

PW **leafjoy**[®]
PROVEN
WINNERS[®] bring nature inside[™]

WINTER AND SPRING 2024



The 
Plant Company

[THEPLANTCOMPANY.COM](https://www.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.
- We use an integrated pest management program to ensure industry leading leafjoy® quality.

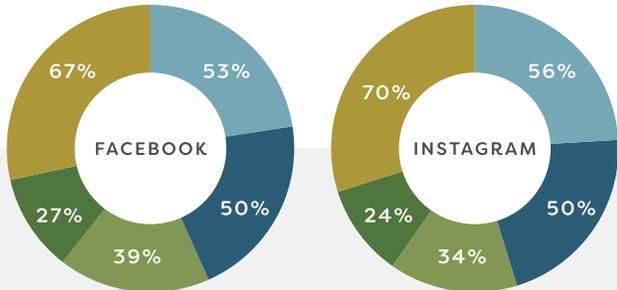
LARGER, MORE ROBUST PLANTS

- The combined growing practices in our greenhouse result with more vibrant colors and hearty foliage that is ready for garden centers and consumers to grow.
- We are committed to growing leafjoy plants to a larger size and quality specification than traditional houseplant growers, giving the plants a head start when they arrive at garden centers and homes.
- 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...



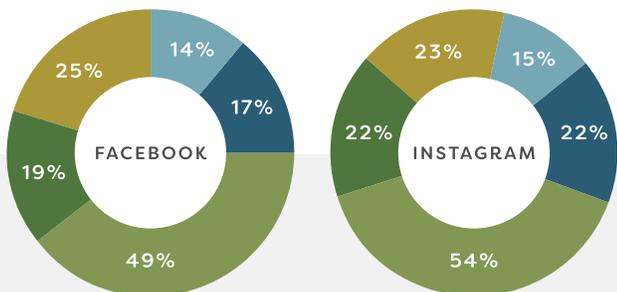
- BRING A TOUCH OF NATURE INDOORS
- BEAUTIFY MY HOME
- FULFILL MY LOVE OF GARDENING YEAR ROUND
- PURIFY THE INDOOR AIR
- REDUCE STRESS

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 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

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® 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.

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 Mini 20-pack display tray



leafjoy H₂O Beaker 6-pack carrying and display tray

DECO RING



ELKHORN LAKE



MASON JAR



SHENANDOAH



SKIFFES CREEK



VENTI BOWL



leafjoy H2O® CONTAINERS RANGE IN SIZE FROM 4" TO 7",
AND PLANTED CAN BE AS TALL AS 17".

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 collectors' 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.



Adrift
Hoya rosita



Beautiful® Jade
Epipremnum aureum



Beautiful® Njoy™
Epipremnum pinnatum



littles Varieties

SAMPLE SIZE
HOUSEPLANTS

—
GREAT FOR GIFTS
AND NOVICES

—
EASY IMPULSE
PURCHASES



**Beautiful®
Off to Oz™**
Epipremnum aureum



**Beautiful®
Snowy Morning™**
Epipremnum aureum



**Beautiful®
Summer Nights™**
Epipremnum aureum



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





**Falling Arrows™
Ruby Reign™**

Syngonium podophyllum



**Falling Arrows™
Snow White™**

Nephrolepis exaltata



**Falling Arrows™
White Butterfly**

Syngonium podophyllum



Feeling Flirty™

Tradescantia hybrid



Freckled Splash

Hoya carnosa



Kathmandu™

Senecio barbertonicus



**Living Lace®
Cute as a Button™**

Nephrolepis cordifolia



**Living Lace®
Twirly Whirly™**

Nephrolepis exaltata





Mini Mammoth
Senecio scaposus



**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



Night Out™

Chlorophytum comosum



Pink Lightning™

Rhoeo discolor





Pink Urchin™
Rhoeo discolor



Pixie Punk™
Chlorophytum comosum



Polished in Pinstripes™
Cordyline terminalis



Pretty in Pewter
Crassula mesembryanthemoides



Rosie Posie™
Crassula pellucida



Salt and Pepper™
Peperomia obtusifolia



Sea Stones™
Hoya burtonia



Spice is Nice™
Peperomia obtusifolia





Sweet and Sour™
Peperomia obtusifolia



Teacup Anemone™
Hoya fitchii



Tricolor
Hoya wayetii



Turquoise Tentacles™
Curio ficodies



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

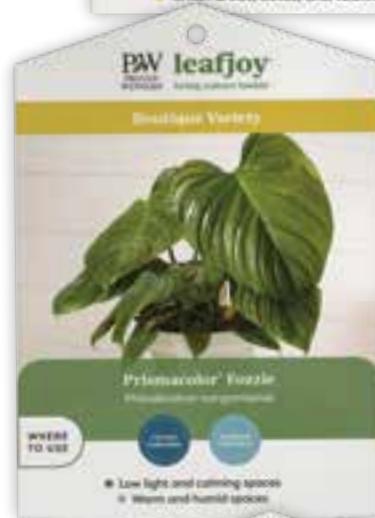
Unique genetics that are in limited supply and in some cases, exclusive leafjoy varieties. Boutique varieties are exclusive to Independent Garden Centers and come with a modified tag design to call them out on the retail display table.

