

PW
PROVEN
WINNERS®

leafjoy®
bring nature inside®

SUMMER AND FALL 2024



INTRODUCING
40 New Varieties,
1 New H2O Container,
and the 2025
Houseplant
of the Year.

The
Plant Company

THEPLANTCOMPANY.COM

Reinventing Houseplants

The Plant Company was established in 2019 with the goal of reinventing the houseplant industry, and we have accomplished that goal.

We recognize that while consumers love houseplants, many struggle with success. Traditional houseplant suppliers don't provide the basic support to drive consumer loyalty.

In 2019, we built a state-of-the-art 5-acre greenhouse in the beautiful Blue Ridge Mountains of Virginia. In 2023 we broke ground on a 5.5-acre expansion. Our location and footprint provide us with ample space in an optimal growing environment near major shipping lanes. We have an unwavering commitment to providing your customers the best houseplant experience possible. Success begins at your garden center and continues through the life of the leafjoy® plant in the home.

Between our innovative plants and the industry-leading marketing support from Proven Winners, we're confident leafjoy will add value to your business. Give us a call, or, even better, come visit and see how we're growing!

Jason vanWingerden and Frank Paul
The Plant Company co-owners



Unmatched Plant Quality



PURPOSE-BUILT LOCATION

We grow in state-of-the-art, European-style greenhouses using Controlled Environment Agriculture.

Stuarts Draft, Virginia, provides the optimum amount of light and growing temperatures.

Cutting edge ErfGoed flood floors cultivate a healthy and uniform crop.



INNOVATIVE GROWING PRACTICES

Plants are virus indexed and started from tissue culture resulting in disease-free, high-quality plants.

We source and grow our own young plants—assuring they will be weed and insect free.

Our use of integrated pest management program ensures industry-leading leafjoy® quality.



LARGER, MORE ROBUST PLANTS

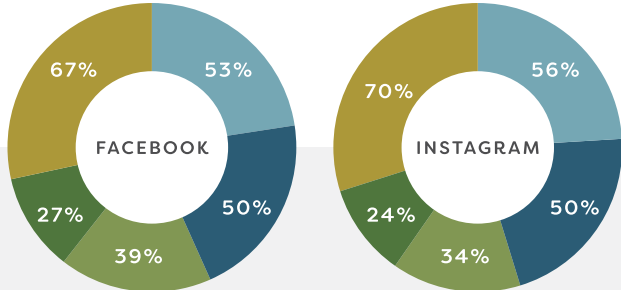
The growing practices in our greenhouse result in more vibrant colors and hearty foliage that is ready for garden centers and consumers.

We are committed to growing leafjoy plants to a larger size and higher quality than traditional houseplant growers.

leafjoy plants are leaf-shined prior to leaving the greenhouse, showing up looking fantastic in your garden center.

The leafjoy® Difference

I BUY HOUSEPLANTS TO...



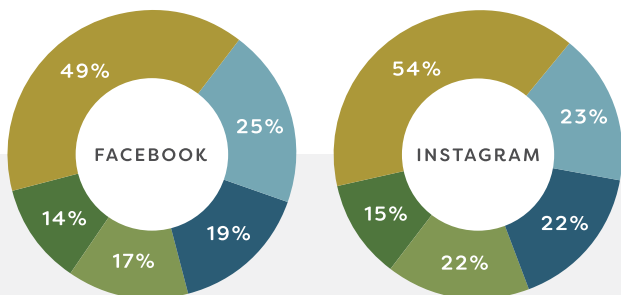
- BRING A TOUCH OF NATURE INDOORS
- BEAUTIFY MY HOME
- FULFILL MY LOVE OF GARDENING YEAR ROUND
- PURIFY THE INDOOR AIR
- REDUCE STRESS

We designed the leafjoy® program with garden centers and consumers in mind. We surveyed thousands through our social media platforms to learn about their houseplant “pain points.” We took what we learned and created a program that makes it easy to sell, purchase, and care for indoor plants.

bring nature inside® CONNECTS CONSUMERS TO leafjoy

The leafjoy tagline reflects what consumers want—to beautify their home and bring nature inside. We are confident that when consumers see this on tags, point of purchase materials, social media posts, and other marketing messages, it will immediately resonate and influence purchase decisions.

