Scarlet Fire



Pennisetum
Red Head



Rudbeckia
Early Bird Gold



Sedum
Cola Cola™



Hylotelephium (Sedum)
Autumn Charm



Hylotelephium (Sedum)
Autumn Delight

Proven Selections® Drops

Achillea Gypsy® White

Helictotrichon Sapphire

Sedum Makino

Alternanthera Royal Tapestry

Lantana Silver Mound

Solenostemon Lancelot® Velvet Mocha

Calamagrostis Eldorado

Penstemon Apple Blossom

Verbascum Jackie

Digitalis Camelot™ White

Rosmarinus (Rosemary) Prostrate

Verbena Lanai® Peach

Fuchsia Thalia

Rudbeckia Goldsturm™

Viola Rebecca

THE EDIBLE

LOCALLY
GROWN



A Selection of Herbs Offered



Baked Potato Chives



Cookin' Thyme



Dill-icious Dill



Island Pineapple Mint



Chocolate Mint



Mojito Cocktail Mint



Munstead Lavender



Pesto Perpetuo Basil



Pizza Night Oregano



Pizza Thyme



Salad Toppin' Basil Mint



Savory Sage



Shish Kabob Rosemary



Simply Salsa Cilantro



Stir-Fry Garlic Chives



Stir-Fry Thai Basil



Tarragon de Francaise



That's Italian Basil



Thyme For Everything



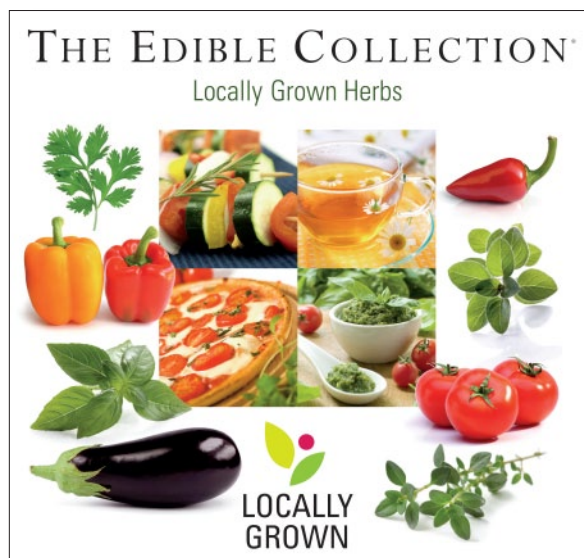
Zesty Orange Mint

COLLECTION™



Edibles are in. And they're selling like hot cakes.

Point of Purchase Materials

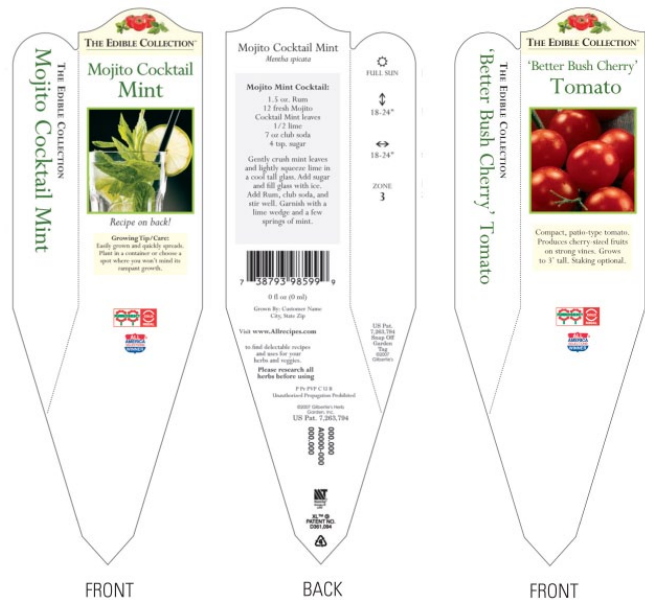


18"x18" and 23"x23" Signs



Bench Tape

Recipe Tags



Coir Pots

A sample of current Pleasant View Gardens programs...

1.) Enhanced Liners

For quick turn 4.5 production

Enhanced Liner Strip



2.) Fast Tracks™

Bulked-up, ready-to-go liners
for quick turn on 6.5 and larger production



LAGUNA Sky Blue Lobelia

PW
PROVEN
WINNERS®

The #1 Plant Brand.®

3.) Multi-Liners™

Provides growers with multi-genera liners of best-selling Proven Winners combinations



New Attitude

4.) Plant & Ship™

Saves labor and speeds up production with Enhanced Liners and Fast Tracks



Enhanced liner -
2 weeks after planting

5.) Pre-Finished

Provides growers with quick turn of popular Proven Winners and Proven Selection plants



Orange Symphony
Osteospermum
4.5 - finishes in
3-4 weeks
(Enhanced)

...with even more to come.

You asked.
We listened.

Stay tuned for details
coming in May!



Pleasant
View

INNOVATIONS IN FLORICULTURE

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