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 collectable metal medallion to further call them out on the retail display table.

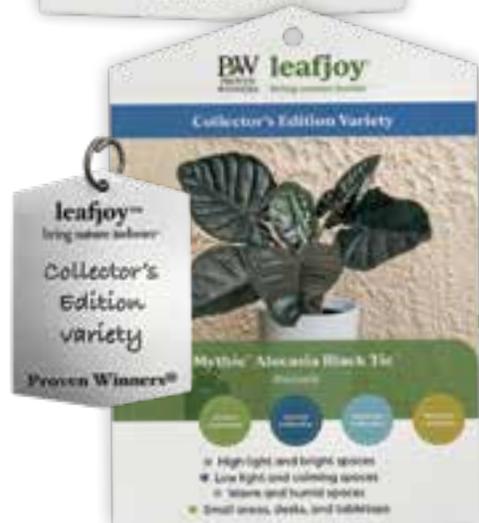


Tag design for Premium Varieties



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.



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.





**Art Deco™
Rivera**

Schismatoglottis wallichii



Bananacle

Dracaena dermensis



**Beautiful®
N'Joy**

Epipremnum pinnatum



Premium Varieties

TOP SELLERS

EXCEPTIONAL
QUALITY

CONSUMER-
FRIENDLY TAGS



**Chandelier™
Roy**

Ficus benghalensis



**Chroma®
Abidjan**

Ficus elastica



**Chroma®
Belize**

Ficus elastica



**Chroma®
Chloe**

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



**Cling-On®
Samantha**

Ficus benjamina



**Cling-On®
Yellow Gem**

Ficus altissima





**Color Full®
Beauty Star**

Calathea ornata



**Color Full®
Diamond Dazzler™**

Calathea domesticum



**Color Full®
Elger Grass**

Calathea rufibarba



**Color Full®
Feather Touch™**

Calathea louisae



**Color Full®
Freddie**

Calathea concinna



**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®
Medallion**

Calathea roseopicta



**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





Criss Cross

Begonia masoniana



Crystalline Sparkle

Begonia masoniana



Feeling Flirty™

Tradescantia hybrid



Green Jewel

Dracaena



Green Light

Hoya carnosa



Hello Hydra

Dracaena frangula



**Lily Pads™
Umbellata**

Ficus umbellata



**Living Lace®
Davana**

Phlebodium aureum





**Living Lace®
Hurricane**

Asplenium anticum



**Living Lace®
Parvati**

*Asplenium
difforme x dimorphum*



**Living Lace®
Sword Dance**

Platycodon bifurcatus



**Living Lace®
Victoria**

Asplenium anticum



**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 reginae



**Mythic®
Red Secret**

Alocasia cuprea



**Mythic®
Rumpelstiltskin™**

Alocasia sinuata



**Mythic®
Silver Dragon**

Alocasia baginda



**Mythic®
Stingray**

Alocasia macrorrhizos



**Mythic®
Zebrina**

Alocasia zebrina





Nifty Nautilus

Dracaena deremensis



**Prismacolor™
Birkin**

Philodendron hybrid



**Prismacolor™
Brandtianum**

*Philodendron
brandtianum*



**Prismacolor™
Double-edged Sword**

Philodendron hybrid



**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 Girl**

Philodendron hybrid



**Prismacolor™
Green Diamond**

Philodendron hybrid



**Prismacolor™
Green Princess**

Philodendron hybrid



**Prismacolor™
Imperial Green**

Philodendron hybrid



**Prismacolor™
Lemon Lime**

Philodendron hybrid



**Prismacolor™
Mayoi**

Philodendron mayoi



**Prismacolor™
Orange Smooth**

Philodendron billietiae





**Prismacolor™
Pink Princess**

Philodendron hybrid



**Prismacolor™
Pop Art**

Philodendron erubescens



**Prismacolor™
Rojo Congo**

Philodendron hybrid



**Prismacolor™
Rugosum**

Philodendron rugosum



**Prismacolor™
Sun Red**

Philodendron hybrid



**Prismacolor™
Twisted Sister**

Philodendron hybrid



**Prismacolor™
Warszewiczii**

Philodendron warszewiczii



**Prismacolor™
White Wizard**

Philodendron hybrid



Ask about
our fast,
low volume
shipping
options.