WHAT IS YOUR MAIN CONCERN ABOUT HOUSEPLANTS?



- DON'T KNOW HOW TO CARE FOR IT
- DON'T HAVE A SPOT FOR IT
- DON'T HAVE ENOUGH LIGHT
- I MIGHT KILL IT
- WORRIED ABOUT PESTS

leafjoy TAGS LEAD TO CONSUMER SUCCESS AND REPEAT PURCHASES

Not knowing where to put houseplants was a major consumer concern. To reduce the plant buyer’s anxiety as they are making purchases and to increase in-home success, we added large plant tags that give easy to see and read care information. The tag attaches to a “riser” to keep it out of the soil and act as a variety-specific source of care information at the point of purchase.

Consumer Concerns

HOW DO I CARE FOR THE PLANT?

We looked at the existing houseplant marketplace and noticed that many plants were being sold without identification and plant care tags. In fact, many plants only included a price sticker and didn't even include a genus, species, or variety name!

Through our partnership with Proven Winners, The Brand Gardener's Trust™, we know that helping consumers be successful with their houseplants will not only lead to repeat purchases, but will also develop a higher level of trust and confidence in the leafjoy line.

To reduce the plant buyer's anxiety when making purchases, leafjoy plants will include a large plant tag providing the information they are looking for that will be easy to see and read. The tag will be attached to a wooden "riser," keeping it out of the soil. These variety-specific tags not only provide the consumer with care information they need, but will also act as Point of Purchase signage.



leafjoy PLANTS WILL AUTOMATICALLY SHIP WITH TAGS THAT FEATURE:

- An in-use, variety-specific photo to provide inspiration
- Variety name, genus, and species
- Placement information
- QR code link to video explaining leafjoy benefits
- Easy-to-understand care information

Premium leafjoy® Genetics

Proven Winners has long believed that “A Better Garden Starts With A Better Plant®,” and that same philosophy applies to leafjoy®. The program includes the best genetics available, designed to give the consumer a better experience while providing an exciting mix of plants for retail displays to attract novice and experienced houseplant enthusiasts alike.

The leafjoy program is divided into three product groups: Premium, Boutique, and Collector’s Edition. This allows retailers to offer a range of price points from classic to more rare varieties.

leafjoy PREMIUM VARIETIES

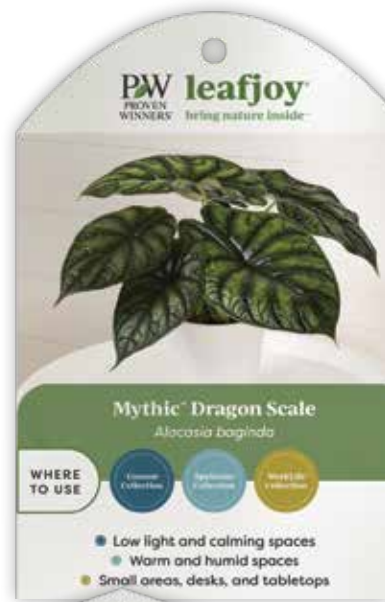
Premium houseplant genetics, grown to exacting standards, accounting for about 75% of the overall program.

leafjoy BOUTIQUE VARIETIES

Unique genetics that are in limited supply and, in some cases, exclusive leafjoy varieties. Boutique varieties are exclusive to Independent Garden Centers and come with a modified tag design to call them out on the retail display table.

leafjoy COLLECTOR’S EDITION VARIETIES

The rarest varieties that are in very limited supply. These varieties are exclusive to Independent Garden Centers and come with a modified tag design and a collectible metal medallion to further call them out on the retail display table.



Tag design for Premium Varieties



Exclusive to IGCs

Tag design for Boutique Varieties



Exclusive to IGCs

Tag design and medallion for Collector's Edition Varieties

leafjoy® Sizes and Container Options

leafjoy® CONTAINER SIZES

leafjoy plants are available in two container sizes to allow for multiple margin opportunities and retail price points. The plants are available in a unique, tan-colored production container. Additionally, our production containers are 100% certified post-consumer recycled plastics, and their unique tan color enables them to be recycled.



