

Spring Meadow Nursery and Saunders Brothers partnership adds NewGen® Boxwood to Proven Winners® ColorChoice® line

Grand Haven, MI, April 14, 2025 — [Spring Meadow Nursery](#), in partnership with [Saunders Brothers](#) is adding the NewGen® series of premium boxwood to its Proven Winners® ColorChoice® Shrubs line. This collaboration strengthens its collection of top-performing evergreen shrubs with proven, in-demand boxwood cultivars.

An exciting addition to the Proven Winners ColorChoice shrubs collection, NewGen boxwood thrive where others struggle, with good resistance to boxwood blight with proper care, good resistance to boxwood leafminer, and an overall stunning appearance. NewGen boxwood has a “wow factor” in the landscape that other varieties lack.

[NewGen Boxwood](#) was introduced in the spring of 2018 following years of rigorous testing for blight and leafminer resistance in the Mid-Atlantic. With its strong disease and pest resistance and outstanding garden performance, NewGen boxwood is a natural fit for the Proven Winners ColorChoice collection of healthy, resilient shrubs.

“NewGen boxwood aligns perfectly with the Proven Winners ColorChoice Shrubs commitment to offering superior woody plant varieties that outperform conventional selections,” says Jeremy Deppe, Spring Meadow’s general manager. “The fact that NewGen boxwood comes from a family-owned nursery with the legacy and history of Saunders Brothers makes this partnership even more exciting.”

Deppe emphasized how meaningful it is to officially welcome Saunders Brothers into the Proven Winners® ColorChoice® family—highlighting the shared values and vision that make the partnership such a strong fit, a sentiment shared by the Saunders Brothers team.

“We are happy to offer NewGen boxwood as part of the Proven Winners ColorChoice brand,” said Bennett Saunders, General Manager of Saunders Genetics. “Our longstanding relationship with Spring Meadow has shown that we share key values—especially a strong commitment to bringing innovative, solution-oriented plants to the industry.”

The strategic partnership ensures seamless access to NewGen boxwood cultivars through the existing network of Spring Meadow Nursery growers as well as NewGen’s licensed growers.

The first three varieties that will be added to the Proven Winners ColorChoice Shrubs line include:

NewGen Independence® *Buxus* – Very appealing high gloss foliage. Growth similar to 'Green Beauty' but with better boxwood leafminer resistance. Good resistance to boxwood blight with proper care. USDA zone 5b-8, 3' tall/wide at maturity.

NewGen Freedom® *Buxus* - Slightly faster grower, good resistance to boxwood blight with proper care, and boxwood leafminer. Best pruned to maintain tight habit. USDA zone 5-8, 3.5' tall/wide at maturity.

NewGen Liberty Belle® *Buxus* – Extremely shade tolerant. Superior resistance to boxwood blight with proper care, good resistance to boxwood leafminer. USDA zone 5b-8, petite size, 1.5' tall/3' wide at maturity.

Retailers with NewGen boxwood currently in stock will continue to sell through their existing inventory, and new liners of Proven Winners ColorChoice NewGen Boxwood will transition to the classic white

Proven Winners ColorChoice containers. This recognizable packaging enhances visibility at the consumer level, helping more home gardeners discover and enjoy these exceptional shrubs.

“Home gardeners are going to be just as excited as we are when they hear about these beautiful, problem-solving cultivars,” said Stacey Hirvela, Proven Winners ColorChoice marketing manager. “Our team is ready to spread the word and tell the NewGen boxwood story on social media, YouTube, our website – everywhere!”

This partnership exemplifies how collaboration between industry leaders drives innovation and elevates standards in horticulture.

For more information about Proven Winners ColorChoice NewGen Boxwood and details about the partnership—including a comprehensive FAQ—[click here](#).

About Saunders Brothers:

Boxwood has been part of the family tradition at Saunders Brothers since 1947. What started as Paul Saunders’ 4-H project evolved into the foundation of the wholesale nursery. Today, the Virginia nursery supplies hundreds of garden centers and landscapers with a wide selection of container and field-grown plants, including NewGen® boxwood. Throughout its history, the Saunders family has been at the forefront to identify, grow, and sell the most attractive, grower-friendly, and high-performing boxwood varieties in the marketplace. For more information visit: www.saundersbrothers.com and www.newgenboxwood.com.

About Spring Meadow Nursery:

Located in Grand Haven, Michigan, Spring Meadow Nursery is a leading grower and developer of flowering shrubs, offering more than 300 exceptional varieties under the Proven Winners® ColorChoice® brand. With a commitment to innovation, rigorous trialing, and industry-leading genetics, Spring Meadow brings top-performing woody ornamentals to garden centers, landscapers, and growers worldwide. Learn more at: www.SpringMeadowNursery.com.