**Prismacolor™
Zig Zag**
Philodendron hybrid



Say Grace
Maranta hybrid



Sea Turtle
Homalomena rubescens



Silver Sea Monkey
Dracaena fragrans



**Socialite™
Stripestar**
Stromanthe sanguinea



**Socialite™
Trio Star**
Stromanthe sanguinea



Stingray Star™
Dracaena fragrans





**Sweet Dreams™
Amagris**

Ctenanthe burle-marxii



**Sweet Dreams™
Burle-Marxii**

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



Tasmanian Tiger

Dieffenbachia seguine



Urban Urchin

Dracaena deremensis



Boutique Varieties

UNIQUE GENETICS

LIMITED SUPPLY

EXCLUSIVE VARIETIES

MODIFIED TAG DESIGN



Chandelier™ Celebrate

Ficus microcarpa



Chandelier™ Happiness

Ficus benghalensis



Chroma® Ghost Rider

Ficus elastica



Dieffenbachia Cheetah

Dieffenbach sanguine



Follow Your Heart

Anthurium brownii



Mythic® Apollo

Alocasia hybrid



Mythic® Black Tie™

Alocasia inferalis





**Mythic®
Into the Night**

Alocasia chienlii



**Mythic®
Nebula**

Alocasia nebula



**Mythic®
Prometheus**

Alocasia tandurusa



**Mythic®
Tentacular**

Alocasia hybrid



**Prismacolor™
Atabapoense**

Philodendron atabapoense



**Prismacolor™
Electric Eel**

Philodendron joepii



**Prismacolor™
Orange You Gorgeous**

Philodendron hybrid



**Prismacolor™
Ruby Ripcurl**

Philodendron erubescens





**Prismacolor™
Silver Sword**
Philodendron hastatum



**Prismacolor™
Splash Dash**
Philodendron hybrid



Tall Tale
Anthurium plowmanii



Uplift
Homalomena wallisii





Collector's Edition

RAREST VARIETIES

—

VERY LIMITED SUPPLY
EXCLUSIVE VARIETIES

—

MODIFIED TAG DESIGN

—

COLLECTIBLE METAL
MEDALLION

Alexandrite is Right

Anthurium crystallinum x regale



Heart's Afire

Anthurium hybrid



Heart's Desire

Anthurium hybrid



Indonesia Pink

Piper sp.



Mysteria™ Spotsylvania

Monstera deliciosa



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.



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

FedEx LTL Pallet order



Palletized shipment with new heat shroud

Ordering and Shipping



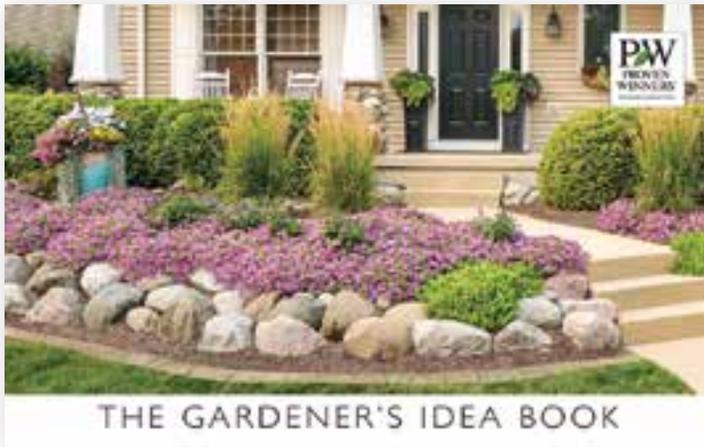
Retailer Support and Marketing Solutions

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 leafy 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

Sales Team



CHRIS RICCI
Director of Sales
cricci@theplantcompany.com
440-935-0670



JENNIFER KUZIW
*Northeast
Territory Sales Manager*
jkuziw@theplantcompany.com
717-919-8968



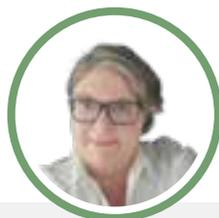
PETER SHEARDY
*Midwest/West
Territory Sales Manager*
psheardy@theplantcompany.com
813-465-4739



GARRETT BRIDGES
*Mid Atlantic
Territory Sales Manager*
gbridges@theplantcompany.com
252.503.6527



BEN WRIGHT
National Account Manager
bwright@theplantcompany.com
540-993-7177



TONI COLGROVE
*Senior Inside Sales &
Customer Service Manager*
tcolgrove@theplantcompany.com
540-237-1675



KIM COOK
Inside Sales Northeast Territory
kcook@theplantcompany.com
540-524-2913



DEAN BERTOLUCCI JR
Inside Sales Midwest Territory
dabertolucci@theplantcompany.com
540-492-5937



DAVID BERTOLUCCI
Inside Sales Mid Atlantic Territory
dbertolucci@theplantcompany.com
540-492-5946

PW
PROVEN
WINNERS®

leafjoy®
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3038 STUARTS DRAFT HWY.
STUARTS DRAFT, VA 24477

(540) 487-4043
info@theplantcompany.com
theplantcompany.com

The
Plant Company