9 cm / 3.54 in.



12 cm / 4.72 in.



17 cm / 6.69 in.



12 cm and 17 cm containers

Upgraded drop-in decorative containers are available for an additional charge. For more information, please contact your Plant Company representative.



Plant Placement

leafjoy® PLANT COLLECTIONS MAKE MERCHANDISING AND PLANT SELECTION EASY

Consumers have substantial concerns about the amount of light a plant needs to thrive. To increase their success we developed four leafjoy plant-use collections based on the locations consumers typically use houseplants. The color-coded icons on each plant tag let the consumer know where it can be used, and in the garden center, the leafjoy collections make merchandising easy. Point of Purchase materials are available for each collection so staff and consumers can easily identify the plants that will thrive within the variety of environments in the home.

The consumer survey clearly showed substantial concerns and anxiety surrounding the light levels plants need to perform in various rooms or areas of a house or apartment. We received comments such as:

“I only have South facing windows.”

“I love houseplants but often don’t have a place with enough light.”

“I would love to see plants that don’t need much light to beautify my home office.”

“Could you please put on the care directions east, west, north, south, or interior room placement?”



High-light plants for brightly lit spaces



Low-light plants for calming spaces



Plants for warm, humid spaces



Space-saving plants for desks & tabletops

leafjoy H₂O[®]



THE EASY-CARE HOUSEPLANT

We know caring for houseplants can be intimidating for many consumers, so we've developed leafjoy[®] H₂O[®], the easiest houseplant a consumer will ever own. These unique and innovative hydroponic bottle gardens create strong impulse sales at retail from novice to experienced houseplant enthusiasts.

Other than adding a little more water about once per month or when the container is almost empty, these plants are virtually care-free. leafjoy H₂O items can be used in any light condition such as on a windowsill, desk, nightstand, kitchen counter, or anywhere else the consumer can imagine, and thrives for 6-months to 1-year and longer.

leafjoy H₂O[®] Containers

LEAFJOY H₂O[®] MINI AND LEAFJOY H₂O[®] BOWL BRING NATURE INSIDE[®]



H₂O[®] BEAKER

Open cork
5.5" container height
7" to 10" plant height



H₂O[®] BOWL

Open cork
4" container height
7" to 10" plant height



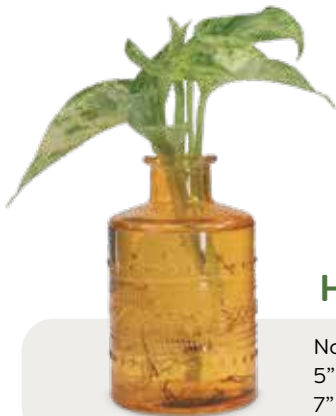
H₂O[®] DECO RING

No cork
Container is 4" tube in a 5" ring
6" to 10" plant height



H₂O[®] ELKHORN LAKE

No cork
6" container height
6" to 10" plant height



H₂O[®] SHENANDOAH

No cork
5" high container height
7" to 10" plant height



**available in 5 colors and 2 sizes*



H₂O[®] SKIFFES CREEK

No cork
4.5" to 6" high container height
6" to 10" plant height



**available in 3 styles*

LEAFJOY H₂O[®] MINIS



FLUTED MINI

Closed cork
9" container height



H₂O[®] MINI

Closed cork
Container is 6.5" high

RETAIL DISPLAY OPTIONS



leafjoy H₂O[®] Beaker 6-pack
carrying and display tray



leafjoy H₂O[®] Mini
20-pack display tray

leafjoy® littles™



THE NEW PROVEN WINNERS leafjoy littles™ LINE IS READY TO MAKE A BIG CONTRIBUTION TO YOUR YEAR-ROUND HOUSEPLANT SALES

Available in irresistible 9cm containers, leafjoy littles make easy impulse purchases for consumers looking for a lower price point entry into indoor plants. They appeal to the novice plant collector's desire to nurture and learn about houseplants without the pressure of caring for a larger, more expensive plant.

- Innovative, high-quality houseplants in a sampler size
- A wide assortment of unique and colorful varieties
- Proven Winners-branded containers and tags provide immediate shelf recognition.



**Beautifall®
Jade**

Epipremnum aureum



**Beautifall®
Njoy™**

Epipremnum pinnatum



**Beautifall®
Off to Oz™**

Epipremnum aureum



littles Varieties

SAMPLE SIZE
HOUSEPLANTS

GREAT FOR GIFTS
AND NOVICES

EASY IMPULSE
PURCHASES



**Beautifall®
Snowy Morning™**

Epipremnum aureum



**Beautifall®
Summer Nights™**

Epipremnum aureum



**Bold Belles™
Obsidian™**

Begonia maculata



**Bold Belles™
Dappled Morning™**

Begonia maculata





**Endless Cascades™
Adrift™**
Hoya hybrid



**Endless Cascades™
Freckled Splash**
Hoya carnosa



**Endless Cascades™
Green Light™**
Hoya carnosa



**Endless Cascades™
Kelp Grove™**
Hoya wayetii



**Endless Cascades™
Misty Morning**
Hoya lacunosa



**Endless Cascades™
Sea Stones™**
Hoya burtoniae



**Endless Cascades™
Teacup Anemone™**
Hoya fitchii



**Falling Arrows™
Champaign Reign™**
Syngonium podophyllum





**Falling Arrows™
Cupid's Quiver**

Syngonium podophyllum



**Falling Arrows™
Glacier Reign™**

Syngonium podophyllum



**Falling Arrows™
Ruby Reign™**

Syngonium podophyllum



**Living Lace®
Cute as a Button™**

Nephrolepis cordifolia



**Living Lace®
Ruffled Arrow™**

Rumohra adiantiformis



**Living Lace®
Twirly Whirly™**

Nephrolepis exaltata



**Living Lace®
Woolly Tassel™**

Davallia fejeensis



**Mirage™
Kathmandu™**

Senecio barbertonicus





**Mirage™
Mini Mammoth™**
Senecio scapopus



**Mirage™
Pretty in Pewter™**
*Crassula
mesembryanthemoides*



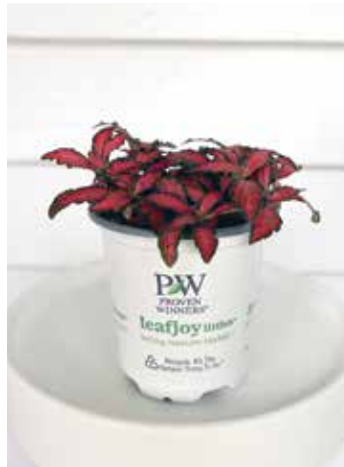
**Mirage™
Rosie Posie™**
Crassula pellucida



**Mirage™
Turquoise Tentacles™**
Curio ficoides



**Network News™
All The Time™**
Fittonia albivenis



**Network News™
Breaking News™**
Fittonia albivenis



**Network News™
Broadcast™**
Fittonia albivenis



**Network News™
Current News™**
Fittonia albivenis





**Network News™
Daytime™**
Fittonia albivenis



**Network News™
Late Night™**
Fittonia albivenis



**Network News™
Latest News™**
Fittonia albivenis



**Network News™
Lifestyle**
Fittonia albivenis





**Network News™
Media™**
Fittonia albivenis



**Network News™
Nightly™**
Fittonia albivenis



**Network News™
Primetime™**
Fittonia albivenis



**Network News™
Top Stories™**
Fittonia albivenis



**Network News™
World Views™**
Fittonia albivenis



**New Vogue™
Feeling Flirty™**
Tradescantia hybrid



**New Vogue™
Frosted Terra™**
Cyanotis somaliensis



**Savory Delights™
Salt and Pepper™**
Peperomia obtusifolia





**Savory Delights™
Spice is Nice™**

Peperomia obtusifolia



**Savory Delights™
Sweet and Sour™**

Peperomia obtusifolia



**Urban Arches™
Night Out™**

Chlorophytum comosum



**Urban Arches™
Pixie Punk™**

Chlorophytum comosum



**Urban Arches™
Polished in Pinstripes™**

Cordyline terminalis



Houseplant of the Year

OUR HOUSEPLANT OF THE YEAR FOR 2024!

Feast your eyes on Mythic ‘Dragonite’—an alocasia that looks as if it was plucked out of the deepest, darkest reaches of the earth. This jewel alocasia has shield-shaped leaves of dark olive green to nearly black. Leaves are thick and rugose in texture—so much so, that they feel otherworldly, as though you are petting the reptilian skin of a real-life dragon!



OUR HOUSEPLANT OF THE YEAR FOR 2025!

Prismacolor ‘Orange you Gorgeous’ is a philodendron that will have you saying “Orange you Gorgeous!” This tropical houseplant is a living palette of citrus-inspired colors. Given the light it craves and structure, ‘Orange you Gorgeous’ will reach towards the sun, unfurling lush, large leaves as refreshing as a sip of freshly squeezed orange juice on a hot summer day.



leafjoy® Hanging Baskets

THE NEW PROVEN WINNERS leafjoy® HANGING BASKET LINE IS READY TO MAKE A BIG IMPACT TO YOUR HOUSEPLANT SALES.

Our hanging baskets beautifully display a great selection of leafjoy® plants that will gracefully climb or cascade, bringing new ways to enJOY leafjoy!



- leafjoy hanging baskets are available in an assortment of seagrass or ceramic options.
- Hanging baskets are available exclusively in 12cm.
- Our leafjoy team has selected varieties that will thrive and appeal to your consumer for hanging basket options.
- These are also backed by the Proven Winners national marketing team.

Premium Varieties

TOP SELLERS

EXCEPTIONAL QUALITY

CONSUMER-FRIENDLY TAGS



**Art Deco™
Opulence™**

Apoballis acuminatissima



**Art Deco™
Rivera**

Schismatoglottis wallichii



**Beautiful®
N'Joy**

Epipremnum pinnatum



**Bold Belles™
Criss Cross™**

Begonia masoniana



**Bold Belles™
Crystalline Sparkle™**

Begonia masoniana



**Catamount™
Ocelot™**

Dieffenbach seguine



**Catamount™
Tasmanian Tiger™**

Dieffenbachia seguine





**Chandelier™
Celebrate**

Ficus microcarpa



**Chandelier™
Happiness**

Ficus benghalensis



**Chroma®
Abidjan**

Ficus elastica



**Chroma®
Belize**

Ficus elastica



**Chroma®
Chloe**

Ficus elastica



**Chroma®
Ghost Rider™**

Ficus elastica



**Chroma®
Tineke**

Ficus elastica



**Cling-On®
African Fig™**

Ficus cyathistipula





**Cling-On®
Amstel King**

Ficus maclellandii



**Cling-On®
Anastasia**

Ficus benjamina



**Cling-On®
Danielle**

Ficus benjamina



**Cling-On®
Over the Edge™**

Ficus benjamina





**Color Full®
Beauty Star**

Calathea ornata



**Color Full®
Elger Grass**

Calathea rufibarba



**Color Full®
Feather Touch™**

Calathea louisae



**Color Full®
Freddie**

Calathea mirabilis



**Color Full®
Insignis**

Calathea lancifolia



**Color Full®
Lancelot™**

Calathea rufibarba



**Color Full®
Leopardina**

Calathea leopardina



**Color Full®
Like a Prayer™**

Calathea roseopicta





**Color Full®
Makoyana**

Calathea makoyana



**Color Full®
Orbifolia**

Calathea orbifolia



**Color Full®
Sanderiana**

Calathea ornata



**Color Full®
Soft Kitty™**

Calathea rufibarba



**Color Full®
Thoreau™**

Calathea louisae



**Color Full®
Xena™**

Calathea rufibarba



**Endless Cascades™
Fresh Rain™**

Hoya rangsan



**Endless Cascades™
Shadow Falls™**

Hoya callistophylla





**Endless Cascades™
Shining Sea Star™**

Hoya carnosa



**Igneous™
Bold Forest™**

Aglaonema



**Igneous™
Crystal Vision™**

Aglaonema



**Igneous™
Glitter Glamour™**

Aglaonema



**Igneous™
Ivory Frost™**

Aglaonema



**Igneous™
Timeless Tides™**

Aglaonema



**Lily Pads™
Umbellata**

Ficus umbellata



Easy care,
anywhere
houseplants



**Living Lace®
Davana**

Phlebodium aureum



**Living Lace®
Hurricane**

Asplenium anticum



**Living Lace®
Parvati**

*Asplenium difforme
x dimorphum*



**Living Lace®
Sword Dance™**

Platyterium bifurcatum



**Living Lace®
Victoria**

Asplenium antiquum



**Mysteria™
Adansonii**

Monstera adansonii



**Mysteria™
Deliciosa**

Monstera deliciosa



**Mythic®
Blackout™**

Alocasia amazonica





**Mythic®
Cucullata**

Alocasia cucullata



**Mythic®
Dragonite™**

Alocasia melo



**Mythic®
Dragon Scale**

Alocasia baginda



**Mythic®
Frydek**

Alocasia hybrid



**Mythic®
Jungle Cat™**

Alocasia zebrina



**Mythic®
Jungle Music™**

Alocasia amazonica



**Mythic®
Lauterbachiana**

Alocasia lauterbachiana



**Mythic®
Longiloba**

Alocasia longiloba





**Mythic®
Nessie™**

Alocasia x amazonica



**Mythic®
Ninja**

Alocasia reginula



**Mythic®
Pining for You™**

Alocasia scalprum



**Mythic®
Quicksilver**

Alocasia bisma



**Mythic®
Red Secret**

Alocasia cuprea



**Mythic®
Rumpelstiltskin™**

Alocasia sinuata



**Mythic®
Silver Dragon**

Alocasia baginda



**Mythic®
Stingray**

Alocasia macrorrhizos





**Mythic®
Zebrina**

Alocasia zebrina



**New Vogue™
Feeling Flirty™**

Tradescantia hybrid



**New Vogue™
Feeling Frosty™**

Tradescantia hybrid



**Prismacolor™
Birkin**

Philodendron hybrid



**Prismacolor™
Brandtianum**

Philodendron brandtianum



**Prismacolor™
Deviant**

Philodendron rugosum



**Prismacolor™
Double-edged Sword™**

Philodendron hybrid



**Prismacolor™
Electric Eel™**

Philodendron joepii





**Prismacolor™
Emerald Ripcurl™**

*Philodendron
squamiferum*



**Prismacolor™
Fall Leaves™**

Philodendron hybrid



**Prismacolor™
Florida Green**

Philodendron hybrid



**Prismacolor™
Fozzie™**

*Philodendron
nangaritense*



**Prismacolor™
Gloriosum**

Philodendron gloriosum



**Prismacolor™
Golden Apple**

Philodendron stenlobum



**Prismacolor™
Golden Girl™**

Philodendron hybrid



**Prismacolor™
Green Diamond**

Philodendron hybrid





**Prismacolor™
Green Princess**

Philodendron hybrid



**Prismacolor™
Imperial Green**

Philodendron hybrid



**Prismacolor™
Mayoi**

Philodendron mayoii



**Prismacolor™
Orange Smooth™**

Philodendron billietiae



**Prismacolor™
Orange You Gorgeous™**

Philodendron hybrid



**Prismacolor™
Pink Princess**

Philodendron hybrid



**Prismacolor™
Pop Art™**

Philodendron erubescens



**Prismacolor™
Regal Rouge™**

Philodendron hybrid





**Prismacolor™
Splash Dash™**

Philodendron hybrid



**Prismacolor™
Toasted Toffee™**

Philodendron verrucosum



**Prismacolor™
Twisted Sister™**

Philodendron tortum



**Prismacolor™
White Wizard**

Philodendron hybrid



Premium
leafjoy®
genetics
for the best
houseplant
experience



**Prismacolor™
Zig Zag™**

Philodendron hybrid



**Siesta™
Say Grace™**

Maranta leuconeura



**Socialite™
Stripestar**

Stromanthe sanguinea





**Socialite™
Triostar**

Stromanthe sanguinea



**StyleLush™
Sea Turtle™**

Homalomena rubescens



**Sweet Dreams®
Burle-Marxii**

Ctenanthe burle-marxii



**Sweet Dreams®
Burle-Marxii Amagris**

Ctenanthe burle-marxii



**Sweet Dreams®
Exotica**

Ctenanthe setosa



**Sweet Dreams®
First Frost™**

Ctenanthe setosa



**Sweet Dreams®
Grey Star**

Ctenanthe setosa



**Sweet Dreams®
Neverland**

Ctenanthe lubbersiana



Boutique Varieties

UNIQUE GENETICS

LIMITED SUPPLY

EXCLUSIVE VARIETIES

MODIFIED TAG DESIGN



**Arching Amour™
Follow Your Heart™**

Anthurium brownii



**Arching Amour™
Heart's Desire**

Anthurium hybrid



**Arching Amour™
Tall Tale™**

Anthurium plowmanii



**Endless Cascades™
Quinquenervia**

Hoya quinquenervia



**Endless Cascades™
Sarawak Cream**

Hoya latifolia



**Mysteria™
Spotsylvania**

Monstera deliciosa



**Mythic®
Apollo™**

Alocasia hybrid





**Mythic®
Into the Night™**

Alocasia chienlii



**Mythic®
Tentacular™**

Alocasia hybrid



**Prismacolor™
Atabapoense**

*Philodendron
atabapoense*



**Prismacolor™
Ruby Ripcurl™**

Philodendron erubescens



**Prismacolor™
Silver Sword**

Philodendron hastatum



**StyleLush™
Uplift™**

Homalomena rubescens



Collector's Edition

RAREST VARIETIES

VERY LIMITED SUPPLY
EXCLUSIVE VARIETIES

MODIFIED TAG DESIGN

COLLECTIBLE METAL
MEDALLION



**Arching Amour™
Alexandrite
is Right™**
Anthurium hybrid



**Arching Amour™
Heart's Afire™**
*Anthurium magnificum
clairnervium*



**Tropical Tendrils™
Pink Crocodile™**
Piper crocatum



**Tropical Tendrils™
Salmon Sky™**
Piper ornatum



**Tropical Tendrils™
Tahitian Dreamin'™**
Piper sylvaticum



Ordering and Shipping

LOW-VOLUME, FAST AND RELIABLE SHIPPING AVAILABLE

Our convenient location near major shipping lanes in Virginia allows leafjoy® plants to get to your garden center quickly, without needing to fill a truck. With multiple low-volume shipping and ordering configurations, you can order the appropriate amount of leafjoy plants for your store and easily refill inventory throughout the year. Contact our sales team for more information and to get your leafjoy department started.

leafjoy SHIPPING OPTIONS

PALLETIZED BOXES: using FedEx LTL freight, you can receive one pallet or more at a time.

CC CARTS: half- and full-truckload options are available using LTL shipping.

ORDERING leafjoy FOR YOUR GARDEN CENTER

leafjoy pallets can be any combination of cases with our 12cm, 17cm, leafjoy littles, and H2O line to perfectly meet your garden center's needs. Within each case you can customize the varieties to ensure a broad offering within your garden center. We offer minimum orders as little as 10 cases. See our website for the most up-to-date list of plant varieties.

SHIPPING THROUGH THE SEASONS

During the winter months we incorporate heat packs and a reusable pallet shroud to insulate and protect the plants. Using this system, we can protect your plants from cold damage to arrive at your garden center healthy and ready to sell.

The reusable pallet shroud includes a box and return label to simplify the return process.

Palletized shipment with new heat shroud



FedEx LTL Pallet order



For more details, and to learn the best methods to ship leafjoy to your business, contact our sales team.

Ordering and Shipping



Scan the QR Code to sign up for The Plant Company's weekly email newsletter and variety availability.

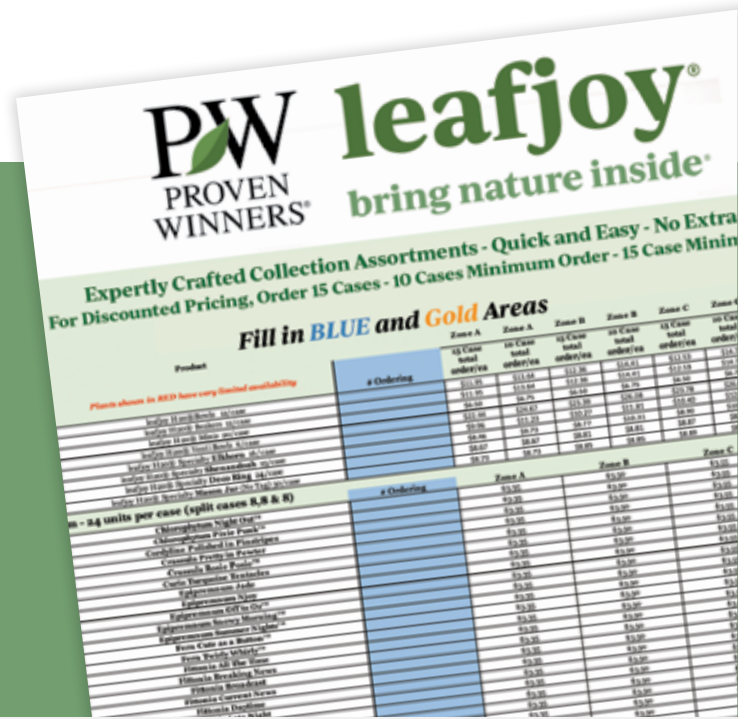
Buyer Benefits

UP-TO-DATE AVAILABILITY

Greenhouse plants ready to ship are accurately inventoried, to help ensure desired quantities are met.

NO GUESSING GAMES

With multiple low-volume shipping and ordering configurations, you can order the appropriate amount of leafjoy plants for your size store and easily refill inventory throughout the year.



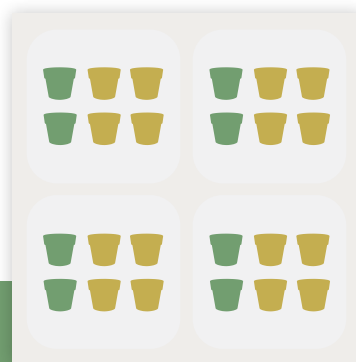
15 CASES GIVES YOU THE BEST PRICING - 10 CASE MINIMUM

PALLET CASE COUNTS

ITEM	# PER CASE	CASES ON PALLET	# OF VARIETIES PER CASE	TOTAL PLANTS
12cm	12	6	3	72
17cm	6	4	2	24
littles	24	3	4	72
H2O	6-30	2	-	-



12CM CASES



17CM CASES



LITTLES CASES

Retailer Support and Marketing Solutions

CONNECTING WITH THE CONSUMER

By offering leafjoy® in your store, you unlock the power of the Proven Winners brand year round. Every single day, we communicate the Proven Winners brand promise of quality plants and products, consistent performance, and unmatched support. We reach out to consumers to build the exposure that will benefit your garden center. Our broad-reaching marketing campaign inspires consumers to search out Proven Winners branded products and drives buyers into your store looking for leafjoy plants. No other brand does more.



Laura from Garden Answer



PROVEN WINNERS SUPPORT

Put Silent Salesmen to Work—Your first leafjoy order comes with....

Train Your Staff—The free Certified retailer training program has been training garden centers for 20 years. Sign up today to make sure your staff is up to date on the leafjoy program.

Amplify and Localize Proven Winners National Marketing—The CONNECT+ program acts as the marketing arm of your garden center. This subscription program has many options to draw attention to your store and help you sell more leafjoy plants.

Make it Easy to Shop Local—The Proven Winners Retailer Locator makes it easy for consumers to find leafjoy retailers locally.

The Plant Company

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bring nature inside®



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